

# 附錄四、C 段「美國：研發成果商業化及投資評估專題(II)」議程

## 2015 MMOT Program at University of Washington

Group 1: 15  
Group 3: 13



(August 2 - 8, 2015) - Groups 1 & 3							
Time	SAT, July 18	MON, August 3	TUE, August 4	WED, August 5	THU, August 6	FRI, August 7	SAT, August 8
8:30 9:00	Groups 1 & 2 arrive in Seattle for Law School Program	BAEC Room 320 <b>8:30am</b> Academic Introduction	BAEC Room 320	BAEC Room 320	BAEC Room 320	BAEC Room 320	Free Time
9:00 10:30	Check into Dorns (UA 1637 @ 8:15pm)  SAT, August 1	Starting a Company from Technology I <b>Pat Stayton</b> UW Bioengineering	Commercializing Technology <b>Suresh Kotha</b> UW Foster	Financing of Technology for Commercialization (Time Value of Money I) <b>Jennifer Koski</b> UW Foster	Financing of Technology for Commercialization (Angel, Corporate, and Venture Funding I) <b>Jennifer Koski</b> UW Foster	Negotiations (Agreements Exercise) <b>Patrick Shelby &amp; Lisa Norton</b> UW CoMotion	
10:30		Break	<b>10:30am Group Photo</b>	Break	Break	Break	
10:45 12:15	Group 3 Arrives in Seattle and Checks into Dorns (UA 1526 @ 1:12pm)	Starting a Company from Technology II <b>Pat Stayton</b> UW Bioengineering	Developing a Business Model and Adapting the Plan <b>Suresh Kotha</b> UW Foster	Financing of Technology for Commercialization (Time Value of Money II) <b>Jennifer Koski</b> UW Foster	Financing of Technology for Commercialization (Angel, Corporate, and Venture Funding II) <b>Jennifer Koski</b> UW Foster	Negotiations (Agreements Exercise Debrief) <b>Patrick Shelby &amp; Lisa Norton</b> UW CoMotion	
12:15		Group Lunch	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
1:30 3:00	SUN, August 2  Group 2 Departs Seattle (UA 294 @ 7:35am)	Factors for Successful Commercialization of R&D Results <b>Jim Severson</b> Pinnacle Reach	Corporate Organization & Leadership (Building Effective Teams) <b>Christina Fong</b> UW Foster	Lessons from the Front: <b>Gregg Brown</b> Microsoft	Company Visit:  <b>Adaptive Biotechnologies Corp.</b>  2:00-4:00pm	Assessing Market Potential <b>Shelly Jain</b> UW Foster	
3:00		Break	Break	Team Practicum Intro <b>Lisa Norton</b> UW CoMotion (3:15 - 3:45pm)		Break	
3:15 4:45	Group 1 & 3 Homework and Class Preparation	Due Diligence <b>Jim Severson</b> Pinnacle Reach	Small Team Interview Meetings	Homework and Class Preparation		Estimating Value to the Customer, Pricing Innovations <b>Shelly Jain</b> UW Foster	
EVE		Homework and Class Preparation	Homework and Class Preparation		Homework and Class Preparation	Homework and Class Preparation	

(August 9 - 15, 2015) - Groups 1 & 3							
Time	SUN, August 9	MON, August 10	TUE, August 11	WED, August 12	THU, August 13	FRI, August 14	SAT, August 15
	Free Time	BAEC Room 320	BAEC Room 320	BAEC Room 320	BAEC Room 320	BAEC Room 320	Free Time
9:00 10:30		Accounting Overview <i>Weili Ge</i> UW Foster	Private Business Valuation <i>Lance Young</i> UW Foster	Lessons from the Front: <i>Eric Bell</i> Intellectual Ventures	Mergers and Acquisitions <i>Jennifer Koski</i> UW Foster	Team Preparation	
10:30		Break	Break	Break	Break		
10:45 12:15		Term Sheets <i>Lance Young</i> UW Foster	VC Method of Valuation <i>Lance Young</i> UW Foster	Lessons from the Front: <i>Rob Pollack</i> Marketing Consultant	Presentation Skills <i>Jean Choy</i> UW Foster (10:45-11:30am)		
12:15		Lunch Break	Lunch Break	Lunch Break	BBQ Paccar Terrace 11:45am	Team Practicum Presentations <i>Lisa Norton</i>  1:00pm Study Team 1 1:25pm Study Team 2 1:50pm Study Team 3 <b>2:15pm Break</b> 2:30pm Study Team 4 2:55pm Study Team 5	
1:30 3:00		Company Visit:  <b>Cadence Biomedical</b>  2:00-4:00pm	Lessons from the Front: <i>Alan Dishlip</i> Summit Imaging	Company Visit:  <b>Boeing</b>  2:00pm-4:30pm followed by shopping at the Premium Outlets Mall 5:00pm-8:00pm <b>Bus departs Outlet Mall at 8:00pm</b>			
3:00			Small Team Interview Meetings				
3:15 4:45							
EVE	Homework and Class Preparation	Homework and Class Preparation	Homework and Class Preparation	Homework and Class Preparation	Homework and Class Preparation	Homework and Class Preparation	

Daily Pre-Study Time : 8:15-9:00am

Revised 7/27/2015

# MMOT Program at University of Washington

Group 1: 15  
Group 3: 13



(August 16 - 22, 2015) - Groups 1 & 3							
Time	SUN, August 16	MON, August 17	TUE, August 18	WED, August 19	THU, August 20	FRI, August 21	SAT, August 22
9:00 10:30	Free Time	BAEC Room 320  Lessons from the Front: <b>Jon Roberts</b> Ignition Partners	BAEC Room 320  Group Presentations and Feedback ( <i>Norton and Severson</i> ) 8:00am Group 1 8:30am Group 2 9:00am Group 3 <b>9:30am Break</b> 9:45am Group 4 10:15am Group 5 10:45am Group 6 11:15am Group 7 11:45am Group 8 12:15pm - 12:30pm Program Evaluation	BAEC Room 320  Lessons From the Front: <b>Curtis Hom</b> Innova Legal Group	Groups 1 & 3 Departs Seattle (NH 177 @ 12:40pm)		
10:30		Break		Break			
10:45 12:15		Corporate Organization & Leadership (Leading High-Performance Organizations) <b>Christina Fong</b> UW Foster		Program Wrap-Up and Team Discussions <b>Jack Lu</b>			
12:15		Lunch Break		Group Lunch Provided by UW			
1:30 3:00		Corporate Organization & Leadership (Fostering Creativity and Innovation) <b>Christina Fong</b> UW Foster	Graduation Lunch 12:45-2:00pm	Chateau Ste. Michelle Winery Public Tour <b>1:00-3:30pm</b>			
3:00 5:00		Homework and Class Preparation	Independent Study	Bus departs from UW at 12:30pm			
EVE				Free Evening			

Daily Pre-Study Time : 8:15-9:00am

Revised 7/27/2015

附錄五、D 段「日本：智慧財產保護與國際發展、智財訴訟與策略、研發成果商業化及投資評估專題」議程

2015 MMOT Japan Program (Confidential & Tentative)						August 21 - 28, 2015	
						日本智慧財產的戰略與實務 / 日本における知的財産戦略と実務 / IP Strategies and Practice in Japan	
Time	Friday, August 21	Saturday, August 22	Monday, August 24	Tuesday, August 25	Wednesday, August 26	Thursday, August 27	Friday, August 28
7:00-9:00		Breakfast : SUNROUTE PLAZA SHINJUKU Pre-Study	Breakfast : SUNROUTE PLAZA SHINJUKU Pre-Study	Breakfast : SUNROUTE PLAZA SHINJUKU Pre-Study	Breakfast : SUNROUTE PLAZA SHINJUKU Pre-Study	Breakfast : SUNROUTE PLAZA SHINJUKU Pre-Study	Breakfast : SUNROUTE PLAZA SHINJUKU
HUKUM		〒153-8505 東京都目黒区駒場4-6-1 (4-6-1 Komaba, Meguro-ku, Tokyo) 東京大学先端科学技術研究センター (RCAST) 4号館南館11F ENEOSホール (ENEOS Hall, 1F, Building 3 South, The Research Center for Advanced Science and Technology)	〒113-0033 東京都文京区本郷7-3-1, 産学連携フロア3F (TBD) TODAI TLO (OTT for the Univ. of Tokyo) 3rd Fl., Sangaku Renkei Plaza, 7-3-1 Hongo, Bunkyo-ku, Tokyo, 113-0033, Japan	〒153-8505 東京都目黒区駒場4-6-1 (4-6-1 Komaba, Meguro-ku, Tokyo) 東京大学先端科学技術研究センター (RCAST) 4号館南館11F ENEOSホール (ENEOS Hall, 1F, Building 3 South, The Research Center for Advanced Science and Technology)	Depart Hotel @ 7:45 (TBD) for 日立建機(Hitachi Construction Machinery) - 北沢町上野町東2F 620 (650 Kandatsu, Tsuchura-shi, Ibaraki)	〒153-8505 東京都目黒区駒場4-6-1 (4-6-1 Komaba, Meguro-ku, Tokyo) 東京大学先端科学技術研究センター (RCAST) Building 4, 2nd floor, RCAST (4号館2階大講堂)	-
9:00-10:30		10:00-10:30 Initial / Brief Orientation Paul C. B. Liu, Chairman, Cornerstone Intellectual Property Foundation	Topic: TBD Katsuya Hasegawa, (title) the Division of University Corporate Relations(UCR), the University of Tokyo	Quo Vadis, Electronics in Japan? - Can IP save Japanese Industry? - Makoto Ogino Professor, Graduate School of Innovation Studies, Tokyo University of Science	Visiting 日立建機(Hitachi Construction Machinery) 10:00-13:00 10:00-10:10 Welcome speech 10:10-10:30 Introductory DVD (in English, 15min.)	9:00-10:30 Topic : Intellectual Property Strategy of Japan Speaker : Hisamitsu Arai(荒井寿光), Former Commissioner, Japan Patent Office, President and CEO, Tokyo Small and Medium Business Investment & Consultation Co., Ltd.	
10:30-10:45	Depart TPF via NH 824 at 08:45, Aug 21 to TOKYO NARITA Arrive in Tokyo at 13:00, Aug 21	Recent Development of Patent Law in Japan Katsuya Tamai, Professor, Department of Intellectual Property, Research Center for Advanced Science and Technology (RCAST), University of Tokyo	Break	Coffee Break	10:30-11:15 Tour of the facilities	10:30-10:45 Coffee Break	
10:45-12:15	Depart Seattle via UA 7929 at 12:40, Aug 20 to TOKYO NARITA Arrive in Tokyo at 15:00, Aug 21		University-industry collaborations in Japan Takafumi Yamamoto, CEO & President, TODAI TLO, Ltd. (CAS II)	How to handle a warning letter - Case studies of IP Dispute Resolution Makoto Ogino, Professor, Graduate School of Innovation Studies, Tokyo University of Science	11:15-11:20 Photo session at the machine "UH03" 11:30-12:00 Q&A session 12:00-12:50 Lunch 13:00 Departure	10:45-12:15 Topic: Managing Copyright and Related Rights in Digital Environment (Experience, Challenges and View of Performers' Right Organization in Japan) Speaker: Samuel Shu Masuyama, Secretary-General of Japan Council of Performers' Rights and Performing Arts Organizations (GEIDANKYO)/Director of Executive Committee, ALAI (Association Littéraire et Artistique Internationale) Japan Group, Tokyo	
12:15-1:30		Lunch on own	Lunch on own	Lunch on own	Lunch hosted by Hitachi Construction Machinery	12:15-1:45 Lunch for Speakers & Participants	
ROOM	Check in at SUNROUTE PLAZA SHINJUKU (ホテルサンルートプラザ新宿) (2-3-1 YOTOYOGI, SHIBUYA-KU SHINJUKU TOKYO JAPAN, <a href="http://www.hotelssunrouteplaza.shj.tokyo.jp/en/">http://www.hotelssunrouteplaza.shj.tokyo.jp/en/</a> )	〒153-8505 東京都目黒区駒場4-6-1 (4-6-1 Komaba, Meguro-ku, Tokyo) 東京大学先端科学技術研究センター (RCAST) 4号館南館11F ENEOSホール (ENEOS Hall, 1F, Building 3 South, The Research Center for Advanced Science and Technology)	〒153-8505 東京都目黒区駒場4-6-1 (4-6-1 Komaba, Meguro-ku, Tokyo) 東京大学先端科学技術研究センター (RCAST) 4号館南館11F ENEOSホール (ENEOS Hall, 1F, Building 3 South, The Research Center for Advanced Science and Technology)	Depart RCAST @ 12:16 for 武田製薬(Takeda Pharmaceutical Company) : 神奈川県藤沢市村岡東2-26-12 25-1 Murakahigashi, Fujisawa-shi, Kanagawa)	Depart Hitachi @ 13:00 for アサヒビール(Asahi Breweries) : 茨城県守谷市緑一丁目1-1 (1-1-1 Midori, Morya-shi, Ibaraki)	Host Katsuya Tamai, Professor, Department of Intellectual Property, Research Center for Advanced Science and Technology (RCAST), University of Tokyo	Bus departs at SUNROUTE PLAZA SHINJUKU
1:30-3:30		Copyright Business Speaker: TBD JASRAC/Japanese Society for Rights of Authors, Composers and Publishers	2:00-3:30 Technology Licensing and Transfer in Japan Kiyohide OKAMOTO(岡本清秀), Professor, Graduate School of Intellectual Property, OGIKA INSTITUTE OF TECHNOLOGY Past President, LES Japan Past IP General Manager, Omron Co.	Visiting 武田製薬 (Takeda Pharmaceutical Company) 14:00-17:00 14:00-14:10 Welcome Speech, Self-introduction session 14:10-16:00 Tour of the facilities 15:00-15:15 Break 15:15-15:45 Introduction of the IP Department 15:45-16:30 Discussion about IP financing, Q&A Session 16:30-17:00 Break, Photo session 17:00 Departure	Visiting Asahi Breweries 14:30-16:00 14:30-15:30 Tour of the facilities 15:30-15:50 Tasting of the fresh beer 16:00 Departure	1:45-3:15 Topic: (1) Ten years experience of IP High Court in Japan; and (2) Fact findings for technical issues at the IP litigation in Japan. Speaker: Ryoichi Mimura, Former judge at the IP High Ct. and presiding judge at the Tokyo Dist. Ct.	Depart Tokyo via NH 823 at 17:40 Arrive in TPE at 20:15
3:30-3:45		Coffee Break	Coffee Break			3:15-3:30 Coffee Break	
3:45-5:15		Trans-Pacific Partnership (TPP) and IP Law in Japan Katsuya Tamai, Professor, Department of Intellectual Property, Research Center for Advanced Science and Technology (RCAST), University of Tokyo	Evaluation of Intellectual Property Rights Masayuki Shobayashi, President and Patent Attorney, Shobayashi International Patent and Trademark Office			3:30-5:00 Panel Discussion on Standard Essential Patents (SEPs) *Panelist: Hisashi Kato, the CIPO of Mitsubishi Electronics(20 min.) *Panelist: Katsuya Tamai, Professor, Department of Intellectual Property, Research Center for Advanced Science and Technology (RCAST), University of Tokyo (20 min.) *Panelist: Yoshihide Nakamura(中村嘉秀), Former CIPO of Sony, President & CEO, Udagoe.Inc(20 min.) Q and A	
5:15-6:00		Review, Homework and Class Preparation	Review, Homework and Class Preparation	Review, Homework and Class Preparation	Review, Homework and Class Preparation	Review, Homework and Class Preparation	
6:00-9:00	8:30 Meeting with Professor Paul Liu at the lobby of hotel					6:00 Speakers' Dinner Host: Paul Liu, Chairman, Cornerstone Intellectual Property Foundation	