



COORDINATING SECRETARIAT
FOR SCIENCE TECHNOLOGY
AND INNOVATION



NATIONAL
INTELLECTUAL PROPERTY
OFFICE OF SRI LANKA



JAPAN PATENT OFFICE



NATIONAL WORKSHOP

WIPO/INN/CMB/18/INF/1
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National Workshop Two on Intellectual Property (IP) Commercialization in the Framework of the Enabling IP Environment (EIE) Project

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Coordinating Secretariat for Science Technology and Innovation (COSTI), Ministry of Science
Technology & Research, Sri Lanka and
the National Intellectual Property Office of Sri Lanka (NIPO), Sri Lanka

and with the assistance of
the Japan Patent Office (JPO)

Watersedge, Battaramulla, September 17 to 21, 2018

PROGRAM

prepared by the International Bureau of WIPO

Monday, September 17, 2018

For participants from Hub and Spokes

9:00 – 9:15 **Welcome Addresses by:**

Prof. Ajith De Alwis, Project Director, Coordinating Secretariat for Science Technology and Innovation (COSTI)

Dr. David Simmons, Counsellor, Regional Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO), Geneva

9:15 – 9:35 **Introduction of Speakers, Participants and Overview of the Workshop**

Dr. Richard S. Cahoon, President, BioProperty Strategy Group Inc./
Adjunct Professor, International Programs, Cornell University, Ithaca,
New York (NY), United States of America (USA)

9:35 – 9:50 **Enabling Intellectual Property (IP) Environment (EIE):**

- **Project Overview;**
- **Current Status, Developments & Upcoming Activities**

Ms. Yumiko Hamano, IP Consultant, Partner, ET Cube International,
Echenevex, France

9:50 – 11:30 **Roundtable: Hub and Spokes IP Policy issues**

All Spokes given an opportunity to discuss IP institution and policy issues

11:30 – 11:45 Coffee/Tea Break

11:45 – 12:15 **Roundtable: Hub and Spokes IP Policy issues (continued)**

12:15 – 13:00 Lunch Break

(working lunch – Discussion on Sri Lankan law & issues relevant to technology transfer)

Presentation & white paper on limitations in the SL University Act and Science & Technology Development Act

Dr Sampath Punchihewa, Faculty of Law, University of Colombo

13:00 – 13:45 **Technology Transfer Offices (TTO):**

- **Governance, Operation, Funding;**
- **Interaction with Senior Management;**
- **Promotion of TTO on Campus;**
- **Various types of University/Industry Interactions**

Dr. Richard S. Cahoon

Mr. John A. Fraser, President, Burnside Development and Associates LLC,
Bethesda, Maryland (MD), USA

13:45 – 14:30 **Invention Triage: *The Process of Selecting Disclosures***

Dr. Richard S. Cahoon

Ms. Yumiko Hamano

14:30 – 15:00 **Team Exercise:** *Initial Triage Work on Spokes' Technology*

Dr. Richard S. Cahoon

15:00 – 15:15 Coffee/Tea Break

15:15 – 16:00 **More Technology Triage:**

- **Technology Characterization, Evaluation, and Assessment;**
- **Activities to Preparing for Licensing with Team Exercise**

Mr. John A. Fraser

Dr. Surya Raghu, Chief Executive Officer, Advanced Fluidics LLC, Partner,
Columbia, MD, USA

16:00 – 16:30 **Team Exercise:** *Continued Triage Work on Spokes' Technology*

16:30 – 17:15 **More Technology Triage** (includes team exercise):

- **Technology Characterization, Evaluation, Assessment, Market viability;**
- **Market Relevance of Claims**

The crucial convergence of i) potential patent/IP scope; 2) technical performance; 3) market relevance

Dr. Richard S. Cahoon

Ms. Yumiko Hamano

17:15 End of Day 1

Tuesday, September 18, 2018

For participants from Hub and Spokes

- 9:00 – 10:00 **More Technology Characterization:**
- **Evaluation, Assessment, Market Viability;**
 - **Market Relevant Claims;**
 - **Technology Brief as Process and Product** (Completing Phase II of Triage Evaluation)
- Dr. Richard S. Cahoon
- 10:00 – 10:30 **Exercise:** *Technology Evaluation; Drafting a Technology Brief*
- Dr. Richard S. Cahoon
- 10:30 – 10:45 Coffee/Tea Break
- 10:45 – 11:30 **Market Assessment**
- Ms. Yumiko Hamano
- 11:30 – 12:00 **Exercise:** *Market Research and Assessment for Participants' Technology*
- Ms. Yumiko Hamano
- 12:00 – 12:45 Lunch **Discussion on Forming a TTO association**
- Prof. Menik Hettihewa, Faculty of Medicine, University of Ruhuna*
- 12:45 – 13:30 **Market Assessment (continued)**
- Dr. Surya Raghu
- Mr. John A. Fraser
- 13:30 – 14:15 **Exercise:** *Market Research and Assessment for Spokes' Technology (including continuing Drafting Technology Brief)*
- 14:15 – 15:00 **Licensing Strategy, Finding Potential Licensees, Preparing for and Starting Technology Marketing**
- Ms. Yumiko Hamano
- 15:00 – 15:15 Coffee/Tea Break
- 15:15 – 16:00 **Exercise:** *Finish Technology Brief, Create List of Potential Licensees*
- 16:00 – 16:30 **Creating a Vision for Technology Commercialization**
- Dr. Richard S. Cahoon
- 16:30 – 17:00 **Summary, Q&A, Roundtable Discussion**
- 17:00 End of Day 2

Wednesday, September 19, 2018 **Audience: participants from Hub and Spokes (Room A)**

Note: This session runs in a separate room and in parallel to the session for Intrapreneurs / Company attendees. Therefore, there are two different programs for the Spokes and the Intrapreneurs / Company Attendees for this day.

- 9:00 – 9:45 **Institutional Mission and the Licensing Imperative, License Agreements as Value-capture Envelope**
Dr. Richard S. Cahoon
- 9:45 – 10:15 **Exercise: Defining a License Value-envelope for a Technology**
Dr. Richard S. Cahoon
- 10:15 – 10:30 Coffee/Tea Break
- 10:30 – 11:15 **Win-win License Negotiations, Closing the Deal – Important Issues;**
Mr. John A. Fraser
- 11:15 – 12:00 **Managing your Technology Portfolio**
Dr. Richard S. Cahoon
- 12:00 – 12:45 Lunch Break
- 12:45 – 13:30 **Cost-effective IP Strategy & Management: Where to File Patents; Other Types of Valuable IP** (e.g. Software, Copyright protected assets, etc.)
Ms. Yumiko Hamano
Dr. Surya Raghu
- 13:30 – 14:15 **Tricks of the Trade: Getting a Deal Done**
Dr. Richard S. Cahoon
- 14:15 – 15:00 **Key License Terms, Term Sheets, Drafting and Negotiation**
Ms. Yumiko Hamano
Mr. John A. Fraser
- 15:00 – 15:15 Coffee/Tea Break
- 15:15 – 16:00 **Exercise: Spokes Develop Term Sheet for Their Technology**
Ms. Yumiko Hamano
- 16:00 –17:00 **Pitch preparation**
- 17:00 – 17:30 **Summary, Q&A, Roundtable discussion**
- 17:30 End of Day 3 (for Spoke participants)

Wednesday, September 19, 2018 **Audience: Intrapreneurs / Company Attendees (Room B)**

Note: This session runs in a separate room and in parallel to the session for participants from the Hub & Spokes. Therefore, there are two different programs for the Spokes and the Intrapreneurs / Company Attendees for this day.

8.45 - 9.00 **Introduction to the Workshop and Enabling Intellectual Property (IP) Environment (EIE) Project Sri Lanka**

Dr. Richard Cahoon/Ms. Yumiko Hamano

9:00 – 9:45 **Expanding Business through Open Innovation; Technology Acquisition and Partnering Benefits and Approaches: Why consider Universities for new Business Opportunities? (Pros and Cons)**

Dr. Surya Raghu

9:45 – 10:30 **The importance of Intellectual Property (IP): Scouting for IP-based Technology Acquisition**

Dr. Surya Raghu

Mr. John A. Fraser

10:30 – 10:45 Coffee/Tea Break

10:45 – 11:15 **Introduction to Intrapreneurship; Overview of the Technology Transfer Process**

Dr. Richard S. Cahoon

11:15 – 12:00 **Licensing Explained, Licensee and Licensor Perspectives, Rights & Responsibilities, Risks and Opportunities**

Ms. Yumiko Hamano

Mr. John A. Fraser

12:00 – 13:00 Lunch Break

13:00 – 13:45 **Explaining the Technology Transfer Process: The University Position Explained**

- **University Approaches to Technology Transfer Collaboration;**
- **What the University will Offer and Why,**
- **The Information Gathering Stage,**
- **Negotiation Process - Information Exchanges, Confidential Disclosure Agreements (CDAs), Material Transfer Agreements (MTAs), Licensing Term Sheets**

Dr. Richard S. Cahoon

Mr. John A. Fraser

13:45 – 14:30 **Collaborative Research, Contracts, Licensing (and the Term Sheet), Consulting in more detail**

Ms. Yumiko Hamano

14:30 – 15:15 **Key License Terms Negotiation: Licensor/Licensee Role Play**

Dr. Richard S. Cahoon/Dr. Surya Raghu

15:15 – 15:30 Coffee/Tea Break

15:30 – 16:30 **Exercise: *Practice Negotiation***

16:30 – 17:15 **Summary, Q&A, Roundtable Discussion**

17:15 End of Day 3 (for Company participants)

Thursday, September 20, 2018

Audience: participants from Hub & Spokes (Room A)

Note: This session runs in a separate room and in parallel to the session for Intrapreneurs / Company attendees

9:00 – 10:00 **Technology Marketing (continued); Interacting with Licensees: the Process**

Dr. Richard S. Cahoon

Dr. Surya Raghu

10:00 – 10:45 **Managing tangible bioproperty**

Dr. Richard S. Cahoon

10:45 – 11:00 Coffee Break

11:00 – 11:45 **Interacting with Senior Management, Managing Relations with Faculty Inventors**

Mr. John A. Fraser

11:45 – 12:45 Lunch Break* (*working lunch*)

Success stories on collaborative partnerships (tentative topic)

Mr. Rizvi Zaheed, Head of Agriculture, Hayleys PLC

** From the lunch break, Hub/Spokes & Intrapreneurs / Company sessions merge and follow the same afternoon program (see below)*

Thursday, September 20, 2018**Audience: Intrapreneurs / Company Attendees (Room B)***Note: This session runs in a separate room and in parallel to the session for participants from the Hub & Spokes*9:00 – 10:00 **How to Collaborate with Public Sector Research Institutions**

Mr. John A. Fraser

Ms. Yumiko Hamano

10:00 – 10:45 **Structuring Research Contracts**

Mr. John A. Fraser

Ms. Yumiko Hamano

10:45 – 11:00 Coffee/Tea Break

11:00 – 12:00 **Partnering on the Commercialization Collaboration:
- Licensing, Consulting, Sponsored and Collaborative Research**

Dr. Richard S. Cahoon

Ms. Yumiko Hamano

Dr. Surya Raghu

12:00 – 12:45 Lunch Break* (*working lunch*)**Success stories on collaborative partnerships (tentative topic)**

Mr. Rizvi Zaheed, Head of Agriculture, Hayleys PLC

** From the lunch break, Hub/Spokes & Intrapreneurs / Company sessions merge and follow the same afternoon program (see below)*Thursday, September 20, 2018**Audience: all Participants**12.45 – 13:30 **Introductions of Participants from Companies & Spokes**13:30 – 14:15 **Roundtable discussion: The Benefits of Collaboration**

Dr. Surya Raghu

Ms. Yumiko Hamano

14:15 – 15:00 **Case Studies: What works... What doesn't...**

Mr. John A. Fraser

Dr. Richard S. Cahoon

15:00 – 15:15 Coffee/Tea Break

15:15 – 15:45 **TTO association's Potential Role in the SL Innovation and Commercialisation**

Ecosystem in Sri Lanka

Prof. Thusitha Abeytungga, Colombo Cell, University of Colombo, UGC

15:45 – 16:45 **Exercise:** *Mock Negotiation between Participants*

16:45 – 17:15 **Summary, Q&A, Roundtable Discussion**

17:15 End of Day 4

Friday, September 21, 2018

Audience: all Participants

- 9:00 – 9:20 **Innovation eco-system in Sri Lanka & Role of the Government (tentative topic)**
Mr. Heminda Jayaweera, Co-Founmder, Venture Frontier Lanka
- 9:20 – 9:40 **University / Industry Collaboration in Sri Lanka: Big Picture & WIPO EIE Project**
Prof. Ajith de Alwis, Project Director, COSTI
- 9:40 – 10:00 **Research Collaborations: Key to Success**
Mr. Ashan Amarasinghe, CEO, Centre of Excellence for Robotics Applications (CERA)
- 10:00 – 10:15 **Sri Lanka Story #1 : Topic Tech Commercialization – Success & Learnings**
Mr Manju Gunawardena, Inventor & consultant – nanotechnology applications
- 10:15 – 10:30 **Sri Lanka Story #2 : Topic Tech Commercialization – Success & Learnings**
Prof. Rohan Munasingha from ‘Future Drones
- 10:30 – 10:45 **Sri Lanka Story #3 : Topic Tech Commercialization – Success & Learnings**
Mr Sujeewa Sumanasena, Project Director, Premium International Pvt ltd
- 11:00 – 11:30 **Panel Discussion**
Moderator : Prof Ajith de Alwis
- 11:30 – 12:15 Lunch Break
- 12:15 – 13:45 **University Technology Pitches; Company Introductions**
- 13:45 – 15:15 **Networking meetings between Spokes & Company attendees (i.e. “Speed-dating” Session)**
- 15:15 – 15:30 Coffee/Tea Break
- 15:30 – 16:15 **Technology Transfer Officer (TTO) Association session (TBD)**
- 16:15 End of Workshop

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