

Name: *Wurzer*

Forename: *Alexander*

Contact: *Steinbeis-Transfer-Institute*
Intellectual Property Management
Kistlerhofstr. 168
D-81379 Munich

Phone: *+49 (0)89 / 74 63 92 -15*
Fax: *+49 (0)89 / 72 44 909 - 61*
Email: *Alexander.Wurzer@sti-ipm.de*

Prof. Dr. Wurzer is the director of the Institute for Intellectual Property Management at the Steinbeis University in Berlin. His research focus is based on the international technology transfer and licensing, economics and management of technology and innovation, as well as questions related to value creation of IP.

Prof. Dr. Wurzer visiting Professor at the Centre of Intellectual Property Studies in Europe, CEIPI at the University of Strasbourg and director of studies of the new program Master of Intellectual Property Law and Management. He is furthermore holding teaching positions for IP valuation at the University of Düsseldorf and the University of Applied Science in Amberg-Weiden at the chair for „Patent Engineering“. Alexander Wurzer is lecturer for patent valuation at the European Patent Academy (EPA), the Banking Commerce College, the European Business School, the Academy for Finance Management as well as the Banking Academy in Frankfurt/Main.

Dr. Alexander J. Wurzer is a managing director of PATEV ® GmbH & Co. KG, corporation for rating and commercialization of property rights and technologies. His professional responsibility is the support of industrial companies, financial institutions, patent attorneys as well as insolvency administrator. He works in the field of technology/ IPR exploitation and licensing, valuation and evaluation of IP assets, portfolio management and patent information (including IP retrieval methodology).

Following his studies of physics, microbiology and molecular biology at the Ludwig-Maximilians-University in Munich, and parallel to his Ph.D. in biophysics, he has worked in the IP management since the mid-nineties, also for the Fraunhofer Gesellschaft.

Alexander Wurzer is author of numerous publications in national and internationalen journals. Since 1999 the following books „Wettbewerbsvorteile durch Patentinformationen“ (1st and 2nd Edition.), „Handbuch der Patentrecherche“, „Patentmanagement“ and in 2006 „Bewertung technischer Schutzrechte“ of him have been published.

He presides the DIN committee on standardization of patent valuation. He is spokesman of the Munich Innovation Committee of the Munich Chamber of Commerce as well as Senator in the Bavarian Senate of Economic Affairs in the German Association for medium sized enterprizes. Alexander Wurzer is member in the committee on industrial property law of the University Düsseldorf and member in the committee for patent rating of the German Licensing Executives Society (LES). He is a member of the German Association for the Protection of Industrial Property and Copyright Law (GRUR), the Association of Experts for Intellectual Property Rights (VPP), the Association European Policy for Intellectual Property (EPIP), the Schmalenbach-Organisation for business administration e.V., and of the Scientific Association for Inspection and Controlling at the University in Augsburg and the Association of German Engineers (VDI).