

The background of the flyer is a photograph of a person's hands writing on a document with a red pen. A laptop is visible in the background, displaying a website. The image is overlaid with several semi-transparent grey and orange shapes, including circles and large abstract shapes, which serve as design elements for the text.

with case studies!

We welcome you to the
FTO Analysis and Software Licensing
training organized by
ODTÜ TTO and Coller IP

Date: Dec, 17-18 2020

Location: Online

Registration: tto@metu.edu.tr

The quota is 25 and certificates will be provided to each participant

2 days
£ 95

ODTÜ TTO and Coller IP
bring together their expertise under
ODTÜ TTO IP Strategy Academy

The PROGRAM (Online)

with case studies!

DATE	START TIME	FINISH TIME	CONTENT SUMMARY
Thursday 17th December 10:00-16:30	10:00	11:00	Competitor Analysis <ul style="list-style-type: none"> • Main players • Main universities • Important inventors • New arrivals • Adjacent areas
	11:00	12:00	Competitor Analysis <ul style="list-style-type: none"> • Filing strategy • Predicting activity • Available tools • Case study
	BREAK		
	13:00	14:00	Risk Analysis - FTO <ul style="list-style-type: none"> • What is commercial risk? • What is FTO? • Intro to FTO • What to look for?
	14:00	15:00	Risk Analysis - FTO <ul style="list-style-type: none"> • Interpret results • Applying insights • Next Steps? • Case Study - prepared in advance
	BREAK		
	15:15	16:30	Risk Analysis - Infringement <ul style="list-style-type: none"> • Brand Damage • Revenue loss • Patent use • Different approaches? • Bargaining chips • Detection • Proof • Best outcomes

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The PROGRAM (Online)

with case studies!

DATE	START TIME	FINISH TIME	CONTENT SUMMARY
Friday 18th December 10:00-16:30	10:00	11:00	Software & AI <ul style="list-style-type: none"> • Different types • How to protect? • Challenges
	11:00	12:00	Software & AI <ul style="list-style-type: none"> • Documentation • Open source • 3rd party use • Business models • Prototypes/demonstrators
	BREAK		
	13:00	14:00	Software & AI <ul style="list-style-type: none"> • Commercialisation • Licensing
	14:00	15:00	Software & AI <ul style="list-style-type: none"> • Valuation • Future income • Cost approach • Case Study
	BREAK		
	15:15	16:30	Software & AI Deal structures and negotiation + Q&A

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The curriculum under each topic is detailed below:

1 Competitor Analysis

- Identifying the main players in the sector
- Who are the main academic players or individual inventors?
- Identifying newcomers to the field
- What companies are operating in adjacent areas to mine?
- What filing strategy are my competitors taking?
- Using patent and TM filings to predict competitor activities
- Competitor Analysis – case study
- What tools can I use?

2 Understanding commercial risk - FTO

- What is commercial risk and what are particular commercial risk factors?
- Commercial risk – Freedom To Operate (FTO)
- FTO – when is this needed and how do I do it?
- FTO – What am I looking for?
- FTO – How to interpret FTO search results.
- FTO – How to apply and next steps?
- FTO – case study (with work prepared by participants in advance)

3 Understanding commercial risk - Infringement

- Infringement risks
 - ▷ Damage to brand image
 - ▷ Loss of Revenue and costs
 - ▷ Justification of patent ownership
 - ▷ Impact of doing nothing
 - ▷ Commercial bargaining chips – cross licensing?
 - ▷ Negative outcome
 - ▷ Recent market behaviour and trends
- How to detect infringement?
 - ▷ Through accidental identification?
 - ▷ Competitor/product/technology scanning?
 - ▷ Movement of employees (High risk during Covid times)
- How do I gather and present proof of infringement?
- How to assert infringement?

4 Software & Digital

- What are the different types of software?
- How about artificial intelligence (AI) ?
- Importance of producing Prototypes, lab demonstrators
- Licensing prototypes or demo version to customers
- Importance of documentation/ records and adoption of standards
- How can I protect software, code, algorithms etc.?
- Use of 3rd party software and opensource
- Commercialisation models for software
- How to commercialise – licensing and negotiation
- Valuation and deal structures
- Valuation – case study

*No more theory,
deep practice.*



Lawrence Bickers
Director of IP,
Coller IP

Lawrence is an experienced telecoms expert, IP valuation and licensing executive. He also has experience as an IP Portfolio manager and has been responsible for many successful IP monetization programmes.

Lawrence was previously responsible for the operations of the Intellectual Property (IP) Group within Coller Capital, with a focus on the technical due diligence and IP acquisitions. He managed a multidiscipline team of internal and external resources based in Europe and the USA generating 50+ million \$US from IP over the last few years. His expertise lies within licensing, IP valuation, transactions and strategy as well as market and business analysis, standard essential patents and FRAND (Fair, Reasonable, and Non-Discriminatory) licensing matters.

Lawrence was also Vice President of European Partnerships at IPvalue with responsibility for the European business (2003 -2007) and Head of Licensing at British Telecom (1999- 2003).

Lawrence has a background in Research and Development with BT where he worked on the development of the first transatlantic submarine cables specialising in the design of high-power laser transmitters. He later was responsible for the capital investment in BT's Access network, with budget responsibility for a \$1bn/ annum capital investment programme and a department of 600 people.

As head of IP Exploitation at BT Exact, he established the company mining program, portfolio management valuations, outsourcing contracts and resulting revenue streams for its intellectual assets.



Dr. Anthony Coleman
Chief Analyst,
Coller IP

Anthony has almost 10 year's experience in intellectual property. He has experience in the valuation of IP and Intangible Assets for large corporations for M&A, licensing and restructuring purposes and for start-ups and SME's seeking to attract investment from Private Equity and Venture Capital. Additionally, Anthony has previously worked for CPA Global as a technical consultant where he has gained experience in IP due diligence, technology landscaping, IP scouting and IP strategy for businesses across multiple industries including petrochemicals, polymers, aerospace, automotive, medical devices and energy and assisted these clients in better aligning their IP strategy with their business development and R&D efforts.

In a previous position as an IP consultant in the IP Department of Philips Lighting in Eindhoven, The Netherlands, Anthony worked closely with Philips Research, Portfolio management and strategy in monitoring the competitor patent activity through patent landscaping, aligning research and IP filing strategies and investigating IP acquisition or licensing targets.

Anthony holds a BSc degree in Chemistry with German from Dublin City University, Ireland and a PhD in Organometallic photochemistry from Dublin City University, Ireland. He has completed post-doctoral research on "smart" materials and organic photoactive systems in the group of Nobel Laureate Prof. Ben Feringa in the University of Groningen, The Netherlands. Anthony is a Member of the Royal Society of Chemistry and has published over 12 scientific papers.



Richard Nugent
Head of IP Strategy,
Coller IP

Richard Nugent has a strong background in negotiation. He began work in the financial services sector in the late 1980s and early 1990s, and after his law degree in the late 1990s he began work as in-house counsel, negotiating the contracts with sub-contractors involved in the building of Belfast City Airport.

He later worked in the legal teams of Canon, Orange, and SAS Software. With a strong interest in new technologies and commercialising innovations, in 2007 Richard moved to Rothamsted Research (a top agritech research centre), working as an IP Manager and a Legal Contracts Manager. After leaving Rothamsted in 2015 he worked within his own consulting firm, Totalinfo Ltd., and subsequently at Queen's University Belfast. Richard has worked with hundreds of different innovators across all stages of the innovation process.

Since joining Coller IP in 2018 Richard's work has included intangible asset audits, competitive intelligence, IP management and IP training, IP policy as well as contracts consulting. Richard's focus is on helping innovative companies, Universities and governmental organisations as they create their intellectual assets strategy. He regularly writes technology commercialisation reports for clients across a wide range of technical domains. In 2020, he was a contributor to the bestselling "Growing with Blockchain" book, writing the chapter on Blockchain and IP.



COLLER IP

is one of the top 300 global IP strategy firms and one of the top IP valuation companies in the UK. An award-winning intellectual property strategy and valuation consultancy, Coller IP is one of the UK's most highly sought-after companies for strategic IP support.

Acquired in 2017 by Mathys & Squire, one of Europe's top tier IP firms, Coller IP operates from the UK with a global client base that ranges from some of the world's leading innovators to start-ups who will become the household names of tomorrow.

Their role in setting up valuation capabilities has supported universities' and corporates' continuous drive for IP commercialization.

*No more theory,
deep practice.*



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