



**SOCIETY FOR TECHNOLOGY MANAGEMENT**



**Invent. Involve. Impact**

**Accelerating Economic Growth through  
Accelerated Technology Absorption**

**STEM Annual Summit  
7 - 9 December, 2011**

# Invent

## About STEM:

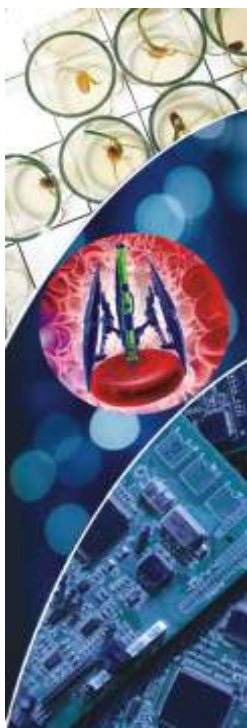
The Society for Technology Management (STEM) is a not-for-profit organization that provides a facilitative environment for successful technology transfer processes and promotes best practices in technology management in India and its neighbouring countries.

It is among the leading associations in India formed on the lines of international technology transfer associations like Association of University Technology Managers (AUTM), Association of European Science and Technology (ASTP) etc. STEM has received immense support from key Indian institutions such as the Indian Council of Medical Research (ICMR), Council of Scientific and Industrial Research (CSIR), Indian Council of Agricultural Research (ICAR), Department of Biotechnology (DBT) and other premier Asian Research Institutions. STEM contributes in the professional development of technology management professionals in sectors such as life sciences, food, engineering, information technology etc and provides right guidance and assistance to inventors and corporations in matters of intellectual property.



Since its inception in 2005, STEM has dedicated itself to fostering entrepreneurship and providing a forum for its members to participate and gain from global knowledge transfers.

## Program Introduction:



The new era has seen tremendous advancement in the field of physical, agricultural, life and health sciences. There has been a great deal of activity in the area of patenting in these disciplines. There is thus a need to understand research policy implications based on intellectual property and appreciate the positive role it plays.

In today's rapidly changing world, technological innovation is crucial to the enhancement of the competitiveness of the firm, and to overcome the global financial and economic crisis. The relationship between intellectual property and life science innovations is of immediate interest in India for the economic development of the country. Until recently, most companies used internal research and development as their only method of innovation. However, companies are now proactively considering all sources of innovation, both internal and external, to remain competitive. It is thus essential to understand the role of "Intellectual Assets" as a key driver for competitive advantage. Technology transfer or knowledge transfer consists of developing practical applications for the results of scientific research and commercialization.

The STEM summit highlights current best practices in technology management while introducing participants to newer concepts and mechanisms.



## Program Objectives:

The STEM Annual Summit is a forum for STEM members to converge, share ideas, insights, and gain from best practices in technology transfer. The STEM Professional Development Program for Technology Managers is designed to equip the participants with the required knowledge and skills for:



- ⦿ Understanding the value of 'next generation' technologies and intellectual assets for your enterprise
- ⦿ Identifying potential licensees, and implementing a license engagement strategy
- ⦿ Understanding deal strategies, and the essence of a good deal
- ⦿ Negotiating Licenses effectively, and keeping away from common pitfalls
- ⦿ Effective post-licensing management, with renegotiation, audit, litigation skills
- ⦿ Maximizing financial value, and going beyond royalty rates
- ⦿ Advances and deeper knowledge on bioproperty
- ⦿ Translational research : issues and solutions

## Why should you attend?

- ⦿ Analyze critical strategies to navigate trends and changes in the flat world and gain insights into next generation innovations in the coming decade
- ⦿ Learn how to harness technology as a platform for your innovation and product development initiatives
- ⦿ Examine the factors leading to the successful development of new products driving innovation and a faster time-to-market
- ⦿ Benchmark with the best minds in the public and private sector as they present case studies relevant to your immediate business concerns
- ⦿ Listen to the latest discoveries from your peers in Research & Development, Marketing and Product Development Strategy
- ⦿ Showcase your companies outstanding discoveries and talent through the exclusive technology showcasing platform during the program

## Who should attend:

- Researchers/Scientists/Students
- Technology Management Professionals
- Policy Planners
- IP Valuation and Licensing Managers
- Lawyers engaged in IP practice
- Venture Capital Investors
- Startups
- Enterprises



## About the Faculty:

Eminent international faculty, globally experienced Senior IP practitioners and decision-makers from prominent public research institutions, private organizations, regulatory authorities and international bodies involved in intellectual property management will share their insights and experience on how IP can be leveraged for enhanced and enduring competitive advantage. Participants will have an opportunity to reflect on and apply these principles and practices to their respective institutional environment, policy context and business methods.

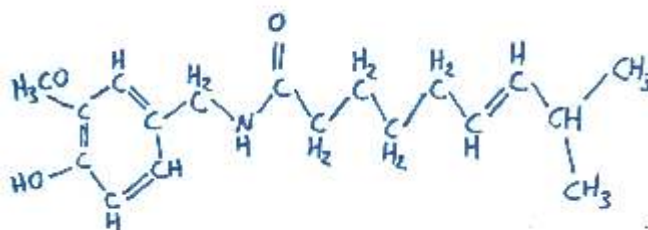


## Technology Showcasing

STEM provides you with an opportunity to display and demonstrate your innovative technologies during its exclusive Technology showcasing event.

## Methodology:

- ◉ Lectures
- ◉ Case studies
- ◉ Group discussions
- ◉ Interaction with faculty



## Program Duration and Venue:

From: 7- 9 December, 2011

Radisson Hotel

Nagar Bypass Road, Kharadi Pune, 411014, India





## Indicative Themes

Overview of Global technology transfer

Capturing Maximum Value from Early Stage Technologies :

- ◉ Screening/Validation/Royalty management/Royalty audits

Concurrent sessions across the sectors

- ◉ Life sciences, Bio-property, Material and Physical Sciences and IT and Software



IP Issues: Licensing – Intricate options and methods: IP

- ◉ Pooling/FTO/MTA/Negotiations/ Licensing agreements /Post licensing management

Legal and regulatory issues:

- ◉ Compliance to Infringement

Moving Innovative Technologies Across The Funding Gap and Translational Research

*Detailed agenda would be available online at the STEM2011 page at <http://www.stemglobal.org/>*

## Attendee Testimonials

Excellent networking opportunity- **Neeraja Venkatraman, Senior Manager, Legal and Compliance, Daimler India Commercial Vehicle Pvt Lmt**

All sessions were very useful- **Dr. Ravi Dhar, Consultant BIRAP**

Inspiring speakers- **Surajit Atha, IP Manager, GE India Tech Center**

This program is the nucleus for technology development and advancement for the third world countries- **Levi C Amajor, Professor, National universities Commission , Abuja, Nigeria**

Would highly recommend to others- **Santhosh Cheerla, Product Manager, Sierra Atlantic Software Services**

An update of IP creation in India amongst companies- **Sanjay Gajjar, Director, AHG technologies**

A platform to learn new ideas/concept- **Dr. Shika Rastogi, Scientist, Intellectual Property Managemnet, CSIR**

## Registration Details:

Please fill the enclosed registration form and submit it along with the program fee through Demand Draft or Cheque favouring "Society for Technology Management " payable at Hyderabad.

Register Online: You can register online at <http://www.stemglobal.org/registration.html>

Please note that formal registration only takes place after receipt of the registration fee. No refunds will be made for cancellation; however, substitutions will be accepted until a week prior to the program.



### Program Fee:

Indian Participants (In INR)		Overseas Participants (in USD)	
For STEM Members	For Others	For STEM Members	For Others
Rs 9000	Rs 16500	\$ 350	\$ 700

Note: Service tax will be levied as applicable on above fee

The course fee includes:	The course fee does not include:
<ul style="list-style-type: none"><li>⊙ Course material</li><li>⊙ Tuition</li><li>⊙ Graduation</li><li>⊙ Lunch during conference</li></ul>	<ul style="list-style-type: none"><li>⊙ Board and lodging</li><li>⊙ Travel to Venue</li><li>⊙ Incidentals apart from inclusions.</li></ul>

**STEM Membership:** If you would like to register for this Annual Summit as a STEM member, you may download the stem membership form online at <http://stemglobal.org/Online%20Registration.htm> and apply through mail/fax.

As soon as the STEM Governing Board approves your membership, you will receive a confirmation letter. You can also register for the STEM Summit by paying the registration fees along with the requisite membership fee.

**Disclaimer:** STEM reserves the rights to change without notice any statement in this brochure concerning but not limited to course structure, the faculty, tuition fees, policies and rules. If the course structure is changed, every effort will be made to implement the changes in the participant's best interests.

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