Module 1 – Fundamentals of KTT management

Objectifs :

> 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.

Intervenant :

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

Pré-requis :

Aucun

Public :

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

CONTENU DES ENSEIGNEMENTS

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
> Management of patent portfolios and patent pools

**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!