

# A WALK ON THE WILD SIDE OF KNOWLEDGE TRANSFER

University of Lisbon's Summer School for confident,  
grown up, not afraid of the dark, knowledge transfer officers,  
entrepreneurs and researchers

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*Dead license.  
A mosquito on a leaf  
Hovers, spins-off*

Haiku (Japanese Poem),  
Anonymous

**Lisbon. As summer fades into autumn (September 28 to October 1), a few (30, to be exact) unapologetic men and women gather under the shelter of a confidentiality agreement to bravely face and confront the darker, lurking with trolls and secrets, wild side of knowledge transfer.**

I made this! But who owns it?  
Hey, Mr! That's not a proper use for a MTA!  
Win-Win negotiations with No!-No! people.  
Tough globalization challenges.  
What if the media isn't mild?  
Bad politics, strange policies and uncooperative environments.  
Surf not to Hawaii just yet, Honorable Professor!  
Marketing as War and dynamic strategy.  
Dissecting a license agreement and managing dirty little tricks in licensing.  
Litigation, aggravation and survival strategies.  
Business development with a vengeance.

## A WALK ON THE WILD SIDE OF KNOWLEDGE TRANSFER

Monday, 28 Sept 2009 WILD KNOWLEDGE TRANSFER	OPEN TUESDAY, 29 Sept 2009 WILD BUSINESS DEVELOPMENT	Wednesday, 30 Sept 2009 WILD LICENSING AND NEGOTIATIONS	Thursday, 1 Oct 2009 WILD COMPETITION
9h30 11h00	Real market assessment for effective business development, Cliff Zintgraff, UTEN officer & U. Texas at Austin	Dissecting a Licence Agreement – Telmo Vilela, Advisor to the Board, INPI Portuguese Patent Office	Hopkins vs. Cellpro, Wild patent litigation, a view from a front line soldier - Robert S. MacWright, Frommer, Lawrence & Haug
11h00 11h30	Registration & Wild breakfast	Coffee-break	Coffee-break
11h30 13h00	Welcome Outline of the Summer School Participants background & expectations Networking	My Wild experiences negotiating with companies - Brett Cornwell, U. Texas at Austin (t.b.c.)	Wild patent wars (Litigation, trolls, submarines & torpedos, counterfeiting, ownership...), a view from a front line correspondent, Joff Wild, IAM Magazine Ed.
13h00 14h00	Lunch	Lunch	Lunch
14h00 15h00	Policies, Politics & Motivations (and obstacles thereof) - José Ricardo Aguilar, Legal Advisor, Instituto Pedro Nunes	Bed time horror stories for entrepreneurs - Fernando Trías de Bes, author of "The Dark Book of the Entrepreneur"	What if they keep saying NO! Negotiating with difficult people - Hands-on, facilitated by José Vasconcelos-Sousa, President Mediarcom, European mediation association
15h00 16h00	Material Transfer Agreements (MTA) uses and misuses; dealing with the most dangerous animal in the wild KT kingdom - Nuno Silva, Project Manager, UL inovar	Managing researchers wild expectations in an evolving environment - Roundtable of KT officers and researchers facilitated by INPI	What if they keep saying NO! (continued) wrap up and take homes
16h00 16h30	Coffee-break	Coffee-break	Coffee-break
16h30 18h00	Under the Sicilian Sun". Case-study on KT DO's and DONT's based on real contexts and procedures. - Interactive session facilitated by Nuno Silva, Project Manager, UL inovar	Going international and facing Wild unexpected troubles - roundtable of entrepreneurs and company managers facilitated by AICEP	Dirty Little Tricks in Licensing, Wild stories from the field - Robert S. MacWright, Frommer, Lawrence & Haug LLP

Organizer



Open Tuesday co-organizer



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Endorsement:





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Full-time,  
Monday September 28<sup>th</sup>  
to Thursday October 1<sup>st</sup>

ASK FOR REGISTRATION FORM:

[inovar@campus.ul.pt](mailto:inovar@campus.ul.pt)

Limited participation: 30 Full Summer School, 70 Open Tuesday  
Strictly first come, first served policy

Summer School  
2009

LOCATION:

Complexo Interdisciplinar  
da Universidade de Lisboa  
Rua Prof. Gama Pinto, 2  
1649-004 Lisboa,  
PORTUGAL

INQUIRIES:

T: +351 96 865 845 0  
e-mail: [inovar@campus.ul.pt](mailto:inovar@campus.ul.pt)

DEAD-LINES:

Registration – Sept. 12  
Full payment – Sept. 20  
Summer School starts – Sept. 28

Summer School (including Open Tuesday) is valued at 1.500 € (+VAT where applicable)  
**Open Tuesday only: 250€ (+VAT where applicable)**

**DISCOUNTS ARE AVAILABLE FOR FULL SUMMER SCHOOL (NO DISCOUNTS FOR OPEN TUESDAY):**

- Members of selected international networks (ask for full list: [inovar@campus.ul.pt](mailto:inovar@campus.ul.pt)) – 20%
- Members of Portuguese knowledge transfer networks (UTEN, GAPI, OTIC) – 50%
- Members of the University of Lisbon – 75%

**PAYMENT UNTIL SEPTEMBER 20 QUOTING “SUMMER SCHOOL” UPON TRANSFER TO:**

Universidade de Lisboa, Alameda da Universidade, 1649-004 Lisboa, Portugal  
Bank: Caixa Geral de Depósitos - CGD  
NIB: 003508240000000503030  
IBAN: PT50003508240000000503030  
BIC: CGDIPTPL

**TRAVEL:**

**Lisbon International Airport / Railway Stations:** Oriente, Santa Apolónia, Entrecampos /  
**Metro:** Yellow Line – “Cidade Universitária” / **Bus (Carris):** 31 - 35 - 738 – 768  
Free parking on site  
Please ask the organization for a list of selected hotels.

Organizers



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