

**Seminar: „Intellectual property rights management and commercialization processes”**

27th – 28th October 2014, Riga, hotel „Avalon”

Lecturer: Monika Kavaliauske, Steinbeis Team Northeast

**Day 1**

9.00 – 10.30 Introduction to IP:

- Types and examples of IPR
- Registered and unregistered rights
- Trends in IP protection

10.30 – 11.00 Break

11.00 – 12.30 Introduction to IP:

- Evaluation of research results: how to find the potential case
- Idea, invention, innovation
- Valley of death

12.30 – 13.30 Lunch break

13.30 – 15.00 Patenting strategy development:

- Patenting versus publishing - how to choose the best option
- IP disclosure
- Patenting process

15.00 – 15.30 Break

15.30 – 17.00 Patenting strategy development:

- Examples of patents
- Patents searches
- Patents infringements

**Day 2**

9.00 – 10.30 Technology transfer strategy development:

- IPR in medicine and biotech – specifics of the sector
- Role of industry
- Models of technology transfer

10.30 – 11.00 Break

11.00 – 12.30 Technology transfer strategy development:

- Patents commercialization
- Licensing models and process
- Other types of collaboration with industry

12.30 – 13.30 Lunch break

13.30 – 15.00 Company creation:

- The role of entrepreneurship
- Start-ups and spin offs – the difference

15.00 – 15.30 Break

15.30 – 17.00 Company creation:

- Process of a new company establishment
- Relations with research institute
- Financing issues
- Challenges in biotech and medicine

Examples and case studies during all parts are mostly from the sector medicine and biotech.