

Global IP Brokerage for Economic Recovery

GTS at Stanford University Case



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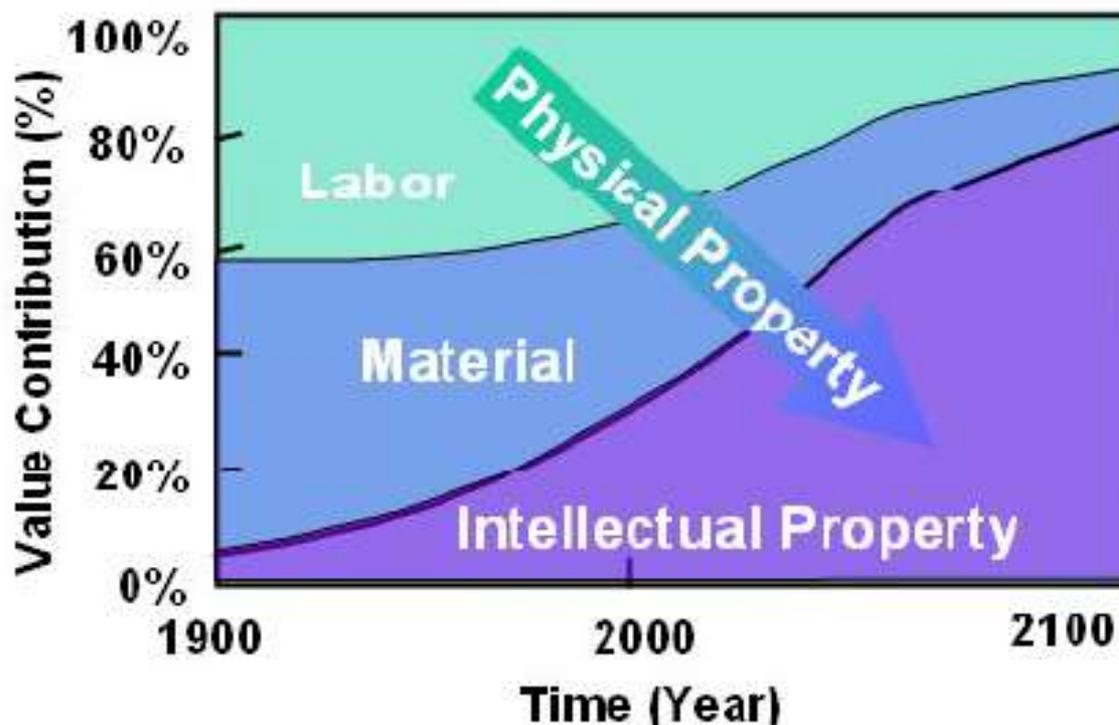
Wrocław, June 17-th 2010



UNIA EUROPEJSKA
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Risk and Intellectual Property Innovativeness, Competitiveness, Employment Lead and Follow



Dr. Andrzej M. Pawlak, Delphi

Creating Intellectual Property



Education

- European educational system provided a basis for most advanced educational systems in use today.
- Nearly all EU countries have a class of well-educated engineers and scientists
- Most EU countries lag in disruptive technology development and implementation
- Why?

Individualism

- Creativeness in fine arts is strongly related to individual freedom and liberal attitude towards un-orthodox ideas.
- Is it so in science and technology?
- How to make scientists and engineers more entrepreneurial?
- Is the institutional structure of R&S establishments prepared to embrace the accelerated production pace of intellectual property?

Economy

- Industrial effectiveness is ultimately measured by enterprise profitability.
- Is the Ivory Tower of academic research in science and engineering subject to a sufficient level of pressure to deliver results in economic terms?
- Is the capital and the professional delivery system of capital available to make commercialization possible?

Silicon Valley venture capital legends speaks at GTS 2010



Pitch Johnson

Asset Management Company

Bill Draper

Draper Richards

Dick Kramlich

New Enterprise Associates

Norm Fogelsong

Institutional Venture Partners

The presenters had investments all over the world

Wrocław, June 17-th 2010

**The 2010 Symposium focused on the theme of “disruptive technologies for the economic recovery.”
Participants discussed questions such as:**

- Can „disruptive technologies” lead the world out of recession?
- Are emerging markets leading the world out of recession? Are developed countries over-regulating the financial sector?
- What is the “state of the venture capital industry” in California and abroad?
- Can the energy industry in commercial new technology?
- Nanotechnology: the next big thing?
- What is the nature of leadership?

A Forum for Leaders to Exchange Cutting-Edge Ideas



“Silicon Valley still matters – but ‘the world is flat’ from an economic perspective. Our goal is to help young companies understand the implications of globalization and to find ways to succeed in this ‘new world order.’”

-Alexandra Johnson, President of the Symposium

Wrocław, June 17-th 2010

„Engineering for Future” Global Technology Symposium

Engineers are people who takes discoveries in the basic sciences and turn those discoveries into things that are useful for people.

In other words, engineers are people who invent the future.

Engineering schools can do major things to contribute to future economic growth:

- Create new technologies – a few examples
- Educate students who can „change the world”

Stanford Engineering Major Initiatives

Information Technology

- Historically semiconductors, computers, software
- Going forward – internet based services, robotic vehicles, virtual worlds...

Energy

- Solar, wind, fuel, cells, „smart grid”, batteries...

Environment

- Built environment, transportation systems, water resources...

Biotechnology, Human Health

- Detecting diseases early, new treatments, extending productive lifetimes...

WHO SHOULD ATTEND IN GTS AT STANFORD ?

- ❖ Venture capitalists and institutional investors seeking hot new investment opportunities and limited partners in high-growth regions of the world.
- ❖ Blue-chip companies seeking to master the art of sourcing from, and selling to, emerging markets.
- ❖ Entrepreneurs seeking introductions to Silicon Valley venture capitalists, as well as to non-traditional sources of capital, such as sovereign wealth funds.
- ❖ Financial services, consulting, law, and accounting firms seeking new clients.
- ❖ Trade associations and policymakers seeking enhanced global cooperation in areas such as finance, international trade, and science and technology.
- ❖ Opinion leaders seeking compelling ideas.

EIGHTH ANNUAL GLOBAL TECHNOLOGY SYMPOSIUM April 6-8, 2011, Silicon Valley, California

- **ANNOUNCING THE 2011 SYMPOSIUM**
The Eighth Annual Global Technology Symposium will take place on April 6-8, 2011, in Silicon Valley.
- We encourage all Symposium alumni to attend the 2011 Symposium. An agenda and registration information will be available by late summer 2010.

Stanford University Campus



Wrocław, June 17-th 2010

Current Challenges that require our Best Efforts and Sense of Urgency for Advancing Innovation

- Global financial crisis.
- Growing competition from India and China and emerging countries.
- Sustaining the Trans-Atlantic relationships and capturing new opportunities.

The Alliance of Technology Transfer Professionals

- The professional body has been formed, owned by the 5 founding associations
- Registration has opened upon launch (27th of May 2010), the Board members and other senior people of the founding associations have applied for registration
- We are beginning discussions with other associations as we hope to invite them to participate in the Alliance

May 27, 2010 in Paris: ATTTP was launched

The Founding Associations

ASTP, Association of European Science and Technology Transfer Professionals (627 Members, 43 countries)

ATMT, Association of Technology Managers in Taiwan (400 Members)

AUTM, Association of University Technology Managers (located in the US, 2978 Members, 50 countries)

KCA, Knowledge Commercialisation Australasia (400 members)

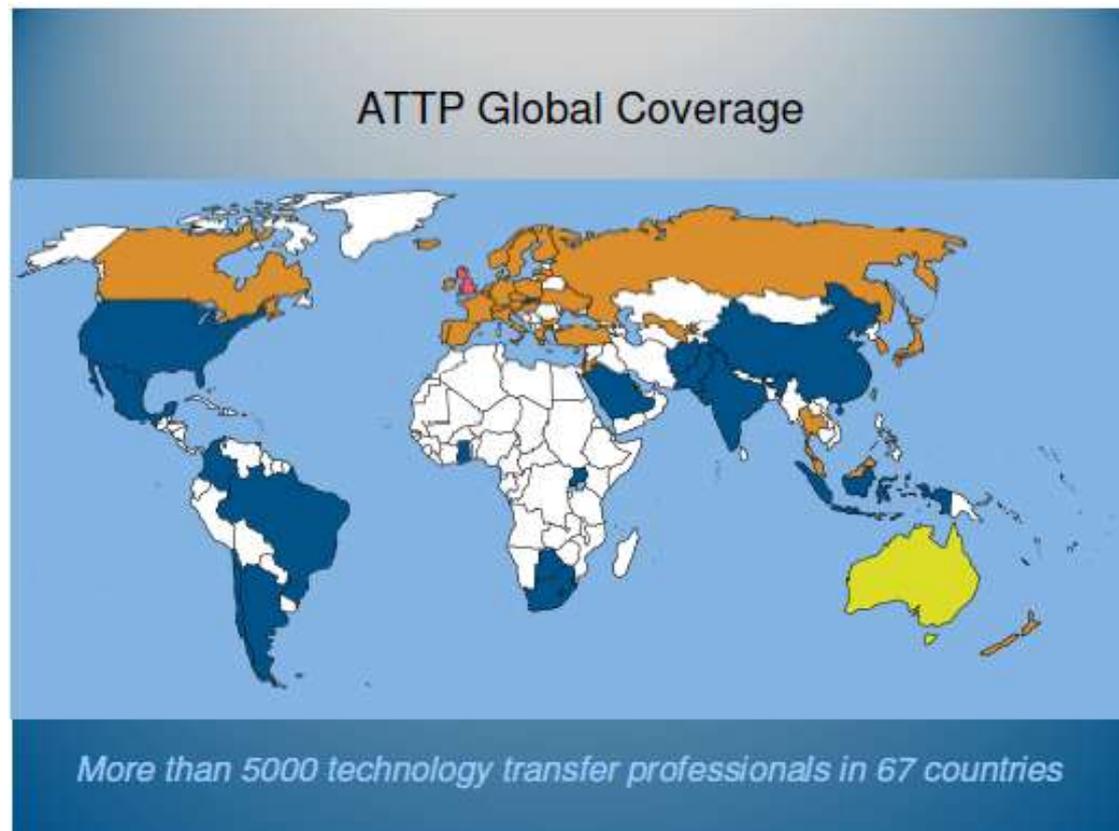
PraxisUnico (United Kingdom, 164 institutional members representing 2000 individuals)

Benefits of registration

- Confirms individual professional's credibility within the profession as assessed by expert practitioners
- Provides international recognition as a technology transfer expert
- Unites professionals on a global basis within a recognised and agreed framework

If YOU want to be recognised as a Tech Transfer professional, you want to apply for registration with ATTP and become a RTTP (Registered Technology Transfer Professional)

Alliance of Technology Transfer Professionals



DEKLARACJA GALBRAITHA-KALECKIEGO

w uznaniu roli kapitału intelektualnego
w tworzeniu narodowego dobrobytu

DECLARATION OF THE ROLE OF INTELLECTUAL CAPITAL
IN CONTRIBUTING TO NATIONAL PROSPERITY

DEKLARACJA GALBRAITHA-KALECKIEGO
W UZNANIU ROLI KAPITAŁU INTELEKTUALNEGO
W TWORZENIU NARODOWEGO DOBROBYTU

Galbraith-Kalecki Declaration

in Recognition of the Role of Intellectual Capital in Contributing to National Prosperity

Gathering at the Warsaw Stock Exchange on the conclusion of the International Forum in Warsaw, the undersigned in recognition of the historic significance of their Warsaw meeting in promoting the development of Intellectual Capital and its attendant contribution to national wealth, social welfare and ultimate prosperity, do hereby declare:

- ✓ WHEREAS, the first public use of the term "Intellectual Capital" has been tracked to G.R. Feiwel in *"The Intellectual Capital of Michael Kalecki: A Study in Economic Theory and Policy"* (1975);
- ✓ WHEREAS, G.R. Feiwel attributes introduction of the term "Intellectual Capital" to John Kenneth Galbraith, who in a 1969 letter to economist Michael Kalecki wrote: *"I wonder if you realize how much those of us in the world around have owed to the intellectual capital you have provided over these last decades."*
- ✓ WHEREAS, the consortium's initiative on intellectual property management in Poland was conceived to maximize the value of intellectual capital and the advancement of scientific and commercial technology development for the benefit of the creative innovator scientists and entrepreneurs and society at-large.





www.IP-Hub.eu

Thank you for your attention

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www.usrts.com



US Polish Trade Council

www.usptc.org

Wrocław, June 17-th 2010



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