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).

Intervenant :

TT / Licensing expert.

Pré-requis :

Having an experience with technology transfer.

Public :

> TTO managers in private or public company
> Business development managers
> Licensing executives
> IP practitioners
> Contract managers
> Technology transfer managers.

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