

TTO CIRCLE 1ST PLENARY MEETING

Programme

Day 1 – Thursday 28th April

12:30 – 14:00	Welcome Lunch
14:00 – 14:30	Opening
	<p><i>Frank M. Salzgeber, Head of Technology Transfer Programme Office, European Space Agency</i></p> <p><i>Giancarlo Caratti, Head of Intellectual Property and Technology Transfer Unit, Joint Research Centre, European Commission</i></p>
14:30 – 15:00	State of play in European Policy
	<p><i>Henriette Van Eijl, Policy Development for Industrial Innovation Unit, DG Enterprise, European Commission</i></p> <p><i>Audrey Goosen, Innovation Policy Unit, DG Research and Innovation, European Commission</i></p>
15:00 – 18:00	How to commercialise IP in Europe: THE CASE OF IP POOLS
	<p><i>Moderator:</i> <i>Salvatore Amico Roxas, Intellectual Property and Technology Transfer Unit, Joint Research Centre, European Commission</i></p>
15:00 – 16:20	Patent Pools and Clearinghouses: A Theoretical Perspective
	<p>Patent pools and clearinghouses may be useful models to facilitate licensing in situations where multiple patent owners hold multiple essential patents. The models have some benefits and shortcomings. The insights on these benefits and shortcomings are based on quantitative empirical research. They will be discussed in detail, in particular in the light of open innovation.</p> <p><i>Speaker:</i> <i>Esther Van Zimmeren, Centre for Intellectual Property Rights, University of Leuven</i></p>
16:20 – 16:40	Coffee Break
16:40 – 18:00	IP Pools: The road to successfully establishing them
	<p>A presentation that will address the steps to build up an IP pool including the hurdles, challenges, technicalities and key success factors while explaining the role of innovation standards. Insights on how to manage such initiatives will be introduced and successful pools will be presented.</p> <p><i>Speaker:</i> <i>Sabina Brufani, Business Development Manager, SISVEL</i></p>
20.00	Dinner

Day 2 – Friday 29th April

08:30 – 10:20	How to commercialise IP in Europe: VALUATION OF EARLY STAGE TECHNOLOGIES <i>Moderator:</i> <i>Aude de Clercq, Technology Transfer Programme Office, European Space Agency</i>
08:30 – 09:00	Introduction to Valuation of Early stage technologies: How to reach a starting price for negotiating a TT agreement? A set of different approaches have been proposed by experts to value patents and several have been put in practice. Qualitative and quantitative valuation methods will be presented during this session. <i>Speaker:</i> <i>Olga Spasic, Innovation and Technology Transfer Section, WIPO</i>
09:00 – 09:30	The perspective of the industry Several real life case studies are discussed that exhibit valuation issues and some solutions. A special focus is put on how valuation issues can be resolved in the license contract structure. <i>Speaker:</i> <i>Ralph Villiger, CEO, Avance</i>
09:30 – 10:30	Discussion
10:30 – 10:40	Coffee Break
10:40 – 12:00	DISCUSSION: Next Steps of the TTO Circle
12:00 – 13:30	Lunch
13:30 – 14:30	Visit to ESA premises