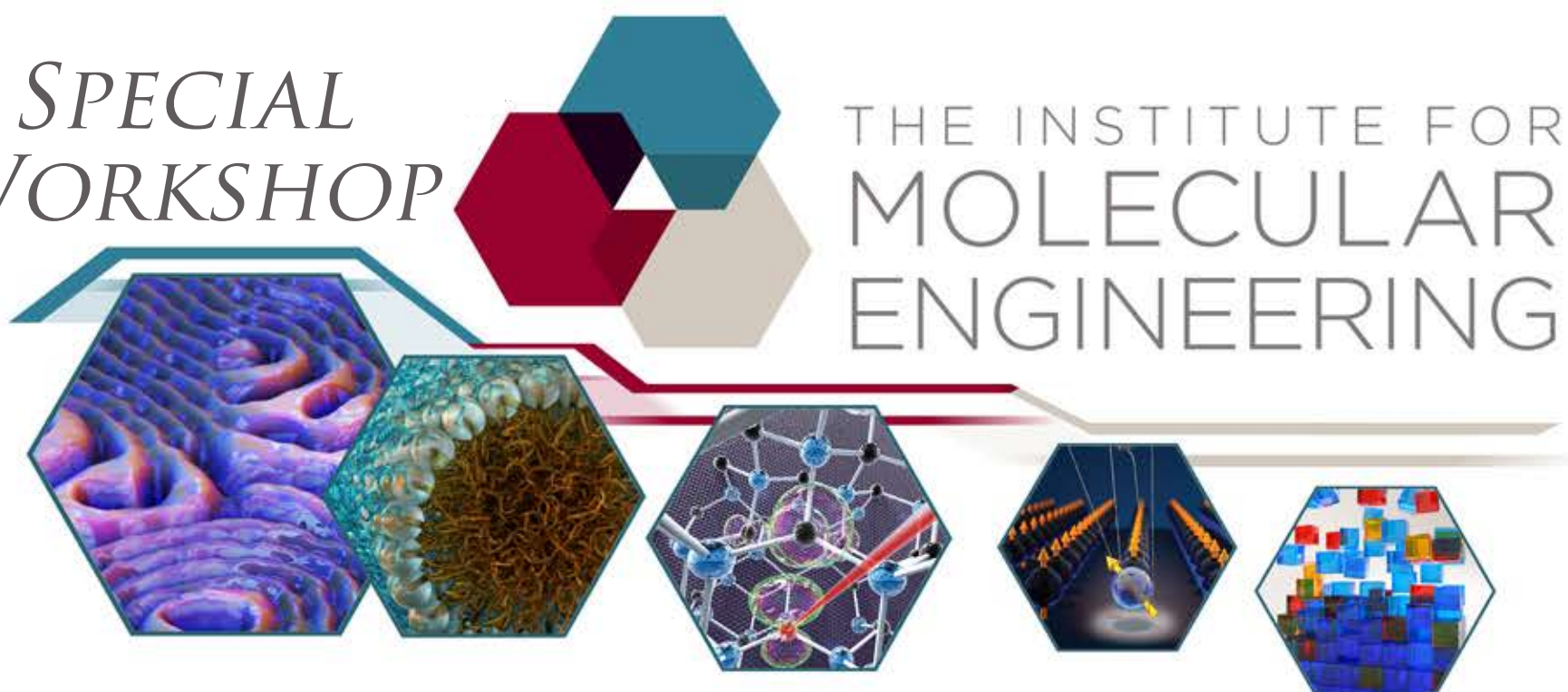


SPECIAL WORKSHOP

THE INSTITUTE FOR MOLECULAR ENGINEERING



Technology Management and Licensing for Academia-Industry Alliances

This seminar will focus on current trends in academia-industry alliances, perspectives on technology management practices, and case histories. The training session will include discussion on the marketing of research capabilities and technology to industry, financial models, and writing “smart” agreements.

GENE SLOWINSKI, PHD DIRECTOR OF STRATEGIC ALLIANCE AND OPEN INNOVATION RESEARCH

For the last 25 years, Dr. Slowinski has consulted and conducted research on the formation and management of strategic alliances, joint development agreements and marketing alliances. An author and lecturer, Gene has presented his work to the Conference Board, the Licensing Executives Society, the Industrial Research Institute, and The American Electronics Association.

AMY L. PORTER MANAGEMENT CONSULTANT, ALLIANCE MANAGEMENT GROUP

Amy Porter is a management consultant with over 25 years experience in open innovation and technology licensing. Her experience includes managing licensing activities in academia, as well as at small, medium, and Fortune 100 companies. Amy's expertise centers on leveraging alliances and intellectual property assets to build portfolio value and develop new business opportunities. Amy is also an adjunct faculty member in the Mini-MBA program at Rutgers University.

9:00 – 10:30

Understanding your customer – current industry models and practices. Climate for academia-industry alliances and technology management

10:30 – 11:00

Discussion and identification of specific issues

11:15 – 12:15

Intellectual property: value and management from the corporate perspective

12:15 – 1:00

Lunch and informal discussion of alliances and technology transfer

1:00 – 1:30

Dreadful drafting - deal killers to avoid, over-reaching and preparing your agreement for argument in front of the Supreme Court

1:30 - 2:30

Interactive Workshop: Barriers and leverage points to effective technology transfer at U of C

2:45 – 3:30

Marketing research and technology to industry

3:30 – 4:15

Financial models for research alliances and technology transfer

4:15 – 5:00

Writing smart agreements: what does “win:win” really mean?

Wednesday, April 17 9:00 AM - 5:00 PM

Zar Seminar Room, Crerar Library