



**Toward the Commercial Exploitation of Research Results**

**Date:** Friday 19<sup>th</sup> of December 2014

**Venue:** 3<sup>rd</sup> Floor Seminar Room, Physics Department, University of Crete

**Trainers:** Dr. Michael Katharakis, Director Training Centre, Chamber of Heraklion, &  
Artemis Saitakis, Director, Science Technology Park of Crete

Time	Topic	Speaker
10.30 – 12.00	<b>Introduction to exploitation of research results and commercialization of IPR</b> <ul style="list-style-type: none"><li>▪ <i>Basics</i></li><li>▪ <i>Aims and Objectives of commercialization</i></li><li>▪ <i>Technology Transfer</i></li><li>▪ <i>Innovation Sources</i></li><li>▪ <i>Science &amp; Industry Gap</i></li><li>▪ <i>Open Innovation</i></li><li>▪ <i>Clusters</i></li><li>▪ <i>Trends</i></li></ul>	Artemis Saitakis Michael Katharakis
12.00 – 12.30	<b>The power of IPR</b> <ul style="list-style-type: none"><li>▪ <i>Opportunities and business potential</i></li><li>▪ <i>Power of negotiation</i></li><li>▪ <i>Occupational prestige</i></li></ul>	Michael Katharakis
12.30 – 13.30	<b>IPR Strategies and Commercialization</b> <ul style="list-style-type: none"><li>▪ <i>Selling IP Rights</i></li><li>▪ <i>Licensing IP Rights</i></li><li>▪ <i>Establishing joint ventures</i></li><li>▪ <i>Creating Spin-offs</i></li></ul>	Michael Katharakis
13.30 – 14.00	<b>Lunch break - Networking</b>	
14.00– 14.30	<b>Exploitation mechanisms and models</b>	Artemis Saitakis
14.30 – 15.30	<b>Case studies</b>	Artemis Saitakis Michael Katharakis
15.30- 17.00	<b>Open discussion, questions and practical exercise</b>	Artemis Saitakis Michael Katharakis

