Essential IP Commercialisation Skills for Researchers

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"Maximising Research Impact potentials with the knowledge of handling IPs on research projects"

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- **ATTENTION!**

- **AN INTENSIVE 1-DAY MASTER-CLASS COURSE**

- **TAUGHT IN 3 BLOCKS OF '2 & ½ HOURS EACH'**
  (WITH 2 EXTRA LEISURE-BREAKS OF '30 MINUTES EACH')

- **FOR**

- **ACADEMICS, POST-GRADUATE (PG) RESEARCHERS, AND RESEARCH SUPPORT PROFESSIONALS**

Curriculum:
1-DAY TRAINING [8hr 30min]

- **Module-1: [9:00-11:30]**
  2 Sessions of '60min Teaching, 15min Q&A'

  Leisure-Break (30min)

- **Module-2: [12:00-14:30]**
  2 Sessions of '60min Teaching, 15min Q&A'

  Leisure-Break (30min)

- **Module-3: [15:00-17:30]**
  2 Sessions of '60min Teaching, 15min Q&A'
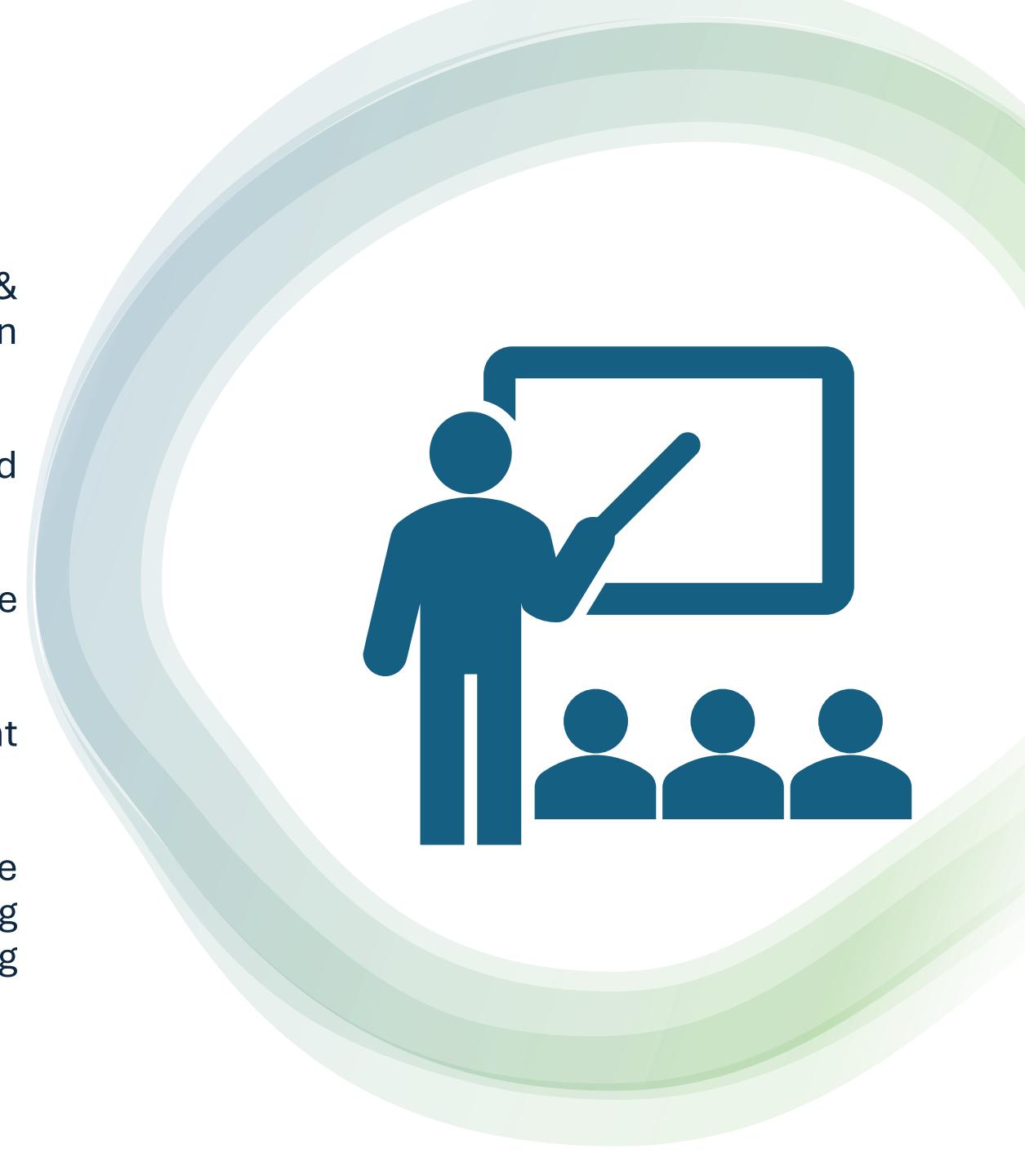
DELIVERED ONLINE

- **Module-1: IP commercialisation's relevance to academics & PGR students – Basics**

- What is IP and various IP rights – formats, legality, confidentiality, Knowhow/trade-secret?
- Cost and benefits of IP protection options – timeline and IP protection planning
- IP policy and scholarly works – institutional norm on visitors, students, academics, staffs
- IP aspect on KE activities – consultancy, CPD, Collaborative and Contract Research, KTP
- IP aspect on various Research Domains – Social Science, Physical Science, Life Sciences
- Work-package-breakdown – Ownerships/rights of parties on background/foreground IPs

- **Q&A: Module-1**

- **Module-2: Using IP commercialisation for Research Impact planning – Intermediate**

- Interpreting Research Impact – REF view, KE view, Industry view
- IP Management approaches – T&Cs of grant funding and collaboration agreement
- Pathways beyond IP Management – Writing IP Exploitation routes inside grant application
- Research output dissemination – recording outreach and impact of research outputs
- Avoiding IP leakage – Hiring students/consultants, procuring external services/supports
- Maintaining Confidentiality – Seminars/papers, company engagement, files record

- **Q&A: Module-2**

- **Module-3: Achieving IP exploitation outcomes on Research projects – Advanced**

- Interpreting IP exploitation – Different views of university, project members, industry
- IP exploitation's relevance to REF/KEF – Licensing and spinout outcomes
- Knowing pre-existing research works – Prior Art Search, market landscape
- Identifying target End-users – Customer Value Analysis, market ecosystem
- Understanding end-user/consumer adoption – spinout business case building
- Converting partner company as licensee – option agreement, follow-on-funding

- **Q&A: Module-3**

- **LEARNING OUTCOMES**

- Taught on 'IP basics and how Researchers (from STEM & SHAPE domains) use them knowingly/ unknowingly in all activities of Research & Knowledge Exchange'.

- Simplified 'work-package-breakdown' (for background IPs, Foreground IPs, Relevance to Party-Relationships).

- Highlighted that 'By-default strategy to protect & make IP an asset is to keep Research Outputs Confidential'.

- Shared 'ways to answer IP questions on grant applications & avoid IP leakage during project tenure'.

- Explained 'techniques to conduct customer value identification, market analysis, innovation landscaping (i.e. prior art search)' and 'building blocks of achieving licensing or spinouts as pathways to research impact'

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- **To book the Course, please visit**
'https://ipcommercialisation.co.uk/courses/ip-commercialisation-for-researchers/'

- **For any further info query, email at 'info@ipcommercialisation.co.uk'**