




 **13 Friday**
November 2015

 **08:30-14:15**

 **Killashee Hotel**
Naas, Co. Kildare

Licensing Intellectual Property Strategies and Pitfalls

Licensing intellectual property should be “quick and easy” but this is not always the case. Why not? Taking the starting point that licensing is in fact a complex business, in this KTI forum commercialisation professionals will share their insights, provide practical guidance on successful negotiations and offer some novel solutions.

Join us to

- Learn about the common pitfalls in licensing and how to avoid them
- Hear from industry and technology transfer professionals on the key success factors in licensing
- Debate the merits of “free” IP licensing from Higher Education Institutions and learn how Easy Access IP can be used as part of a commercialisation strategy
- Find out what resources are available to make licensing easier
- Connect with commercialisation colleagues from industry and higher education

Celebrate

Join us to celebrate the finalists in the **KTI Impact Awards 2015** and presentation of the awards:

- Knowledge Transfer Initiative of the Year
- Knowledge Transfer Achiever of the Year



Speakers

- Dr. Jeanne Bolger, VP Venture Investments, Johnson & Johnson Innovation and finalist in the IMAGE Businesswoman of the Year 2015
- Leonard Hobbs, Director, Global Public Affairs, Intel Ireland
- Philip Noone, Managing Director, Aalto Bio Reagents
- Alan Phelan, CEO, SourceDogg and Director of Nucleus VP Group
- Dr. Kevin Cullen, CEO of UNSW Innovations and Board Member of the Association of University Technology Managers (AUTM, USA)
- Mark Anderson, Managing Partner, Anderson Law LLP
- Dr. Diarmuid O'Brien, Director, Trinity Research & Innovation

Register

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