

IEEPI

IEEPI is a vocational training institute which was created by the French Ministry of Industry and the French National Patent Office (INPI) in order to develop the strategic use of IP systems in European businesses, with a particular focus on SMEs, and Public Research Organizations. IEEPI proposes each year 150 training days on economic and strategic issues of intellectual property.

SOLVAY BRUSSELS SCHOOL ECONOMICS AND MANAGEMENT (SBS-EM)

Founded in 1903 by Ernest Solvay, the school has built a strong tradition of excellence and innovation in business and economics learning. The mission of the SBS-EM is to generate and share knowledge in the disciplines of economics and management in order to train professional and responsible actors and to fulfill the needs of governance, efficiency and innovation in our constantly mutating society.

FACULTY OF ECONOMICS & MANAGEMENT (FSEG), UNIVERSITY OF STRASBOURG (UDS)

The UDS is the first unified university in France, resulting from the fusion of the three former universities from Strasbourg.

The UDS training offer covers most of the teaching fields, and the research laboratories are very diverse, including the B.E.T.A., a research unit, covering a large range of topics in economics and management, and with an international reputation in economics and management of knowledge and innovation.

EUKTS

EuKTS is an organisation established to increase the standard and recognition of the knowledge and technology transfer (KTT) profession across Europe.

IEEPI is a founder member of EuKTS. The KTT Master curriculum is based on the core competences and professional standards in KTT field established by EuKTS. For more information: www.eukts.eu



PROGRAMME DIRECTORS

- Professor Patrick LLERENA from the University of Strasbourg - BETA,
- Professor Bruno VAN POTTELSBERGHE from the Solvay Brussels School Economics & Management.

FEES

- The total tuition fees are € 8,900, the institution is non subject to VAT.
- The price includes educational resources, lunches and breaks during the program.
- A reduced price of € 7,990 applies to staff from public universities.

CONDITIONS OF ADMISSION

- Admission based on application file possibly followed by an interview.
- Master 1 degree or equivalent (240 ECTS credits). At least three years of experience.
- Applicants who does not hold a Master 1 degree or equivalent can apply for the validation of professional and personal achievements (Validation des Acquis Professionnels et Personnels – VAPP) to the vocational training department of the University of Strasbourg.

EXAMINATIONS

- Written exams. Writing and defence of a Master's thesis.
- Upon successful completion of the examinations you will be awarded 60 ECTS credits.

GENERAL SALES CONDITIONS (abstracts: consult the IEEPI website for more information)

Any cancellation should be confirmed in writing. Cancellation costs are the following:

- More than 14 days before the beginning of the training: €250 for administrative fees are charged
- Between 14 and 3 days before the beginning of the training: 50% of the training fees are charged
- Less than 3 days before the beginning of the training: the training fees are charged in full

Organisers reserve the right to make any corrections to the program or the trainers.



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Diploma delivered by the University of Strasbourg

In partnership with Solvay Brussels School

Programme supported by LES France & LES Benelux (Licensing Executive Society)

MASTER 2 KTT

KNOWLEDGE & TECHNOLOGY TRANSFER



MAKE YOUR IDEAS TRAVEL SAFELY



MASTER 2 KTT

KNOWLEDGE & TECHNOLOGY TRANSFER

module 1

FUNDAMENTALS OF KTT MANAGEMENT

IN STRASBOURG

INNOVATION AND KNOWLEDGE MANAGEMENT

- Landscape and recent trends
- The role of public and private research
- Integration of IP in the R&D and business process

SELLING INNOVATIVE INVENTIONS AND PATENTS

- How to build a licensing dossier
- IP and Market places : how to select the most suitable
- New business models to sale or license patented inventions

OPEN INNOVATION

- Trend, motive and management challenges
- Internal vs external R&D

IP PROTECTION

- The key role of IPR protection in KTT market
- Patents, trademarks, industrial design: how to combine them with efficiency
- Software and trade secrets: specific approaches

DATA MINING AND SEARCHING TOOLS

- Overview of the main tools
- Creating maps and landscapes: methods to make and analyse them

module 2

ANALYSING THE MARKET AND BUILDING A STRATEGY

IN STRASBOURG

KTT LANDSCAPE IN EUROPE, USA AND ASIA

- Main trends and Regional policies
- The growing role of China

ANALYSIS OF THE TECHNOLOGY

- Rating the technological impact of your invention
- Ranking or clustering your invention portfolio by quality and technology

IDENTIFYING POTENTIAL BUYERS

- Selecting and approaching potential partners
- How to manage efficiently the relationship

EXPLOITATION STRATEGIES

- Analysis of the potential market
- Designing a Technology transfer strategy
 - Perspective from a Public Research Organisation
 - Perspective from a Private Company

module 3

CONTRACTUAL ASPECTS OF TT

IN BRUSSELS (BE)

KEY FEATURES OF TT AGREEMENTS

- Memorandum of Understanding/Letter of Intent/Preliminary Agreement
- How to avoid contract traps
- Characteristics of US contracts
- Collaboration agreement: drafting and managing the contract

OPEN SOURCE AND SOFTWARE LICENSE AGREEMENTS

- Open source threats (compatibility issues among these licences)
- Business models Open source vs. Proprietary Models: the pros and cons
- Specific contractual provisions

SPIN-OFF CREATION UNDER IP TOOLS

THE ROLE OF THE FUTURE UNIFIED PATENT COURT

- The Unitary Patent and the UPC regulations
- How to anticipate the transitory period in the contracts

module 4

NEGOTIATION AND COMMUNICATION

IN STRASBOURG

COMMUNICATION AND TEAM MANAGEMENT

- Coaching and conflict management
- Communication with people from different backgrounds
- External stakeholders: communication & management
- Networking: digital vs traditional approach

MANAGING TECHNOLOGY TRANSFER IN A MULTICULTURAL ENVIRONMENT

- Managing a collaborative partnership in a multicultural environment
- Dealing with US, Japanese and Chinese TT managers
- Use of translators: tips and tricks

NEGOTIATION STRATEGIES & TACTICS

- The key role of preparation
- Building and managing a negotiation team
- The different aspects of a negotiation strategy

ROLE PLAY

module 5

VALUATION AND EXPLOITATION OF INTANGIBLE ASSETS

IN STRASBOURG

THE VALUE OF A TECHNOLOGY FOR BUSINESSES

- Economic analysis
- PatVal study
- IP as an asset: stock, securitization

WHY AND HOW TO EVALUATE AN ASSET

- Value and price
- The valuation methods: Cost-based/Market-based/Income-based
- When and how to use them

HOW TO CONDUCT AN IP AUDIT OR DUE DILIGENCE

- The different steps
- Evaluating the impact of risk factors

CASE STUDY

- Use of different valuation methods

module 6

IP LITIGATION / ENTREPRENEURSHIP

IN BRUSSELS (BE)

6A: IP LITIGATION

- How to manage post-license conflicts
- Financial terms in existing and new agreements
- Internal control and compliance procedures
- External audits: conducting and managing the process
- Review of the results of external audits and findings
- Case studies

6B: ENTREPRENEURSHIP

- From research to business: the entrepreneurial process
- Scientists vs. Entrepreneurs
- Opportunity design and opportunity assessment
- Market research techniques for entrepreneurs
- What makes a good business plan?
- Business model design
- How to raise funds: introduction to venture capital

CONTEXT

In today's knowledge-based economy, IP assets are playing an increasingly key role. The development of Open Innovation, the exponential increase in the number of patents and patent litigations and the development of IP intermediation tools lead to the emergence of new professions.

In particular, Technology Transfer (TT) and licensing activities become crucial issues and require highly qualified people. TT managers need to possess skills in a very large scope of domains (scientific, legal, intellectual property, financial, negotiation, project management...).

One of the ways to enhance the quality of TT and innovation in Europe is to promote professional competences and support career development of TT managers.

OBJECTIVES

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.

TARGETED AUDIENCE

TT managers, Project managers, Business managers, IP experts or IP lawyers.

ONE TRAINING – 2 PLACES OF LECTURE

Modules 1, 2, 4 and 5 will occur in Strasbourg, France, at IEEPI's premises.

Modules 3 and 6 will occur in Brussels, Belgium, at Solvay Brussels School – EM's premises.

FORMAT

- 6 modules spread over a 10-month period in order to allow applicants reconciling training with a full-time work.
- Each module lasts for 3- to 5 days and is dedicated to a specific theme.
- A Master's thesis has to be written for the end of the curriculum.
- It can be followed over 2 calendar years (please contact us for more information).
- Case studies, interactions and sharing of best practices between the participants and the training team are encouraged.

MASTER 2 DIPLOMA

The Master 2 diploma on Knowledge and Technology Transfer (KTT) is delivered by the University of Strasbourg.

The diploma is entitled « Management des Projets et des Organisations, spécialité Stratégie de la propriété intellectuelle et innovation, Parcours Valorisation et Transfert de Technologie ».

The registration rights include the attendance to the 6 modules, the supervision of the Master's thesis and the university registration rights.

The Solvay Brussels School Economics & Management proposes a Certificate of attendance for the applicants attending the modules in Brussels.

KEY TRAINERS

- Frédéric CAILLAUD, Director of Licensing and Business Development.
- Alfred CHAOUAT, Vice President Licensing.
- Frédéric DE CONINCK, Consultant.

- Yann DIETRICH, Senior Patent Licensing Executive.
- Cedric DONCK, Professor, Solvay Brussels School – EM.
- Emmanuel GOUGÉ, Patent Attorney.
- Dietmar HARHOFF, Professor, Ludwig-Maximilian Institute.
- Patrick LLERENA, Professor, University of Strasbourg – BETA.
- Fabirama NIANG, IP Director.
- Julien PENIN, Professor, University of Strasbourg – BETA.
- Jean-Christophe TROUSSEL, Patent Attorney.
- Bruno VANDERMEULEN, IP Lawyer.
- Bruno VAN POTTELSBERGHE, Professor, Solvay Brussels School – EM.
- Olivier WITMEUR, Professor, Solvay Brussels School – EM.

FOR ANY FURTHER INFORMATION



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