

MASTER 2 KTT 2024

KNOWLEDGE AND
TECHNOLOGY TRANSFER

*Make innovation
travel safely*

IEEPI

INSTITUT **E**UROPEEN **E**NTREPRISE
ET PROPRIÉTÉ INTELLECTUELLE



Faculté

des **sciences économiques**

et de **gestion**

Université de Strasbourg

MASTER 2 KTT

Knowledge & Technology Transfer

DURATION : 22 DAYS | DATES : March to November 2024

LOCATION : Strasbourg (France) and Online Training | PRICE : 12 500€



CONTEXT

In today's knowledge-based economy, IP assets are playing an increasingly key role. The development of Open Innovation, the exponential increase in the number of patents and patent litigations and the development of IP intermediation tools lead to the emergence of new professions.

In particular, Technology Transfer (TT) and licensing activities become crucial issues and require highly qualified people. TT managers need to possess skills in a very large scope of domains (scientific, legal, intellectual property, financial, negotiation, project management...).

One of the ways to enhance the quality of TT and innovation in Europe is to promote professional competences and support career development of TT managers.

OBJECTIVES

- Delivering a high quality training covering the whole scope of technology transfer activities for professionals with significant experience and to newcomers.
- The training covers all domains related to the activities related to knowledge and technology licensing in and licensing out.

TARGETED AUDIENCE

TT managers, Project managers, Business managers, IP experts or IP lawyers.

DEVELOP & STRENGTHEN YOUR SKILLS

Master the principles, mechanisms and tools of technology transfer

- Understand private-public interactions in the world of research and innovation
- Master the protection of patents, trademarks and designs
- Master all possible forms of technology transfer

Analyze the market and build a strategic model

- Foster the conditions for successful transfer and exchange methodology
- Identify, evaluate and implement opportunities
- Draw up and develop a business model

Master all contractual aspects of knowledge and technology transfer

- Master the rights chain
- Handle the contractual aspects of technology transfer
- Avoid contractual pitfalls

Master the mechanisms of negotiation in an open, international and intercultural context

- Define and implement a negotiation strategy
- Handle objections in a multicultural environment
- Manage conflict and ease tension in difficult negotiation phases

Assess and exploit intangible assets

- Perform a financial audit
- Understand and prepare for the financial conditions required for a successful transfer
- Fundraise through venture capital strategies

Manage, anticipate and control disputes

- Implement internal control and compliance procedures
- Master alternative mechanisms of dispute resolution
- Settle a disputes strategy

Strengthen cognitive skills

- Strengthen critical thinking skills and ability to structure a question.
- Improve ability to formulate ideas clearly and concisely
- Develop intellectual curiosity and creativity

MODULE 1

FUNDAMENTALS OF KTT MANAGEMENT

Innovation and Knowledge management

- Landscape and recent trends
- The role of public and private research
- Integration of IP in the R&D and business process

Selling innovative inventions and patents

- How to build a licensing dossier
- IP and Market places : how to select the most suitable
- New business models to sale or license patented inventions

Open Innovation

- Trend, motive and management challenges
- Internal vs external R&D

IP Protection

- The key role of IPR protection in KTT market
- Patents, trademarks, industrial design: how to combine them with efficiency
- Software and trade secrets: specific approaches

Data mining and searching tools

- Overview of the main tools
- Creating maps and landscapes

MODULE 2

ANALYSING THE MARKET AND BUILDING A STRATEGY

KTT landscape in Europe, USA and ASIA

- Main trends and Regional policies
- The growing role of China

Analysis of the technology

- Rating the technological impact of your invention
- Ranking or clustering your invention portfolio by quality and technology

Identifying potential buyers

- Selecting and approaching potential partners
- How to manage efficiently the relationship

Exploitation strategies

- Analysis of the potential market
- Designing a Technology transfer strategy

MODULE 4

NEGOTIATION AND COMMUNICATION

Communication and Team Management

- Coaching and conflict management
- Communication with people from different backgrounds
- External stakeholders: communication & management
- Networking: digital vs traditional approach

Managing technology transfer in a multicultural environment

- Managing a collaborative partnership in a multicultural environment
- Dealing with US, Japanese and Chinese TT managers
- Use of translators: tips and tricks

Negotiation strategies & tactics

- The key role of preparation
- Building and managing a negotiation team
- The different aspects of a negotiation strategy

MODULE 6

IP LITIGATION / ENTREPRENEURSHIP

6A: IP Litigation

- How to manage post-license conflicts
- Financial terms in existing and new agreements
- Internal control and compliance procedures
- External audits: conducting and managing the process
- Review of the results of external audits and findings
- Case studies

MODULE 3

CONTRACTUAL ASPECTS OF TT

Key features of TT agreements

- Memorandum of Understanding/Letter of Intent/Preliminary Agreement
- How to avoid contract traps
- Characteristics of US contracts
- Collaboration agreement: drafting and managing the contract

Open source and software license agreements

- Open source threats (compatibility issues among these licences)
- Business models Open source vs. Proprietary Models
- Specific contractual provisions

Spin-off creation under IP tools

The role of the future Unified Patent Court

- The Unitary Patent and the UPC regulations
- How to anticipate the transitory period in the contracts

MODULE 5

VALUATION AND EXPLOITATION OF INTANGIBLE ASSETS

The value of a technology for businesses

- Economic analysis
- PatVal study
- IP as an asset: stock, securitization

Why and how to evaluate an asset

- Value and price
- The valuation methods: Cost-based/Market-based/Income-based
- When and how to use them

How to conduct an IP audit or due diligence

- The different steps
- Evaluating the impact of risk factors

Case study

- Use of different valuation methods

6b: Entrepreneurship

- From research to business: the entrepreneurial process
- Scientists vs. Entrepreneurs
- Opportunity design and opportunity assessment
- Market research techniques for entrepreneurs
- What makes a good business plan?
- Business model design
- How to raise funds: introduction to venture capital

N° CPF : 317407

ADDITIONAL INFORMATION

- The course is made up of blocks of skills that can be capitalised (modules) and can be followed over 2 years.
- Are you particularly interested in a block of skills? Follow it separately!
- Training eligible for the 'Compte Personnel de Formation (CPF)'.
• Contact Cécile Dagdelen at +33(0)3.92.25.01.31 or www.ieepi.org for further information.

AN AMBITIOUS TRAINING PROGRAMME

IEEPI was set up on the initiative of the French Ministry of Industry and INPI to provide high-quality training in the economic and strategic aspects of intellectual property.

This Master's degree has been developed in partnership with the University of Strasbourg and in particular the Faculty of Economics and Management (FSEG) - with the aim of covering the whole scope of technology transfer activities for professionals with significant experience and to newcomers.

IEEPI offers access to the best specialists and experts in the field.

A COURSE LEADING TO A DIPLOMA

As part of the IEEPI's partnership with the University of Strasbourg and in particular the Faculty of Economics and Management (FSEG), candidates who successfully complete the entire programme will be awarded a Master 2 in «Management des Projets et des Organisations», specialising in «Valorisation et Transfert de Technologie» (level 7 diploma). Upon successful completion of the examinations you will be awarded 60 ECTS credits.

The Master's course includes the writing of a professional dissertation. Each trainee is supervised in writing their dissertation by a teacher-researcher from the University or by a professional in the relevant field.

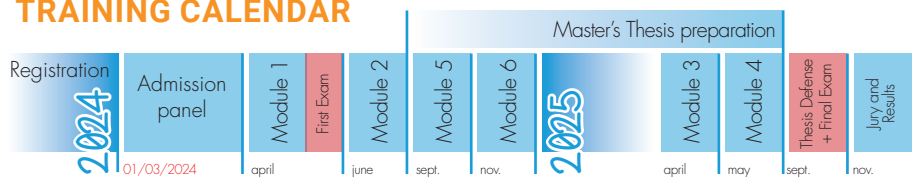
The course can be taken over 2 consecutive years.

CONDITIONS OF ADMISSION

Admission based on application file possibly followed by an interview. Master 1 degree or equivalent (240 ECTS credits). At least three years of experience.

Applicants who does not hold a Master 1 degree or equivalent can apply for the validation of professional and personal achievements (Validation des Acquis Professionnels et Personnels – VAPP) to the vocational training department of the University of Strasbourg.

TRAINING CALENDAR



Application deadline: 15/03/2024

FEES

The cost of the full programme (6 modules) is €12500 net. A reduced price of €11250 net applies to staff from public universities.

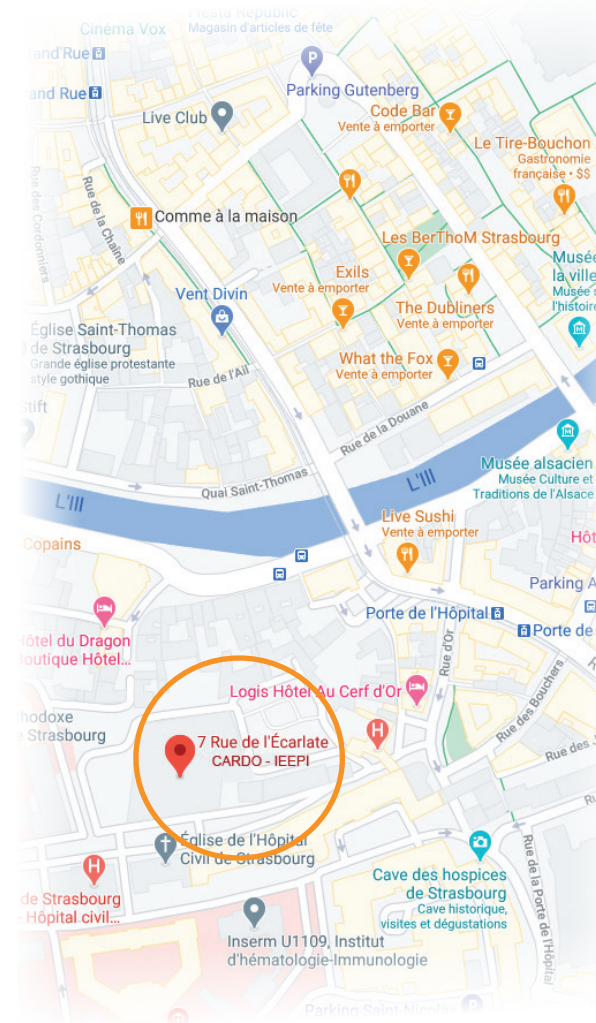
Travel costs (accommodation, transport, meals) and registration fees* are the responsibility of the trainee and/or their employer.

* University fees of €243 (for the academic year 2024/2025) will be payable directly by the trainee to the Continuing Education Department of the University of Strasbourg.

USEFUL INFORMATION

To facilitate your accommodation during your visit to Strasbourg, a list of hotels is available on request.

The organisers reserve the right to make any necessary changes to the programme and speakers.



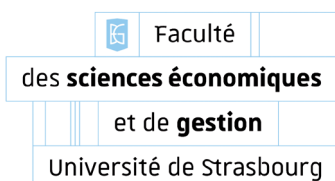
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IN PARTNERSHIP WITH:



MASTER 2 KTT 2024

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PURCHASE ORDER

To fill and return to IEEPI: 7 rue de l'Écarlate F-67082 Strasbourg Cedex FRANCE
Tel: +33(0)3.92.25.01.31 - Email: ieepi@ieepi.org - Applications must be submitted by 15/03/2024.
We recommend that you send a digital version of your application.

Name of the participant: First name:

Company:

Position: Department:

Address:

.....

Tel: Fax: E-mail:

Name and first name of the training manager:

Adresse :

Tel: Fax: E-mail:



7 rue de l'Écarlate F-67082 Strasbourg Cedex
+33(0)3.92.25.01.40
www.ieepi.org | ieepi@ieepi.org

www.ieepi.org

Must be completed if the invoice is to be made out to an organisation or other company:

Name of collecting organisation or other company :

.....

Address:

.....

Contact person:

Tel: E-mail:

Executive Master tuition fees:
Price 2024 Reduced rate 2024 ⁽¹⁾

I register for the whole Master KTT (Knowledge and Technology Transfer)⁽²⁾

The Master 2 is composed of 3- to 5- day long modules. 4 modules are taking place in Strasbourg, 2 are in Brussels. In addition, a tutored Master's thesis should be written and defended.

It is possible to attend individual modules in order to complete the Master 2 diploma within 2 years (please contact us for more specifications).

MASTER⁽²⁾ € 12500 € 11250

I register only for the following modules

- Module 1 Fundamentals of KTT management
- Module 2 Analysing the market and building a strategy
- Module 3 Contractual aspects of TT
- Module 4 Negotiation and communication
- Module 5 Valuation and exploitation of intangible assets
- Module 6 IP Litigation / Entrepreneurship

8 to 12 April 2024 in Strasbourg

4 to 6 June 2024 in Strasbourg

April 2025 in Strasbourg

May 2025 in Strasbourg

11 to 13 September 2024 in Strasbourg

25 to 29 November 2024 in Strasbourg

Module 1	€ 3250	€ 2930
Module 2	€ 2290	€ 2060
Module 3	€ 2290	€ 2060
Module 4	€ 2290	€ 2060
Module 5	€ 2290	€ 2060
Module 6	€ 3250	€ 2930

TOTAL NET COSTS =

Place:

Date:

Name of the signatory:

Stamp & signature:

The signatory is aware of the general conditions terms and accepts them.

⁽¹⁾ Reduced fare is offered to staff from public universities.

⁽²⁾ Your full registration to the Master 2 will be effective after the acceptance of your application by the selection board. University tuition fees are included. IEEPI is exempted from VAT according to the French legislation on training providers.

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2/2

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Tel: +33(0)3.92.25.01.31 - Email: ieepi@ieepi.org - Applications must be submitted by 15/03/2024.
We recommend that you send a digital version of your application.

To be eligible for consideration, your application file should include:

1. A curriculum vitae
2. A cover letter
3. An ID photo
4. A photocopy of the highest diploma obtained
5. This form duly filled and signed

Be careful, any incomplete file will not be taken into consideration! The file should be sent before 15/03/2024

Civil status

Name: First name:
Birth date:/...../..... Place of birth: Nationality:
Personal address :
.....
.....
Tel: Email:

Professional experience

Actual Position: Department:
Name of the supervisor:

What are the main duties of your office?
.....
.....
.....

What areas of this Master is of particular interest for you?
.....
.....
.....

Funding of the training

Please specify who will be in charge of the payment of the fees for this training:

Your employer Yourself Other (Specify):

Done in:

The:

Signature:

Commission's decision of the:...../...../..... Admitted Not admitted

Complete file Sign of the delegate:

Incomplete file Missing documents:

RESERVED FOR ADMINISTRATION.