

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, 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.

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 € 7,900 applies to staff from public universities.

CONDITIONS OF ADMISSION

- Admission based on application file possibly followed by an interview.
- Master 1 degree or equivalent.
- 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.

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.

Registration	Admission Panel	Training Modules (Strasbourg / Brussels)	Master's Thesis	Thesis Defense	Jury and Results	
2015	28/02/2015	March	2016	August	Sept.	Nov.

The application file should be sent before February 28h, 2015.

IEEPI
INSTITUT EUROPÉEN ENTREPRISE
ET PROPRIÉTÉ INTELLECTUELLE

1 rue JD Cassini - F-67400 ILLKIRCH
Tel: +33.3.88.65.50.29 - Fax: +33.3.69.20.02.39
www.ieepi.org | ieepi@ieepi.org

DIPLOMA DELIVERED BY THE UNIVERSITY OF STRASBOURG
IN PARTNERSHIP WITH SOLVAY BRUSSELS SCHOOL - EM

UNIVERSITÉ DE STRASBOURG

FSEG
STRASBOURG
Faculté des sciences
économiques et de gestion

Solvay Brussels School
Economics & Management

MASTER 2 KTT

KNOWLEDGE & TECHNOLOGY TRANSFER

2015



MAKE YOUR IDEAS TRAVEL SAFELY

UNIVERSITÉ DE STRASBOURG

FSEG
STRASBOURG
Faculté des sciences
économiques et de gestion

IEEPI
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ET PROPRIÉTÉ INTELLECTUELLE

Solvay Brussels School
Economics & Management

MASTER 2 KTT

KNOWLEDGE & TECHNOLOGY TRANSFER

module 1

FUNDAMENTALS OF KTT MANAGEMENT

MARCH 16 TO 20, 2015 IN STRASBOURG

FUNDAMENTALS OF INNOVATION AND KTT MANAGEMENT

- Towards a knowledge based Economy: concepts and implications
- The growing evolution of KTT landscape
- Integration of IP in the R&D and business process

KNOWLEDGE MANAGEMENT

IP PROTECTION

- The key role of IPR protection in KT context
- Exploiting the complementarity of IPR

OPEN INNOVATION AND TECHNOLOGY TRANSFER

- Context and recent issues
- Tools for TT management (overview)
- Crowdsourcing
- Market places, e-brokers, NPE and trolls
- Management of patent portfolios and patent pools

DATA MINING, PATENT MAPPING AND PARTNER SEEKING

- Overview of main tools
- How to use them effectively

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.

module 2

ANALYSING THE MARKET AND BUILDING A STRATEGY

APRIL 15 TO 17, 2015 IN STRASBOURG

KTT LANDSCAPE IN EUROPE, USA AND ASIA

- National policies and main trends
- Specific approaches

ANALYSIS OF THE TECHNOLOGY

- Analysis the product life and related IPR
- Development stages and TRL

ANALYSIS OF THE POTENTIAL BUYERS

- Analysis of the potential market
- Analysis of the potential licensees / partners

EXPLOITATION STRATEGIES

- Design and implementation of a knowledge transfer strategy:
 - Perspective from a Public Research Organism
 - Perspective from a private company

module 3

CONTRACTUAL ASPECTS OF TT

JUNE 10 TO 12, 2015 IN BRUSSELS (BE)

THE UNITARY PATENT AND THE UNIFIED PATENT COURT

- Content and issues at stake

KEY CONCEPTS ABOUT TT AGREEMENTS

- Letters of Intent - MoAs
- NDA (unilateral / bilateral / multilateral)
- Material Transfer Agreements
- Bilateral Research / Services Agreements
- Specificities of the Desca Agreements
- How to draft effectively contracts and avoid traps

OPEN SOURCE SPECIFICITIES

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

LICENSING

- Licensing in & Licensing out
- Structuring the License Deal
- Best practices for selling patents

SPIN-OFF CREATION UNDER IP TOOLS

CHARACTERISTICS OF US CONTRACTS

IMPORTANCE OF THE NEW UPC REGULATIONS

- How to anticipate the transitory period in the contracts?

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.

module 4

NEGOTIATION AND COMMUNICATION

SEPT. 30 TO OCT. 2, 2015 IN STRASBOURG

COMMUNICATION AND TEAM MANAGEMENT

- Coaching and conflict management
- Communication with people from different backgrounds
- External stakeholders: communication & management
- Networking approaches

MANAGING TECHNOLOGY TRANSFER IN A MULTICULTURAL ENVIRONMENT

- Managing a collaborative partnership in a multicultural environment
- Dealing with US, Japanese & Chinese TT managers
- Tips and tricks in international environment

NEGOTIATION

- Preparing for negotiation
- Simulation of a first contract for setting up an international partnership
- Analyzing a negotiation strategy

module 5

EVALUATION AND EXPLOITATION OF INTANGIBLE ASSETS

NOVEMBER 4 TO 6, 2015 IN STRASBOURG

THE VALUE OF A TECHNOLOGY FOR BUSINESSES

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

WHY AND HOW TO VALUATE AN ASSET

- Value and price
- The main valuation methods and how to use them
- Valuation of emerging technology

HOW TO CONDUCT AN IP AUDIT - DUE DILIGENCE

EVALUATING THE IMPACT OF RISK FACTORS

SIMULATION

- Use of different valuation methods (case study)

module 6

LITIGATION AND ENTREPRENEURSHIP

DECEMBER 7 TO 11, 2015 IN BRUSSELS (BE)

LITIGATION

- The role of quality
- Managing and controlling the financial returns
- Post license management
- Financial terms in existing agreements
- Financial terms in new agreements?
- Internal control and compliance procedures
- External audits – considering and managing the process
- Review of the results of external audits and findings
- Case studies

ENTREPRENEURSHIP

- From research to business; the entrepreneurial process
- Who is the entrepreneur?
- Scientists vs. Entrepreneurs?
- Opportunity design
- Opportunity assessment
- Market research techniques for entrepreneurs
- Business model design
- Product vs Service business models
- What makes a good business plan
- Introduction to venture capital
- Due diligence process
- Valuation techniques

KEY TRAINERS

- Marc BETHENOD, Patent Attorney.
- 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.
- Dietmar HARHOFF, Professor, Ludwig-Maximilian Institute.
- Patrick LLERENA, Professor, University of Strasbourg - BETA.
- Fabirama NIANG, IP Director.
- Julien PENIN, Professor, University of Strasbourg - BETA.
- Antonius TANGENA, President, EPI.
- Bruno VANDERMEULEN, IP Lawyer.
- Bruno VAN POTTELSBERGHE, Professor, Solvay Brussels School – EM.
- Olivier WITMEUR, Professor, Solvay Brussels School - EM.

FOR ANY FURTHER INFORMATION



IEEPI

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MASTER 2 KTT

KNOWLEDGE & TECHNOLOGY TRANSFER

To fill and return to IEEPI: Parc d'innovation - 1 rue Cassini - 67400 ILLKIRCH - FRANCE
 Email: ieepi@ieepi.org or by fax: +33.3.69.20.02.39. **The file should be sent before February 28th, 2015.**

Name of the **attendee**: First name:

Company:

Position: Department:

Address:

.....

Tel: Fax: Email:

Name of the **training manager**:

Adresse :

Tel: Fax: Email:



1 rue JD Cassini - F-67400 ILLKIRCH
 Tel: +33.3.88.65.50.29 - Fax: +33.3.69.20.02.39
 Contact: ieepi@ieepi.org
www.ieepi.org

To be completed if the invoice should be addressed to another company or address :

Name:

.....

Address:

.....

Contact person:

Tel:

Executive Master tuition fees:
 Price 2015 Reduced rate 2015⁽¹⁾

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

MASTER ⁽²⁾	€ 8,900	<input type="checkbox"/>	€ 7,900	<input type="checkbox"/>
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It is possible to attend individual modules in order to complete the Master 2 diploma within 2 years (please contact us for more specifications).

- I register only for the following modules**
- Module 1** Fundamentals of KTT management (5 days in Strasbourg)
 - Module 2** Analysing the market and building a strategy (3 days in Strasbourg)
 - Module 3** Contractual aspects of TT (3 days in Brussels)
 - Module 4** Negotiation and communication (3 days in Strasbourg)
 - Module 5** Valuation and exploitation of intangible assets (3 days in Strasbourg)
 - Module 6** Litigation and entrepreneurship (5 days in Brussels)

March 16 to 20, 2015
April 15 to 17, 2015
June 10 to 12, 2015
Sept. 30 to Oct. 2, 2015
Nov. 4 to 6, 2015
Dec. 7 to 11, 2015

Module 1	€ 2850	<input type="checkbox"/>	€ 2500	<input type="checkbox"/>
Module 2	€ 1850	<input type="checkbox"/>	€ 1650	<input type="checkbox"/>
Module 3	€ 1850	<input type="checkbox"/>	€ 1650	<input type="checkbox"/>
Module 4	€ 1850	<input type="checkbox"/>	€ 1650	<input type="checkbox"/>
Module 5	€ 1850	<input type="checkbox"/>	€ 1650	<input type="checkbox"/>
Module 6	€ 2850	<input type="checkbox"/>	€ 2500	<input type="checkbox"/>

Payment by bank transfer

Bank details		
BANQUE POPULAIRE ILLKIRCH GRAFFENSTADEN 205 route de Lyon, 67400 Illkirch-Graffenstaden, FRANCE		
Account Number: 7021.8044223	IBAN: FR76 1760 7000 0170 2180 4422 358	BIC/SWIFT code: CCBP-FRPPSTR

TOTAL NET COSTS =

Payment after reception of the bill

Place:

Date:

Name of the signatory:

Stamp & signature :

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

Lunches and breaks are offered (except for Module 1). A shared lunch is organised in order to ease discussions among attendees and teachers (usually from 12h30 to 14h00).

⁽¹⁾ Reduced fare is offered to 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.

⁽³⁾ IEEPI is exempted from VAT according to the French legislation on training providers.

Please turn

MASTER 2 **KTT**

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 Email: ieepi@ieepi.org or by fax: +33.3.69.20.02.39. **The file should be sent before February 28th, 2015.**

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

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

Be careful, any incomplete file will not be taken into consideration! The file should be sent before February 28th, 2015

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?

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

.....

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:...../...../..... Admitted Not admitted

Complete file Sign of the delegate:

Incomplete file Missing documents:

RESERVED FOR ADMINISTRATION.