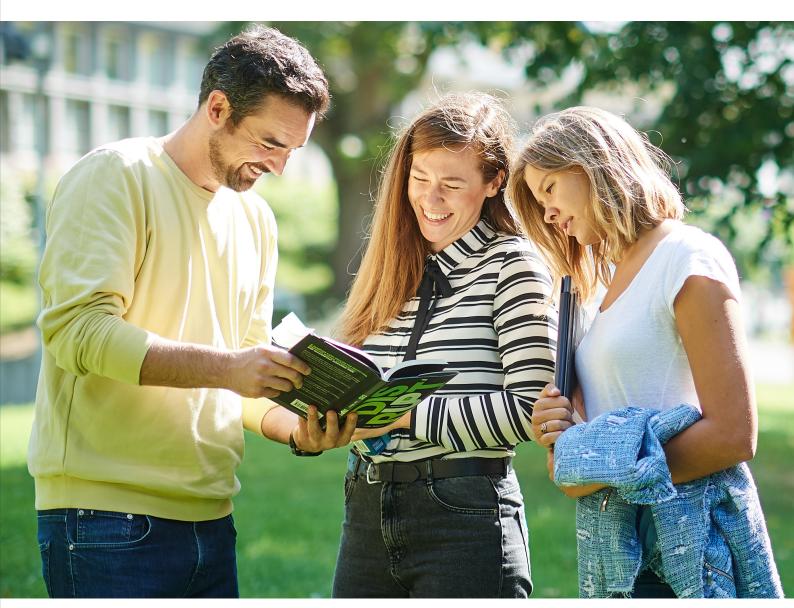
MASTER 2 | ADVANCED MASTER IN KNOWLEDGE AND TECHNOLOGY TRANSFER











FUNDAMENTALS OF KTT MANAGEMENT

5 DAYS | STRASBOURG (FR)

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 file
- 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 IP Rights 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

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ANALYSING THE TECHNOLOGY TRANSFER AND BUILDING A STRATEGY

3 DAYS | STRASBOURG (FR)

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



VALUATION AND EXPLOITATION OF INTANGIBLE ASSETS

3 DAYS | BRUSSELS (BE)

The value of technology for businesses

- Economic analysis
- 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





CONTRACTUAL ASPECTS OF TT

3 DAYS ISTRASBOURG (FR)

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

MODULE

NEGOTIATION AND COMMUNICATION

3 DAYS | STRASBOURG (FR)

Communication and team management

- Coaching and conflict management
- Occurrent 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



IP LITIGATION / ENTREPRENEURSHIP

5 DAYS | 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 as well as newcomers.

The curriculum covers all skills required for activities related to knowledge and technology management, licensing in and licensing out.

TARGETED AUDIENCE

This course is designed for TTO/KTO (technology transfer officers or knowledge transfer officers), TT managers, project managers, business managers, IP experts, IP lawyers or consultants involved in technology transfer activities. The course is developed for professionals from both public and private institutions, entrepreneurs and consultants.

FORMAT

- 6 modules spread over 10 months to allow students to reconcile training with a full-time work. The programme can be followed over 2 calendar years. Registration to separate modules is also possible (please contact us for more information).
- 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.
- 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, and titled « 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.

Solvay Lifelong Learning will additionally provide certificates of completion to the students attending the modules in Brussels.

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 of Economics and Management premises.

KEY TRAINERS

Alfred CHAOUAT

Vice President Licensing - Interdigital

Cedric DONCK

Professor, Solvay Brussels School - EM

Dietmar HARHOFF

Professor, Ludwig-Maximillian Institute

Patrick LLERENA

Professor, University of Strasbourg BETA

Sophie PASQUIER

Principal Licensing Counsel - Philips IP and Standards, President - L.E.S. France

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

List of trainers for information only / Indicative list

PRACTICAL INFORMATION



IEEPI

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PROGRAMME DIRECTORS

Professor Patrick LLERENA from the University of Strasbourg - BETA, Professor Bruno van Pottelsberghe, Dean of the Solvay Brussels School Economics & Management.

FEES

The total tuition fees are € 12.500, the institution is non subject to VAT.

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For the French public, the training is eligible for the CPF.

ADMISSION PROCEDURE

Admissions are based on an application file, followed by an interview on a case-by-case basis.

Requirements:

- English proficiency
- Master 1 degree or equivalent (240 ECTS credits).

EXAMINATION PROCESS

Degree awarded

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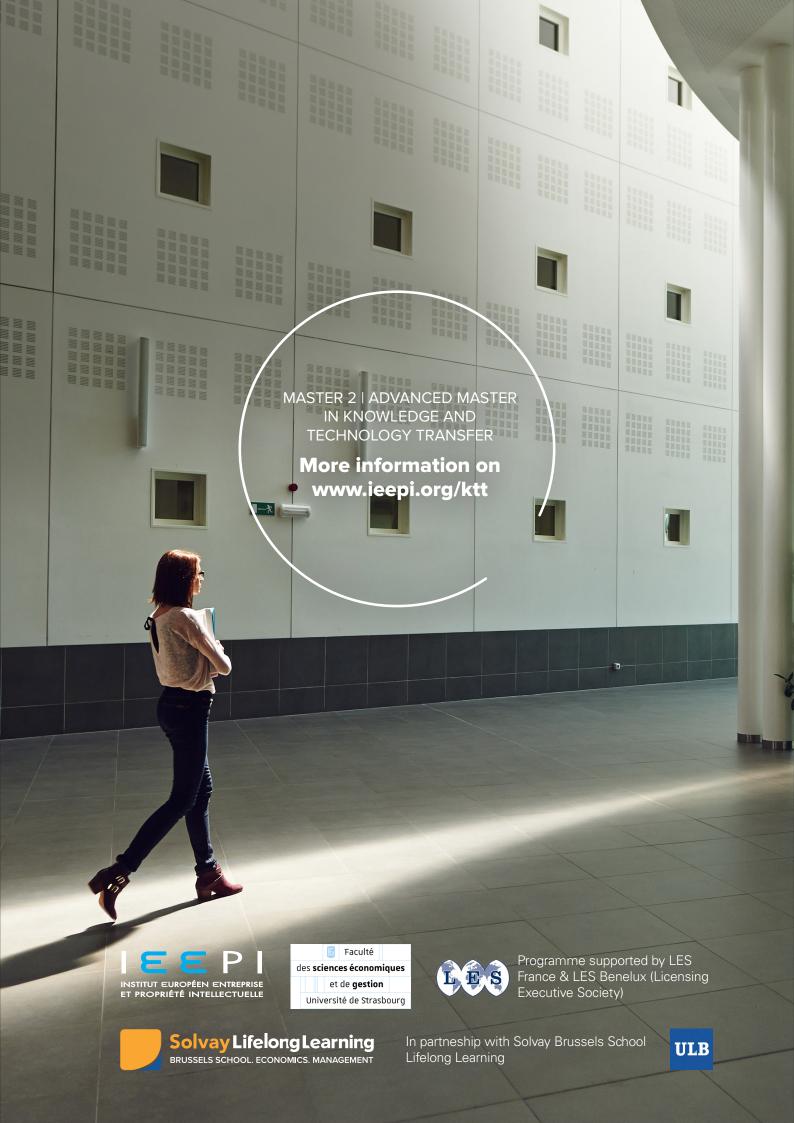
GENERAL SALES CONDITIONS

(abstracts: consult the IEEPI website for more information)

Any cancellation should be confirmed in writing at ieepi@ieepi.org.

Cancellation costs are the following:

- More than 14 days before the beginning of the training: €250 for administrative fees are charged.
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REGISTRATION FILE 1/2

To fill and return to IEEPI: 7 rue de l'Écarlate F-67082 Strasbourg Cedex FRANCE Tel: +33(0)3.92.25.01.40 - Email: ieepi@ieepi.org - The file should be sent before 15/09/2023. It is recommended to send your application in digital form.

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To be eligible for consideration	on, your application file should include:						
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Be careful, any incomplete file will not be taken into considerate	ion! The file should be sent before 15/09/2023.						
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PROFESSIONAL EXPERIENCE							
Actual Position:	Department:						
What are the main duties of your office?							
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FUNDING OF THE TRAINING							
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