



“BUILDING BRIDGES FROM ACADEMIC RESEARCH TO THE PRIVATE SECTOR”
Extracting Value from Knowledge and Research Results
The Management and Exploitation of Intellectual Assets

*Workshop presentation by Vertex Intellectual Property Strategies Inc.
Facilitators: Dave Tyrrell, P. Eng., Vertex Intellectual Property Strategies Inc. and
Gordon Thomson, P.Eng., LL.B., Registered Patent and Trademark Agent*

Trent University, in conjunction with The Greater Peterborough Region DNA Cluster will be holding a one-day workshop to examine ways to utilize valuable research from the institutional setting in the marketplace. This workshop is sponsored by the Ontario Partnership for Innovation and Commercialization (OPIC) and will attempt to bring academic researchers and the local business community together.

Tuesday, November 28, 2006
8:00 – 4:00

Holiday Inn Peterborough Waterfront
150 George St. North
Peterborough, ON

Fee: \$50.00 for full day session

The fee covers, handout material, lunch and coffee breaks
Register early as space is limited to 30 attendees.

Please register **by November 10th** to:

craigrigby@trentu.ca or call (705)748-1011 x7674.

This one-day workshop will be of greatest benefit to:

- Entrepreneurs and small to medium size businesses;
- Private and public sector business development professionals;
- Academic researchers.

This workshop will help enable the participants to identify business situations where intellectual property protection and a licensing strategy could prove to be a valuable business option and an appreciation of how to tap the often hidden value of technology and know-how. The objective of the workshop is to deliver an educational and interactive professional development program that provides the participants with:

- An introduction to the basics of intellectual assets;

- A demonstration of how intellectual property law can be used to safeguard innovation and enable or improve competitiveness;
- Examples of simple yet profitable intellectual property assets;
- An opportunity to practice the identification of intellectual property assets and exploitation options in a business context;
- Insights to how intellectual property can be licensed to produce revenue;
- Basics for valuating intellectual property assets as a prelude to licensing; and
- A case study exercise to illustrate the dynamics intellectual asset exploitation.

The workshop has a distinct business orientation and focuses on insights to address legal issues from a business prospective. The full-day session will provide the participants with a basic understanding of intellectual property and technology commercialization through licensing. Licensing is generally the only commercialization option available to universities; either the licensing of an existing business or the licensing to a spin-off start-up business and can be a lucrative means for businesses to obtain valuable technologies and exploit the technologies that they possess. The workshop will have many interactive components including a case study which will center on dealing with a licensing opportunity.

This workshop will provide the participants with:

- An understanding of intellectual property/asset rights – i.e. trade secrets, patents, trademarks, copyright and industrial design;
- An appreciation of how intellectual property can provide a profitable competitive edge; and
- How a licensing strategy can be used to generate revenue.

This workshop has been successfully utilized by Vertex in 17 previous workshops with over 400 attendees. We are pleased to offer it in Peterborough. Previous attendee comments include:

- Great synthesis of the morning and early afternoon concepts – allowed to understand the complex relationship between the IP elements
- A very enjoyable, thought-provoking course - gives me some good direction on items and strategies to follow up
- Examples were well chosen and easy to understand
- Excellent content and valuable interaction
- Very polished and well done
- Definitely a good eye opener on intellectual property protection & licensing
- Very practical complete overview, concise, informative
- Very insightful course
- Useful information
- A very good overview of a lot of material

Facilitator Backgrounds:

Dave Tyrrell:

After spending over 25 years in research, engineering and business positions, Dave Tyrrell founded Vertex Intellectual Property Strategies Inc. in 1998 in order to provide intellectual property and licensing consulting services to businesses. Vertex's mission is to Help Businesses Profit from Technology and Know-How. Dave has a B.Sc. (Engineering) from Queen's University. Dave is a frequent speaker on the business aspects of intellectual property management, technology commercialization and technology licensing.

Gord Thomson:

Gord Thomson is a Registered Patent and Trade-Mark Agent in Canada and the USA. He is also an honours graduate of the University of Ottawa Law School and Gord has a Bachelor of (Civil) Engineering degree from the Royal Military College of Canada. He has written extensively on intellectual property law and has taught on a variety of intellectual property matters.