### 4.18 – Technology transfer market analysis and strategies

#### Objectifs :
- Be able to detect the markets and trends for intellectual property commercialisation.
- Master the evaluation process of a patent and of a patent portfolio.
- Manage the IP exploitation strategies (contract research, IP protection and licensing).

#### Public :
- TTO managers in private or public company
- Business development managers
- Licensing executives
- IP practitioners
- Contract managers
- Technology transfer managers.

#### Intervenant :
TT / Licensing expert.

#### Pré-requis :
Having an experience with technology transfer.

#### En complément :
- Master KTT (Knowledge and Technology Transfer)

---

**CONTENU DES ENSEIGNEMENTS**

### Analysis of the technology

- Diagnostic phase: assessing transferability readiness
- How to measure the quality of the patent?
- Ranking and clustering your invention portfolio by quality and technology

### Identifying potential buyers

- Methods for detecting and selecting strategic partnership
- Manage efficiently the relationships

### Building a market for intellectual property, best practices

- TT and licensing landscape
- Technology and IP marketplaces: selecting the most suitable
- Global trends in technology marketing and IPR management

### Exploitation strategies
> Contract research
> IP protection and licensing
> Due diligence
> Spin-off creation
> Financing
> Design a TT-strategy within a given budget