



PART OF THE LES (USA & CANADA) EDUCATION SERIES



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Licensing Executives Society
(U.S.A. and Canada), Inc.

BEST PRACTICES IN LICENSING: **DEVELOPING, NEGOTIATING & EXECUTING TRANSACTIONS**

SEPTEMBER 14-15, 2011
HILTON BOSTON BACK BAY
BOSTON, MA

Attend this two-day interactive course and **gain core knowledge, useful methodologies and tools** to leverage immediately in your organization. **Taught by industry experts** who draw upon their extensive real-world experience, the sessions are uniquely designed with a low instructor-student ratio to optimize **hands-on learning opportunities** and peer-to-peer interaction.

PLUS EARN CLE, CLP & CPE!



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BEST PRACTICES IN LICENSING:

DEVELOPING, NEGOTIATING & EXECUTING TRANSACTIONS

Taught by industry experts who draw upon their extensive real-world experiences, this event equips attendees with useful and practical tools that they can immediately apply, including structuring and negotiating transactions, built on practical experience from actual licensing deals.

- + **Master** the fundamentals of patents, copyrights, trademarks and trade secrets
- + **Analyze** and most effectively establish the material terms of a license agreement
- + **Structure** critical financial terms and considerations in a license
- + **Understand** key legal issues and trends to be more effective
- + **Identify, evaluate, and execute** licensing or acquisition opportunities aligned with your company's strategic vision
- + **Examine** the pros and cons of arbitration and alternative dispute resolution
- + **Manage** key issues and clauses in multi-national licensing and acquisition
- + **Navigate** industry-university collaborations and agreements
- + **Drive** deal negotiations to a close in a positive and productive manner
- + **Establish** an ethical approach to technology transactions and interpersonal dealings



DEVELOP



NEGOTIATE



EXECUTE

WHO SHOULD ATTEND

This course is designed for business development, legal, and technical professionals new to day-to-day management responsibilities of leveraging intellectual property assets as well as those with a few years of IP transactional experience seeking to enhance the breadth of their transactional skills, including:

- + IP Management
- + Technology Transfer
- + Corporate/General Counsel
- + Licensing
- + Business Development
- + Entrepreneurism
- + Acquisitions
- + Strategic Alliances
- + Investments
- + Valuation
- + Patent Counsel
- + Academia

REGISTER AT LESUSACANADA.ORG/BESTPRACTICES

Wednesday, September 14th

8:30 am - 10:30 am	Building Your IP Foundation: Patents & Copyrights
10:30 am - 11:00 am	Networking Coffee Break
11:00 am - 12:00 pm	Building Your IP Foundation: Trade Secrets & Trademarks
12:00 pm - 1:15 pm	Lunch
1:15 pm - 2:30 pm	Anatomy of a License Agreement
2:30 pm - 3:00 pm	Networking Coffee Break
3:00 pm - 4:45 pm	Everything You Need to Know About IP Valuation Theory & Practice
4:45 pm - 6:00 pm	Current Legal Considerations Impacting Licensing
6:00 pm - 7:00 pm	Networking Reception

Thursday, September 15th

8:30 am - 9:45 am	A Strategic Approach to Identifying, Evaluating, & Executing IP Licensing & Acquisition Deals
9:45 am - 10:00 am	Networking Coffee Break
10:00 am - 11:00 am	Arbitration & ADR: A Look at the Pros & Cons, Practical Considerations, Examples & Anecdotes
11:00 am - 12:00 pm	Beyond the US - Exploring Key Issues & Clauses in Multi-National IP Licensing & Acquisition
12:00 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	Demystifying Industry-University Relationships: What You Need to Know
2:00 pm - 2:15 pm	Networking Coffee Break
2:15 pm - 4:30 pm	Gaining the Skills & Knowledge You Need to Productively Negotiate & Close Deals
4:30 pm - 5:30 pm	An Ethical Approach to Technology Transactions & Interpersonal Dealings & Exploring the Dos and Don'ts

*For detailed descriptions of sessions and instructor information, please visit: LESEducation.org.

REGISTER BEFORE 8/17 & SAVE \$200!

Early Rate (before 8/17/11)

Members	\$995
Non-Members	\$1,295

Standard Rate

Members	\$1,195
Non-Members	\$1,495

Not a member?

Join LES (USA & Canada) during registration and pay the member rate.



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LES 2011 YOUR **GATEWAY**
EDUCATION PROFESSIONAL
PROGRAMS DEVELOPMENT

WEDNESDAY, SEPTEMBER 14TH

Michael Baniak
Partner
MBHB

Building Your IP Foundation: Patents & Copyrights

8:30 am – 10:30 am

The primer lays out the fundamentals of Patent and Copyright law and protection, with contemporary examples and commentary on everyday issues that will be confronted by those in licensing and technology transfer.



Michael McCoy
Partner
Alston + Bird

Building Your IP Foundation: Trade Secrets & Trademarks

11:00 am – 12:00 pm

Like that for Patent and Copyright law, this primer provides an overview of Trade Secret law and how it fits with Patent issues that arise in daily business life and IP transactions. Trademark law is surveyed in overview from procurement to enforcement.



Michael Q. Lee
Partner
Sterne Kessler

Anatomy of a License Agreement

1:15 pm - 2:30 pm

With the fundamentals of IP now in hand, we turn to the anatomy of a license agreement. We'll walk through a license agreement, covering the terms and clauses that are typically encountered. Pitfalls and best practices are reviewed, with examples in the context of real-life transactions.



Daniel McGavock
Vice President
Charles River Associates

Everything You Need to Know About IP Valuation Theory & Practice

3:00 pm – 4:45 pm

“What is my IP worth?” – One of the most common but misunderstood issues in effective licensing. In this segment, IP valuation theory (cost, market, income and more) will be thoroughly analyzed, giving participants insight into “what it is we are buying/selling.” Pre-valuation due diligence, an example using the income approach to valuation, along with unique considerations of transaction structure will be discussed and shared.



Russell Levine

Partner
Kirkland & Ellis

Current Legal Considerations Impacting Licensing

4:45 pm – 6:00 pm

Licensing will face new and unique challenges due to a variety of changes in law, policy, and procedures. This segment will highlight recent changes in U.S. law, and changes in U.S. government antitrust policy, all of which will impact licensing generally, and the drafting of clauses for license agreements specifically. The segment also will provide an overview of potential changes on the horizon in connection with pending U.S. patent law reform and pending cases in the U.S. Courts.

THURSDAY, SEPTEMBER 15TH



Tanya Moore

*GM, Outbound IP
Licensing*
Microsoft

A Strategic Approach to Identifying, Evaluating, & Executing IP Licensing & Acquisition Deals

8:30 am – 9:45 am

The elements of how to identify, assess, and execute on an opportunity for licensing or other acquisition of rights will be discussed. Learn how to evaluate the “significance” of a deal and prioritize goals and questions that should be addressed when considering a deal. Financial models are also analyzed through a review of four case studies.



John Paul

Partner
Finnegan

Arbitration & ADR: A Look at the Pros & Cons, Practical Considerations, Examples & Anecdotes

10:00 am – 11:00 am

Alternative Dispute Resolution, as a concept and as portrayed in various kinds of clauses, from mediation through binding arbitration in all flavors will be discussed. ADR vs. litigation is weighed, with practical considerations and examples and anecdotes.



Dr. Matthias F. Meyer

Partner
Bird & Bird

Beyond the US - Exploring Key Issues & Clauses in Multi-National IP Licensing & Acquisition

11:00 am – 12:00 pm

This portion of the seminar expands beyond North America to address key issues and clauses that confront the practitioner in multi-national licensing, and acquisition of IP. Some typical European Community and Pacific Rim considerations are addressed, along with other regional-specific issues that should be borne in mind and examples and anecdotes.



Louis Berneman

President
Texelerate

Demystifying Industry-University Relationships: What You Need to Know

1:00 pm - 2:00 pm

With increasing pressure to innovate and shrinking corporate R&D budgets, industry-university collaborations continue to be hot. Learn about the cultural and legal basis for the apparent disconnect between academia, government and industry, the most common types of relationships in this area and practical strategies for negotiating and drafting the agreements covering these types of interactions. Experienced practitioners will discuss differing drivers and motivations for each side of the deal and will provide tips to meet everyone's needs.



Kathleen Denis

*Associate VP of
Technology Transfer*
The Rockefeller University



Michael J. Dansky

Executive Director
Capstone Advisory Group

Gaining the Skills & Knowledge You Need to Productively Negotiate and Close Deals

2:15 pm – 4:30 pm

An interactive, hands-on session on the “how to” in negotiating transactions. This session is case-study based, focusing on providing attendees with knowledge and skills for establishing and maintaining positive and productive negotiations. A strategic approach and practical considerations to preparation, presentation, negotiation, and closing the deal are all addressed.



Michael Baniak

Partner
MBHB

An Ethical Approach to Technology Transactions and Interpersonal Dealings

4:30 pm – 5:30 pm

An understanding of the standards that do, or otherwise should, govern an ethical approach to technology transactions and dealings related thereto is provided. Hypothetical situations are debated to highlight the “dos and don'ts” in conducting oneself in an ethical manner.

CLE CREDITS

As a service to attendees in the legal community, LES meetings are approved for Continuing Legal Education (CLE) credit in Illinois, California and Pennsylvania. Visit LESUSACanada.org/CLE for more information.

CLP™ RECERTIFICATION

Your participation at LESU counts toward CLP™ recertification. Visit LicensingCertification.org for more information.

CPE CREDITS

As a new service to our membership, LES provides continuing professional education (CPE) to our finance professionals. For additional information, please visit the National Registry of State Boards of Accountancy (NASBA) at NASBA.org.

Anticipated Credits

CLE	California – 13.25 credits (1 ethics credit) Illinois – 13.5 credits (1 ethics credit) Pennsylvania – 13.5 credits (1 ethics credit)
CLP	13.5 credits
CPE	16.5 credits

For more information regarding refund, complaint and/or program cancellation policies, please contact LES at meetings@les.org or 703.836.3106.



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BOOK YOUR TRIP

Hilton Boston Back Bay

40 Dalton Street
Boston, MA 02115
Reservations: 800-445-8667

We have reserved a limited number of rooms at the hotel. The special LES rate of \$249/night for single and double rooms is available until August 17, 2011.



Licensing Executives Society
(U.S.A. and Canada), Inc.

1800 Diagonal Road, Suite 280
Alexandria, VA 22314

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JOIN LES (USA & CANADA) & SAVE \$500* BEFORE 8/17!

Experience unique sessions designed for **business development, legal, and technical professionals** during this interactive course.

+ Earn up to 16.5 MCLE, CLP, and CPE Credits!

**Register before 8/17 for the early rate and save \$200. If you are not an LES member, join now to save an additional \$300 with the LES member rate.*

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