



## **National Seminar on IP Asset Valuation for Technology Transfer**

*Organized by*

the World Intellectual Property Organization (WIPO)

and

the Hungarian Patent Office (HPO)

**Budapest, October 28, 2010**

Provisional Program

Thursday, October 28, 2010

- 09.00 - 09.30 Registration
- 09.30 - 10.00 **Opening Ceremony**
- Welcome addresses by:*
- Representative of the Hungarian Patent Office (HPO), Hungary
- Michal Svantner, Director, Division for Certain Countries in Europe and Asia, World Intellectual Property Organization (WIPO), Switzerland
- 10.00 - 10.50 **Topic 1: The Research Institute Environment**
- Speakers:*
- Robert Pitkethly, Said Business School and Oxford Intellectual Property Research Centre, United Kingdom
- Peter Kaldos, Hungarian Patent Office, Hungary
- 10.50 - 11.10 Coffee Break, networking
- 11.10 – 11.40 **Topic 1: The Research Institute Environment (continuation)**
- Speaker:*
- Theo Grünewald, Steinbeis-Transfer-Institute, Germany
- 11.40 – 12.00 **Discussion, open questions**
- 12.00 – 13.00 **Topic 2: Practical examples and IP valuation case studies**
- Speakers:*
- István Molnár, Szeged-BIOPOLISZ Innovation Services Ltd., Hungary
- Tamas Bene, University of Debrecen Technology Transfer Office, Hungary
- 13.00 – 14.00 **Lunch Break**
- 14.00 - 15.20 **Topic 2: Practical examples (continuation)**
- Speakers:*
- Theo Grünewald, Steinbeis-Transfer-Institute, Germany
- Peter Kaldos, Hungarian Patent Office, Hungary
- Representative of the Innovation and Technology Transfer Section, Patents and Innovation Division, Innovation and Technology Sector, WIPO, Switzerland
- 15.20 – 15.30 **Discussion, open questions**
- 15.30 – 16.30 **Roundtable: Panel discussions**
- Moderator: Michal Svantner, World Intellectual Property Organization (WIPO), Switzerland
- 16.30 – 16.50 Coffee Break, networking
- 16.50 – 17.10 **Conclusions of the Roundtable**
- 17.10 – 17.30 **Closing Ceremony**