



Hungarian  
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## IP VALUATION FOR TECHNOLOGY TRANSFER

Seminar

Organized by  
the World Intellectual Property Organization  
and  
the Hungarian Patent Office

Budapest, Thursday 28th October 2010

The efficient transfer of technology to industry partners is increasingly a key objective for many research institutes and universities. Valuing technology created as a result of R&D activity can assist with creating successful partnerships and with the technology transfer process.

The purpose of the seminar is to discuss how IP valuation tools and methods can be used by research institutes and technology transfer offices (TTOs). The aim is to bring together experts in technology transfer and IP valuation, to initiate discussion, and to call for increased cooperation in this field.

Issues addressed will include:

- When and why is IP valuation relevant for research institutes and TTOs?
- Is IP value a good indicator of whether research funding is efficiently allocated to R&D projects?
- The optimisation of the technology transfer process by using IP valuation tools.
- How can the results of an IP valuation assist with;
  - decision-making related to R&D and patenting?
  - communicating the significance of research results?
  - out-licensing technology?
  - forming spin-off companies and joint ventures?
  - bringing in investors and increasing capital?
  - efficiently allocating funding to R&D projects by calculating IP value?



### SPEAKERS

#### Dr Robert Pitkethly

Saïd Business School / Oxford Intellectual Property Research Centre, Oxford, United Kingdom

#### Theo Grünewald

Steinbeis-Transfer-Institute, Berlin, Germany

#### Dr István Molnár

Szeged-BIOPOLISZ Innovation Services Ltd., Szeged, Hungary

#### Peter Kaldos

Hungarian Patent Office, Budapest, Hungary

with representatives from research institutes, technology transfer offices and the WIPO

More information and programme are available on the Hungarian Patent Office website [www.hpo.hu](http://www.hpo.hu)

### DETAILS

**Date:** Thursday, 28th October 2010, 9:30–17:30  
(Registration from 9:00)

**Location:** Hungarian Patent Office, 1121 Budapest, Garibaldi u. 2, Hungary

**Cost:** There is no registration fee for this event. Seating is limited and attendance is by registration only.

**Language:** English

Please confirm your attendance by sending an email to Mr Attila Péteri ([attila.peteri@hpo.hu](mailto:attila.peteri@hpo.hu)) by 19th October 2010.