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STRATEGIC PLAN

Burapha University

IP UNIT

2018-2022

Executive Summary

Burapha University engaged continuously in intellectual property activities since 2007 which was corporates with the policy of the office of the higher education commission (OHEC). It is necessary to created awareness and encouraged the university staffs and student for intellectual properties. It is a role in coordinating, facilitating and supporting both staffs and students of Burapha university for filing, registration and protection of intellectual property of all types. It was also promote the use of intellectual property to exploit commercially and socially via licensing, incubation and long term training.



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Environmental Analysis

Intellectual Property and Technology Transfer Center (IPTTC)

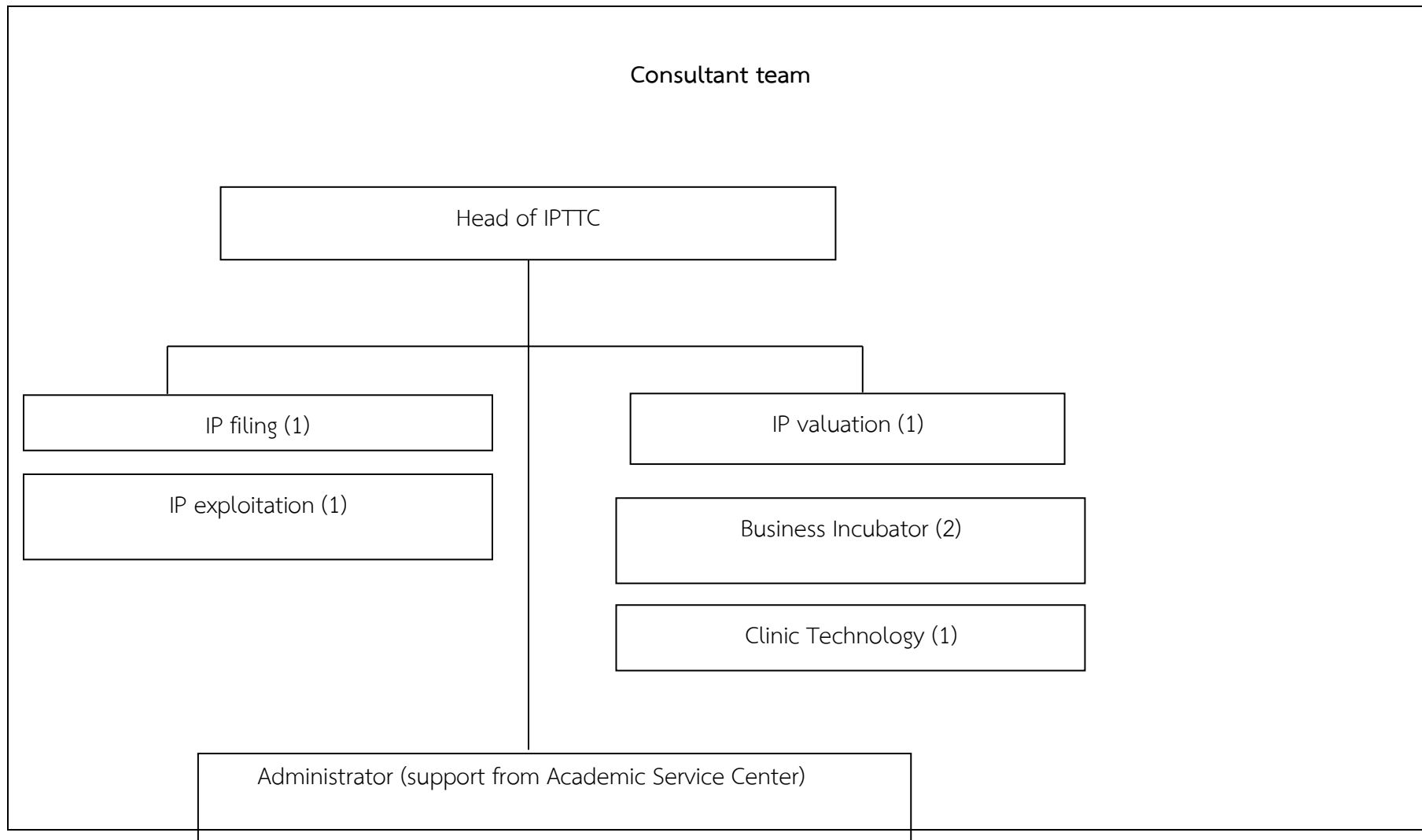
Board of IPTTC

1. Representative from Health Science
2. Representative from Science and technology
3. Representative from Non- Science
4. Private Sector
5. Vice President of Research and technology
6. Director of Academic Service center
7. Head of IPTTC

President of Burapha University
(Chairman)



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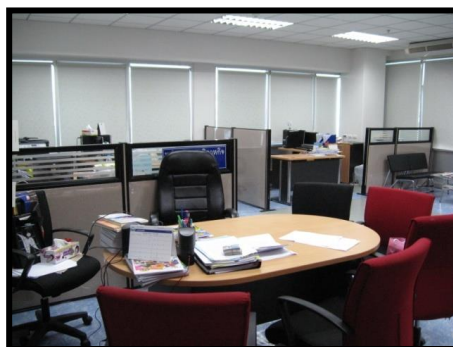
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Information about higher education institutions

Institute of Higher Education : Burapha university
Agency responsible : Intellectual Property and Technology Transfer Center
Office (IPTTC), Academic Services Center
Address : 169 Beach Road Bang Saen Sansuk, Chonburi 20131
University president : Associate Professor Dr.Somnuk Theerakulpisut
Director of Academic Services : Assistant Professor Dr.Kriangsak Phramphun
Head of IPTTC : Assistant Professor Dr.Boonyarath Pratoomchat
Phone : +66 3810 2287, +66 86402 8120
Fax : +66 3810 2287
E-mail : tloubibuu@gmail.com

Building office



Intellectual Property and Technology Transfer Center

Located: Room 503, 5th Floor, Prof.Prayoon building,
Burapha University.



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External Environment

The government of Thailand is taking a number of measures to shift the country from a production-based to a service-based economy, moving from producing commodities to innovative products, emphasis on promoting technology, creativity, and innovation in the industries under focus. Moving to Thailand 4.0 could help the country escape the middle-income trap and growing disparities.

A Board of Investment (BOI) document lists the 10 targeted industries under Thailand 4.0. They can be divided into two segments: 1) First S-curve or five existing industrial sectors (which can be developed by adding value through advanced technologies (Next-Generation Automotive, Smart Electronics, High-Income Tourism and Medical Tourism, Efficient Agriculture and Biotechnology and Food Innovation) and 2) New S-curve or five sectors which can serve as growth engines to accelerate Thailand's future growth (Automation and Robotics, Aerospace, Bio-Energy and Bio-chemicals, Digital and Medical and Healthcare).

- 1) **Technology:** To enhance capacity in core technologies where Thailand has potential, such as biotechnology, and agricultural, food, energy, and health-related and medical technologies;
- 2) **Human resource development:** To promote "Thais 4.0" and attract talent from overseas;
- 3) **Infrastructure:** To develop physical infrastructure, connectivity infrastructure, intellectual infrastructure, and social infrastructure;
- 4) **Enterprises:** To empower entrepreneurs and enterprises of all levels, promote startups, uplift SMEs from the original equipment manufacturer (OEM) to the original design manufacturer (ODM) and the original brand manufacturer (OBM), and encourage large-scale corporations to help develop local suppliers; and
- 5) **Targeted industries:** To promote investment in the 10 S-curve and new S-curve industries, especially in the Eastern Economic Corridor (EEC).



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Gap Analysis

University has a history based on teaching context, so it is not so many researches which are potentially registered IP and transferred IP to the market. The university try to increase applied and commercial research by encouraging the university staffs understand the need of users via collaborative technology research with private sectors and try to challenge and support the budget for creating technological innovations via the excellent center. Number of intellectual properties should be dramatically increased in terms of registration and utilization.

Staff of BUU was very high rate of return because of low salary and no carrier part during the past (2006-2014) so we lost the time for training the staffs and made the obstacle to routine work and planning because we could not find the student who finished IP in Thailand so everyone after accepted for work all of them will be send for training and learning by doing for 6 months at least. Until 2015 the university allowed IPTTC for 4 staffs using the university budget.

So IPTTC will try to increase continuously (20% each year) the number of quality IP under cooperating with Research Division of BUU including try to increase the number of licensing (10% /year) and startup company (10%/year) via university business incubation. Furthermore, it should be return to the university from licensing approximately 30000 USD a year and increasing 10% each year.



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Strategic Plan

Vision

The quality and quantity of IP can be created by the collaboration between university & industry and community and generating an economic impact to the country via innovation.

Mission

1. Awareness intellectual property to university staffs and students and educational institutions network.
2. Advertisement intellectual property information of university to the industry and community.
3. Co-contribution with university research unit to promote applied and commercial research
4. Creation a network of cooperation with public and private organizations or other relevant agencies It also cooperates with the Provincial Administrative Organization to carry out the registration of geographical indications.
5. Analysis of the technology trends and the market to determining the research topic.



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Mission Formulation

1. Consultation and coordination services, contributing and facilitating for patent and intellectual property registration for university staffs, students and other educational institutions network under fair management of benefits.
2. Exploiting the intellectual property of the university to industry and community.
3. Coordinate and support research and development activities that can be used in the community and industry. It also builds cooperation networks with government and private sectors, or any other relevant agencies. In order to achieve research and lead to the registration of intellectual property and the use of intellectual property for commercial purposes.
4. Support and create young entrepreneurs who have innovative ready for commercial production.

University members, student, both BUU and educational institutions network including the private sector and community surrounding the eastern part of Thailand.

1. To promote and encourage the incorporation of intellectual property and intellectual property rights into Burapha University.
2. Support the use of research results, knowledge, innovation, creativity and wisdom to commercially exploit.
3. To respond to the development of community, society, nation and develop business and entrepreneurship to grow sustainability.
4. To expand the work and increase the potential of service to society.



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To contribute and facilitate both staffs and students of university for good understanding of intellectual property towards enhancing the number of intellectual property with direct to the point and promotes the utilization of intellectual property to enhance competitiveness of the nation and richness of community.

1. To create knowledge, understanding, and facilitating especially staffs and students in the university, and network educational institutions and outsiders for the important, empower, and utilization of intellectual property.
2. To support the utilization of research results, knowledge, innovation, creativity and wisdom to commercially exploit.
3. To respond to the development of community, society, nation and develop business and entrepreneurship to grow sustainability.



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Values

Community and national income based on value creation via IP will be smart and sustainability.

Strategic Objectives

1. Awareness IP not only to BUU staffs and students but also educational institutions network and communities. (Training, small group workshop, seminar)
2. Advertisement IP information of BUU to industry and community.
3. Co-contribution with BUU research unit to promote applied and commercial research
4. To contributes and facilitates both staffs and students BUU for good understanding of IP towards enhancing the number of IP with direct to the point and promotes the utilization of IP to enhance competitiveness of the nation and richness of community.
5. Contribution the start up using the mechanisms of business incubation and supporting intellectual property of university.
6. Creation a network of cooperation with public and private organizations or other relevant agencies to carry out the registration of “Geographical Indications (GI)”.
7. Coordinating with Research Division to carry out the analysis of the technology trends and the market to determining the research topic.
8. Inventory the intellectual property and valuating IP for licensing.



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Measures (KPI(s), Timeline and Deliverables

Action plan/Activities	KPI	Month									
		March	April	May	June	July	August	September	October	November	December
1. Awareness IP not only to BUU staffs and students but also educational institutions network and communities.	Time (number)										
1.1 Training	4(220)		1 30)		1 (40)	1 (40)	1(30)	1(40)	1(40)		
1.2 Workshop	2 (20)				1(10)		1(10)				
1.3 Seminar/Class	2 (200)		2 80)		1(120)						
2. Advertisement IP information of BUU to industry and community.	Number										
2.1 Web site	12 posts	1	2	1	1	2	1	1	1	1	1
2.2 Formal letter to the company	50 company	10	10	10	10	10					
2.3 Booth arrangement: IP fair, Science and Technology day... etc.	3 times		1			1	1				



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Action plan/Activities	KPI	Month										
		March	April	May	June	July	August	September	October	November	December	
3. Co-contribution with BUU research unit to promote applied and commercial research	Number of meeting (2 times)	1		1								
4. To contributes and facilitates both staffs and students BUU for good understanding of IP towards enhancing the number of IP with direct to the point and promotes the utilization of IP to enhance competitiveness of the nation and richness of community.	Number of IP											
4.1 Number of Patent filing	25	1	2	3	3	3	3	2	2	4	2	
4.2 Number of Copyright	10	1	1	1	1	1	1	1	1	1	1	
5. Contribution the start up using the mechanisms of business incubation and supporting intellectual property of university.												
5.1 Number of startup company incubated startups	3	3										
5.2 Number of spinoff company incubated start-ups	1											1
6. Creation a network of cooperation with public and private organizations or other relevant agencies to carry out the registration of "Geographical Indications (GI)".												
6.1 Number of GI product preparing document for filing	1									1		



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Action plan/Activities	KPI	Month									
		March	April	May	June	July	August	September	October	November	December
6.2 Number of meeting with community	3	1	1	1							
7. Coordinating with Research Division to carry out the analysis of the technology trends and the market to determining the research topic.											
7.1 Number of research aspect	3	1	1	1							
7.2 Number of research proposal	10	1	1	2	2	2	2				
8. Inventory the intellectual property and valuating IP for licensing.											
8.1 Number of IP valuation	20	5	5	5	5						
8.2 Number of transferred IP	3					1			1		1



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Dissemination Plan for SPIRE

Activities	Target Group (Number)	Location	Period
1. Strategies to created value added on Eastern fruit products using innovation (IP basic especially trade mark, Design patent)	Fruit farmer, Fruit trader, Fruit dealer (200)	Chantaburi province	17-19 March 18
2. IP awareness (Focusing on Invention patent) for Ethic course for BSc and MSc student of Science faculty, Burapha University	BSc (70) MSc (10)	Faculty of Science, Burapha Univ	8,9 April 18
3. Online Business Training (IP basic especially trade mark, Design patent)	Generals (40)	Burapha Univ Chonburi province	16-18 May 18
4. IP awareness for Business course for BSc student of Faculty of Business and Tourism Management, Burapha University	BSc (100)	Faculty of Science, Burapha Univ	8,9 April 18
5. Training SPA business Training (IP basic especially trade mark, Design patent)	SPA and Thai traditional massage business (45)	Burapha Univ Chonburi province	4-8 June 18
6. Talent mobility training and workshop	University staff of Burapha Univ and related areas. (40)	Burapha Univ Chonburi province	2-6 July 18
7. Booth display for university IP in National IP Fair which arranged by Department of Intellectual Property	Generals	BITEC convention center Bangkok	6-8 July 18
8. SPIRE training and workshop	SPIRE member (25)	Burapha Univ Chonburi province	17-19 July 18
9. Training on Food products and business development for OTOP= OVOP (One Village One Product) Training (IP basic especially trade mark, Design patent)	OTOP member surrounding the Eastern part (40)	Prajinburi province	1-3 Aug 18
10. Training on Food products and business development for OTOP= OVOP (One Village One Product) Training (IP basic	OTOP member surrounding the Eastern part (40)	Chacheongsao province	7-9 Aug 18



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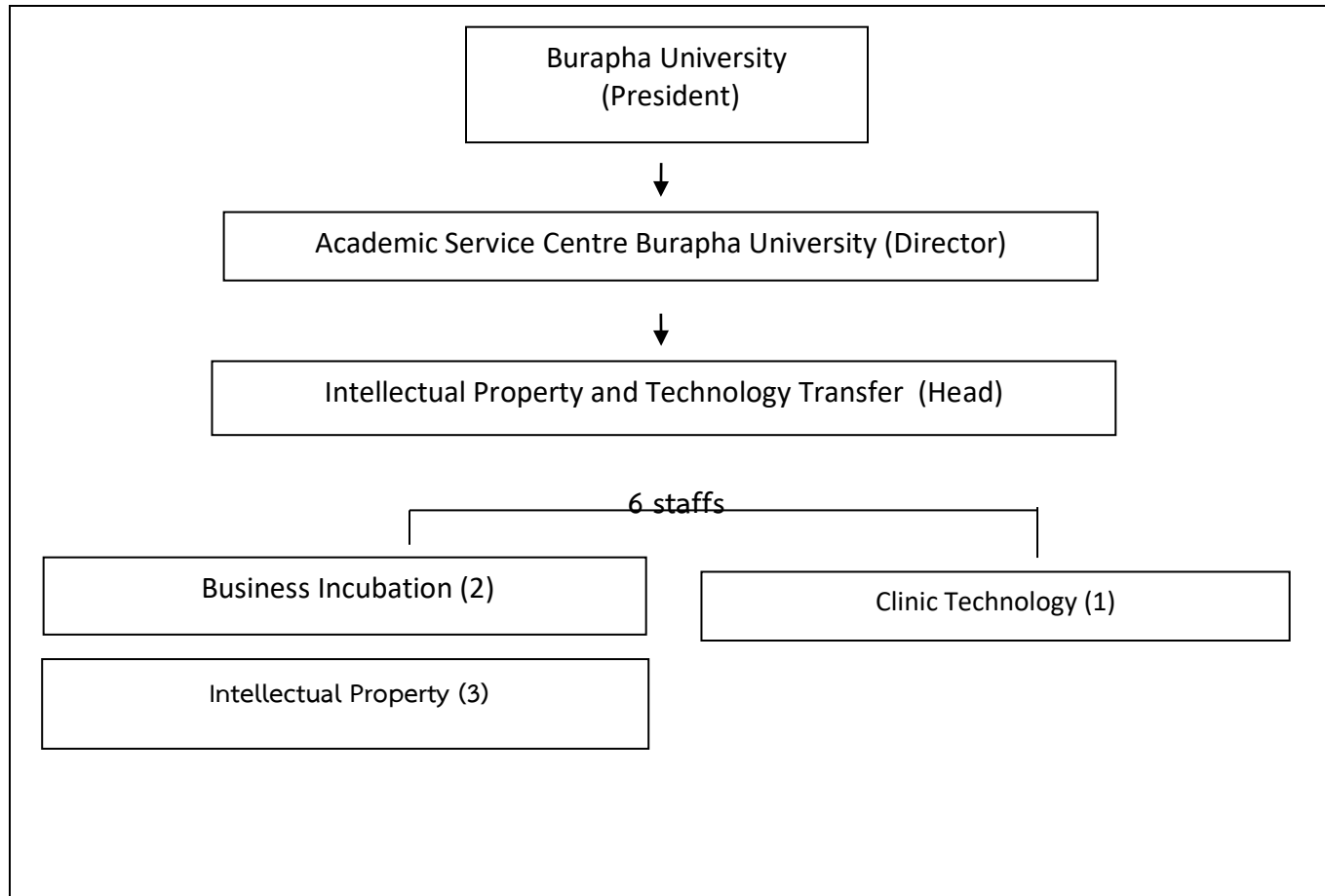
especially trade mark, Design patent)			
11. Booth display for university IP in National Science and technology which arranged by Faculty of Science Burapha university	Generals, Students	Burapha Univ Chonburi province	16-18 Aug 18
12. Workshop on patent drafting	University staffs (20)	Burapha Univ Chonburi province	20-21 Aug 18



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Organization Structure





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Personnel

Staff	Position
1. Assistant Professor Dr.Kriangsak Phramphun	Director of Academic Services Center
2. Assistant Professor Dr.Boonyarath Pratoomchat	Head of Intellectual Property and Technology Transfer
3. Mr. Supakorn wanichlanan	Business Developer
4. Mr.Jadsada Pulintawaragoon	Business Developer
5. Miss.Wannapa Posayanuwat	Clinical Technology Program Officer
6. Miss.Siripon sabbotim	Intellectual Property Officer
7. Miss.Namthip Boonkhwang	Intellectual Property Officer
8. Miss.Phatcharawarin Aiamsaard	Intellectual Property Officer



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Finance/ Budget

Burapha university (BUU)
Department of Intellectual Property (DIP)

Facilities/ equipment

Supported by Burapha university budget

Summary (Include 5 years)

Burapha University is still necessary to create awareness and encourage the university staffs and students for intellectual properties. University has facilitated staffs by prize after their patent were granted since 2015. It contributed the filing number increased approximately 10% as usual especially design patent. However it seems to be the values of patent is not rather increase because the technology is not ready for commercial purpose. Hence university had been setting the Innovative Development Center, Excellent Center and Central laboratory for improving their technology to possibly commercial usage and creating the linkage with the outsider. University by Intellectual Property and Technology Transfer Center also promoted the use of intellectual property to exploit commercially and socially via licensing, incubation, seminar short term and long term trainings. Collaborative technology research with private sectors and staff exchange were further developed by Talent Mobility Project which was supported by Office Higher Education Commission to enhance the IP utilization.