



SLOVENIAN INTELLECTUAL  
PROPERTY OFFICE

WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

SLOVENIAN CHAMBER  
OF COMMERCE AND INDUSTRY

## **WIPO NATIONAL SEMINAR ON THE INNOVATION PROMOTION, TECHNOLOGY TRANSFER AND SUCCESSFUL TECHNOLOGY TRANSFER (STL)**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Slovenian Intellectual Property Office (SIPO)

and

Slovenian Chamber of Commerce and Industry

**Ljubljana, Slovenia, November 2 to 5, 2009**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, November 2, 2009

9.00 – 9.30 REGISTRATION

9.30 – 10.15 OPENING CEREMONY

Opening addresses:

Representative of the Slovenian Ministry of Higher Education, Science and Technology

Representative of the Slovenian IP Office

Representative of the Slovenian Chamber of Commerce and Industry

Representative of the World Intellectual Property Organization

10.15 – 11.30 Theme One Innovation and Technology Transfer

Topic 1: Challenges for Creating an Innovation Culture in the Enterprise

- (a) What are the Preconditions for Creating a Favorable Innovation Environment? Where to Start? Steps to be Taken?
- (b) Supporting Infrastructure – Legal and Organizational
- (c) What is the Role of Public – Private Partnership in Innovation Promotion?
- (d) Tax Incentives
- (e) Innovation Experience of Slovenia and its Businesses

Speaker: Mrs. Marta Turk, President, Ljubljana Chamber of Commerce and Industry

- (f) New Trends in Business Innovation – “Open Innovation”

Speaker: Mrs. Olga Spasic, Senior Program Officer, Innovation and Technology Transfer Section, WIPO

11.45 – 12.45 Topic 2: National and Institutional Legal Framework for Technology Transfer

- (a) Alignment between National Innovation Priorities and Technology Transfer
- (b) National Regulations Related to IP Ownership of Publicly Funded Research Results – Examples and Models of Regulations
- (c) Institutional Policies for Universities and R&D Institutions – Examples and Models of IP Policies in the Region

Speakers: Mr. Thomas L. Bereuter,  
Director, Technology Exploitation Office, Graz University of Technology, Graz, Austria

Ms. Helena Valas, Head, Technology Transfer Office of the University of Ljubljana

12.45 – 14.00 Lunch Break

14.00 – 15.00 Topic 3: Practical Steps in Setting-up Technology Transfer Offices (TTOs) – Overview of Regional Experiences

- (a) IP Hub or Small Office? Required Staff?
- (b) What is the Best Profile for a Technology Manager?
- (c) How do we Recruit and Train TTO Staff?
- (d) Incentive Policies

Speaker: Mr. Thomas L. Bereuter

15.00 – 16.00 Topic 4: IP Institutional Policies in a Research Setting

- (a) IP Ownership: Who Owns IP Generated in the Process of Conducting Research at the Research Institutions?
- (b) Revenue Sharing: How are Revenues from Commercialization of Inventions of other IP Created at Research Institutions to be Shared?
- (c) Conflicts of Interest: How are Conflicts of Interest Between Teaching and IP Commercialization Handled?
- (d) IP Institutional Policies of R&D Institutions in Slovenia

Speakers: Ms. Helena Valas  
Mrs. Olga Spasic

16.00 – 16.30 Coffee break

16.30 – 17.30 Topic 5: Varying Business Models for Research Collaborations: Development, Sponsored Research and IP License Agreements

Speaker: Mrs. Olga Spasic

17.30 End of Session

Tuesday, November 3, 2009

9.00-9.45	Theme Two	Successful Technology Licensing (STL)
	<u>Topic 6:</u>	<u>Key Terms in a Licensing Agreement</u>
		(a) Clusters I and II: Subject Matter and Scope
		Speaker: Dr. Heinz Goddar, European Patent and Trademark Attorney, Boehmert and Boehmert, Munich, Germany
9.45 – 11.15	<u>Topic 6 (cont'd):</u>	(b) 1. <u>Franchising and Women Entrepreneurs</u>
		Speaker: Mrs. Marta Turk
		2. <u>Franchising – Particular Form of a Licensing Agreement</u>
		(i) Subject Matter
		(ii) Branding
		(iii) Models
		Speaker: Dr. Heinz Goddar
11.15 – 11.30	Coffee Break	
11.30 – 12.15	<u>Topic 6 (cont'd):</u>	(c) Cluster III: Financial Terms – Valuation
		Speaker: Mrs. Olga Spasic
12.15 – 13.00	<u>Topic 6 (cont'd):</u>	(d) Cluster III: Financial Terms – Forms of Payment and Other Financial Terms
		Speaker: Dr. Heinz Goddar
13.00 – 14.00	Lunch break	
14.00 – 14.45	<u>Topic 6 (cont'd):</u>	(e) Cluster IV: Technology's Growth and Development Over Time
		Speaker: Mr. Thomas L. Bereuter
14.45 – 15.45	<u>Topic 7:</u>	<u>How to Prepare for and Conduct a Licensing Negotiation</u>
		Speakers: Mrs. Olga Spasic Mr. Thomas L. Bereuter
15.45 – 16.15	<u>Coffee Break</u>	

- 16.15 – 17.15 Topic 8: Pro-Competitive Licensing Practices and Relevant Models of Competitive Law Regulations
- (a) What are Anti-Competitive Licensing Practices? Examples.
  - (b) Remedies for Anti – Competitive Licensing – Models of Regulations and their Implementation in Developed and Developing Countries
  - (c) Competitive Law and Practices in the Region
- Speaker: Dr. Heinz Goddar

17.15 – 18.00 Discussion

Wednesday, November 4, 2009

- 9.00 – 10.00 Topic 9: Preparing for Negotiation
- Speaker: Mrs. Olga Spasic
- 10.00 – 11.00 Topic 10: Negotiation Session – Preparation in Small Teams
- Coaches: All speakers
- 11.00 – 11.30 Coffee Break
- 11.30 – 13.00 Topic 11 Negotiation Session – Preparation in Small Teams
- 13.00 – 14.00 Lunch Break
- 14.00 – 16.00 Topic 11 (cont'd): Negotiation Session – Preparation in Small Teams
- 16.00 – 16.30 Coffee Break
- 16.30 – 17.30 Topic 11 (cont'd): Negotiation Session – 1<sup>st</sup> Round of Negotiations
- 17.30 – 18.00 Topic 11 (cont'd): Negotiation Session – Team Consultations
- 18.00 End of Session

Thursday, November 5, 2009

09.00 – 10.00	<u>Topic 11</u> (cont'd):	Negotiation Session – 2 <sup>nd</sup> Round of Negotiations
10.00 – 10.30	<u>Topic 11</u> (cont'd):	Negotiation Session – Team Consultations
10.30 – 11.00	Coffee Break	
11.00 – 12.00	<u>Topic 11</u> (cont'd):	Negotiation Session – 3 <sup>rd</sup> Round of Negotiations
12.00 – 12.30	<u>Topic 11</u> (cont'd):	Negotiation Session – Team Consultations
12.30 – 13.30		Final Round of Negotiations
13.30 – 14.30	Lunch Break	
14.30 – 16.00	<u>Topic 12:</u>	Discussion on the Negotiation Results  Moderators: All speakers
16.00 – 16.30	Coffee Break	
16.30 – 17.30	<u>Topic 13:</u>	Completion of Evaluation Forms  Panel Discussion: Evaluation of the Program and the Way Forward  Moderators: All speakers
17.30 – 18.00	Award of Certificates of Completion and Closing Session	
18.00	End of Session	

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