

Technology Commercialization: An Integrated, International Perspective

Bucharest, June 23-24, 2004
Workshop Schedule

Dr. Steve Nichols, Dr. Norman Kaderlan, Mr. Terry Young MBA

Day 1:

9:00 **Introduction**

Participant introductions and an overview of the workshop; biases of the instructors

9:45 **A framework for research, innovation, and commercialization**

- Why commercialization is important
- An integrated model of research and innovation; elements of the model
- The role of the university, incubators, and other elements of the entrepreneurial ecosystem

10:30 10:45 Break

11:30 **The process of technology commercialization**

- How research design and product development relate to commercialization
- Overview of the commercialization process model
- Key issues of commercialization and critical bridging activities
- Identify a technology or product and define where it is in the process, and develop a brief description of their technology.

1:00 Working Lunch

2:00 **The process of commercialization (continued)**

5:00 Adjourn

Day 2:

8:30 Intellectual Property Protection

- Basic concepts of intellectual property protection: patents, trademarks, copyrights, and trade secrets

10:30 Strategies for commercialization

- Alternative strategies for commercialization
- Key issues in internationalization and partnering.

Noon Technology transfer at universities: an international perspective

- Technology transfer practices within a university setting
- International practices in technology transfer

1:00 Lunch

2:00 Technology transfer at universities: an international perspective (continued)

4:00 Concluding session