Create-Protec-Innovate  
Bringing ideas to market: Part II | Syllabus

In this course, you will gain an understanding of the main categories of intellectual property (IP) rights, their primary features and how to apply these rights. The emphasis is on patents and on the "what", "when" and "how" of protecting inventions. Further topics include how to search for patents and how to develop an IP strategy.

**Modules**

**Topics covered**

**Module 1: Grant and grants**
- End-to-end patent grant procedure
- Patent search
- Patent examination
- Patents
- Patent application
- Patent examination
- Amended requirements
- Understanding claims and drafting

**Module 2: Enforcement of patents**
- What is a patent and its "scope"?
- Introduction to the various types of patent infringement
- Validity of a patent as prerequisite for enforcement
- Licensing
- Alternatives to patent infringement procedures

**Module 3: Scoring and assessment of technology**
- What technology transfer is and how it works within a university/research laboratory setting
- The role of a Technology Transfer Office
- Assessment of who owns the rights to an invention
- How to perform a technology search and why someone would want to

**Module 4: IP commercialisation**
- How can IP be commercialised?
- How to choose the right types of IP commercialisation
- What it takes to come to a licence deal
- How raising capital for a technology start-up is leveraged by patents, how it is a form of IP commercialisation and consequently important for the business success of new companies
- Basics of valuing IP assets

**Module 5: Use of IPs**
- Reasons for protecting inventions
- Deciding on the appropriate IP strategy
- Examples of successful patented inventions from different technical fields, including the benefits and challenges of patenting
- The role of IP in business strategy and the commercialisation process

**Case Studies**

- Environmentally friendly closed loop shower, invented by a European Inventor Award finalist
- Turning pineapple leaves into a sustainable alternative to leather, invented by a European Inventor Award finalist
- The toy ball patent

**Key takeaways**

- There are different routes for filing a patent application and they are chosen by the applicant according to their business strategy in each case.
- A patent application should be filed at the right moment, when enough information about the invention is already available and it has not yet been disclosed to anyone.
- The claims define the invention
- Prior art means any disclosure available before the filing of a patent application.
- Once filed, an application goes through different steps until grant. Post-grant opposition procedures are possible and are centralised at the EPO. After the opposition period, patents can only be challenged in front of national courts.
- Patents are tools for securing business interests.
- Enforcing a patent is entirely the responsibility of the patent proprietor.
- Use the independent claims to identify a potential infringement.
- Identify the right party as the potential infringer.
- There are many ways to enforce a patent and to resolve disputes.
- There is more to gain than money. Think strategically

**Syllabus**

- Optinose – curing airborne diseases
- AMSilk – spider silk fibres for shoes and nail polish
- Lely – cow-milking robot
- Revolutionary magnetic resonance imaging (MRI) techniques, developed by researchers at a university
- Turning pineapple leaves into a sustainable alternative to leather, invented by a European
- The toy ball patent
- Validity of a patent as prerequisite for enforcement
- Technology transfer (TT) involves the movement of technology and know-how from one party to another
- TT can play a crucial role in the commercialisation of early stage ideas
- They exist in many companies and most universities and research institutes
- Technology scouting is a useful tool in the evaluation of new technologies

- What to do when you are the infringer.
- Always maintain dialogue with the other party

- IP commercialisation is an intrinsic part of the business model
- A business model will change when the company grows and so will the IP commercialisation
- Decisions regarding IP commercialisation can be structured and systematically assessed
- The most successful commercialisation decision is a balanced one that delivers value for all stakeholders

- Patents are assets, providing sustainable business value, but can also be tools for leveraging negotiations.
- Marketing and negotiating are important skills for a start-up seeking monetisation
- The valuation of IP is a complicated challenge and is ultimately the result of negotiation
- Patents are the backbone of commercialisation by a technical venture

- Patents can attract venture capital funds and investors
- Patents can be used to prevent others from copying your inventions
- Licensing is a key commercialisation strategy
- Patents can attract venture capital funds and investors

- There are different ways of commercialising IP
- Developing an IP strategy is key for the successful commercialisation of inventions
- Patents can be used to prevent others from copying your inventions
- Licensing is a key commercialisation strategy
- Patents can attract venture capital funds and investors

**Requirements**

**Assessment**

Test with multiple-choice questions at the end of each module. Active participation in live fora. Final exercise.

IPO certificate to be downloaded after completion of all activities.