



JAPAN PATENT OFFICE



NATIONAL WORKSHOP

WIPO/TTOS/MNL/18/INF/1
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DATE: MARCH 8, 2018

National Workshop 2 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 Intellectual Property Office of the Philippines (IPOPHL)

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

Manila, April 10 to 13, 2018

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, April 10, 2018: for participants from the academe

Opening Remarks by:

Dr. Maribel Nonato, Assistant to the Rector for Research and Innovation, University of Santo Tomas

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

Atty. Josephine R. Santiago, Director General Intellectual Property Office of the Philippines (IPOPHL), Manila

9:00 – 9:45 Workshop Overview, EIE Project status and next step

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

9:45 – 10:15 Introduction of faculty, participants

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

10:15 – 10:30 Coffee break

10:30 – 11:15 Initial Triage: the process of selecting the most promising disclosures and identification of the weaknesses of less promising disclosures

Mr. Richard S. Cahoon

Ms. Yumiko Hamano

11:15 – 12:15 More Technology Triage: Technology Characterization, Evaluation, and Assessment

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

Mr. Surya Raghu, CEO, Advanced Fluidics LLC, Partner, Columbia, MD, USA

12:15 – 13:15 Lunch

13:15 – 14:00 In-Depth Appreciation of the IP-Based Technology Transfer Process: The university position explained (The way the University will approach a technology transfer collaboration to solve a problem; What the University will offer and why), the Information Gathering Stage, Negotiation process - information exchanges, CDAs, MTAs, the Term Sheet

Mr. John Arthur Fraser

Mr. Ryo Arashida, Technical Director / Patent attorney, Biofuel Development Department, euglena. Co., Ltd., Tokyo, Japan

- 14:00 – 14:45 More Technology Triage: Market viability, Activities to Preparing for Licensing
Mr. Richard S. Cahoon
Ms. Yumiko Hamano
- 14:45 – 15:30 Exercise: Technology Triage (Phase 1 of Triage Evaluation and Drafting a Technology Brief)
All speakers
- 15:30 – 15:45 Coffee break
- 15:45 – 16:15 Technology Characterization, Evaluation, Assessment, Market Viability: The Technology Brief: The Process and Product (Phase II Triage Evaluation)
Mr. Richard S. Cahoon
- 16:15 – 17:00 Exercise: Technology Triage
All speakers
- 17:00 – 17:30 Summary, Q&A, Roundtable discussion

Wednesday, April 11, 2018: for participants from the academe

- 9:00 – 10:00 Market assessment
Ms. Yumiko Hamano
Mr. Gaku Funabashi, Senior Advisor, Industrial Development and Public Policy Department, Japan International Cooperation Agency (JICA), Tokyo, Japan
- 10:00 – 10:45 Exercise: market research and assessment of Technologies for Special Attention (Using the Internet, talking with people in the Industry)
Mr. John Arthur Fraser
Mr. Eric Deleglise, Business Development South-East Asia, Questel, Singapore
Ms. Yumiko Hamano
- 10:45 – 11:00 Coffee Break
- 11:00 – 11:45 Start-up Policy and Procedures
Mr. Richard S. Cahoon
Mr. Gaku Funabashi
Mr. Ryo Arashida

- 11:45 – 12:30 Interacting with Senior Management, managing relations with faculty inventors
- Mr. Gaku Funabashi
- Mr. John Arthur Fraser
- Mr. Ryo Arashida
- 12:30 – 13:30 Lunch
- 13:30 – 14:30 Exercise: Finalization of the Technology Brief & creating the list of potential licensees, How to approach potential licensees and Defining a License Value-envelope for their Technologies
- Mr. John Arthur Fraser
- All speakers
- 14:30 – 15:30 IP Management: Where to file Patents; other types of IP (Software, Copyright etc.)
- Ms. Yumiko Hamano
- Mr. Surya Raghu
- Mr. Ryo Arashida
- 15:30 – 15:45 Coffee Break
- 15:45 – 16:30 License Key Terms
- Ms. Yumiko Hamano
- 16:30 – 17:15 Exercise: Agreement Drafting and Negotiation
- Ms. Yumiko Hamano
- Mr. John Arthur Fraser
- All speakers
- 17:15 – 17:45 Win-Win License Negotiation and Getting the Deal
- Mr. Gaku Funabashi
- Mr. Ryo Arashida
- 17:45 – 18:00 Summary, Q&A, Roundtable discussion

Thursday, April 12, 2018: for participants from the industry and academe

- 9:00 – 10:15 Opening Remarks and Introduction of Speakers by:
Atty. Nelson P. Laluces, Deputy Director General, IPOPHL
Presentation: Government-Academe-Industry Collaboration to Boost Businesses
Mr. Gaku Funabashi
- 10:15 – 10:30 Coffee break
- 10:30 – 11:15 Introduction to Intrapreneurship: Overview of the Technology Transfer Process
Mr. Richard S. Cahoon
- 11:15 – 12:30 Collaboration with Universities and R&D institutions from Industry Perspectives:
What does industry expect from collaboration with Universities and R&D institutions today?
Atty. Jorge Cesar M. San Diego
Intellectual Property Manager, D&L Industries, Inc.
Dr. Francis Wade Z. Gomez, President & CEO, New Marketlink
Pharmaceutical Corporation
- 12:30 – 13:30 Lunch
- 13:30 – 14:30 Expanding Business through Open Innovation; Technology Acquisition and
Partnering Benefits and Approaches: Why consider Universities for new Business
Opportunities
Mr. Surya Raghu
Mr. Eric Deleglise
- 14:30 – 15:30 The importance of Intellectual Property (IP): Scouting for IP-based technology
acquisition
Ms. Yumiko Hamano
Mr. John Arthur Fraser
- 15:30 – 15:45 Coffee break
- 15:45 – 16:45 Panel Discussion: Opportunities and Challenges: Current Situation, University-
Industry Collaborations in the Philippines
Moderator: Ms. Yumiko Hamano
Panelists: Mr. John Arthur Fraser
Mr. Richard S. Cahoon

Mr. Surya Raghu

Mr. Gaku Funabashi

Mr. Ryo Arashida

Mr. Manuel J. Chavez, President &
General Manager, Biospark

Dr. Francis Wade Z. Gomez

Atty. Jorge Cesar M. San Diego

Mr. Michael Jorge Peralta, UST

16:45 – 17:30 Summary, Q&A, Roundtable discussion

Friday, April 13, 2018: for participants from the industry and academe

9:00 – 10:30 Industry-Academia collaboration: What works and what doesn't – Experience in Japan and the USA

Mr. Gaku Funabashi

Mr. Richard S. Cahoon

Mr. John Arthur Fraser

Mr. Ryo Arashida

10:30 – 10:45 Coffee break

10:45 – 11:15 Government's Support in Industry-Academia Collaboration in the Philippines

Mr. Paul Edward E. Tajon
Board of Investments

Dr. Custer Deocaris
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11:15 – 12:15 Panel discussion: Way Forward Toward Effective University-Industry Collaborations in the Philippines from Industry Perspectives

Moderator: Ms. Yumiko Hamano

Panelists: Mr. John Arthur Fraser

Mr. Richard S. Cahoon

Mr. Surya Raghu

Mr. Gaku Funabashi

Atty. Jorge Cesar M. San Diego

Dr. Venusmar Quevedo, Vice-President for
Administration and ITSO Manager,
Adamson University

Engr. Jeffrey Dellosa, ITSO Manager, CARAGA
State University

- 12:15 – 13:15 Lunch
- 13:15 – 15:00 University technology pitches Company intros
- 15:00 – 16:30 “Speed-dating” session

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