

Co-located Session  
**10**

## 2015 APEC TCTC Basic Overview Program

April 9(Thur) ~ 10(Fri) / Room.317

2015 APEC TCTC Basic Overview program is based on AUTM essential program, especially focusing on bio-medical issues. The program is comprised of 5 sessions: Intellectual Property Primer, Agreements Primer, Evaluating Invention Disclosures-Triage, Marketing, and Negotiation. Each session will provide the audience with useful knowledge on the basis of technology commercialization. In the intellectual property and agreement primer session, the will provide you with the tools needed to understand the essentials of patent, trademark, copyright, and proper conditions for agreements. Other 3 sessions aim to involve technology transfer professionals and researchers in bio-medical sector into more in-depth discussions, with topics on evaluating, marketing and negotiation, to provide an overview of technology commercialization.

**SPEAKERS** **Mark Sedamm**, Associate Vice Provost, University of New Hampshire  
**John Christie**, Executive Director, Tulance University  
**Lerson Tanasugarn**, Associate Professor, Chulalongkorn University  
**Thavirap Tantiwongse**, Public Affairs Director, GlaxoSmithKline (Thailand) Limited  
**H. Samuel Muk**, CEO, Medifron

### SESSION 1. INTELLECTUAL PROPERTY PRIMER

April 9(Thur) 09:30 ~ 11:50

This session will provide you with the tools needed to understand the essentials of patent, trademark, and copyright law as well as a brief overview of other forms of IP. The session will also connect the patent prosecution timeline to the decision making process of technology transfer to provide you with a framework for prioritization of critical activities and task management.

### SESSION 2. AGREEMENT PRIMER

11:50 ~ 12:50

This session will demystify various agreements utilized in IP transactions and the legal reasoning behind typical clauses in academic agreement templates. You will walk away from this session with a clear understanding of the relevance and intent of each clause along with its proper place in an agreement.

### SESSION 3. EVALUATING INVENTION DISCLOSURES – TRIAGE

15:35 ~ 17:50

This session will introduce you to a variety of triage models that access critical evaluation information in very different ways. You will learn to summarize invention evaluation concepts and obtain the information necessary to do a complete, well-informed, and timely assessment. This will be followed by a hands-on opportunity to practice what you learn by evaluating sample inventions in small groups. The session ends with presentations from the groups and a lively discussion comparing the selections of each group and the concepts presented.

### SESSION 4. MARKETING

April 10(Fri) 08:30 ~ 10:45

Though marketing takes many forms from one licensing office to the next, it is always an essential element of every successful technology licensing operation. Some offices are fortunate to have trained marketing professionals dedicated to this function. Most do not. During this session you will be introduced to a number of marketing tools. We hope that, by the end of the session, you will take away and implement at least one new marketing technique to enhance overall effectiveness of your office regardless of resources. Topics covered include market research, marketing tools and channels to potential licensees, and a brief overview of Internet exchanges.

### SESSION 5. NEGOTIATION

10:45 ~ 12:30

Negotiating technology transfer deals can be stimulating and rewarding. If you're ready to make your next deal an even bigger success, this session will provide you the skills to prepare for negotiations, identify needs and react to the forces at work during the process. Participants will then bring these new skills to the negotiation table in an interactive case study.