

CONTEXT TO LICENSING IN A UNIVERSITY ENVIRONMENT

3-4 DECEMBER 2018

Monday December 3rd: Day 1

12.00 – 13.00 Registration and Lunch

13.00 – 14.30 Session 1: Sources of competitive advantage

Businesses work with universities for a number of reasons – but often these boil down to enabling a business to enter a market cheaper or faster than competitors – and to stop imitators. Clearly a patent is one asset that enables this but there are plenty of others that a university may own or that lay in the expertise of research teams. An understanding of these assets can and should shape the ‘value proposition’ and the eventual deal that a TTO reaches with a licensee.

Format: case study, work in groups and then in instructor-led group feedback and conclusions.

14.30 – 15.00 Coffee break

15.00 – 16.30 Session 2: The TTO as service provider

TTOs the world over serve two roles – IP owner (i.e. there to protect the university’s interests) and facilitator (to work with and for researcher to create socioeconomic impact from a technology). These two roles are usually aligned but not always and it is the tensions that result in TTOs ‘falling out’ with researchers. Swedish TTOs are in the enviable position of not owning the IP, freeing them up to focus on providing an excellent service to researchers. In this session we explore what a ‘service-oriented’ TTO does – what it can do to persuade researchers to work with it when they don’t have to.

Format: scenario-based group discussion, concluding in a short presentation

16.30 – 17.00 Coffee break

17.00 – 18.30 Session 3: Live case study

Tuesday December 4th: Day 2

08.30 – 10.00 Session 4: Professional Management of IP

In this session we explore what it means to manage IP ‘professionally’. We use a case study where things have gone seriously wrong to figure out what needs to be done well (and the consequences of not doing so) if it is to be a real, licensable asset, surviving the inevitable ‘due diligence’ process.

Format: Disaster scenario case study – groups analyse what the TTO did wrong thereby understanding the things that are critical to get right.

10.00 – 10.30 Coffee

10.30 – 12.00 Session 5: Shaping the commercial deal

Licensing Agreements serve a number of purposes. Some clauses are there to define the asset being licensed. Some create a clear understanding of who will do what. Others set out the process and consequences if either party fails to deliver. Many of these are ‘boilerplate’. The bits that are not – and are thus the TTO’s craft – are those that shape the commercial deal. These need to provide a fair return but also incentivise (normally the licensee) to invest in the technology. In this session we examine these ‘commercial’ elements of any license agreement in order to ensure optimal social and economic impact from technology.

Format: case study, work in groups and then in instructor-led group feedback and conclusions.

12.00 – 13.00 Lunch and Depart