



Transformation of intellectual property in the university arena

19th of January 2018, 09:00 – 15:30
Scandic Lerkendal, Klæbuveien 127A

Transformation of the entrepreneurial university - how to manage access to knowledge through partnerships

1-day seminar - Ocean School of Innovation

Welcome to an exclusive seminar on university-industry collaborations: access to knowledge in the entrepreneurial university

This seminar focus is on different aspects of how public research contributes to innovation and the broader societal impacts of investment in scientific knowledge. What do we mean when we talk about open innovation? How and why does it matter for research, innovation and impact in academia and for society? Policymakers have pushed for increased commercialisation from science and improved linkages between universities and industry, and they have called upon public research to contribute to solving society's grand challenges. Some consider access of knowledge an impediment to openness in a university setting. In particular circumstances this may be true, but it is increasingly clear that access to knowledge through intellectual property is a critical tool to govern open innovation also when based on academic-research. With examples from research collaborations and the utilization of research results, this seminar shows how intellectual asset management has a critical role in developing innovation from universities. The goal of the seminar is to demonstrate how university innovation system actors, as well as researchers can create greater value in their R&D activities through intellectual asset management.

This executive seminar will be hands on, with experts in their fields, lectures and break up sessions for discussion.

Seminar objectives

The seminar will target classic and recent perspectives on the relationship between research and innovation. We will address academic entrepreneurship, university-industry linkages and research impact studies. This seminar will also discuss and provide examples of how intellectual asset management can play a critical role in developing innovation in universities by facilitating both research collaborations and utilization of research results. The goal of the seminar will be to show how university innovation system actors as well as researchers can create greater value in their R&D activities through intellectual property management.

The participants will learn to:

- Understand the importance of utilization of academic research in general and for the individual researcher
- Identify, capture, and assess intellectual assets in research projects
- Understand the various ways to utilize research and consequences of different choices
- Understand the fundamental aspects of IPRs and licensing in relation to the utilization of academic research

Key learning objectives

Touching upon on a number of key concepts related to the utilization of academic research and illustrated with examples/exercises by using the Intellectual property management (IPM) framework is designed.

Topics include:

- Perspectives on the relationship between research and innovation
- University-industry research collaborations
- The Transformation of University in the Knowledge Economy
- IA Capture – Internal Analysis
- IPR and dissemination strategy in Universities and industries
- Models for the Utilization of Academic Research
- IPM/Utilization Exercises

Please sign up before January 5th by e-mail to siri.bye@ntnu.no

Agenda Friday 19th January

- 09.00 – 09.45 Transformation to knowledge based Economy
Intro to IP, macro trends, the general landscape – Bo.
- 09.45 – 10.30 The University in the Knowledge Economy and practical
group work – Bo.
- 10.30 – 10.45 Coffee break
- 10.45 – 11.30 Dissemination of research in university-industry
collaborations. The transformation of access to
knowledge - Haakon and Knut J.
- 11.30 – 12.30 Lunch
- 12.30 – 13.15 Introduction to Intellectual Property Management in the
framework of how university operates and transforms in
the knowledge economy – Bo.
- 13.15 – 14.15 Case: CRISPR – revolutionizing the gene editing world – a
technology accessible for everyone? - Knut J.
Case: A3R – are contracts in university-industry research
collaborations providing an unbalanced access
knowledge in public funded research collaborations? –
Knut J. and Haakon.
- 14.15 – 14.30 Coffee break
- 14.30 – 15.30 Summary and reflections – Bo.

Suggested reading

- JASANOFF, S. 2006. States of Knowledge: The Co-Production of Science and the Social Order. Routledge. 2006. the idea of the co-production of science and society, indicating how scientific and societal activities interact and shape each other
- ETZKOWITZ, H. & LEYDESDORFF, L. 2000. The dynamics of innovation: from National Systems and “Mode 2” to a Triple Helix of university–industry–government relations. Talks about The Triple Helix thesis emerged in the mid 1990s, a time when universities and industry were exhorted by policy makers to work together more closely for the benefit of society resulting from the commercialization of new knowledge
- Perkmann, M. & K. Walsh (2007). University–industry relationships and open innovation: Towards a research agenda. *International Journal of Management Reviews* 9:259-280
- Barrett, William; Price, Christopher & Hunt, Thomas (2008): *iProperty: Profiting from Ideas in an Age of Global Innovation*. John Wiley & Sons, USA.
- Berman, Bruce (2008): *From Assets to Profits: Competing for IP Value and Return*. John Wiley & Sons, USA.
- Blaxhill, Mark and Eckardt, Ralph (2009): *The Invisible Edge: Taking Your Strategy to the Next Level Using Intellectual Property*
- Fitzsimmons, Chris & Jones, Tim (2002): *Managing Intellectual Property*. Capstone, UK.
- Heiden, Bo and Petrusson, Ulf; (2013) *Competing for IP Value & Return From Assets to Profits From Assets to Profits, Competing for IP Value & Return*
- Richards, Graham (2009): *Spin-outs: Creating Businesses from University Intellectual Property*. Harriman House Publishing.

Useful links

- [How to Develop and Monitor your Company's Intellectual Capital; Tools and actions for the competency-based organisation](#)
- [OECD report: «Commercialising Public Research; New Trends and Strategies»](#)
- [UK IPO, IP Equip - For businesses and their advisors. An interactive e-learning tool for businesses to identify assets which may be protected by intellectual property \(IP\) rights](#)



The seminar is held by

Knut Jørgen Egelie

PhD candidate at NTNU, Institute of Biology and Institute of Industrial Economics and Technology Management, Head of IPR at NTNU Technology Transfer. Researcher at CIP, Center for Intellectual Properties. Have investigated the landscape of the genomic platform **CRISPR, Clustered regularly interspaced short palindromic repeats**, and the various parties controlling the patent landscape. He is in addition involved in research studying collaboration agreements between industry and universities where public funding from the RCN is awarded. His research involves looking at how access to intellectual property and research results is changing in relation to degree of public funding in university-industry research collaborations.



Dr. Bowman Heiden

PhD in intellectual property management. Deputy Director of Center for Intellectual Property. In addition he directs the incubation activities at the Sahlgremska School of Innovation and Entrepreneurship (SSIE). Previously he was Innovation Director for the Qatar Science & Technology Park, where he was responsible for driving innovation strategy and intellectual property policy. As deputy director of CIP Heiden currently manages the internationalization of the CIP platform and strategic partnerships. In this role Bowman Heiden has co-developed the Intellectual Capital Management master education (ICM), which is a graduate education in knowledge-based business development and management for business, engineering, and law students.



Haakon Thue Lie

Haakon is a partner and senior IP manager in Leogriff, where he handles IP management for corporations and research institutes. He works mainly within IT, telecom, veterinary science and media. Haakon has more than 20 years' experience with IP in the industry, and is a European Patent Attorney and European Trademark Attorney. He has comprehensive knowledge IP related to open source software, innovation processes, branding, trademarks, design, and litigation support. Haakon is a PhD candidate studying trade secrets at the Norwegian University of Science and Technology (NTNU), and he is part of the Center for Intellectual Property (CIP).

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For questions, contact:
Siri Bye Johansen
Email: Siri.bye@ntnu.no

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