



INTELLECTUAL PROPERTY
CORPORATION OF
MALAYSIA



JAPAN PATENT OFFICE



NATIONAL WORKSHOP

WIPO/IP/KUL/19/INF/1
ORIGINAL: ENGLISH
DATE: JULY 2, 2019

National Workshop III on IP-Based Innovation and IP Management in the Framework of the Enabling IP Environment Project

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Corporation of Malaysia (MyIPO)

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

Kuala Lumpur, July 8 to 11, 2019

PROGRAM

prepared by the International Bureau of WIPO

Monday, July 8, 2019: Day 1 (for Hub & Spokes)

- 9:00 – 9:20 Opening Remarks:
- Hosting institution
- Mr. David Simmons, Counsellor, Regional Bureau for Asia and the Pacific (ASPAC), Development Sector, WIPO
- Representative from the Intellectual Property Corporation of Malaysia (MyIPO)
- 9:20 – 9:30 **Workshop Overview & Enabling Innovation Environment (EIE) Project Status**
- Ms. Yumiko Hamano, IP Consultant, Partner, ET Cube International, Echenevex, France
- 9:30 – 10:30 **Presentation:** Prior Art Analysis & Scope of IP - Emphasis on Scope of Patent/Claim Analysis
- Ms. Yumiko Hamano
- 10:30 – 10:45 Coffee break
- 10:45 – 12:00 **Case study:** Prior Art Analysis, Patentability Scope, IP Strategy
- Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.*
- Ms. Yumiko Hamano
- Dr. Ashley Stevens, International Consultant, President, Focus IP Group, LLC, USA
- Mr. John Fraser, President, Burnside Development and Associates LLC, Bethesda, Maryland (MD), USA
- Dr. Andy Sierakowski, IP Consultant & Chair ITTN International Committee, Australia
- 12:00 – 13:15 **Practical Exercise:** Applying Prior Art Analysis & Scope of IP to evaluate the Spoke's own Technology
- Note: Spokes/attendees will work individually or in groups on their own technology from their TTO. All experts will be available to assist if attendees have questions.*
- Ms. Yumiko Hamano (facilitator)
- Mr. John Fraser
- Dr. Ashley Stevens
- Dr. Andy Sierakowski

- 13:15 – 14:15 Lunch
- 14:15 – 15:15 **Case Study:** Using the “*Ten-Point Technology Scoring Template*”
Dr. Ashley Stevens
- 15:15 – 15:30 Coffee break
- 15:30 – 16:30 **Practical Exercise:** Market Relevance – conducting online market research & an assessment of the Spokes’ own Technology.

Note: Spokes/attendees will work individually or in groups to assess a technology from their own TTO/institution. All experts will be available to assist if attendees have questions

Mr. John Fraser
Ms. Yumiko Hamano
Dr. Ashley Stevens
Dr. Andy Sierakowski
- 16:30 – 17:00 **Roundtable / Question & Answer Session:** Discussions regarding issues, practical aspects and/or ideas related to the topics of Day 1

Ms. Yumiko Hamano (Facilitator)
Mr. John Fraser
Dr. Ashley Stevens
Dr. Andy Sierakowski
- 17:00 – 17:45 **Individual Discussion Sessions:** Private meetings with EIE Experts on TTO issues or Mentoring matters.

Note: Times/appointments can be arranged for individual mentoring sessions between Spokes and EIE experts to discuss TTO issues or potential technologies for inclusion in the 2019 remote mentoring program
- 17:45 End Day 1

Tuesday, July 9, 2019: Day 2 (for Hub & Spokes)

9:00 – 10:00 **Pre-negotiation Valuation:** Developing Financial Terms in a License for Technology

Dr. Ashley Stevens

10:00 – 11:00 **Case Study:** Pre-negotiation Valuation of Technology

Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.

Dr. Ashley Stevens (facilitator)

Ms. Yumiko Hamano

Mr. John Fraser

Dr. Andy Sierakowski

11:00 – 11:15 Coffee Break

11:15 – 12:30 **Practical Exercise:** Spokes to conduct Pre-negotiation Valuation of Spoke's own Technology

Note: Spokes/attendees will work individually or in groups to conduct pre-negotiation valuations on a technology from their own TTO/institution. All experts will be available to assist if attendees have questions

Dr. Ashley Stevens (facilitator)

Ms. Yumiko Hamano

Mr. John Fraser

Dr. Andy Sierakowski

12:30 – 13:45 Lunch

13:45 – 14:30 **Presentation:** Technology Marketing and Practical Tips to Assist

Mr. John Fraser

14:30 – 15:15 **Case Study:** Technology Marketing

Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.

Ms. Yumiko Hamano (facilitator)

Mr. John Fraser

Dr. Ashley Stevens

Dr. Andy Sierakowski

15:15 – 15:30 Coffee Break

15:30 – 16:15 **Practical Exercise:** Technology Marketing using Spoke's Own Technology

Note: Spokes/attendees will work individually or in groups to develop plans/ideas for marketing a technology from their own TTO/institution. All experts will be available to assist if attendees have questions

Ms. Yumiko Hamano (facilitator)

Mr. John Fraser

Dr. Ashley Stevens

Dr. Andy Sierakowski

16:15 – 16:45 **Roundtable / Q&A Discussion Session:** Discussions regarding issues, practical aspects and/or issues related to the topics of Day 2

Ms. Yumiko Hamano (facilitator)

Mr. John Fraser

Dr. Ashley Stevens

Dr. Andy Sierakowski

16:45 – 17:30 **Presentation / Discussion:** The Benefits of Supporting a Professional Association of Technology Transfer Professionals in Malaysia - Enhancing the Activities of the Innovation and Technology Managers Association (ITMA) of Malaysia

Including update on recent developments in Malaysia.

Dr. Ashley Stevens

Prof. Dr. Samsilah Roslan, President, Innovation & Technology Managers Association of Malaysia (ITMA) / Director, Putra Science Park, Unversiti Putra Malaysia, Malaysia

17:30 End Day 2

Wednesday, July 10, 2019: Day 3 (for Hub & Spokes)

9:00 – 9:45 **Presentation:** The Role of the Technology Transfer Office (TTO) in Enhancing Technology Commercialization

Dr. Andy Sierakowski

9:45 – 10:45 **Case Study:** Enhancing Technology Commercialization

Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.

Dr. Andy Sierakowski (facilitator)

Ms. Yumiko Hamano

Mr. John Fraser

Dr. Ashley Stevens

10:45 – 11:00 Coffee Break

11:00 – 12:00 **Presentation & Discussion:** Anatomy of a License Agreement

Ms. Yumiko Hamano

12:00 – 13:00 **Case study:** Developing License Terms relevant to Technologies

Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.

Ms. Yumiko Hamano (facilitator)

Mr. John Fraser

Dr. Ashley Stevens

Dr. Andy Sierakowski

13:00 – 14:00 Lunch

14:00 – 14:45 **Case Study:** License Negotiations – Preparations, the Dialogue, Closing

Note: Spokes/attendees will be organized into teams to work at tables on a defined case study. All experts will be available to assist if attendees have questions.

Dr. Andy Sierakowski (facilitator)

Ms. Yumiko Hamano

Mr. John Fraser

Dr. Ashley Stevens

14:45 – 15:30 **Practical Exercise:** License Negotiations

Note: Spokes/attendees will be organized into teams to work at tables on a defined case study. All experts will be available to assist if attendees have questions

Mr. John Fraser

Dr. Ashley Stevens

Dr. Andy Sierakowski

Ms. Yumiko Hamano

15:30 – 15:45 Coffee Break

15:45 – 16:15 **Presentation/Discussion:** The importance of Identifying and Capturing Metrics for TTOs

Mr. John Fraser

16:15 – 17:15 **Individual Discussion Sessions:** Private meetings with EIE Experts on TTO issues or Mentoring matters.

Note: Times/appointments can be arranged for individual mentoring sessions between Spokes and EIE experts to discuss TTO issues or potential technologies for inclusion in the 2019 remote mentoring program

17:15 – 17:45 **Open Forum:** Feedback & Discussion of any other issues (including upcoming EIE activities)

Ms. Yumiko Hamano

17:45 End Day 3

Thursday, July 11, 2019: Day 4 (Hub, Spokes, Public & Industry Seminar)

- 9:30 – 09:45 Welcoming Remarks by:
MyIPO Representative
- 9:45 – 10:15 **Presentation:** The WIPO Enabling Innovation Environment (EIE) project for IP and technology
Mr. David Simmons
- 10:15 – 10:30 Coffee Break
- 10:30 – 11:15 **Presentation:** The Importance of IP in the Business World – Malaysian Scenario
MyIPO
- 11:15 – 12:00 **Presentation:** Alliances for Technology Commercialization
Dr. Ashley Stevens
- 12:00 – 12:30 **Presentation:** Funds and Initiatives Available for Commercialization in Malaysia
MESTECC
- 12:30 – 13:00 **Presentation:** Innovate with High Impact Programme 2
PlaTCOM Ventures Sdn. Bhd.
- 13:00 – 14:00 Lunch
- 14:00 – 14:45 **Presentation:** The Role of the Intrapreneur (i.e. entrepreneur within a company)
Dr. Ashley Stevens
- 14:45 – 15:30 **Presentation:** Success Story from Industry-University Collaborations
Malaysian Industries
- 15:30 – 16:00 **Discussion:** Question & Answer (Q&A) Session
Note: This session will include a free-flow coffee break to maximize discussion time
All Expert Speakers
- 16:00 End Day 4

[End of document]