Intellectual Property and Tech-Knowledge Transfer
Technology Transfer and Problems-Solutions
12 March 2009
United Nations Economic Commission for Europe

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Intellectual Property & Knowledge Transfer

Innovation: tech-knowledge transfer - the knowledge base & output -

IP

• Organisational Properties:
  – Real Estate and Intellectual
  – Intellectual: IP and Knowledge

• Organisational IP Priorities
  – Compliance
  – Development

• Building IP Culture
  – Winning hearts and minds
  – Training and education
A General University: a wide range of disciplines

- School of Health and BioScience
- School of Computing, Information Technology and Engineering (CITE)
- School of Social Science, Media and Culture Studies
- School of Architecture and Visual Arts (AVA)
- School of Psychology
- Business School
- School of Law (incl. criminology, e.g. anti-terror studies)
- Cass School of Education
- Research Institute/Centres: e.g.
  - Human Rights In Conflict; Human and Health Development;
  - Sustainability; Geoinformatics;
  - Matrix East (media editing technology);
  - Performing Arts; SmartLab
- Services: employability; spin-out companies/establishments
Staff Research and Scholarly Development Programme

An IP Training Workshop

• For all staff
  – mainly targeted at research active staff
  – other staff: compliance matters e.g. distance & e-learning
• Several times a year and working with Schools’ research days
• Relevant, interactive and relating to daily life
• One-to-one follow-ups on complicated individual cases
• Other courses to complement
• A short version for final year students via Business School, especially 3rd year and research students
IP Training Workshop:

- Purpose of Innovation (Generating IP)
  - Solving problems; scientific advancement
  - Benefiting local, national & global economy
  - Income generation; financial benefit

- IP Ownership and Different Laws
  - Often problematic
  - UK case law / common law system

- Publication, Disclosure and Confidentiality
IP Training Workshop:

• Basic Concept and Forms of IP
  – Patent
  – Design
  – Copyrights
  – Database rights
  – Trademarks
  – Know-how
  – Others, e.g. breeders’ rights
IP Training Workshop:

• Case Studies / Analysis – making it fun and memorable
  – PBL (problem based learning)
  – Tangible examples
  – Coke / Coca Cola
  – Dyson (bagless vacuum cleaner) versus Hoover
  – MRI scanner, collaboration
  – GSK Africa / Brazil
  – Best endeavour; UK case law
  – Others
IP Training Workshop:
Opera Arias - Opernarien -airs d’opéras

Francesco CILEA 1866-1950: Adriana Lecouvreur
1. Ecco: respiro appena... Io son 'l umile ancella (Atto I) 3.43
2. Poveri fiori (Atto IV) 3.09
3. Umberto Giordano 1867-1948: Andrea Chénier La mamma morta (Atto III) 4.48
4. Alfredo Catalani 1854-1893: La Wally Ebben? ne andrò lontana (Atto I) 4.46
5. Arrigo Boito 1842-1918: Mefistofele L'altra notte in fondo al mare (Atto III) 7.23
7. Giacomo Meyerbeer 1791-1864: Dinorah Ombra leggiera (Atto II) 5.39
(Shadow Song/Schattenspiele/Air de l'ombre)
8. Léo Delibes 1836-1891: Lakmé Dov'è l'Indiana buona? (Atto II) 8.08
(Bell Song/Glockenspiel/Air de la clochette - Atto II)
9. Giuseppe Verdi 1813-1901: I vespri siciliani Mercè, dilette amiche (Atto V) 3.56
10. Luigi Cherubini 1760-1842: Medea* Dei tuoi figli (Atto I) 4.44
Gasparo Spontini 1774-1851: La vestale*
11. Tu che invoco (Atto II) 10.46
12. O Numi tutelar (Atto II) 2.25
13. Caro oggetto (Atto III) 3.40

Maria Callas soprano/Sopran
Philharmonia Orchestra
*Orchestra del Teatro alla Scala, Milano
conducted by/Direttore/auten
Tullio Serafin

*Registrato in collaborazione con l'E. A. Teatro alla Scala, Milano

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For the best results, you should apply the same care in storing and handling the Compact Disc as with conventional records. No further cleaning will be necessary if the compact disc is always held by the edges and is replaced in its case directly after playing. Should the Compact Disc become soiled by fingerprints, dust or dirt, it can be wiped (always in a straight line, from center to edge) with a clean and lint-free, soft, dry cloth. No solvent or abrasive cleaner should ever be used on the disc.

If you follow these suggestions, the Compact Disc will provide a lifetime of pure listening enjoyment.

Das Compact Disc Digital Audio System bietet die bestmögliche Klangwiedergabe - auf einem kleinen, handlichen Tonträger.

Die besonderen Eigenschaften der Compact Disc resultieren aus der einzigartigen Kombination von digitaler Wiedergabe-technik und Laser-Abtastung.

Um die hohe Qualität der Compact Disc zu erhalten, sollte sie mit der gleichen Sorgfalt gelagert und behandelt werden wie die konventionelle Langspielplatte.

Eine Reinigung erübrigt sich, wenn die Compact Disc nur am Rande angefasst und nach dem Abspielen sofort wieder in die Spezialverpackung zurückgelegt wird. Sollte die Compact Disc Spuren von Fingerabdrücken, Staub oder Schmutz aufweisen, ist sie mit einem sauberen, fettfreien, weichen und trockenen Tuch (geradiling von der Mitte zum Rand) zu reinigen. Bitte keine Lösungsmittel oder Scheuermittel verwenden!

Bei Beachtung dieser Hinweise wird die Compact Disc ihre Qualität dauerhaft bewahren.

Le système Compact Disc Digital Audio permet la meilleure reproduction sonore possible à partir d'un support de son de format réduit et pratique. Les remarquables performances du Compact Disc sont le résultat d'une combinaison unique du système numérique et de la lecture laser optique.

Pour obtenir les meilleurs résultats, il est indispensable d'apporter le même soin dans le rangement et la manipulation du Compact Disc qu'avec le disque microsillon.

Il n'est pas nécessaire d'effectuer de nettoyage particulier si le disque est toujours tenu par les bords et est replacé directement dans son boîtier après l'écoute. Si le Compact Disc porte des traces d'empreintes digitales, de poussière ou autres, il peut être essuyé, toujours en ligne droite, du centre vers les bords, avec un chiffon propre doux et sec qui ne s'effiloche pas. Tout produit nettoyant, solvant ou abrasif doit être proscrip.

Si ces instructions sont respectées, le Compact Disc vous donnera une parfaite et durable restitution sonore.

Il sistema audio-digitale dei Compact Disc offre la migliore riproduzione del suono, inciso su un piccolo o comodo supporto. La notevole realizzazione del Compact Disc è il risultato di un'unica combinazione: la riproduzione digitale con l'ottica laser. Per ottenere i migliori risultati, nella conservazione e nel maneggiamento del Compact Disc si dovrebbe usare lo stesso cura che per i dischi convenzionali.

Non sarà necessaria nessuna ulteriore pulizia, se il Compact Disc verrà sempre preso per il bordo e rimesso subito nella sua custodia dopo l'ascolto. Se il Compact Disc dovesse sporcare con impronte digitali, polvere o sporco in generale, potrà essere pulito con un panno asciutto, pulito, sottile e senza sfacciatura, semplice da centro al bordo, in linea retta. Nessun solvente o pittore abrasivo deve essere mai usato sul disco.

Seguendo questi consigli, il Compact Disc fornirà, per la durata di una vita, il godimento del pura ascolto.

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Tullio Serafin & María Callas in Florence in 1953

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IP Training Workshop
• Linking to other workshops, e.g. copyrights in the digital age - teaching and research as users

• 4 Key Steps in IP development / KT (brief)
  – Identification
  – Evaluation
  – Protection
  – Application / Exploitation / Commercialisation
4 Key Steps in IP Development / KT

– Identification
  • Joint effort
  • (Internal) disclosure?

– **Evaluation** (to talk to experts in practice)
  • All aspects: academic, scientific, commercial and non-commercial e.g. value for money, usage

– Protection

– Exploitation / Commercialisation
4 Key Steps in IP Development / KT

– Identification
– Evaluation
– Protection
  • Minimise up-front cost
  • Maximise benefit regardless of up-front cost
  • For public good
  • Helping developing nations
– Exploitation / Commercialisation
  • Not intended for staff to handle but to support
  • Public benefit and for developing nations
Intellectual Property & Knowledge Transfer

- Determination & hard work
- Takes time but rewarding
Some Key Staff Issues

In addition to or building into good policy & strategy:

• **Good incentives** for hardworking staff
  • Personal benefit
  • Institutional benefit

• **Effective infrastructure** for supporting innovation knowledge transfer

• **Mentoring** and hand-holding help

• **Up-to-date database** and non-intrusive monitoring

• **Legitimate operation** and no infringement
Intellectual Property & Knowledge Transfer

Knowledge Base Intellectual Properties

- Teaching
- Research
- Services
- Resources

- Know-how
- Invention (patents)
- Design (registered & unreg.)
- Copyrights
- Database Rights
- Trademarks
- Others (e.g. materials)

Exploitation

- Commercialisation
- Branding
- Teaching
- Research

- Consultancy
- Services

- Licensing
- Assignments

- Spin-out companies
- Start-up companies

- Sponsorship
- Collaborations
- Joint ventures
Useful websites

- DACS – http://www.dacs.org.uk/
- Patent Office - http://www.ipo.gov.uk/
- British Copyright Council - http://www.britishcopyright.org.uk/
- Government Copyright Site - http://www.intellectual-property.gov.uk
Useful websites

- LLS Copyright Information – www.uel.ac.uk/lss/copyright_new.htm
- JISC Legal Information Service - http://www.jisclegal.ac.uk/
- Copyright Licensing Agency – http://www.cla.co.uk
- Libraries and Archives Copyright Alliance - http://www.cilip.org.uk/professionalguidance/copyrig ht/
- Copyright in Higher Education Workgroup - http://www.ukcle.ac.uk/copyright/
Potential Intellectual Property
P.I.P.

Intellectual Property Development
(Innovation)
Tech-Knowledge Transfer

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Thank You
Teşekkür Ederim
Спасибо

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