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## Training on Technology Transfer and IP Management

Date:

Monday, 20.05.2019

Location:

Plovdiv, Bulgaria

Host:

Department Technology Transfer and IP Management Center of Plant Systems Biology and Biotechnology Plovdiv 4000, Bulgaria

Speaker:

Axel Koch, Michele Dubbini

This one day training will address the following topics:

IP management at application, implication and impact stages of collaborative research projects, Effective IP strategies to maximize the impact of research

- IP management: Necessary provisions for commercialization and technology transfer
- IP ownership (Institutional, Joint, etc.): what are the decisive factors?
- nonprotected background and foreground IP
- matching different institutional strategies
- Necessary agreements for collaborative research under a consortium: scope and provisions, time frames
- possible conflicts and disputes

Introduction to IP and IPR,

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- What is Intellectual Property (IP)?
  - What are Intellectual Property Rights (IPR)?
  - Why should I deal with IP/IPR issues? Why should IP be an integral part of my business strategy? What are the first steps to be taken?
  - What IP protection can I use (e.g. trademarks, patents etc.)?
  - To which institutions can I turn for help?
  - What do different IP titles cost?
  - How do I perform basic IP searches? What tools exist?
  - What does counterfeiting mean?
  - How can IPR be enforced?
  - What are the basic mechanisms of making money with IP?

[Calendar](#)