

ITTN - Workshop Program

October 23rd, 2018 | Weizmann Institute of Science

08:30-09:00

Coffee and welcome

09:00-10:15

From "cradle to grave" an overview of the technology transfer process

Benjamin Soffer Adv, Chief Business Officer of TRDF and Managing Director of T3
Gil Granot Mayer, CEO, Yeda Research and Development Co. Ltd.

- Research - creation of IP and know-how
- Getting to know your campus
- Invention disclosure
- The patent process
- Due diligence
- Pre-commercialization work
- Getting your chain of title right
- When to commercialize?
- Getting the right deal
- Post deal work
- Royalties and distribution
- Re-licensing

10:15-11:45

Let's Get To Business: Commercializing Early-Stage Research

Tamir Huberman, Chief Information Officer (CIO), Yissum - The Hebrew University

- The necessity and use of an internal database in commercialization of early stage research.
- A company website as a major tool for offering early stage research and capabilities
- The use of Social Media to engage with potential licensees and showcase the Research Capabilities

11:45-12:00

Coffee break

12:00-13:30

Legal Aspects; Agreements

Adv. Aaron Jaffe, General Counsel Yeda, Research and Development Co. Ltd.

- Third-party dynamics of research and business development
 - Funded research agreements
 - Confidential disclosure agreements
 - Material transfer agreements
 - Collaboration agreements
 - Consulting and service agreements
 - Inter-institutional agreements
 - Consortium agreements
 - Visiting scientists and personnel matters
- The art of academic licensing
 - The (im)balance of risk in academic tech transfer
 - Separation anxiety vs commercial autonomy
 - Key points in the licensing playing field
 - Variations on classic patent licensing: discovery tools, reach through royalties and anti-competition
 - Hedging your royalties – optimized royalty bases
- Managing the process of licensing negotiations
 - Internal and external players
 - The startup licensee
 - The big pharma licensee

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- 13:30-14:15 **Lunch break**
- 14:15-15:15 **Managing Intellectual Property**
Dr. Shulamit Hirsch, VP Intellectual Property, RAMOT - Tel Aviv University Ltd
- An introduction to intellectual property
 - Establishing a proprietary position
 - The declaration of invention
 - Best practices for portfolio management. Managing and budgeting the patent portfolio pre-filing and post-filing
 - Patents as tools for a business strategy
 - The life-cycle of the patent
- 15:15-16:30 **Dedicated Investment Funds**
Dr. Yaron Daniely, CEO and President of Yissum - The Hebrew University
- Why create dedicated funds?
 - The business models: equity and revenue sharing
 - Integra holdings
 - Agrinnovation
 - Other potential models
- 16:30-6:45 **Closing Comments**
Gil Granot Mayer, CEO, Yeda Research and Development Co. Ltd.

* The program is subject to changes

ITTN - Tour Itinerary

October 24th, 2018

The ECO- system with respect to academic-industry

- 09:00 - 10:45 **FUTURX Incubator - The Biotech Accelerator**
- 11:00 - 12:30 **Faculty of Agriculture, The Hebrew University - From idea to Spinoff in the academic set-up**
- 13:00 - 14:30 **Merck R&D Center, Yavne, Israel**

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