



From plants to products  
O blanhigion i gynhyrchion

## BEACON Intellectual Property (IP) Seminar

Wednesday October 23rd 2013

**You are invited to attend this Intellectual Property (IP) Seminar**

A half day seminar on product commercialisation and Intellectual Property (IP) rights

Presented by: **Selwyn Owen - Business Development Manager (BEACON)**

**BEACON would like to invite you to this FREE seminar to learn more about the commercialisation of “plants to products” in the bio-economy.**

Delegates will hear from academic and industry experts about:

- How to identify, protect and exploit your IP in the marketplace and create value for your business
- The financial support available from Welsh Government to commercially exploit your IP
- Collaboration with Universities and getting the “right deal” for your business
- BEACON project, pilot scale-up facilities in helping to reduce your project risk

**Following a series of presentations by the Welsh Government, legal and industry professionals there will be a Q&A session with opportunities to ask questions. The seminar will close with a lunch buffet and networking.**

This seminar will appeal micro businesses, start up companies, SME’s and large corporates active in the bio-economy in Wales. Market sectors currently ripe for development include agriculture, natural cosmetics, forest and natural products, natural fibres, health and medical, bio-based polymers, nutraceutical and pharmaceutical.

**Date:** Wednesday 23rd October 2013

**Time:** 09:00—14:00

*Refreshments will be provided. Parking available*

**Enquiries:** Kirstie Jones (01970) 823156

### Guest Speakers...

**Dr Steve Blance**

Senior Attorney, Avidity IP Ltd

**Nia Roberts**

Intellectual Property Manager, Welsh Government

**Dr James Hudson**

Technology Transfer Manager,  
Research, Business and Innovation

**Des Burley**

Senior Attorney, Avidity IP Ltd

**Dr Rhian Hayward**

Technology Transfer Officer,  
Research, Business and Innovation

### Venue:

Stapledon Suite, Stapledon Building,  
Gogerddan, Aberystwyth, SY23 3EB

**R.S.V.P:** Friday 18th October 2013



Register via e-mail Kirstie Jones at [kij6@aber.ac.uk](mailto:kij6@aber.ac.uk)



## Event Programme

From plants to products  
O blanhigion i gynhyrchion

### BEACON Intellectual Property Seminar

A half day seminar on product commercialisation and Intellectual Property (IP) rights

| Time  | Event   | Speaker  |
|-------|---|--|
| 09.00 | Registration and coffee                                 | Stapledon Building, IBERS, Gogerddan, Aberystwyth  |
| 09.30 | Welcome address   | Dr Mike Morris, Business Development Manager,<br>BEACON  |
| 09.40 | BEACON - From Plants to Products                        | John Corton, Process Engineer in Biorefining,<br>BEACON  |
| 09.50 | Protecting your Intellectual Property                   | Dr Steve Blance, Senior Attorney,<br>Avidity IP Ltd  |
| 10.10 | Business Innovation Support                             | Nia Roberts, Intellectual Property Manager,<br>Welsh Government  |
| 10.30 | Q & A   | Early Morning Speakers   |
| 10.40 | Coffee Break and Networking                             |  |
| 11.10 | Commercialisation in a University Context               | Dr James Hudson, Technology Transfer Manager,<br>Research Business and Innovation, Aberystwyth University  |
| 11.30 | Getting the Right Deal                                  | Des Burley, Senior Attorney<br>Avidity IP Ltd  |
| 11.50 | Commercialisation Case Study: Mobile FARM               | Dr Rhian Hayward, Technology Transfer Officer,<br>Research Business and Innovation, Aberystwyth University |
| 12.10 | Q & A   | Late Morning Speakers  |
| 12.20 | Lunch, Networking and Close                             |  |
| 13:15 | Visit to BEACON scale-up facilities at IBERS (optional) |  |

As places are limited for this event, please book early to avoid disappointment.



Register via e-mail Kirstie Jones at [kij6@aber.ac.uk](mailto:kij6@aber.ac.uk)