



How to use the Patent Teaching Kit Train the trainer workshop

Programme

University of Alcalá, Spain

27 November 2009

Organised by

European Patent Academy

University of Alcalá

Venue

*Facultad de Derecho, C/ Libreros, 27
Sala de Juntas, 2nd Floor
Universidad de Alcalá
C/Libreros, 27
28801 Alcalá de Henares (Madrid)
Spain*

Friday, 27 November 2009

10.00 **Welcome**

Dra. Adoración Pérez Troya, Directora del Departamento de Derecho privado, Profesora titular de Derecho mercantil. Facultad de Derecho, University of Alcalá

10.15 **Introduction**

Christoph Bruhn, European Patent Academy

Explanation of the purpose of the patent teaching kit and how it was produced. Presentation of the structure of the kit.

10.45 **'Protect your ideas' - Part 1**

Nils Omland, PatentSight GmbH, Bonn, Germany

Delivery of the core-module 'Protect your ideas'. An integral part of this will be answering questions that the participants will have on individual slides or issues.

11.45 **Coffee break**

12.00 **'Protect your ideas' - Part 2**

Christoph Bruhn, European Patent Academy

Delivery of the core-module 'Protect your ideas'. An integral part of this will be answering questions that the participants will have on individual slides or issues.

12.30 **The sub-modules**

Christoph Bruhn, European Patent Academy

Overview of the sub-modules: What is there? When should it be used? How should it be used? With questions and answers.

13.00 **Sub-module chosen by the participants**

Nils Omland, PatentSight GmbH, Bonn, Germany

Delivery of one of the sub-modules (possibly: in part). With questions and answers. The participants will choose among the sub-modules 'Searching for patents', 'Case study: The use of patents by a university spin-off' or 'Understanding patent claims'.

13.30 **Individual questions**

Room for individual questions not previously discussed. The author and the EPO representative will be available for informal discussions and advice on using the patent teaching kit.

14.00 **End of the workshop**

14.00- 15.30

Lunch (Rectorado Universidad de Alcalá)

**15.30-
16.30**

Roadmap for the dissemination of Intellectual Property knowledge in Spanish Universities: "The Intellectual Property Teachers Network".

Discussion led by Prof. José Manuel Otero Lastres, Professor of Commercial Law at Universidad de Alcalá de Henares and Mr. Mariano Riccheri, author of the IP dissemination plan for Spain.

Curriculum Vitae

Nils Omland

Nils Omland is the managing partner of PatentSight. He has extensive experience in advising international companies and patent offices on patent analysis and valuation. He wrote his dissertation on the valuation of patented technology for strategic management. Prior to that, he conducted a joint research project on the profit impact of patent management with the leading US business school, the Kellogg School of Management. Nils Omland studied business administration at renowned universities in Germany, the United Kingdom and Switzerland.

Christoph Bruhn

Christoph Bruhn joined the European Patent Office in 1989 with a degree in physics to work as a project manager in patent information. Since 2005 he is member of the European Patent Academy, focusing on training activities in the area of innovation support. Since 2009 he is managing the unit Academia and IP research of the European Patent Academy.



European Patent Academy

European Patent Office
Landsberger Str. 30
80339 Munich
Germany
Tel. +49 (0)89 2399-5250
Fax +49 (0)89 2399-5449
academia@epo.org
www.epo.org