

# **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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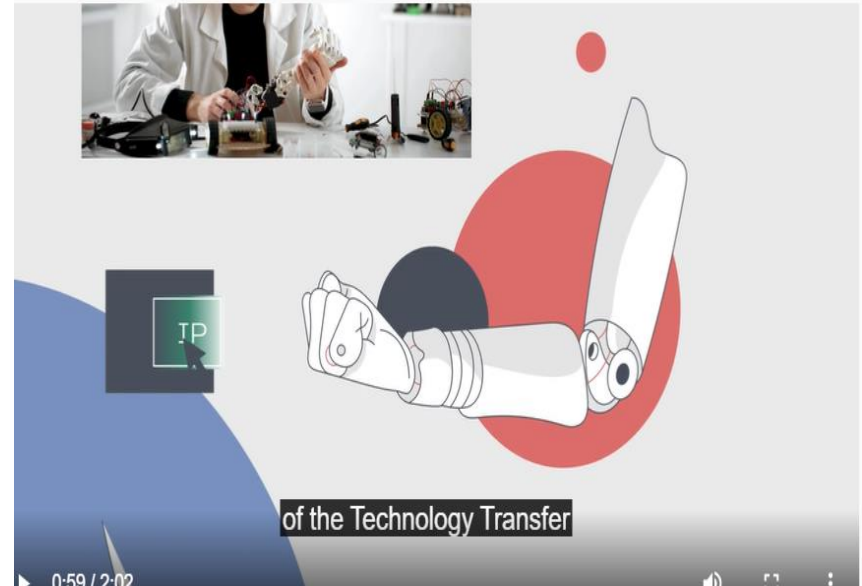
December 13, 2022

# What is Technology Transfer?



# Knowledge / Technology Transfer

- Collaborative process;
- Encompasses technology, knowledge, know how, skills, data
- Inclusive and global;
- Connecting actors of the innovation ecosystem 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

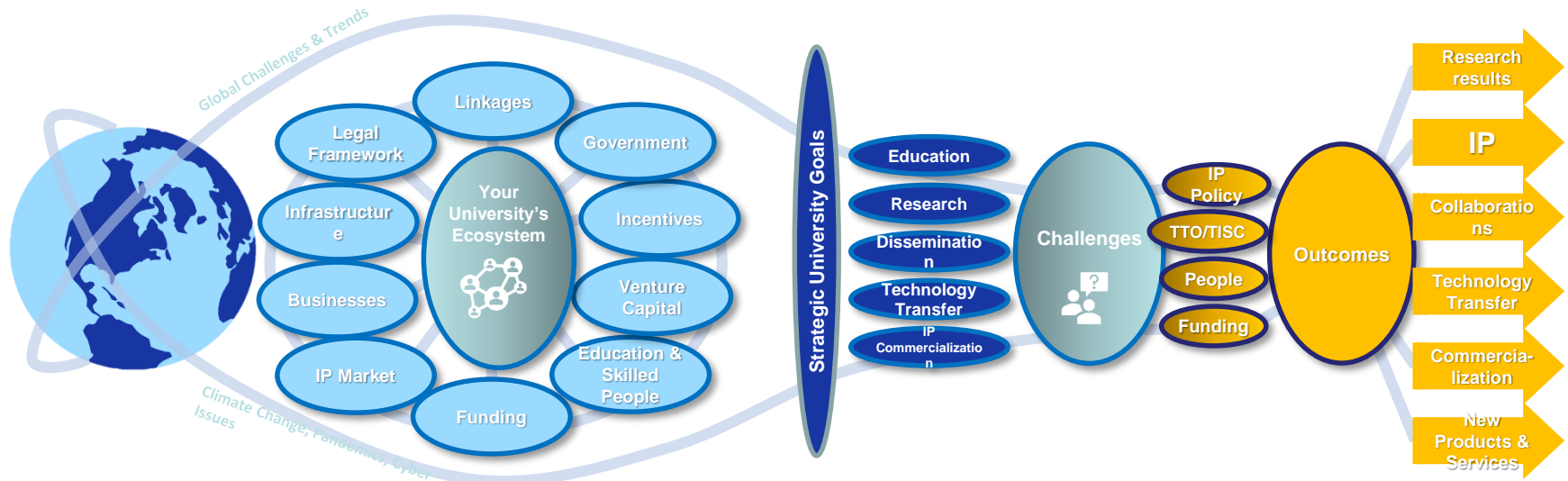
- Facilitator of an inclusive and global dialogue on international IP collaboration and technology transfer;
- Connecting important international actors from developed and developing countries;
- Supporting creation and inter – connection of TT networks, with the vision of establishing global connectivity.

**WIPO / AUTM International Knowledge 7 Technology Leadership Summit, October 12 – 13, 2022**



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# WIPO – Support for Creation and Inter – Connexion of Innovation Eco - Systems



## Pillars of Institutional IP Eco System:

DONE!

**Legal  
Framework**

DONE!

**IP Management  
Infrastructure –  
TMOs**

DONE!

**Human  
Capital**



**Funding and Commercialization of Research  
Outcomes**

WIPO FOR OFFICIAL USE ONLY

# 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

# Institutional IP Policies

## 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;
- Inclusion of new items – “Use of Copyright Works Policies”, “Open Access Policies”, “Socially Responsible Licensing”
- <https://www.wipo.int/technology-transfer/en/ip-policies.html>

## 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

<https://www.wipo.int/technology-transfer/en/organizations.html>



# Establishment and Enhancement of Technology Transfer Structure's IP Commercialization Capacity



# 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.



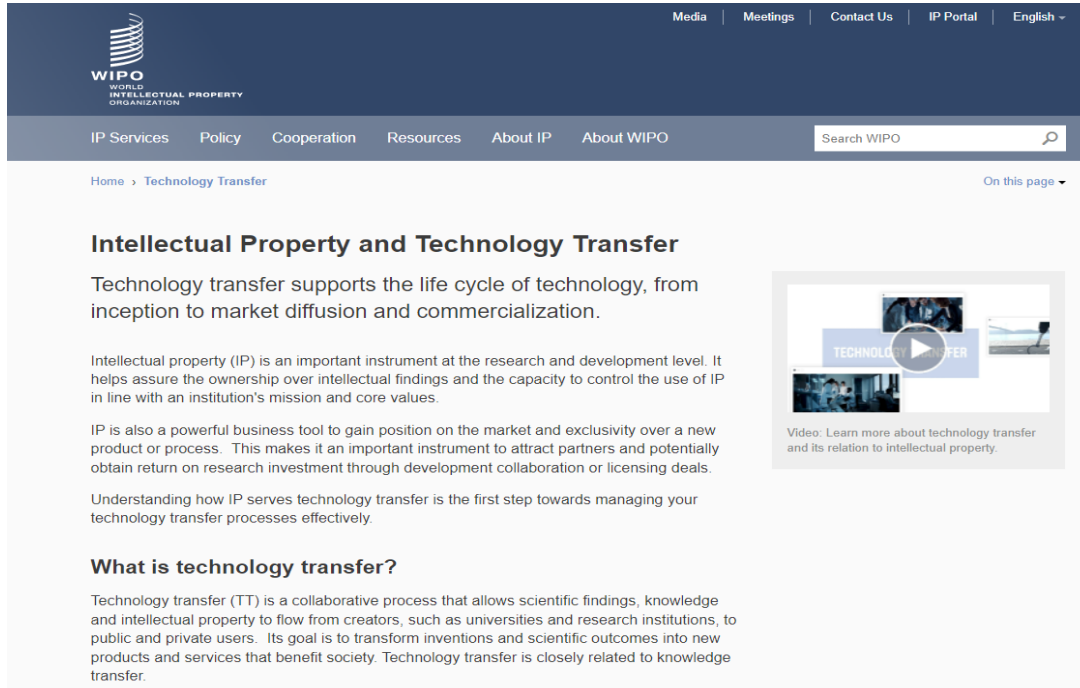
# Human Capital Creation

**Tools**

**Programs**

**Projects**

# New IP and Technology Transfer Web page – Reference on Google



The screenshot shows the WIPO website's Technology Transfer page. The header includes the WIPO logo and navigation links for Media, Meetings, Contact Us, IP Portal, and English. Below the header is a search bar and a menu with links for IP Services, Policy, Cooperation, Resources, About IP, and About WIPO. The main content area features a breadcrumb trail (Home > Technology Transfer) and a dropdown menu for 'On this page'. The primary heading is 'Intellectual Property and Technology Transfer', followed by a paragraph explaining that technology transfer supports the life cycle of technology from inception to market diffusion. A video player is embedded, with a play button and the text 'TECHNOLOGY TRANSFER'. Below the video, a caption reads: 'Video: Learn more about technology transfer and its relation to intellectual property.' The text continues with a paragraph defining Intellectual Property (IP) as an important instrument at the research and development level, and another paragraph stating that IP is a powerful business tool to gain market position and exclusivity. The section concludes with a paragraph about understanding IP's role in technology transfer. A sub-section titled 'What is technology transfer?' follows, defining it as a collaborative process that allows scientific findings and intellectual property to flow from creators to public and private users.

Media | Meetings | Contact Us | IP Portal | English ▾

WIPO  
WORLD INTELLECTUAL PROPERTY ORGANIZATION

IP Services | Policy | Cooperation | Resources | About IP | About WIPO

Search WIPO 🔍

Home > Technology Transfer

On this page ▾

## Intellectual Property and Technology Transfer

Technology transfer supports the life cycle of technology, from inception to market diffusion and commercialization.

Intellectual property (IP) is an important instrument at the research and development level. It helps assure the ownership over intellectual findings and the capacity to control the use of IP in line with an institution's mission and core values.

IP is also a powerful business tool to gain position on the market and exclusivity over a new product or process. This makes it an important instrument to attract partners and potentially obtain return on research investment through development collaboration or licensing deals.

Understanding how IP serves technology transfer is the first step towards managing your technology transfer processes effectively.

### What is technology transfer?

Technology transfer (TT) is a collaborative process that allows scientific findings, knowledge and intellectual property to flow from creators, such as universities and research institutions, to public and private users. Its goal is to transform inventions and scientific outcomes into new products and services that benefit society. Technology transfer is closely related to knowledge transfer.

Video: Learn more about technology transfer and its relation to intellectual property.

<https://www.wipo.int/technology-transfer/en/index.html>

# 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

<https://www.wipo.int/technology-transfer/en/ip-policies.html>

### 4. WIPO IP Marketing Program

### 5. Successful Technology Licensing (STL) Manual

<https://www.wipo.int/publications/en/details.jsp?id=296>

### 6. WIPO Model Technology Transfer Agreements and Negotiation Skills

<https://www.wipo.int/technology-transfer/en/agreements.html>

## 7. IP Valuation – Training Programs, Guides and video

- A Practical Guide for Valuing Intangible Assets in Research and Development Institutions  
[https://www.wipo.int/meetings/en/doc\\_details.jsp?doc\\_id=331542](https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=331542)
- Intellectual Property Valuation Manual for Academic Institutions  
[https://www.wipo.int/meetings/en/doc\\_details.jsp?doc\\_id=332588](https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=332588)
- **NEW (2022 – 2023):** IP Valuation Guide and publications on IP Valuation in Biotechnology Sector, SMEs, Litigation and Valuing Equities
- **NEW (2022 – 2023):** WIPO Incentives Guide for Researchers
- **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

Oxentia



# Booklet content

## 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

# Booklet content

## 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

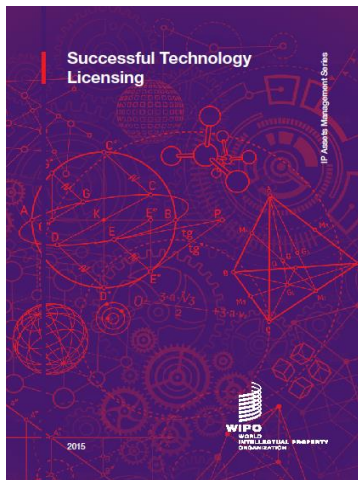
### 3. Comparables Method

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.



(IMAGE: BUBAONE/GETTY IMAGES)

# 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)

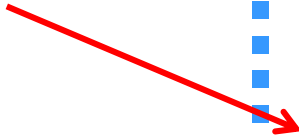
## Exclusive IP License Agreement

### 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
- 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](#)

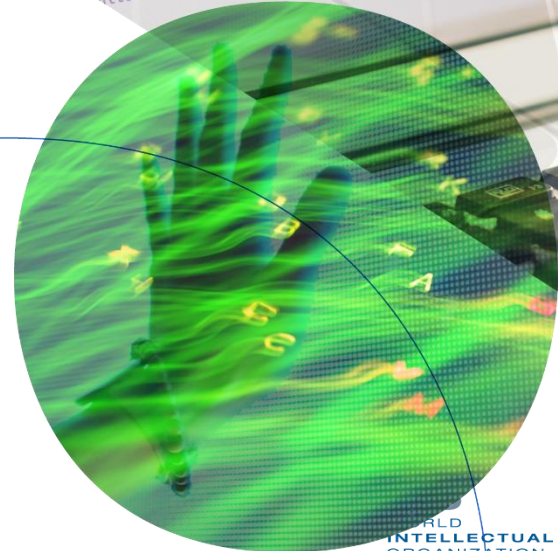
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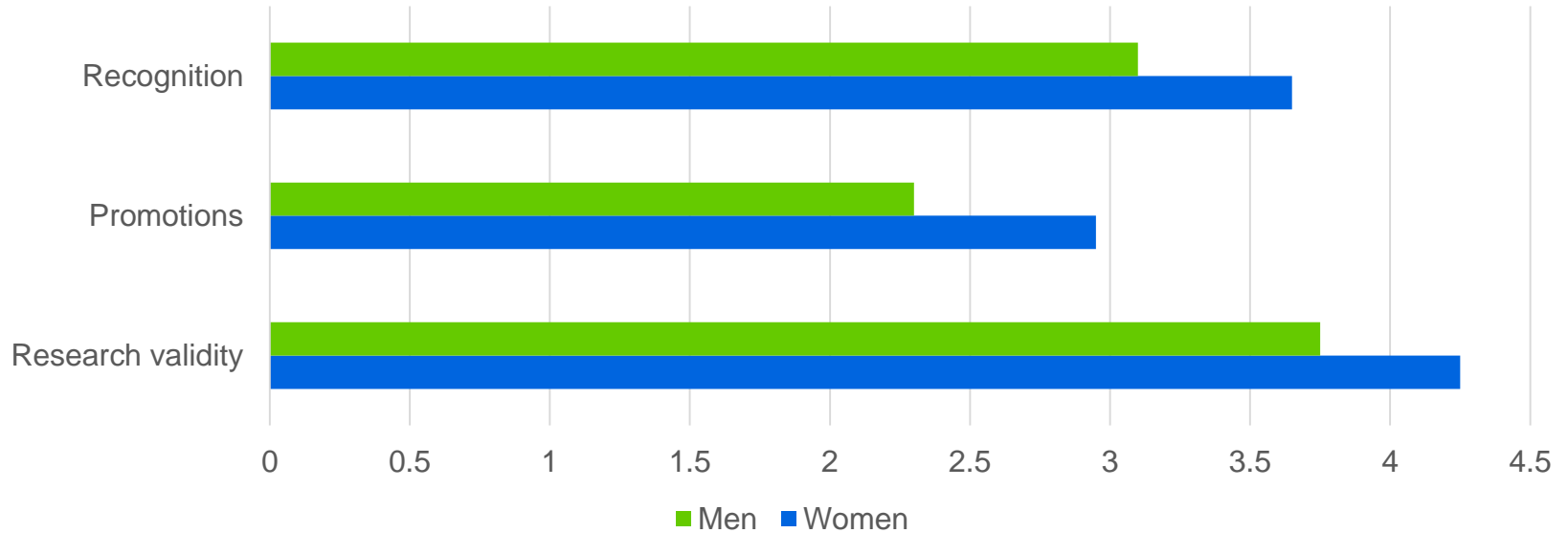
# Survey on Technology Transfer (TTO) staff and researchers' views on Technology Transfer (TT)

Claudia Chiavarino & Andrea Basso



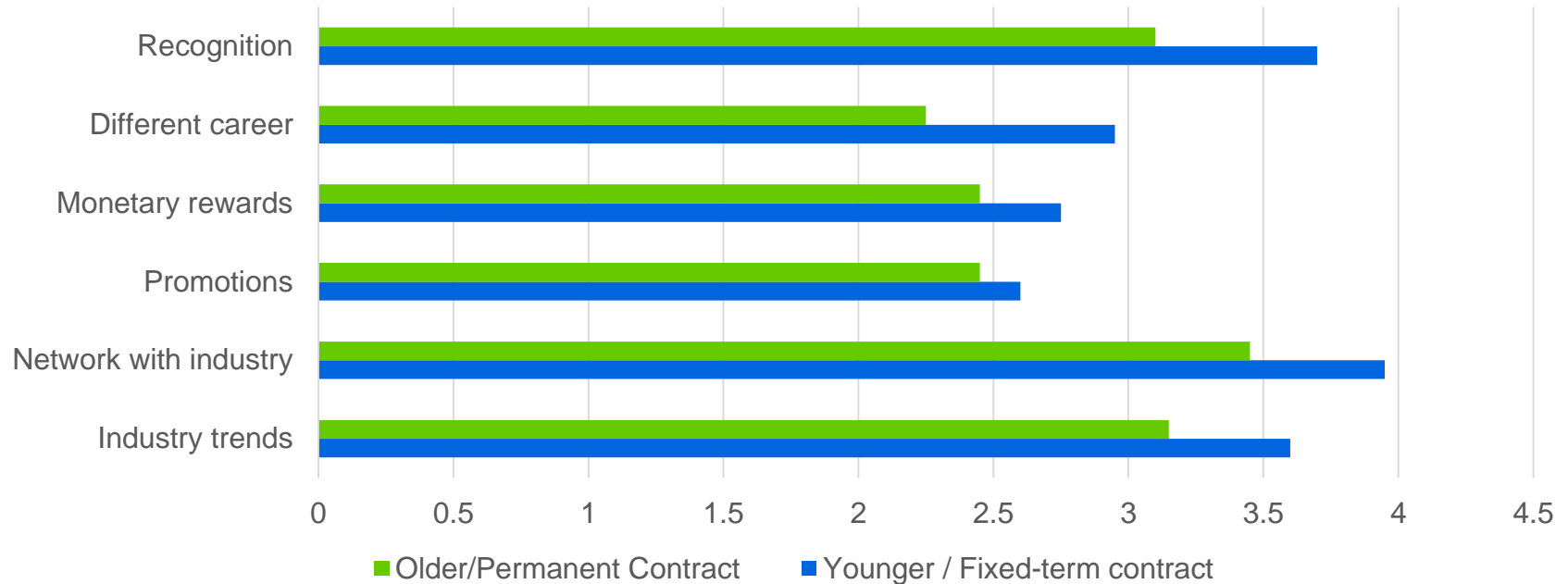
# Gender of researchers: diversity & inclusion

Level of agreement (range 0-5)



# Age of researchers: diversity & inclusion

Level of agreement (range 0-5)





**Thank you for attention!**

**Fully at your disposal for  
any further information**