



NATIONAL SCIENCE AND  
TECHNOLOGY DEVELOPMENT  
AGENCY



กรมทรัพย์สินทางปัญญา  
DEPARTMENT OF INTELLECTUAL PROPERTY

DEPARTMENT OF  
INTELLECTUAL PROPERTY



JAPAN PATENT OFFICE



WIPO  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## WIPO NATIONAL WORKSHOP

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**WIPO/IP/BKK/17/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: JUNE 12, 2017**

# **WIPO Enabling Intellectual Property (IP) Environment Project National Workshop 1 – IP Management and Technology Commercialization for Technology Managers of Spokes Institutions**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Department of Intellectual Property (DIP), Ministry of Commerce of Thailand and  
the National Science and Technology Development Agency (NSTDA) in Thailand

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

**Bangkok, June 12 to 16, 2017**

## PROGRAM

*prepared by the International Bureau of WIPO*

Monday, June 12, 2017

9.00 – 9.20 Registration

9.20 – 9.40 Opening Ceremony

Welcome Addresses by:

Mr. Thosapone Dansuputra, Director General, Department of Intellectual Property (DIP), Ministry of Commerce of Thailand, Bangkok

Mr. Fumio Enomoto, Program Officer, Regional Bureau for Asia and the Pacific (ASPAC), Development Sector, World Intellectual Property Organization (WIPO), Geneva

9.40 – 10.00 **Keynote Speech**

Dr. Wannee Chinsirikul, Executive Director, National Nanotechnology Center, National Science and Technology Development Agency (NSTDA), Bangkok

10.00 – 10.30 **Enabling the Intellectual Property (IP) Environment (EIE) Project Implementation**

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

10.30 – 10.45 **Introduction to the EIE Project National Workshop 1**

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

10.45 – 11.00 Coffee Break

**PART I: IP AND TECHNOLOGY TRANSFER IN UNIVERSITY**

11.00 – 11.45 **Topic 1: Technology Transfer and University Mission**

Mr. John Arthur Fraser, President, Burnside Development & Associates LLC, Bethesda, MD, USA

11.45 – 12.30 **Topic 2: University Technology Transfer, Innovation Ecosystem and EIE Project**

Ms. Yumiko Hamano

12.30 – 13.30 Lunch Break

13.30 – 14.15 **Topic 3: Governance and Organization of a Technology Transfer Office (TTO)**

Dr. Richard S. Cahoon

14.15 – 15.15 **Topic 4: Introduction to Institutional IP Policy and its Critical Issues: Ownership Criteria, Benefit Sharing, Collaboration with Private Companies**

Ms. Yumiko Hamano

15.15 – 15.30 Coffee Break

15.30 – 16.30 **Topic 5: Key TTO Functions**

Dr. Richard S. Cahoon

16.30 – 17.30 **Topic 6: Overview of Technology Management and Pre-Commercialization Process (with Exercises)**

Dr. Richard S. Cahoon

17.30 – 18.00 **Networking Exercise**

**Roundtable Discussion of Day 1 Topics**

All participants and speakers

Tuesday, June 13, 2017

**PART II: STEP-BY-STEP TECHNOLOGY TRANSFER AND  
COMMERCIALIZATION OPERATIONS**

9.00 – 9.45 **Topic 7: Introduction to Commercialization Simulation Cases**

Ms. Yumiko Hamano

9.45 – 10.45 **Topic 8: Invention Disclosure: Form, Reporting Mechanism, Receipt and Processing (with Simulation Exercises)**

Ms. Yumiko Hamano

10.45 – 11.00 Coffee Break

11.00 – 12.00 **Topic 9: Initial Technology Assessment, Triage and Selection Criteria (with Simulation Exercises)**

Dr. Richard S. Cahoon

12.00 – 13.00 **Topic 10: The Importance of Patent Information Search for the Purpose of Technology Assessment and IP Evaluation**

Mr. Eric Deeglise, Business Development South-East Asia, Questel, Singapore

13.00 – 14.00 Lunch Break

14.00 – 15.00 **Topic 11: Technology Characterization, Technology Mind-Mapping and Value Proposition Towards Commercialization (with Simulation Exercises)**

Dr. Surya Raghu, CEO, Advanced Fluidics LLC, Partner,  
ET Cube International, Columbia, MD, USA

15.00 – 15.15 Coffee Break

15.15 – 16.15 **Topic 12: Consideration and Decision of Patent and other IP Protection: File or not File? (with Simulation Exercises)**

Ms. Yumiko Hamano

16.15 – 16.45 **Roundtable Discussion of Day 2 Topics**

All participants and speakers

Wednesday, June 14, 2017

9.00 – 10.45 **Topic 13: From Invention To Market: Further Commercialization Strategies, Bridging the "Valley of Death" (with Simulation Exercises)**

Dr. Surya Raghu

10.45 – 11.00 Coffee Break

11.00 – 12.00 **Topic 14: Management of IP and Other Property Protection**

Dr. Richard S. Cahoon

12.00 – 13.00 Lunch Break

13.00 – 14.15 **Topic 15: Understanding Market and Market Analysis (with Simulation Exercises)**

Dr. Surya Raghu

14.15 – 15.15 **Topic 16: Introduction to Technology Marketing: Pre-Licensing Activities Preparation**

Mr. John Arthur Fraser

15.15 – 15.30 Coffee Break

15.30 – 16.30 **Roundtable Discussion of Day 3 Topics**

All participants and speakers

Thursday, June 15, 2017

9.00 – 10.15 **Topic 17: Technology Readiness: Stage of Development (with Simulation Exercises)**

Dr. Surya Raghu

10.15 – 11.15 **Topic 18: Technology Marketing Strategy and Initial Interactions with Licensees**

Dr. Richard S. Cahoon

11.15 – 11.30 Coffee Break

**PART III: LICENSING: FRAMEWORK AND SCOPE**

11.30 – 12.30 **Topic 19: Introduction to License: Scope and Key Terms (with Group Exercise)** – Participants will be divided in groups (university team and industry team)

Ms. Yumiko Hamano

12.30 – 13.30 Lunch Break

13.30 – 16.00 **Topic 20: Preparation of Key Terms and Negotiation Strategies (with Group Exercise)**

All participants and speakers

16.00 – 16.15 Coffee Break

16.15 – 17.15 **Topic 20 (cont'd.): Licensing Negotiation: Closing a Deal**

Mr. John Arthur Fraser

17.15 – 17.45 **Roundtable Discussion of Day 4 Topics**

All participants and speakers

Friday, June 16, 2017

8.30 – 9.30 **Topic 20 (cont'd.): Licensing Negotiation Exercise: Deal Presentation**

All participants and speakers

**PART IV: ADMINISTRATION OF TTO AND IMPLEMENTATION  
OF INSTITUTIONAL IP POLICY**

9.30 – 10.30 **Topic 21: Introduction to Contracts and Agreements: Non-Disclosure Agreement (NDA), Material Transfer Agreement (MTA), License Agreements and Research Contracts**

Dr. Richard S. Cahoon

10.30 – 10.45 Coffee Break

10.45 – 11.15 **Topic 22: FIT-Japan Framework and its Assistance**

Mr. Fumio Enomoto

11.15 – 12.15 **Topic 23: Managing TTOs: Staffing, Tracking Agreements, Recordkeeping, Monitoring Deals and Payments, Tracking Patents and Costs; Communicating with Stakeholders**

Mr. John Arthur Fraser

12.15 – 13.15 Lunch Break

13.15 – 14.15 **Topic 24: EIE Project Implementation Plan: Progress Made and Way Forward, Individual Consultancy**

**Workshop 2: Preview and Topics:**

- Start-up
- TTO and Innovation Eco-system
- Technology Management (Intermediate Level)
- Technology Valuation
- Finding Investors
- Building Entrepreneurial Culture Among Researchers
- Entrepreneurship
- WIPO Hub and Spokes Model

**Roundtable Discussion – Feedback from Participants**

Ms. Yumiko Hamano and Dr. Richard S. Cahoon

14.15 - 14.30 **Evaluation and Conclusion of the Workshop**

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