

## 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** With the Support of



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 Yisum - The Hebrew University

- Why create dedicated funds?
- The business models: equity and revenue sharing
- Integra holdings
- Agrinnovation
- Other potential models

16:30-16:45

**Closing Comments**

**Dr. Yaron Daniely**, CEO and President of Yisum - The Hebrew University

\* 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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