



Competitive Intelligence and Effective Exploitation of Patents

Barcelona, 10, 11 and 12 June 2015

INDEX

- 1. Introduction**
- 2. Organisers and partners**
- 3. Programme**
- 4. Methodology and certification**
- 5. Speakers**
- 6. Registration**
- 7. Payment**
- 8. Practical Information**
- 9. Contact**

Introduction

How to capitalise on knowledge of your company and obtain economic and intellectual profit? This is the question that this workshop tries to answer. Learn the most important aspects of patents and how to use all of the tools that make intangible assets emerge. We offer unique combined training that will enable you to identify, recognise, analyse, compare, give value to and transfer your technical potential.

Within the framework of KIC InnoEnergy, the consortium of IALE Tecnología, ZBM Patents & Trademarks and the Universitat Politècnica de Catalunya has designed the Competitive Intelligence and Effective Exploitation of Patents workshop to supply knowledge in this field. Due to our combined broad experience in assessment and consulting, we have realised that many companies fail to identify their full potential, and many do not use accurate tools to recognise intangible assets and benchmark themselves with regard to the competition.

The Competitive Intelligence and Effective Exploitation of Patents workshop is divided into three modules:

- 1) How to understand or read a patent (objectives of a patent, elements of a patent), patentability (novelty, invention, industrial applicability, differences between the US and Europe), patent infringement (direct infringement, contributory infringement, doctrine of equivalents, territoriality) and basics on patent drafting (claims, description, figures).
- 2) Introduction to competitive intelligence (CI and related strategic tools: technology scouting, roadmapping, foresight), search and analysis (identifying and selecting information sources, data collection from databases, patents as a source of information, patents as competitive intelligence tools, patent data and text mining, technology landscaping), applications, use cases (trends and emerging technologies, competitor profiling and monitoring, technology assessment, etc.).

- 3) Transfer mechanisms (how to market a given technology) and tools and resources to manage and promote IP effectively.

Profile of attendees

The workshop is open to anyone who is interested in the topic but is specifically aimed at project and product managers, R&D managers, tech entrepreneurs, consultants and teams in innovation departments. The examples used throughout the workshop will be focused on the energy sector but the course is open to people working in other sectors as well. The course is also intended to researchers and holders of master's degrees in engineering or entrepreneurship.

Places are limited.

Organisers and partners

UNIVERSITAT POLITÈCNICA DE CATALUNYA

The Universitat Politècnica de Catalunya · BarcelonaTech (UPC) is a public institution dedicated to higher education and research that specialises in the fields of engineering, architecture and the sciences. The activity that is carried out at the UPC's campuses and schools has made the University a benchmark institution that harnesses the potential of basic and applied research and transfers technology and knowledge to society, making it—in partnership with industry—an agent and driver of economic and social change.

The UPC's Innovation Management Service was created in 2010 with the aim of encouraging and facilitating the protection, valorisation and transfer of the UPC's research results to companies and institutes. More than 1000 research results have been assessed and over 500 patents have been applied for, resulting in the creation of more than 250 new technology-based companies and the licensing of more than 100 technologies.

IALE

IALE Tecnologia was established in 1998 as a UPC spin-out. IALE is a small, private consulting firm that has become one of the leading companies in the area of technology watch and competitive intelligence in Spain and Latin America. Its founders have pioneered the Spanish-language literature in this field and are among the most cited authors worldwide. IALE offers knowledge and innovation management consulting services covering the entire intelligence cycle: comprehensive training, consulting, development of tools and methodologies, and outsourcing.

Headquartered in Barcelona and with a subsidiary in Viña del Mar (Chile) since 2003, it also operates with a broad network of representatives in several Latin American countries.

ZBM Patents & Trademarks

ZBM was founded at the end of 2003 with a clear goal: to change the patent landscape in Spain. A little over a decade later, ZBM is proud to have achieved that goal and to be widely thought of as setting the new standard of patent practice in Spain. The firm has grown considerably in size in a short time and now has more than 25 patent experts on its team, including European patent attorneys, Spanish patent and trademark attorneys and an in-house US patent attorney. ZBM's outstanding service has been recognised both nationally and abroad and ZBM has been consistently ranked very highly by journals such as Managing Intellectual Property and Intellectual Asset Management.

Programme

10/06/2015: IP Basics	
09:00 - 09:15	Welcome, registration and documentation.
09:15 - 09:45	Introduction.
09:45 - 11:00	Part 1: Basics of patents and patentability. Introduction to IP, novelty, invention, industrial applicability, differences between the US and Europe, advantages and disadvantages of patenting.
11:00 - 11:15	Coffee break and networking.
11:15 - 13:00	Part 2: How to draft a patent and patent infringement. Patent drafting: claims, description, figures. Direct infringement, contributory infringement, doctrine of equivalents, territoriality.
13:00 - 14:00	Lunch.
14:00 - 15:30	Part 3: Practical case.
15:30 - 16:00	Coffee break and case resolution.
16:00 - 17:30	Part 4: Solution and conclusions.
17:30 - 18:00	Questionnaire.
18:00 - 19:30	Social event: cheese and wine at the UPC.

11/06/2015: Competitive Intelligence	
09:00 - 11:00	Part 1: Introduction to competitive intelligence. Introduction to competitive intelligence and related strategic tools: technology scouting, roadmapping, foresight.
11:00 - 11:15	Coffee break and networking.
11:15 - 13:00	Part 2: Search and analysis, applications and mappings. Identifying and selecting information sources, data collection from databases, patents as a source of information, patents as competitive intelligence tools, patent data and text mining, internet search and monitoring, monitoring platforms. Technology landscaping. Applications: use cases (trends and emerging technologies, competitor profiling and monitoring, technology assessment, etc.).
13:00 - 14:00	Lunch.

14:00 - 15:30	Part 3: Practical case.
15:30 - 16:00	Coffee break and case resolution.
16:00 - 17:30	Part 4: Solution and conclusions.
17:30 - 18:00	Questionnaire.
20:00 - 23:00	Social event: dinner in the city centre.

12/06/2015: Effective Exploitation of Patents	
09:00 - 11:00	Part 1: IP business strategy Valorisation chain. Road to market. To patent / not to patent. Licensing vs spinning out. Market orientation. Licensing, licensors and licensees, preparing the agreement, clauses, royalties and rates.
11:00 - 11:15	Coffee break and networking.
11:15 - 13:00	Part 2: IP promotion. Patent portfolio, technology description, tools: leaflets, marketplaces, trade fairs, brokerage events. Resources: brokers and others.
13:00 - 13:30	Questionnaire.
13:30 - 14:30	Lunch.

Methodology

The course is divided into three modules that combine theory and practice: examples, cases and exercises will be used to introduce and illustrate all of the content.

Some course materials will be shared with the participants before the beginning of the course. You will need to read them to follow-up the course correctly.

To participate in the practical cases, you are advised to bring a laptop or tablet.

Certification

A certificate of attendance will be issued to participants who complete the course.

Speakers

Mathieu de Rooij

Mr. Mathieu de Rooij holds an MSc degree in Aerospace Engineering. Before joining ZBM, he worked for over five years as a patent examiner at the European Patent Office in The Hague, in several technical fields, especially in the field of wind turbines.

In 2008 Mr. de Rooij joined ZBM Patents & Trademarks and moved to Barcelona; he deals with all aspects of patents: patentability reports, drafting and prosecution of European and PCT applications reports on validity and risk of infringement, and oppositions before the EPO. He frequently lectures on European patent practice both in and outside Spain. He became ZBM partner and completed the CEIPI training on "Patent Litigation in Europe" in 2011.

Enric Escorsa O'Callaghan

Enric Escorsa is Chief Executive Officer at IALE. His activities are related to the execution of competitive intelligence and technology scouting projects as well as technology evaluation and IP management-related projects. He has a background of agricultural engineer specialized in landscaping. He worked for 8 years as a landscape architect in London and Barcelona. He joined IALE Tecnologia in March 2006 and he is currently IALE's CEO. He has participated in European R&D projects involving advanced analysis techniques for value extraction from Patents (Topas and Patexpert).

Pere Escorsa Castells

President of IALE. Professor at the Polytechnic University of Catalonia and an expert in technology and innovation management widely recognized nationally and internationally as one of the pioneers of Technology Watch and Competitive

Intelligence in Spain. PhD in Industrial Engineering, Bachelor of Economics and Professor of the Management Department at the Polytechnic University of Catalonia, cofounder of Ecotècnia Scoop (pioneer wind turbine producer in Spain) and President of IALE Tecnologia. He has participated in projects for the European Commission, UNIDO, OEI (Organization of American States), CYTED (Science and Technology for Development), IDB (Interamerican Development Bank), CORFO (Corporación de Fomento, Chile) and the European Parliament. He is author of many books and visiting professor at several universities worldwide.

Òscar Carbó

Mr. Òscar Carbó is the Patent & Licensing Office Manager at Technical University of Catalonia (UPC) since 2008. He holds a M. Sc. in Chemical Engineering. He has a long experience in the innovation management of the university sector. Nowadays, he is in charge of the patent portfolio management and responsible for the design and implementation of the valorisation process at UPC, specifically, the steps of the protection and licensing.

He is professor at the “Master in Computer Vision and Artificial Intelligence” from Autonomous University of Barcelona (UAB) and professor of the “Development and management of Spin off creation units. The UPC case at International Innovation & Entrepreneurship School from the UPC”. Mr. Carbó is also an evaluator of the Spanish National Evaluation and Foresight Agency (ANEP) of the Ministry of Economy and Competitiveness.

Xavier Estaran

Mr. Xavier Estaran holds a BSc in Industrial Engineering from Universitat Politècnica de Catalunya (UPC), and during the last years he has complemented his education with courses on entrepreneurship and university research management. In 2007 he

joined the business creation area at the UPC to develop communication tasks and to assess entrepreneurs. Since then, he has also worked in the elaboration of teaching material and he has coordinated different programmes and studies. He has also participated in European projects.

Mr. Estaran is the author of several publications and business cases. Since 2013 he is in charge of licensing activities, as part of the valorisation process at UPC, and he is teaching a course on 'technological entrepreneurship' in various master degree programmes related to KIC InnoEnergy.

Registration

Deadline for registrations: 04 June 2015

Early-bird registration * (<i>before 08 May 2015</i>).	650,00 €
Early-bird registration KIC InnoEnergy partners and KIC InnoEnergy partners * (<i>before 08 May 2015</i>).	550,00 €
Regular Registration.	825,00 €
Regular Registration KIC InnoEnergy partners and KIC InnoEnergy partners.	700,00 €

* EARLY REGISTRATION CAN ONLY BE GRANTED TO PARTICIPANTS WHOSE PAYMENT HAS BEEN RECEIVED NO LATER THAN 8 MAY 2015

We kindly invite participants to pay the workshop fee by bank transfer. Once online registration is completed, all registered participants will automatically receive a confirmation.

Registration for this even will open from 10 March 2015.

Payment

By bank transfer

IBAN: ES32 2100 0655 70 0200203346

SWIFT: CAIXESBBXXX

Important: In this case, please add the reference "**T-00393 - CIEEP2015**" to the transfer.

Please send a copy of the transfer details by email to: elena.lopez-cano@upc.edu

By credit card

Please use the [payment form](#) if you were unable to pay by bank transfer.

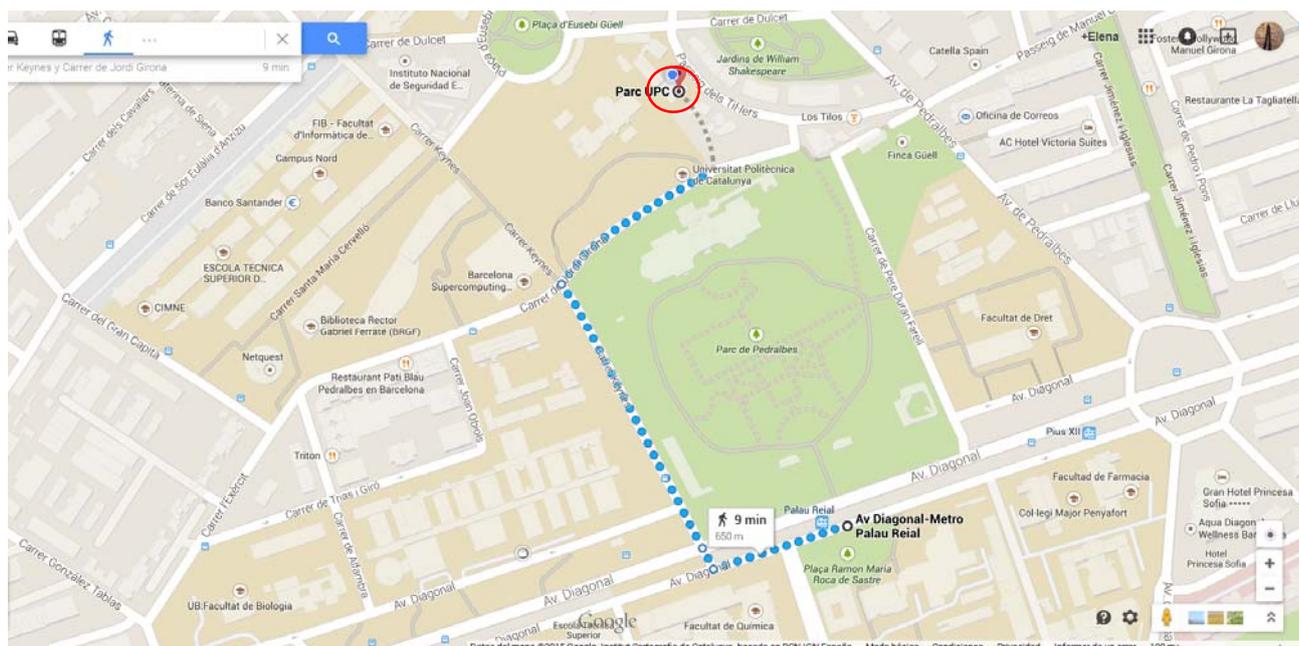
Please send the [payment form](#) by email to: elena.lopez-cano@upc.edu

Practical Information

Conference Location

Universitat Politècnica de Catalunya
 Til·lers Building, 0 floor
 North Campus UPC
 St. Jordi Girona, num. 31
 08034 Barcelona

Position: 41° 23' 22" N, 2° 6' 59" E



Metro: Palau Reial (L3)
 Bus: 7, 33, 67, 75 and 113 lines
 Tramway: T1, T2, T3

Accommodation

NH COLLECTION CONSTANZA

St. Deu i Mata 69-99 | 08029 Barcelona

Individual Room: 125€ (taxes not included), breakfast included.

Double Room: 140€ (taxes not included), breakfast included.

Reservation Number: **9710521**

Contact: Marta Mozo García | +34 93 281 15 27 | m.mozo@nh-hotels.com

Cancellation policy: No charge will be made to your credit card if you cancel your reservation at least 24 hours before you arrive (local time). If you cancel within 24 hours of your arrival the total cost of your stay will be charged to your credit card.

8 minutes by bus/metro/tramway + 8 minutes by walk

TORRE GIRONA RESIDENCE

Passeig dels Til·lers, 19

08034 Barcelona

University Campus

+34 933 904 300

torregirona@resa.es

In the Campus

We have reserved a limited number of rooms in the NH Collection Constanza hotel.

Please note that participants must organise their own accommodation and that the hotels listed above are simply recommendations.

Conference Dinner

Set Portes Restaurant
Pg. Isabel II, 14
08003 Barcelona
<http://www.7portes.com/angles/index.php>

Access to Barcelona

FROM AND TO THE AIRPORT

The international airport, **Aeroport del Prat**, is located 13 km south-west of Barcelona.

The highway C-31 directly connects the airport with Barcelona. To enter the city, the most direct routes to the city center are Avinguda Diagonal and Gran Via and also Ronda de Dalt and Ronda Litoral, which surround the city.

AEROBUS

The bus service between the airport and the center of Barcelona (Plaça Catalunya) runs from 6:00 to 1:00 (to Barcelona) and from 5:30 to 0:15 (to the airport) every day. The bus frequency is one every 10-12 minutes and the journey time is around 30 minutes.

TAXI

The taxi ride takes about 20 minutes. The rates change depending on the schedule. You can book a taxi in some of the following websites: **BarnaTaxi** or **Radiotaxibarcelona**.



Contact:

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