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

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.

Dead license.
A mosquito on a leaf
Hovers, spins-off
Haiku (Japanese Poem), Anonymous

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, 28 Sept 2009</strong></td>
<td>9h30</td>
<td>Real market assessment for effective business development, Cliff Zintgraff, UTEN officer &amp; U. Texas at Austin</td>
</tr>
<tr>
<td><strong>Tuesday, 29 Sept 2009</strong></td>
<td>11h00</td>
<td>Dissecting a Licence Agreement – Telmo Vilela, Advisor to the Board, INPI Portuguese Patent Office</td>
</tr>
<tr>
<td></td>
<td>11h30</td>
<td>Hopkins vs. Cellpro, Wild patent litigation, a view from a front line soldier - Robert S. MacWright, Frommer, Lawrence &amp; Haug</td>
</tr>
<tr>
<td><strong>Wednesday, 30 Sept 2009</strong></td>
<td>13h00</td>
<td>Attacking and defending market places - Jorge A. Vasconcellos e Sá, author of “Strategy moves, 14 attack &amp; defense strategies for competitive advantage”</td>
</tr>
<tr>
<td></td>
<td>14h00</td>
<td>My Wild experiences negotiating with companies - Brett Cornwell, U. Texas at Austin (t.b.c.)</td>
</tr>
<tr>
<td></td>
<td>15h00</td>
<td>Policies, Politics &amp; Motivations (and obstacles thereof) - José Ricardo Aguilar, Legal Advisor, Instituto Pedro Nunes</td>
</tr>
<tr>
<td></td>
<td>16h00</td>
<td>Material Transfer Agreements (MTA) uses and misuses; dealing with the most dangerous animal in the wild KT kingdom - Nuno Silva, Project Manager, UL inovar</td>
</tr>
<tr>
<td><strong>Thursday, 1 Oct 2009</strong></td>
<td>16h30</td>
<td>Going international and facing Wild unexpected troubles - roundtable of entrepreneurs and company managers facilitated by AICEP</td>
</tr>
<tr>
<td></td>
<td>18h00</td>
<td>Dirty Little Tricks in Licensing, Wild stories from the field - Robert S. MacWright, Frommer, Lawrence &amp; Haug LLP</td>
</tr>
</tbody>
</table>

**Organizer:** ULX inovar  
**Open Tuesday co-organizer:** inpi  
**With the Support of:**  
**Endorsement:**
A WALK ON THE WILD SIDE OF KNOWLEDGE TRANSFER

Full-time, Monday September 28th to Thursday October 1st

ASK FOR REGISTRATION FORM:
inovar@campus.ul.pt
Limited participation: 30 Full Summer School, 70 Open Tuesday
Strictly first come, first served policy

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) – 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: PT5000350824000000503030
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

With the Support of

Endorsed by:

A WALK ON THE WILD SIDE OF KNOWLEDGE TRANSFER

Full-time, Monday September 28th to Thursday October 1st

ASK FOR REGISTRATION FORM:
inovar@campus.ul.pt
Limited participation: 30 Full Summer School, 70 Open Tuesday
Strictly first come, first served policy

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) – 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: PT5000350824000000503030
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

With the Support of

Endorsed by: