

# Intangible assets management



## European training

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# Newsletter

## Issue 3

November, 2010



Education and Culture DG

Lifelong Learning Programme

## Editorial

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Dear readers,

In this issue of the Newsletter we would like to share with you the latest developments of the INTASS project.

The 2nd partners meeting took place in Barcelona, Spain on the 8th of March, 2010, with the presence of the three steering committee members.

During the meeting key issues of the project have been discussed and strategic decisions were taken with regard to the further development of the project:

- Presentation of Hungarian training needs
- Presentation of SWAN
- Presentation of IP4INNO
- How to customise the existing programmes according to Hungarian needs? , and
- How to build the Hungarian course faculty?

In this issue we are going to show how to adapt the existing practices to the detected training needs of the regions and positioning it within the existing VET system as well as how to ensure an effective and sustainable transfer of such programme/training material.

## Results of the TNA

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During March of 2010, Semmelweiss Innovations held a series of interviews with the participation of the personal of 2 Universities, 1 research institute, and 1 R&D company to meet the specific needs of the Central Hungary region in relation to IP.

The results of this Training Needs Analysis (TNA) show us the need to define three target groups with a distinct theme and methodology for each one.

The following target groups have been identified:

1. Researchers and Post Docs
2. Staff of TTOs
3. Top researchers

It is from these results that the INTASS project partners will work to adapt the existing practices to the needs of the transferee detected region. This existing practices are:

-  SWAN ([www.swantraining.com](http://www.swantraining.com))
-  Ip4inno ([www.ip4inno.eu](http://www.ip4inno.eu))

# The Hungarian course faculty

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As it has been shown in the TNA, the participants in INTASS project will be provided with three distinct types of courses, depending on the target group they belong to. Each course will cover various topics, with a methodology and duration tailored to the needs of different target groups.

The following pages provide a first draft of these courses:

## **Course 1: Introduction course for researchers and post docs**

Duration: 5 days (40 hours)

Content:

1. Introduction to IPR
2. Strategic use of intangible assets
3. Market aspects
4. Financial aspects
5. Contractual aspects

# The Hungarian course faculty

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## **Course 2: Portfolio management course for TTOs**

Duration: 5 ½ days (20 hours)

Content:

1. Introduction to the IPR
2. Patenting structure
3. Market research
4. Exploitation strategies
5. How to manage IP portfolio in your own organization

## **Course 3: IP 2 Boost R&D (exploitation of research seminar for top researchers)**

Duration: 4 hours

Content:

1. Seminar on how to pitch IP.
2. Success stories



## Project's sustainability

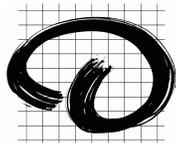
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The Project's sustainability needs to be ensured through the joint collaboration of all the partners concerned with its development, namely, the project consortium, policy-makers, academic institutions and business support agents.

Therefore, in order to provide the project with a recognisable and long-lasting structure, it will be necessary to facilitate the creation, through joint collaboration of all the afore-mentioned actors, of a visible, easy-to-access and valuable framework for its further development; something that will be possible by means of regular formative courses provided by relevant Universities.

Prior to its implementation in academic institutions, however, it will be necessary to develop an evaluation report, that will guarantee that the project observes the highest standards of quality and that its possible shortcomings are effectively addressed.

Its implementation as an academic course, will ensure the financial viability of the project, (through students' fees) thus allowing the initiative to be ameliorated and updated regularly. This financial requirement will, in its turn, compel the consortium to ensure the highest quality of the product.



## Contact

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