Module 1 – Fundamentals of KTT management

Objectives :

> Master KTT main objective: Delivering a high quality training covering the whole scope of technology transfer activities for professionals with significant experience and to newcomers.
> The training covers all domains related to the activities related to knowledge and technology Licensing in and Licensing out.

Target audience :

> TT managers
> Project managers
> Business managers
> IP experts or IP lawyers

Trainer(s) :

Senior Patent Licensing Executive / Director of Licensing / Professors of Economics, University of Strasbourg.

Prerequisite(s) :

None

TRAINING CONTENT

Fundamentals of Innovation and KTT Management

> Towards a knowledge based Economy: concepts and implications
> KTT in Europe: the role of public research
> Integration of IP in the R&D and business process

Knowledge Management

> IP protection
> Importance of IPR protection in KT context
> Patents
> Trademarks

Open Innovation and Technology Transfer

> Context and recent issues
> Definition of KTT management
> Tools for TT management (overview)
> Crowdsourcing
> Market places, e-brokers, NPE and trolls
Data mining, patent mapping and partner seeking

> Overview of different tools

We accept the registration for separate modules. The request should be send at least 8 day before the start of training session. Contact us!