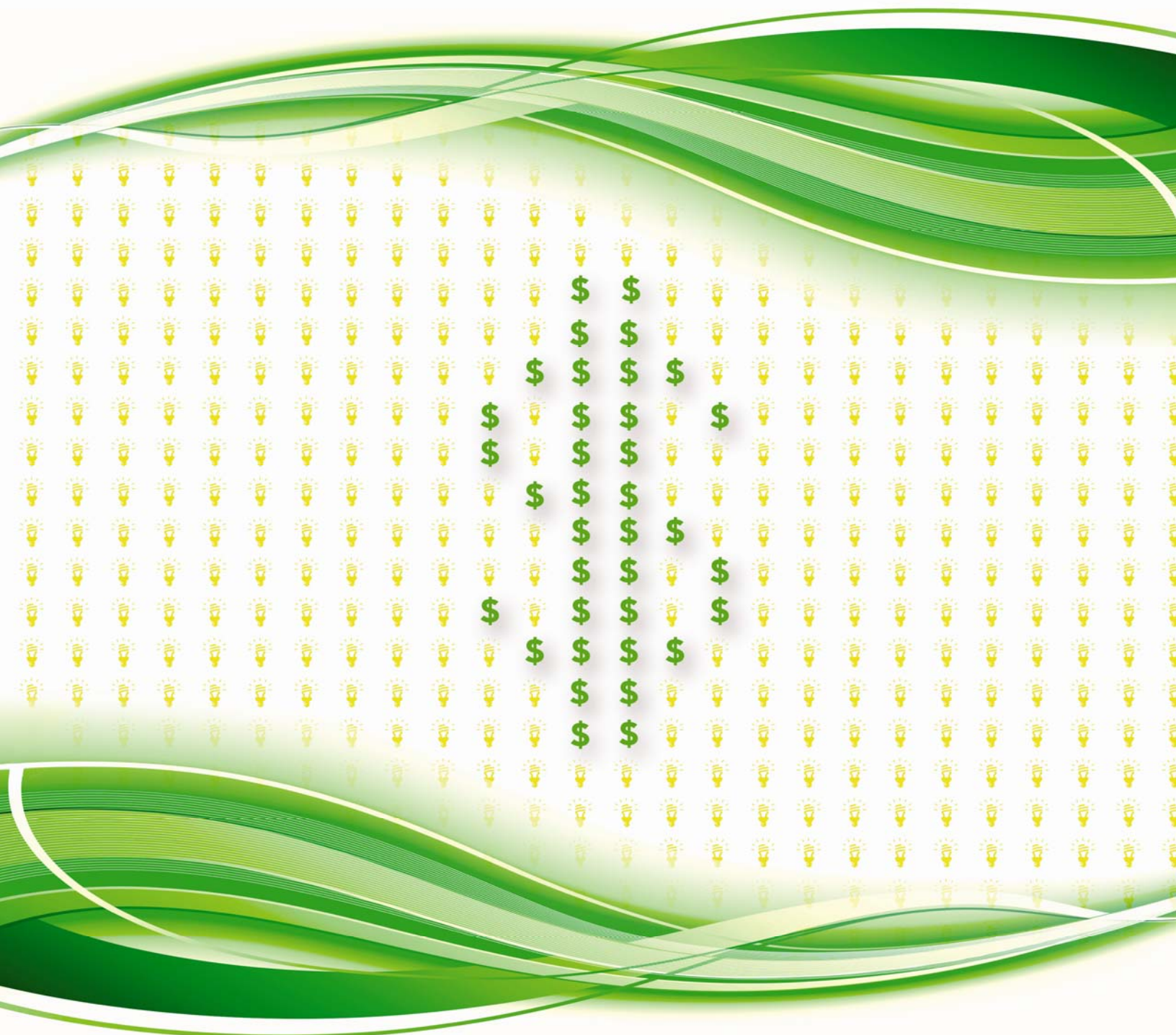


# The Technology Transfer Process

**WORKSHOP: Accessing, Licensing and Protecting New Technologies**



Wednesday January 14th, 2009

8:00 am to 5:00 pm


Algoma's Water Tower Inn

**PRICE: \$40.00**

Full Day Workshop, Lunch and Snacks Included



SAULT STE. MARIE  
**INNOVATION**  
CENTRE

 National Research  
Council Canada    Conseil national  
de recherches Canada



Canada

# The Focus

To advance economic development in Northern Ontario, SSMIC and NRC-IRAP have partnered to deliver a full day workshop for entrepreneurs in the market for a new technology. The goal of this workshop is to assist SMEs by unveiling a whole new world of marketable technologies!

The entire Technology Transfer process will be broken down and made both more user-friendly and less intimidating.

## Join our industry experts as we capture how to:

- Uncover and access new technologies developed locally and regionally in both government laboratories and academic institutions
- Access the facilities and programs that can help support your growing SME
- Effectively value new technologies
- Proper licensing techniques
- Defend your new technology with cost-effective protection options

**Included in the day is an overview of a local relevant example that will illustrate how you too can cultivate your own thriving business.**



# The Speakers

**MARCEL MONGEON**  
**JOSEPH N. ANAWATI**  
**RAY HOEMSEN**  
**DR. EDMUND MUPONDWA**  
**JOE MEATING**

**MARCEL MONGEON** is an independent Intellectual Property Coach assisting companies with devising and implementing strategies to profit from their intangible assets. He is an experienced international speaker and seminar leader in many areas including business strategy, intellectual property management and negotiations. Marcel is a lawyer qualified in the Canadian provinces of Ontario and Québec as well as New York State in the USA. He is a Canadian Registered Patent and Trade-mark Agent. He holds business, law and science degrees from McGill (BCom, LLB, BCL), McMaster (MBA) and Swinburne Universities (MSc) and is a Fellow of the Intellectual Property Institute of Canada.

Marcel's work experience includes having been in charge of the technology transfer office at McMaster University overseeing all sponsored research, patenting and commercialization activities of this comprehensive university from 1997 to 2006. He has also had experience in the manufacturing, hospitality and information technology industries as well as practising law with major firms in Montréal and Toronto. Marcel is an active Rotarian and has served on the boards of, among other organizations, his local chamber of commerce, the Canadian Council of Better Business Bureaus, the international Association of University Technology Managers and the Canadian University Intellectual Property Group. He is also a part-time deputy judge of the Hamilton Small Claims Court where he adjudicates claims up to the jurisdictional limit of \$10,000. In 2006, he was awarded the "Order of the Beaver" by the Association for the Commercialization of Canadian Technology (ACCT) for his efforts in education and support of the technology transfer profession in Canada and internationally.

**JOSEPH N. ANAWATI** is the Business Development Manager for the Canadian Wood Fibre Centre (CWFC) of Natural Resources Canada's Canadian Forest Service (CFS). Joseph's activities include setting up the business processes for the Centre including finance and human resources along with all the partnering activities. He is also the liaison between the CWFC and FPIInnovations in Pointe-Claire Québec. He brings his background in forest engineering, heavy equipment sales, pulp and paper, intellectual property, and business development to assist Canadian industry to maximize their benefit from CFS research.

Joseph is a Graduate of the University of New Brunswick in Forest Engineering, he is a member of the Licensing Executive Society and the Association of University Technology Managers, and he is also a registered as a Professional Engineer in the Province of Ontario.

**RAY HOEMSEN, P. Eng.** has held numerous leadership positions in the public and private sectors or as a volunteer in his community and profession. Since 1986, he has specialized in "The Business of Science", and is the former Director of the University of Manitoba's Industry Liaison Office, as well as the Vice-President/ Director of Operations for the University's Smart Park Development Corporation. Since 2001 - as President of NEXUS Manitoba - a management consulting firm specializing in technology-driven economic development and the "business of science" - his assignments have included advice to municipalities and universities concerning research park development, planning for a university-based incubator, spinoff company creation for a university, early-stage intellectual property management and commercialization of paediatric research, development of a college Applied Research Office, energy research cluster development, business and partnership development for a pre-competitive research consortium, and strategic planning for start-up technology firms, venture capitalists and academic institutions. Ray was appointed, in June 2004, as Director, Applied Research & Commercialization at Red River College. Ray recently completed a 17-month half-time secondment to the Natural Sciences and Engineering Research Council where he served as the Visiting Executive/Manager of NSERC-Prairies.

**DR. EDMUND MUPONDWA** works for the Bioproducts and Bioprocesses National Science Program of Agriculture and Agri-Food Canada (based at Saskatoon Research Centre) where he provides leadership in techno-economics/bio-economics as applied to scientific principles, methodology, practices, and technology innovation and development in bioproducts and bioprocesses, biotechnology, genomics, and intellectual property valuation and commercialization. He has a multidisciplinary academic background including a Master's degree from the University of Manchester, England, a Ph.D from the University of Manitoba, Canada, and an MBA (specializing in biotechnology management) from the University of Saskatchewan, Canada. Dr. Mupondwa has led very successful programs in research, strategic planning, and technology valuation and transfer. He has extensive international experience in Southern, Central, East and West Africa, Europe, North America, and Central America. He is consulted by senior management and industry. He has wide experience in conducting negotiations and establishing partnerships with a broad range of stakeholders and collaborators. He has served as government representative in multilateral and bilateral technical co-operation agreements. Dr. Mupondwa has experience in developing and implementing business plans and national development plans. He is an active community volunteer and a gifted pianist/guitarist/composer/singer who uses his talent to organize benefit concerts in support of numerous national and international charitable organizations. He is also a skilled soccer player and volunteer premier youth soccer coach.

**JOE MEATING: President and Director - Forest Surveys and Protection - BioForest Technologies Inc**  
From 1980-1996, Joe was the Forest Insect Control Officer with the Forest Insect and Disease Survey Unit of the Canadian Forest Service (CFS) in Ontario. He worked with provincial and industry colleagues to develop pest management strategies and tactics for major forest pests such as spruce budworm, jack pine budworm, and gypsy moth. Joe was responsible for the timing and assessment of some two million hectares of operational and experimental control programs against these major forest pests and for developing and coordinating pest forecast surveys and impact assessments. Prior to 1980, Joe worked as a contractor to the CFS to assess the effects of forestry practices, such as clear-cutting and insect control programs, on watershed ecosystems. He has developed and conducted a variety of forest health surveys and research programs and has authored or co-authored more than 60 papers and reports on pest management.

In 1996, Joe left the CFS to become a major shareholder in BioForest Technologies Inc. As Director of Forest Surveys and Protection for BioForest, Joe has been involved in developing and delivering a complete spruce budworm management program to the Province of Saskatchewan. He has also been involved in the development and implementation of pest management tools such as the spruce budworm and jack pine budworm decision support systems, conducted field trials to assess pesticide efficacy, and designed and delivered custom pest surveys and assessments. Joe collaborated with scientists from the Canadian Forest Service to develop TreeAzin™, a new systemic insecticide for protecting trees against a wide variety of damaging pests (e.g. emerald ash borer). Joe also managed and coordinated the research and development of the EcoJect® System, a tree injection system for the application of systemic pesticides into high value trees. Joe has a B.Sc. in Wildlife Biology and a M.Sc. in Mycology/Ecology from the University of New Brunswick, as well as advanced training in forest entomology.

To register for this event please email or telephone:

**Marla Guzzo**  
**Marketing Specialist**  
**Sault Ste. Marie Innovation Centre**  
**705 - 942 - 7927 ext. 3130**  
**mguzzo@ssmic.com**

For more information about this event please visit [www.ssmic.com](http://www.ssmic.com) or contact Marla Guzzo with the information listed above.