



ÜNİVERSİTE - SANAYİ İŞBİRLİĞİ MERKEZLERİ PLATFORMU

USIMP TT TRAINING COURSE PROGRAMME

“VALUATION OF ACADEMIC RESEARCH OUTPUTS AND LICENSING TECHNOLOGIES”

JANUARY 24-25-26-27, 2023

Online

Tuesday 24th January 2023

MODUL1: ASSESSMENT OF INVENTION DISCLOSURES

Lecturers: *Özlem SEVİNÇ TİGİN & Başak KAFTAN*

09:00-10:00	MODULE 1 - IP Rights and Invention Disclosure Form
10:00-10:15	Break
10:15-11:15	MODULE 1 - continued, Valuation of IDFs and Other IPRs
11:15-11:30	Break
11:30-12:30	MODULE 1 - continued, Novelty Search /Search Availability for IPRs
12:30-13:30	Lunch
13:30-14:30	MODULE 1 - continued, Strategy Building for High-Quality Invention Disclosure Forms and Management
14:30-14:45	Break
14:45-15:45	MODULE 1 - continued, Technology Road Map of IPR - Questions&Answers



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Wednesday 25th January 2023

MODULE 2: MARKETING ACADEMIC RESEARCH OUTPUTS

Lecturers: *Ercan ÇİTİL & Ahu ALTINKUT UNCÜOĞLU*

09:00-10:00	MODULE 2 - Definition of inventions and their commercialization
10:00-10:15	Break
10:15-11:15	MODULE 2 - continued, Analysis of Potential Added-value
11:15-11:30	Break
11:30-12:30	MODULE 2 - continued, Securing adequate funding for product development and prototyping & Ensuring regulatory compliance
12:30-13:30	Lunch
13:30-14:30	MODULE 2 - continued, Scaling up of prototypes to meet commercial requirements
14:30-14:45	Break
14:45-15:45	MODULE 2 - continued, Communications with investors and VCs & Case Studies - Questions&Answers



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Wednesday 26th January 2023

MODULE 3: PATENT VALUATION

Lecturers: *Lawrence BICKERS & Aytülü SERT*

09:00-10:00	MODULE 3 - Introduction, the purpose and use of Valuation, impacts on value
10:00-10:15	Break
10:15-11:15	MODULE 3 - continued, Due diligence, warrants, encumbrances, patent valuation process
11:15-11:30	Break
11:30-12:30	MODULE 3 - continued, Score example, valuation methods, cost, benchmark, future income
12:30-13:30	Lunch
13:30-14:30	MODULE 3 - continued, DCF, NPV, spreadsheet model, 25% rule, risk reward
14:30-14:45	Break
14:45-15:45	MODULE 3 - continued, Samsung patent valuation example, case study - Questions&Answers



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Friday 27th January 2023

MODULE 4: NEGOTIATING, MANAGING AND MONITORING A LICENSE AGREEMENT

Lecturers: *İdil Buse KÖK HAZER & Aytülü SERT*

09:00-10:00	MODULE 4 - Licensing as a tech transfer tool & Anatomy of a licensing agreement
10:00-10:15	Break
10:15-11:15	MODULE 4 - continued, Anatomy of a licensing agreement
11:15-11:30	Break
11:30-12:30	MODULE 4 - continued, Negotiation techniques and tips
12:30-13:30	Lunch
13:30-14:30	MODULE 4 - continued, Negotiation of a licensing agreement & Managing a long-term license agreement portfolio?
14:30-14:45	Break
14:45-15:45	MODULE 4 - continued, Case Study - Questions&Answers