



Course organized by LESI and hosted by:



LES100 course

"Commercializing Technology Through the Power of Licensing"

Date: Friday 5th September 2014

Venue: Deusto Business School – Madrid Campus. C/ Castelló, 76, 28006 Madrid

Time: from 9.30 to 17.30 h

What is the LES100 course?

The LES100 is a course developed by Licensing Executives Society International (LESI), an association of 32 national and regional Member Societies comprised of men and women who have an interest in the

transfer of technology, or licensing of intellectual property rights (IP) from technical know how and patented inventions to software, copyright and trademarks.

Who should attend?

The LES100 course is designed for those with no prior experience in licensing. It is aimed at:

- non-licensing professionals about to enter the field;
- those who are considering a career in licensing;

- entrepreneurs who need to understand the value of their IP;
- professors of entrepreneurship; and
- students interested in learning the basics of IP and how to commercialize IP through licensing.

Course details

An overview of IP and IP Licensing, with examples, exercises, and interactive sessions between instructors and fellow students:

- **Module 1:** Introduction & IP Basics: Introduction to the different types of IP including patents, trademarks, copyright, trade dress, and trade secrets.
- **Module 2:** Basics of IP Commercialization & Licensing: Introduction to Licensing, including reasons for licensing, description of licensing agreements, infringement, competition law, and relationship-building.

- **Module 3:** Determining Reasonable License Fees & Royalty Rates: Risks and rewards, different Valuation methods (Market, Financial, Cost) and their pros and cons, and royalty structures.
- **Module 4:** Managing Risks: Different kinds of risk and how to manage them, i.e., confidentiality, infringement, liability, collection of royalties and other fees, and unlicensed competition.
- **Module 5:** Licensing Game: Practical exercise where licensee and licensor teams discuss and negotiate terms based on a licensing case study.

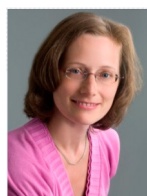
Instructors



HAYLEY FRENCH, PHD

Commercial Director and General Counsel, Apitope, UK

Hayley French has over fifteen years' experience negotiating licences and collaborations, and managing alliances in the life sciences sector. Prior to joining Apitope, Hayley French spent three years at Novartis, based at the Basel headquarters, where she worked closely on all global deals and collaborations in the respiratory division. Prior to Novartis, Hayley French worked in the Life Sciences Group of Bird & Bird, London, specialising in advising pharmaceutical and biotech companies. Prior to joining Bird & Bird, she was Head of Commercial Legal Affairs at the Centre for Applied Microbiology and Research (CAMR) in Salisbury, UK. Hayley French started her career at University College London Ventures where she was responsible for the development, management and commercialisation of technologies in the life sciences sector. Hayley French is a board member of LES Britain & Ireland. She regularly carries out training sessions on Best Practice Negotiations and Licensing Agreements. She has a B.Sc. in Microbiology from the University of Liverpool, as well as a PhD in Microbiology and a M.Sc. in intellectual property from the University of London.



DI KARIN HOFMANN

Technology Transfer Manager, University of Technology, Vienna, Austria

Karin Hofmann works in Technology Transfer since 1999. She is responsible for patenting and commercialization of university inventions in the fields of mechanical engineering, civil engineering and physics. Karin Hofmann was involved in the set-up of the University technology transfer office and the design of the university IPR policy. Together with external legal experts she developed the first model contracts for collaborative research at TU Vienna and assisted the researchers in preparing and negotiating Research Agreements. Karin Hofmann gives lectures in the field of "Technology exploitation" at Vienna University of Technology since 2005. She is chair of the LESI Industry University Government Transactions Committee.

Registration

Please send your request via email to Ms Almudena Ontoria [aontoria@gomezacebo-pombo.com], with a copy of your ID or passport.

Registration fee

- 130 euros for LES members and students, Red-OTRI members and DBS alumni
- 100 euros for LES young members
- 240 euros for non-LES members (includes full membership until end of 2014)

Mode of payment

- Direct bank-in to Asociación de Expertos en Transferencia de Tecnologías LES España-Portugal (please provide copy of bank-in slip by e-mail)
IBAN ES87 0030 1117 10 0865063273

Registration deadline

Tuesday 2 September 2014, COB.