

MASTER 2 | ADVANCED MASTER IN KNOWLEDGE AND TECHNOLOGY TRANSFER



MODULE 1

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

MODULE 2

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

MODULE 3

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

MODULE 4

CONTRACTUAL ASPECTS OF TT

3 DAYS | STRASBOURG (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 5

NEGOTIATION AND COMMUNICATION

3 DAYS | STRASBOURG (FR)

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 6

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-Maximillan 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

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, and Public Research Organizations. IEEPI proposes each year 200 training days on economic and strategic issues of intellectual property.

SOLVAY BRUSSELS SCHOOL ECONOMICS AND MANAGEMENT (SBS-EM)

Established in 1903, Solvay Brussels School of Economics & Management is a faculty of the Université libre de Bruxelles. It currently holds a leading position in Europe for research and education in the fields of economics and management. The school's core mission is to train business leaders and entrepreneurs with the ability to adapt to the ever-changing nature of society and to shape tomorrow's world.

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

The UDS is one of the top universities in France. 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.

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. These tuition fees includes educational resources, lunches and breaks during the programme. A reduced price of € 11.250 applies to staff from public universities and Solvay Brussels School Alumni. 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

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".

Solvay Lifelong Learning will additionally provide an "Advanced Master in Knowledge and Technology Transfer" certificate.

Upon successful completion of the examination process, you will be awarded 60 ECTS credits. The examination process consists of:

- Written exams
- Writing and defense of a Master's thesis

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.
- 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 adjustments to the programme or the trainers.

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More information on
www.ieepi.org/ktt

IEEPI
INSTITUT EUROPÉEN ENTREPRISE
ET PROPRIÉTÉ INTELLECTUELLE

Faculté
des **sciences économiques**
et de **gestion**
Université de Strasbourg



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

 **Solvay Lifelong Learning**
BRUSSELS SCHOOL. ECONOMICS. MANAGEMENT

In partnership with Solvay Brussels School
Lifelong Learning

ULB

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.

Name of the participant: First name:

Company:

Position: Department:

Address:

Tel: Fax: E-mail :

Name and first name of the training manager:

Adresse :

Tel: Fax: E-mail :



Must be completed if the invoice is to be made out to an organisation or other company:

Name of collecting organisation or other company :

Address:

Contact person:

Tel: E-mail:

Executive Master tuition fees:
Price Reduced rate ⁽¹⁾

☐ I register for the whole Master KTT (Knowledge and Technology Transfer) ⁽²⁾

The Master 2 is composed of 3- to 5- day long modules. 4 modules are taking place in Strasbourg, 2 are in Brussels. In addition, a tutored Master's thesis should be written and defended.

It is possible to attend individual modules in order to complete the diploma within 2 years (please contact us for more specifications).

MASTER ⁽²⁾	€ 12500	€ 11250
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☐ I register only for the following modules

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Module 1 | Fundamentals of KTT management |
| <input type="checkbox"/> Module 2 | Analysing the market and building a strategy |
| <input type="checkbox"/> Module 3 | Valuation and exploitation of intangible assets |
| <input type="checkbox"/> Module 4 | Contractual aspects of TT |
| <input type="checkbox"/> Module 5 | Negotiation and communication |
| <input type="checkbox"/> Module 6 | Litigation and Entrepreneurship |

October 9 to 13, in Strasbourg (FR)

November 15 to 17, in Strasbourg (FR)

December 6 to 8, in Brussels (BE)

January 31 to February 2, in Strasbourg (FR)

March 6 to 8, in Strasbourg (FR)

April 1 to 5, in Brussels (BE)

Module 1	€ 4000	€ 3600
Module 2	€ 2400	€ 2160
Module 3	€ 2400	€ 2160
Module 4	€ 2400	€ 2160
Module 5	€ 2400	€ 2160
Module 6	€ 4000	€ 3600

☐ Payment by bank transfer

☐ Payment after reception of the bill

Bank details		
BANQUE POPULAIRE CAE STRASBOURG - FRANCE		
Account Number: 7021.8044223	IBAN: FR76 1470 7500 2070 2180 4422 351	BIC/SWIFT code: CCBPFR- PPMTZ

Dates in the process of being validated

TOTAL NET COSTS

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Place:

Date:

Name of the signatory:

Stamp & signature:

The signatory is aware of the general conditions terms and accepts them.

⁽¹⁾ Reduced fare is offered to: ☐ Solvay-IEEPI Alumni ☐ Staff from public universities

⁽²⁾ Your full registration to the Master 2 will be effective after the acceptance of your application by the selection board. University tuition fees are included.
IEEPI is exempted from VAT according to the French legislation on training providers.

REGISTRATION

FILE 2/2

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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.

To be eligible for consideration, your application file should include:

1. A curriculum vitae
2. A cover letter
3. An ID photo
4. A photocopy or scan of the highest diploma obtained
5. This form duly filled and signed

Be careful, any incomplete file will not be taken into consideration! The file should be sent before 15/09/2023.

CIVIL STATUS

Name: First name:

Birth date:/...../..... Place of birth: Nationality:

Personal address :

.....

.....

Tel: Email:

PROFESSIONAL EXPERIENCE

Actual Position: Department:

Name of the supervisor:

What are the main duties of your office?

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What areas of this Master is of particular interest for you?

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FUNDING OF THE TRAINING

Please specify who will be in charge of the payment of the fees for this training:

☐ Your employer ☐ Yourself ☐ Other (Specify):

Done in:

The:

Signature:

Commission's decision of the:/...../.....

Validated prerequisites: ☐ Yes ☐ No

Decision: ☐ Admitted ☐ Not admitted ☐ VAPP

Sign of the delegate:

RESERVED FOR ADMINISTRATION.

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