

**MAXIMISING IMPACT:**

**ACADEMIC KNOWLEDGE EXCHANGE AND  
COMMERCIALISATION ENGAGEMENT PROGRAMME**

**An Introduction to Intellectual Property, Knowledge Exchange and  
Commercialisation and Its Relevance to Research Scientists**

**DECEMBER 2011**



**IP PRAGMATICS**

# COURSE BACKGROUND AND AIMS

“Both new and established high-technology companies want to work with world-class research universities... Although research is of great importance to any innovation ecosystem, little is to be gained from research in universities if there are not strong links between the researchers and industry, and that is why knowledge transfer and incentives for it are so important.”

Lord Sainsbury's review *The Race to the Top*

## Background

By bringing academic researchers together, this course aims to help University staff to see the bigger picture and the impact surrounding his or her research from the perspective of knowledge exchange and commercialisation (KEC). Companies are increasingly realising the importance of 'external innovation' and Universities are at the forefront of providing society and industry with vital ideas and research. These interactions can allow companies to benefit from increased productivity and competitiveness. However, academics often have little exposure to industry, often underestimate the value of their intellectual assets and are often not aware of the benefits that KEC can provide to themselves, their institution, the economy, and society.

Researchers at Universities have an obligation to themselves, their employer and funding agencies to maximise the impact of their research. As a first step they must become familiar with the basics of what constitutes their intellectual assets and what arrangements exist within their host organisation for dealing with these assets. Once all intellectual assets associated with research activity have been taken into account, it is essential to effectively take forward research outcomes in order to maximise their public benefit and impact.

## Aims

This introductory course aims to provide graduate students, researchers and academics with relevant hands on knowledge of:

- The principles underlying Research Council (RC) and other funders KEC policy.
- The University's policies and strategy with respect to intellectual property / knowledge exchange and the people responsible for implementing this.
- What constitutes intellectual property assets and how these can be used and protected.
- The role and impact of intellectual property in contracts, grants and material transfer agreements and how intellectual property matters can be safeguarded during interactions with third parties.
- How intellectual assets can be used and the benefits/pitfalls for the researcher and the University of the different approaches that can be taken (i.e. publish or protect and spin out or licence).
- When to disclose or disseminate to achieve greater impact.
- How researchers can best work with their technology transfer office to maximize the value and minimize the impact appropriately protecting intellectual property assets can have on their research activities.

The course is being run by experienced patent attorneys and technology transfer practitioners from IP Pragmatics Limited.

**THE SPEAKERS WILL BE AVAILABLE THROUGHOUT THE DAY TO ANSWER QUESTIONS THAT ARISE FROM THE COURSE AND/OR TO ANSWER ANY GENERAL QUESTIONS YOU MAY HAVE THAT RELATE TO INTELLECTUAL PROPERTY AND ITS EXPLOITATION.**

# PROGRAMME

- 12.30 Coffee and networking**
- 13.00 Introduction to the course and its aims**
- 13.10 Funders intellectual property and KEC policy (RC representative)**
- Why is KEC important to the University's funders?
  - What is the policy and what responsibilities do all researchers have?
  - How does KEC relate to Impact and why is Impact important?
  - What KEC support programmes exist for RC funded students?
- Format – 20 min talk , 10 min Q&A**
- 13.40 Research, Knowledge Exchange and Impact... Realising Value from KEC (Rupert Osborn and Quinton Fivelman)**
- University knowledge exchange landscape – strategy and policies
  - How to value your role as a researcher in the community and realise the impact of research in the community at large?
  - When to protect and exploit and when to publish/disseminate to achieve greater impact?
  - Embedding a KEC culture at universities
- Format– 25 min talk, 20 min interactive Q&A with case studies**
- 14.25 Introduction to intellectual property (University IP attorneys)**
- What types of intellectual property assets are there?
  - Patents – what are they, how do you apply for them and what factors need to be considered when deciding when and how to apply for a patent?
  - Other forms of relevant IP (e.g. copyright / database rights / know how) – what are they and when might they be relevant to your research outputs?
  - Determining ownership and inventorship?
  - What constitutes a disclosure and how does this impact on patenting?
- Format – 30 min talk, 30 min interactive Q&A with case studies**
- 15.25 Evaluating and Exploiting IP assets (Rupert Osborn and Quinton Fivelman)**
- What are the important steps to take when evaluating a new opportunity?
  - What due diligence is required and how can the researcher assist with this process?
  - How opportunities are valued?
  - What are the different dissemination and exploitation routes that can be taken?
  - What are the benefits and pitfalls of each route?
  - How might these routes impact differently on the researcher and their research?
- Format– 25 min talk, 20 min interactive Q&A with case studies**
- 16.15 Working with your KT Office and implementing best practice (University KT officer)**
- What is the university strategy with regards to KEC and intellectual property management?
  - Summary of key best practice pointers
  - How to interact and maximize assistance from technology transfer staff at the University
  - Finding further help
- Format– 10 min talk, 5 min interactive Q&A**
- 16.30 Close**

# SPEAKERS

## **Rupert Osborn**

Rupert Osborn has worked in the field of technology commercialisation since 1996. His specific areas of expertise are transaction support (particularly licensing strategy and negotiation) and innovation management and strategy. He helps organisations embrace open innovation through strategic intellectual property advice, training and hands-on deal making support. His experience covers the commercialisation of different forms of intellectual property including trademark, copyright and patent licensing. He has particular expertise in the Agricultural Biotechnology sector having gained industry experience with Zeneca Agrochemicals (now Syngenta) prior to founding IP Pragmatics. Rupert has an MA from Cambridge University and a PhD from Warwick University.

## **Quinton Fivelman**

Quinton Fivelman is a life science business development manager and an enterprise and innovation expert. Quinton has a range of business consultancy and development experience in European and developing world markets. He previously managed business development and knowledge transfer at the London School of Hygiene and Tropical Medicine (University of London), UK where he was responsible for managing proof of concept funding for a range of public health technologies and launching new business initiatives by assisting many projects to move from the laboratory to the marketplace. Quinton was a guest lecturer and trainer at Simfonec - a government initiative set up to help deliver new and innovative ideas to the commercial marketplace. He was invited to join the centre after being awarded second place at the 2006 LEAP business plan competition, a London-wide competition which was organised by Simfonec. He has a PhD in malaria molecular genetics and drug combinations from the London School of Hygiene and Tropical Medicine and an Honours degree in Pharmacology, Chemistry and Microbiology from the University of Cape Town, South Africa.