INNOVATION, INTELLECTUAL PROPERTY ASSET MANAGEMENT AND SUCCESSFUL TECHNOLOGY LICENSING (STL): GENERATING WEALTH FOR CARIBBEAN BUSINESSES THROUGH SCIENCE, TECHNOLOGY AND INNOVATION

University of the West Indies, Cave Hill Campus, CARICOM Research Building
November 16 to 20, 2009

The World Intellectual Property Organization (WIPO) in conjunction with the University of the West Indies (UWI) Shridath Ramphal Centre and Business Development Office will host a five day advanced level workshop on the innovation, intellectual property (IP) asset management and licensing of technology. The training course will introduce (and develop) the issue of intellectual property as a tool for generating wealth for Caribbean businesses through the promotion of innovation and successful technology transfer. Examples and case studies from the energy, biotechnology, and agro-processing sectors of the Caribbean region will be used to provide hands-on training to participants.

The course will:

- Offer a high level expert forum of solution oriented discussions on innovation, and the priorities and challenges for the Caribbean region, in particular in the areas of renewable energy and biotechnology.
- Give an overview of the role intellectual property plays in innovation promotion and technology transfer;
- Explain the concept of open innovation and its potential benefits and risks;
- Provide information and practical training on the legal and organizational infrastructure needed for efficient transfer of technology in the context of business and R&D institutions.
- Explain what licensing is; review the key terms of a licensing agreement; and consider how licensing is used as a mean for technology transfer.
- Provide participants an opportunity to apply the knowledge acquired during the course through the simulation of licensing negotiations in the areas of renewable energy and biotechnology;
- Enhance networking among potential actors in the technology transfer process - scientists, business people, lawyers and policy makers in the Caribbean Region.

The workshop promises be a dynamic interaction between the local, regional and international speakers/trainers and the participants. International presenters include:
Course materials, including training exercises, case studies and references for further reading, will be provided by WIPO. Days 1 – 3 will comprise a series of presentations, roundtable discussions and case studies focusing on three themes:

- Innovation and Intellectual Property
- Innovation Management in Business and Industry
- Successful Technology Licensing

Days 4 – 5 of the workshop will take the form of a simulated licensing negotiation.

Registration fee: BDS$300 (includes lunch)
For details or to register contact: Mr. Jeremy Bradshaw at 417-4543 or 4541 or jeremy.bradshaw@cavehill.uwi.edu