



ASTP

A World of
Knowledge
Transfer

ASTP is the premier, pan-European members' association for professionals involved in knowledge transfer between universities and industry.

Knowledge Transfer Ecosystems

ASTP driving lots of activities to increase skills & capacity:

- **Annual Conference** 24-26 May 2023 Tallin(2019 Dublin, 2021 Online, 2022 Lisbon)
- **Annual KT survey** across Europe, see <https://www.astp4kt.eu/about-us/kt-news/astp-survey-report-on-knowledge-transfer-activities-2020.html>
- **KT & Innovation Network of Experts**
- **Special Interest Groups (SIGs):** e.g. Digital Innovations/ Legal/ Social Sciences, Arts & Humanities/ Clinical Research/ Regional groups/ Career Development.....
- **NAAC:** national associations advisory committee
- **Accreditation** of KT/TT professionals (<https://attp.info/rttp-criteria/>)
- **Professional Training-** we develop and deliver training: offered in-person or online, open to all and also on a customised basis for specific institutions or regions
- **EU-funded projects-** we contribute to specific innovation projects
- **Strategic Alliances** with other Innovation Associations: joint projects and collaborations can be mutually beneficial

European KT Community - an Overview of Trademark Trends and Practices

Laura MacDonald, ASTP

- ASTP is a Pan-European members association- of knowledge and technology transfer professionals. 1400 members, 45 countries, 33 National Associations,
- My role on the panel today is to bring some perspective especially from the universities/research centres.
- Open Science remains our key driver – all new knowledge generated should be available, accessible and shared.
- BUT- Open Innovation framework does permit harnessing of IPR including patents. What about confidential information and trade secrets?

Trade Secrets – Dutch Landscape

- Trade Secrets Act 2018
- Definition : (not known; processes; formulae; research data; technological knowledge; client data)
- Breaches: (Theft; unauthorised copying; economic espionage; NDA breach; publication)
- No registration required BUT must have value, not be easily found; precautions in place.
- Enforcement of penalties to restrict or compensate breaches can be requested from court.
- Enshrines many of the additions in TS Directive



Drivers: relationships re-defined- much more scope for exchanging secret information

“Tech Transfer” emerges as “Knowledge Exchange”

- Academia demonstrating hunger for resources and partners
 - Appetite for application and impact of research
 - Top down missions encourage all this
 - Regional and national support available
- Industry sector-specific developments demonstrate evolution
 - Open innovation embraces co-creation
 - Access to background IP available, including other industrial partners
 - Recognition that multi-disciplinary expertise needs many partners

Management of Trade Secrets & Confidential Information

- Academic Environments have been evolving....
- Collaborative R&D agreements cover many scenarios:
- Pre-existing knowledge and IPR (including TS)- Background IP and Arising knowledge generated in the project -Foreground IP.Contract terms govern access for use during project; post project R&D use; post project commercial use; destruction of BIP; FIP always available for R&D use.
- Licence agreements: important to specify what information falls under any Know How of has confidential status- and for how long.
- Practical measures: good practices are introduced in recording and storing information (electronic or hard copy or tangible materials *generated by academics or received from 3rd parties.*

Management of People with access to TS and Confidential Information

- When staff relocate to different organisations.
- New roles, carry with them their own expertise and knowledge. Like copyright materials – all for the staff. But any knowledge gained which is subject to R&D or licence etc agreements remain subject to the original agreements therefore may remain confidential. Transfer of full agreements can also be undertaken if key leading staff relocate.
- PhD students. Right to publish and use the thesis information for public defence is essential. Any role in generating FIP needs to be carefully managed (and avoided unless freedom to use the results in thesis). PhD students moving on- same rules as for academic staff.

...and resources referred to...

- 4IP Council
- [Trade Secrets for SMEs - 4 Essentials of Trade Secrets | 4iP Council 4SMEs](#)
- US case law
- [TRADE SECRET THEFT IN ACADEMIA: BRAND OWNERS ARE NOT THE ONLY ONES WHO NOTICED – The Brand Protection Professional \(msu.edu\)](#)
- [EU issues guidelines on foreign interference in research | Science | Business \(sciencebusiness.net\)](#)
- [Resilient cybersecurity solutions for European businesses | Research and Innovation \(europa.eu\)](#)
- [EU-IPR-Guide-IP-in-Europe-EN.pdf \(europa.eu\)](#)
- [Managing secrets in higher education | Impact of Social Sciences \(lse.ac.uk\)](#)