WIPO Existing Tools for Enhancing IP Services of Innovation Structures – Techno Parks

Launching of the Project on Enhancing IP Commercialization Capacity of Techno-Parks in the Region of EAPO Member States

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What is Technology Transfer?
Knowledge / Technology Transfer

- Collaborative process;
- Encompasses technology, knowledge, know how, skills, data
- Inclusive and global;
- Connecting actors of the innovation eco system to act towards common goals;
- Inter – disciplinary – government, academia, industry, acceleration infrastructure, financial institutions;
- GII includes more than 80 indicators;
- IP – powerful tool, facilitator, ownership, freedom of operation, environment of trust to collaborate.
WIPO Vision

WIPO

- Facilitator of an inclusive and global dialogue on international IP collaboration and technology transfer;
- Connecting important international actors from developed and developing countries;
- Supporting creation and inter-connection of TT networks, with the vision of establishing global connectivity.

WIPO / AUTM International Knowledge & Technology Leadership Summit, October 12 – 13, 2022
WIPO – Support for Creation and Inter – Connexion of Innovation Eco - Systems

Your University’s Ecosystem

Linkages
Legal Framework
Government
Incentives
Infrastructure
Businesses
IP Market
Funding
Venture Capital
Education & Skilled People

Strategic University Goals

Education
Research
Dissemination
Technology Transfer
IP Commercialization

Challenges

IP Policy
TTO/TISC
People
Funding

Outcomes

Research results
Collaborations
Technology Transfer
Commercialization
New Products & Services

Global Challenges & Trends
Climate Change

WIPO
World Intellectual Property Organization
Pillars of Institutional IP Eco System:

- Legal Framework
- IP Management Infrastructure – TMOs
- Human Capital

Focus on:

Funding and Commercialization of Research Outcomes
WIPO - Assisting Innovation Structures to Create an Institutional Ecosystem

- Legal Framework – National TT and Institutional IP Policy
- TT Structures
- Professional Human Capital
- Responding to Market Challenges – funding, marketing, valuation
### Resources

- **The IP Policy Toolkit** - deal with key issues such as ownership of IP and rights of use, IP disclosure, IP management, commercialization of IP, incentives for researchers, recording and accounting, and conflicts of interest.
- **IP Policy Database** - Over 740 IP Policies worldwide;
  - Regularly updated, in particular by policies developed as outcome of WIPO IP Policy Projects;

### Projects

- Support for definition of **Institutional IP Policies in TT Structures** – in Techno Parks;
- **National and Regional Models of IP Policies**
Technology Transfer Structures

- Technology Transfer Offices
- Incubators
- Technology Parks
- Clusters
- Networks

Establishment and Enhancement of Technology Transfer Structure’s IP Commercialization Capacity

**Regional Projects**
- Establishment of Regional TTO Networks and “Pools of Regional Expert”
  - Baltic States Network
- Enhancement of IP Commercialization capacity of Technology Parks in Specific Regions
  - EAPO Member States

**National Projects**
- TTO Projects – How to Create and Manage TTOs
  - Egypt

**Institutional Support**
- Practical Coaching – Facing Challenges
- Advisory Services and Forums
Baltic States TTO Network – MOU
Signed October 27, 2022

- Creation of the “Regional Pool of IP Commercialization Experts”;  
- National TTO Associations;  
- Baltic States TTO Network;  
- Continuing support of WIPO for Sustainability of results achieved – MOU.
Human Capital Creation

Tools
Programs
Projects
New IP and Technology Transfer Web page – Reference on Google

WIPO Programs Relevant For Innovation Stakeholders

1. Fundamentals of Technology Transfer
2. IPR Management
   https://www.wipo.int/technology-transfer/en/academic-assets-management.html
3. Institutional IP Policy Training
4. WIPO IP Marketing Program
6. WIPO Model Technology Transfer Agreements and Negotiation Skills
7. IP Valuation – Training Programs, Guides and video
   • A Practical Guide for Valuing Intangible Assets in Research and Development Institutions
   • Intellectual Property Valuation Manual for Academic Institutions
   - NEW (2022 – 2023): IP Valuation Guide and publications on IP Valuation in Biotechnology Sector, SMEs, Litigation and Valuing Equities
   - NEW STL Guide (2022 – 2023)
   - NEW Licensing Tools for Genetic Resources and data for use cases in life science sectors
IP Valuation Resources

- A Practical Guide for Valuing Intangible Assets in Research and Development Institutions;

- Intellectual Property Valuation Manual for Academic Institutions;

- IP Valuation Primer for SMEs – developed by LESI for WIPO training needs

https://www.wipo.int/technology-transfer/en/access-market.html
Creating NEW Resources - IP Valuation General Booklet
Abbreviations

1. What is IP valuation?
   1.1. About the purpose, scope and objective of WIPO project
   1.2. When is IP valuation used?
   1.3. **Context in which IP valuation is done**
   1.4. Existing rules – accounting and international standards
      1.4.1. IP value on balance sheets
      1.4.2. Other existing international standards on IP valuation
   1.5. IP valuation in the knowledge economy
   1.6. Complexity of IP valuation – new trends
      1.6.1. Blockchain for IP management
      1.6.2. Evaluation – Qualitative valuation
   1.7. Volatile nature of IP value

2. IP valuation methods
   2.1. Cost Method
      2.1.1. Advantages and disadvantages of the cost method
      2.1.2. When the Cost method may be used
      2.1.3. Calculating the reproduction cost
      2.1.4. **Case study - Cost based valuation**
      2.1.5. Challenges to cost-based valuation in negotiations
   2.2. **Comparables Method**
      2.2.1. Advantages and disadvantages of the market method
      2.2.2. Estimating a value of IP using the market method
      2.2.3. Considerations when using the market method
      2.2.4. **Case Study** - Using the market approach in practice
   2.3. **Income Approach** – Discounted Cash Flow (DCF)
      2.3.1. Advantages and disadvantages of the DCF approach
      2.3.2. Finding relevant data to populate DCF models
      2.3.3. Developing a Discounted Cash Flow template
      2.3.4. Case study – DCF based valuation
   2.4. Real options (RO) method
      2.4.1. Advantages and disadvantages of the Real Options method
      2.4.2. When Real Options method can be used
      2.4.3. **Case study – applying the real options method**
   2.5. Monte Carlo Simulations
      2.5.1. Advantages and disadvantages
      2.5.2. Simulating scenarios

3. Conclusions
IP Valuation in Biotech and Pharma

Oxentia
Abbreviations

1. Introduction
   1.1 How the biotech sector different from others
   1.2 IP valuation in the biotechnology sector

2. Income based approaches
   2.1 Discounted Cash Flows (DCF) and Net Present Value (NPV)
      2.1.1 Risk-adjusted Net Present Value (rNPV)
      2.1.2 Case Study – Valuing a Phase 1 drug candidate
   2.2 Real-Options Valuation (ROV)
      2.2.1 Modelling and resolving decision trees
      2.2.2 Considerations when using ROV

3. Comparables Method
   3.1 Sourcing relevant data
   3.2 Considerations when using the comparables method

4. Conclusions
Successful Technology Licensing (STL)

Standardized Training Kit

• Program
  a) Understanding the key terms of a licensing agreement
  b) Preparation for negotiations
  c) Simulation of licensing negotiation
  d) Practical application of knowledge acquired on real cases – coaching sessions

• Standard presentations – to be used by stakeholders and experts
• Translated in 10 languages
• Hypothetical stories
• Adaptable program – online and in situ
• Basic and Advanced
• Often in combination with IP valuation program for advanced audience

  Field of Substantial Collaboration between WIPO and Relevant Professional Regional and International Associations (LESI)

• Outcome – capacity of participants to identify risk and opportunities in licensing negotiation

NEW:
1. STL02
2. Licensing of Genetic Resources
Available Contractual Tools

- Models of Agreements

- Guidelines for customization focusing on challenging issues, such as how to negotiate sublicense or guarantees and warranties.
WIPO Models of Agreements

- Exclusive IP License with Company
- Inter – Institutional Licensing Agreement
- Exclusive IP and Technology License Agreement
  - suitable for any exclusive patent and technology license agreement, where the university licenses its patents and associated unpatented technology to a commercial partner to be commercialised.
  - It is suitable where the subject matter of the license is:
    - 1. a patent, patent application, or intellectual property intended to be patented
    - 2. software, whether or not patented or intended to be patented
    - 3. know how
    - 4. any combination of the above.

- Exclusive Technology License on Know How and Trade Secret
  - suitable for any exclusive technology license agreement, where the university licenses its unpatented technology to a commercial partner to be commercialised. No patent license is included.
  - It is suitable where the subject matter of the license is:
    - know how, trade secrets or other unpatented information

- Technology License on Copyright
  - This template is suitable for use when licensing any works in which copyright subsists.
Model Agreement vs. Guidelines (2/2)

Exclusive IP License Agreement

**Model Agreement**

1. PRELIMINARY
2. TERM
3. GRANT OF LICENSE
4. GRANT OF SUB-LICENSES
5. FINANCIAL TERMS
6. ACCOUNTS
7. DILIGENCE OBLIGATIONS
8. GENERAL OBLIGATIONS OF LICENSEE
9. INTELLECTUAL PROPERTY
10. PATENTS
11. INSURANCE
12. WARRANTIES
13. RELEASE AND INDEMNITY
14. DISPUTE RESOLUTION
15. TERMINATION
16. SERVICE OF NOTICES
17. SIGNATURES OF PARTIES

**Guidelines**

1. INTRODUCTION
2. WHAT IS A LICENSE?
3. WHAT IS LICENSED
4. EXCLUSIVITY
5. FIELD
6. TERRITORY
7. TERM
8. SUBLICENSING
9. DILIGENCE OBLIGATIONS
10. PATENT APPLICATIONS
11. WARRANTIES
12. CONFIDENTIAL INFORMATION
13. PUBLICATIONS
14. STUDENTS
15. INFRINGEMENT
16. INSURANCE
17. RELEASE
18. INDEMNITY
19. TERMINATION
20. GOVERNING LAW
Licensing Tool

Genetic Resource & Data

WIPO Toolkit on Intellectual Property and Genetic Resources Rights Management

WIPO Service Tile on IP Rights Management in GRs and Data

WIPO BRIDGE

WIPO GR Contracts Database
Survey on Technology Transfer (TTO) staff and researchers’ views on Technology Transfer (TT)

Claudia Chiavarino & Andrea Basso
Gender of researchers: diversity & inclusion

Level of agreement (range 0-5)

- **Recognition**
  - Men: 3.5
  - Women: 3.0

- **Promotions**
  - Men: 3.0
  - Women: 2.5

- **Research validity**
  - Men: 4.0
  - Women: 3.5

WIPO World Intellectual Property Organization
Age of researchers: diversity & inclusion

Level of agreement (range 0-5)

- Recognition
- Different career
- Monetary rewards
- Promotions
- Network with industry
- Industry trends

0 0.5 1 1.5 2 2.5 3 3.5 4 4.5

Older/Permanent Contract
Younger / Fixed-term contract
Thank you for attention!

Fully at your disposal for any further information