

PATEV-ICM

I N T E R N A T I O N A L

Technology and IP Management Webinars

“Transferability and Technology Transfer”

Tuesday 10th May 2016

h. 10.00 – 11.00 (CET)

Background

Technology transfer is a fundamental step of Open Innovation process and it is of key interest for companies who want to profit from exchange of innovative solutions and cutting edge ideas within their technical domain.

However, only few companies have integrated technology transfer into their routine business processes. Main driver for technology transfer is to avoid infringement of third parties intellectual property as well as acquiring technologies of high value contribution to own technical solutions or products. Additionally – on a long-term basis – technology transfer opens up the possibility for collaboration in technical development.

Technology transfer is to be addressed carefully in term of speed of transactions being performed as well as financial expectations being realized. Substantial contribution is achieved in organizations with broad awareness of technology transfer benefits and corresponding broad support of the whole organization.

Based on the above considerations and on its extensive experience on Technology management, PATEV-ICM organize a webinar to share approach and best practices on “ Transferability and Technology Transfer”, third step of a cycle of web-event on best practices in Technology and IP strategy at European level

Webinar Objectives

The webinar will propose background information as well as practical approach, methodologies and experiences in technology transfer issues and needs for mid-size and large companies.

This webinar has the aim to show how the assessment of transferability and technology transfer can support strategic management process both for internal and external objectives:

- Assess business potential
- Identify technologies for transfer in an ongoing process
- Define value proposition for partner/licensees
- Set up of optimum transfer process for secure substantial transfer
- Consider non practicing entities
- Turn technology licensing into collaboration in technology development

Webinar Agenda:

- Introduction and basic aspect of open innovation
- Technology Transfer business models
- How to identify business potential: Transferability Check
- Technology Transfer process
- Case studies of successful technology transfer activities

Presenters: Dr. Cristina Odasso, Dr. Michael Beyer

Interested Management

Management and key Professional of the following functions:

- Strategy and Business Development
- Finance
- Technology/Innovation
- R&D
- IP
- Legal

[Webinar participation is free, for subscription click here: SUBSCRIBE](#)

PATEV-ICM PROFILE

PATEV-ICM is the European leader in Technology and IP Management Services. PATEV-ICM supports organizations in maximizing the financial value of their technology and IP portfolios. PATEV-ICM leverages on the strong assets and experience of two European leaders: PATEV Associates GmbH in Germany, Austria and Switzerland and ICM Advisors Sàrl in Switzerland, Italy and France.

With 7 offices in Central Europe and about 100 professionals PATEV-ICM covers substantial European markets of all industries. To meet economic, linguistic and cultural requirements throughout Europe, North and South America as well as Asia PATEV-ICM has a network of local expert partners.

PATEV-ICM works on the relevant interface between business objectives and technology/IP strategy leveraging on 16 years of broad and deep experience.

The work of PATEV-ICM is about assessing and improving the impact on business competitiveness, financial value of technology and IP assets, speed and quality of key technology/IP strategic decisions as well as quality and costs of technology and IP value management processes.

PATEV-ICM members are established and trusted, as well as proven. Its clients portfolio include many of the European large and mid-sized corporations, research organizations, industry clusters, financial institutions, universities and government agencies.

PATEV-ICM contacts

18, Avenue Louis Casai
1209 Genève – Switzerland
Tel.+41 22 747 7832
Fax+41 22 747 7900

Offices: Geneva – Berlin – Düsseldorf – Karlsruhe – Milan – Munich – Turin
website: www.patev-icm.com