



The Intellectual
Property Office of th
Republic of Serbia



Center for
technology
transfer



CENTER FOR TECHNOLOGY TRANSFER
UNIVERSITY OF BELGRADE



WIPO

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

SUB-REGIONAL WORKSHOP

**WIPO/TTO/SER/14/INF/1 PROV
ORIGINAL: ENGLISH**

Working Together for Promoting Innovation and Knowledge Transfer in the Sub-Region (Meeting of Technology Transfer Offices of the Region)

Organized by
The World Intellectual Property Organization (WIPO)
The Intellectual Property Office of the Republic of Serbia and
The University of Belgrade

Belgrade, Serbia, September 15 and 16, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, September 15, 2014
Rectorate of the University of Belgrade

- 08.30 – 09.00 Registration
- 09.00 – 09.30 Opening Ceremony
- Welcome addressed by:
- Mr. Aleksandar Belic, State Secretary at the Ministry of Education,
 Science and Technological Development of Serbia;
- Dr. Ivanka Popovic, Vice-Rector for Science of the University of
 Belgrade, Republic of Serbia;
- Ms. Branka Totic, Director, Intellectual Property Office of the Republic
 of Serbia;
- Representative of the World Intellectual Property Organization (WIPO),
 Geneva
- THEME ONE: IP COMMERTIALIZATION – NEW COLLABORATIVE POTENTIALS
 IN THE SUB-REGION**
- 09.30– 10.30 **Topic 1:**
 WIPO Programs Related to IP Commercialization
- Speakers: Speaker from Department for Transition and
 Developed Countries, WIPO
- Ms. Olga Spasic, Head, Innovation Structures
 Section, Innovation Division, WIPO
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.00 **Topic 2:**
 European Technology Transfer Strategy for Western Balkan
- Speaker: Ms. Lisa Cowey, PhD, MBA, PG Cert IP
 External Expert Technology Transfer Regional
 Cooperation Council, Oxford
- 12.00 – 13.00 **Discussion Related to WIPO IP Commercialization Programs and
 European Technology Transfer Strategy for Western Balkan**
- Moderator: Mr. Thomas Bene (title)
- Speakers: All Participants
- 13.00 – 14.00 Lunch Break

14.00 – 16.00

**Topic 3:
Knowledge Transfer in the Sub-Region Towards Horizon 2020**

a) New Developments in the Implementation of the Horizon 2020 Strategy

Speakers: European Commission Joint Research Center

Mr. Bernard Denis, Technical Project Officer, IP and Technology Transfer, Joint Research Center (JRC), European Commission (EC), Brussels

Mr. Alessandro Fazio, Policy Officer, IP and Technology Transfer, Joint Research Center (JRC), European Commission (EC), Brussels

b) EU Danube Innovation Partnership – “Innovative Open Technologies Initiative”

Speaker: Mr. Bernard Denis

15.00 – 15.30

Coffee Break

c) Working Together – “Belgrade Initiative”

Speaker: Mr. Sasa Lazovic, Assistant Research Professor, Institute of Physics, Belgrade

16.00 – 17.00

**Topic 4:
Round – Table Discussion – “Working Together” and European New Initiatives**

Moderator: Mr., Director, TTO Center, University of Rijeka

17.00

End of Session

Tuesday, September 16, 2014
Intellectual Property Office of the Republic of Serbia

THEME TWO:	BEST PRACTICES AND PRACTICAL IP COMMERTIALIZATION TOOLS FOR TECHNOLOGY MANAGERS
09.00 – 09.45	Topic 5: Development Collaboration Agreements – Anatomy of the Agreement, Risks and Benefits Speaker: Ms. Olga Spasic
09.45 – 10.30	Topic 6: IP Marketing and Valuation of Invention a) IP Marketing Speaker: Mr. Karl Klingsheim, CEO, RTTP, Prof .Dr. Ing. NTNU Technology Transfer, Trondheim, Norway b) IP Valuation of Invention and Technology Speaker: Mr. Ralph Villiger, Partner, Avance, Basel
10.30 – 11.00	Coffee Break
11.00 – 12.30	Topic 7: Sub-Regional Best Practices in IP Commercialization Speakers: Ms. Spela Stras, Head, Center for Technology Transfer and Innovation of Jozef Stefan Institute, Ljubljana Mr. Thomas Bene, Legal Advisor, University of Debrecan Technology Transfer Office DE OEC, Debrecen, Hungary Ms. Petra Karanikic, Head, Technology Transfer Office, University of Rijeka, Rijeka Moderator: Ms. Olga Spasic
12.30 – 13.30	Lunch Break
13.30 – 14.30	Topic 8: Commercialization of Research Results through Establishment of University Start-Up a) When a start-up is the best solution? b) Essential management processes – steps to be taken in establishing a start-up c) Funding – IP valuation methods for fund raising d) The business model of start-ups e) How TTO can support its start-up in the incubation phase?

Speaker: Mr. Karl Klingsheim

Ms. Lisa Cowey

14.30 – 15.15

**Topic 9:
Examples of Successful Start-ups in the Sub-Region**

Speakers: Mr. Atanas Kochov, Dean, Mechanical Faculty,
University of Skopje

Mr. Nedeljko Milosavljevic, Director, Center for
Technology Transfer, University of Belgrade

15.15 – 15.30

Coffee Break

15.30 – 17.00

**Topic 10:
Determine the Value of the Invention**

Practical exercise based on the hypothetical case

Identify potential market and partners

Propose marketing strategy

Define the best IP valuation method to be applied

Coaches: Mr. Ralph Villiger
Ms. Olga Spasic

17.00 – 18.00

**Topic 11:
Discussion on Proposed Marketing and IP Valuation Solutions**

Moderator: Mr. Ralph Villiger
Ms. Olga Spasic

18.00

Closing Session