

Prague Summer Conference on IP & Innovation
NATIONAL TECHNICAL LIBRARY, Technicka 6, Prague

September 13, 2010 - IP Day

Moderated by Otakar Fojt, Senior Science & Innovation Advisor,
British Embassy Prague

9:00 - 9:30 Registration

9:30 - 9:40 Conference Opening – Otakar Fojt

9:40 - 9:50 Welcome speech

Jaroslav Burčík, Director of Centre for Business Cooperation
and Technology and Innovation Centre of the Czech Technical
University in Prague

9:50 - 10:20 Technology transfer – models and mission

Jeff Skinner, Executive Director, Institute of Innovation and
Entrepreneurship, London Business School

10:20 - 10:50 Intellectual property strategy

Jeremy Philpott, Manager, Innovation Support Unit, European
Patent Academy, European Patent Office, Munich

10:45 - 11:15 Coffee break

11:15 - 11:45 Culture Shift: the mindset, strategies
and tactics of active commercialization

Cliff Zintgraff, Program Manager, IC2 Institute, University
of Texas at Austin, USA

11:45 - 12:15 Czech University and the Global
Innovation Challenge

Charles W. Wessner, Director Technology, Innovation
and Entrepreneurship, U.S. National Academies

12:30 - 13:30 Lunch

13:30 - 15:00 Master Classes

(Participants choose one starting 13:30 and one starting
15:30, which they indicate in the registration form.)

MC 1: IP issues in commercializing a new
invention with **Jeremy Philpott**

MC 2: Commercial development of a promising
technology with **Jeff Skinner**

MC 3: Building a deal making network
with **Patricia Barclay**

MC 4: Building an active technology
portfolio with **Cliff Zintgraff**

15:00 - 15:30 Coffee break

15:30 - 17:00 Master classes 1-4 repeated

19:30 Garden party and a buffet

at the Peklo restaurant, Prague Castle area

September 14, 2010 - Innovation Day

Moderated by Aleš Vlk, Managing partner at ALEVIA
& freelance consultant

9:30 - 10:00 Science and technology parks and
innovation networks as strategic factors for regional
development

Gabriele Gatti, Director, Strategic Planning, AREA Science
Park, Project manager, Central Europe Branch Based
Innovation Support (CEBBIS)

10:00 - 10:30 Ensuring Performance – key clauses
for effective licensing deals

Patricia Barclay, Lawyer & Commercialization
Advisor, Bonaccord

10:30 - 11:00 Obstacles in cooperation between
universities and business – from business perspective.

Radek Špicar, Director of External Affairs, Skoda
Auto a.s., Czech Republic

11:00 - 11:30 Coffee break

11:30 - 12:00 Challenges in building-up early stage
companies – from Venture Capital perspective

Vladislav Jež, Managing Partner of JV Capital
Management, Venture partner at Credo Ventures

12:00 - 12:30 AREA BEST PRACTICE

Stephen Taylor, Director of Technology Transfer
at AREA Science Park

12:30 - 14:00 Lunch

14:00 - 16:00 Panel discussion

**Patricia Barclay, Radek Špicar, Stephen Taylor
Vladislav Jež, Michal Pěchouček** (Professor in cybernetics,
Head of Agent Technology Center, CTU in Prague)