

**Spire Project 4<sup>th</sup> Workshop:**  
Patents Management & Academic Entrepreneurship

Location	Dates
Burapha University (BU), Thailand	18-20 July 2018

**Objectives**

Protecting research outcomes with intellectual property rights is one of the instrument that can be used by HEIs in order to foster the technology transfer to the market and to the society. Patent applications, in particular, are filed by HEIs to increase the attractiveness of the innovations towards the industrial world. Indeed, patents grant HEIs exclusive exploitation rights on their research outcomes, which can be transferred to companies, so that they can enjoy competitive advantage in developing and commercializing such innovations.

When researchers decide to become entrepreneurs and to develop and exploit the innovations through spin-off companies, they experience challenges, opportunities and critical points quite similar to those that are faced by Technology Transfer Offices in promoting and exploiting patents towards companies.

This Module 4 wants to address various aspects of patents management and entrepreneurship in HEIs, dealing with both the strategic and practical aspects.

In particular, the specific objectives are the following:

- ✓ To share with participants strategies and organizational models implemented to pursue a fruitful and effective patents management and to foster the academic entrepreneurship;
- ✓ To get familiar with procedures, regulations, tools, activities, approaches and practices in managing patents and entrepreneurship in HEIs, also in view of sharing experiences EU/Asia;
- ✓ To work together on some cases regarding important opportunities but also critical aspects of the patent management and academic entrepreneurship.

**Trainers**

University of Bologna: Giuseppe Conti



Giuseppe Conti is Director of Industrial Relationship, Third Mission and Technology Transfer Division at the University of Bologna, since 2010. He's managing and coordinating research funding activities (Regional, national FIRB-PRIN, European FP7 – H2020, EIT-KICS programs and international projects ...), PhD courses/programmes, Technology Transfer activities (relations with companies, intellectual property rights, new spin-off companies and business incubation), monitoring and evaluation of research. The Industrial Relationship, Third Mission and Technology Transfer Division consists of over 80 people.

At the University of Bologna is serving also as Board Member of Alma Mater Foundation (wholly owned by the university) aimed to promote Third Mission among University and different stakeholders. He is the Vice President of TTO National Association (NETVAL) since 2014. He has been spending last 20 years being involved in more than 100 conferences and workshops. Last publication "Management of Technology Transfer (IT)" Springer for innovation ISBN: 978-88-470-1901-0 (Print) 978-88-470-1902-7 (Online).

University of Bologna: Rosa Grimaldi



Rosa Grimaldi is Professor of Entrepreneurship and Innovation Management at the University of Bologna, Department of Management. At the University of Bologna she is serving as Vice Rector for Entrepreneurship and relations with companies, since 2015. She is the Director of the Executive Master in Technology and Innovation Management (EMTIM) at BBS (Bologna Business School).

Most of her scientific production is about New Business Creation, Entrepreneurship, and Technology Transfer. On these topics she has publications on national journals and international journals (including Research Policy, R&D Management, Technology and Innovation Management, Journal of Business Venturing, Small Business Economics, Scientometrics, Entrepreneurship Theory and Practice, Journal of Technology Transfer). She is in the Editorial board of the Journal of Technology Transfer and she is advisory editor for Research Policy.

University of Bologna: Andrea Ravaioli



Andrea Ravaioli has been Knowledge Transfer Manager at the Industrial Relationship, Third Mission and Technology Transfer Division of the University of Bologna since 2010. In particular he is head of the Intellectual Property Exploitation Professional Unit of the Knowledge Transfer Office (KTO). He is in charge of promoting and commercially exploiting patents and other innovative research outcomes of the University towards industry and market. Main activities are the management of contacts and negotiations with companies, in order to finalize knowledge transfer agreements (like license agreements). His education mainly includes a Bachelor degree in Management Engineering and a Professional Master's Program (2nd level) in Innovation and Knowledge Transfer.

18/07/18 - Strategies and practicalities of patent management and academic entrepreneurship		Trainer
Presentation of Module 4		Ravaioli
Why patents in HEIs		Conti
Why entrepreneurship in HEIs		Grimaldi
Why a national network for TT: the example of Italy (NETVAL) and Europe (ASTP)		Conti
Practical aspects of patent management in HEIs		Conti - Ravaioli
The business side of academic entrepreneurship and patents' exploitation in HEIs		Grimaldi - Ravaioli
Presentation of team work and introduction to 3 cases		Ravaioli
19/07/18 – Working group and focus on some important and critical cases		Trainer
<b>Case 1: focus on patent co-ownership: opportunities and critical points</b> <ul style="list-style-type: none"> <li>- working group to share overnight thoughts</li> <li>- discussion</li> <li>- presentation of ideas, experiences and cases</li> </ul>		Ravaioli (Conti – Grimaldi)
<b>Case 2: focus on licensing-out, in particular to spin-off companies: opportunities and critical points</b> <ul style="list-style-type: none"> <li>- working group to share overnight thoughts</li> <li>- discussion</li> <li>- presentation of ideas, experiences and cases</li> </ul>		Ravaioli (Conti – Grimaldi)
<b>Case 3: focus on Proof of Concept: opportunities and critical points</b> <ul style="list-style-type: none"> <li>- working group to share overnight thoughts</li> <li>- discussion</li> <li>- presentation of ideas, experiences and cases</li> </ul>		Ravaioli (Conti – Grimaldi)
20/07/18 Final feedbacks from working groups, wrap-up and conclusions		Trainer
<b>Final conclusions and discussions of working groups</b> <b>Questions &amp; Answers</b> <b>Wrap-up and take-home messages</b>		Conti – Grimaldi - Ravaioli
Final Inspiration: building the innovation mind-set		Grimaldi