



LESI Education Committee

LESI Winter Planning Meeting

Vienna

January 20, 2018



LESI Education Committee

Educational Calendar / LESI value proposition

LESI / SIPO course

LESI / EPO course



LES Education Committee

Records of the Seminar Beijing

November 14 - 16, 2017



Peter Hess in Opening Ceremony





Martin Giving Speech





Speeches During the 1st Day





Panel Discussion on the 1st Day





Workshop on the 2nd Day





LESI / EPO advanced 2 days licensing course



TECHNOLOGY COMMERCIALISATION Connecting the dots between business and IP



DAY 1	
08:00	Registration / Coffee
08:45	Opening
09:00	Defining the right IP strategy
09:45	Q&A (10min)
10:00	IP management & Opportunity creation
10:45	Q&A (10min)
11:00	coffee break (20 min)
11:30	IP evaluation
12:15	Q&A (10min)
13:00	Lunch
14:00	Scrutinizing the invention & Patent filing tactics
15:00	Q&A (10min) & technical break (5min)
15:15	Licensing fundamentals
16:15	Q&A (10min)
16:30	coffee break (15 min)
16:45	Risk management in licensing agreements
17:30	Q&A (10min)
17:45	Wrap-up
18:00	Speed dating
18:30	Networking cocktail/buffet
20:00	End of day one

45 min	Defining the right IP strategy	Key topics i. What is the goal and how can it be reached? Business goals and IP strategies to achieve them ii. Commercialization options and business cases - intro to the basic commercialisation options and business cases - potential vs. risk iii. interplay of different IP forms illustrated on a real case
45 min	IP management & Opportunity creation	Key topics i. Overview: The 4 pillars of IP management ii. Opportunity creation - IP policies: inventor recognition and reward, ownership etc. - tools: invention disclosure forms (IDF), documentation, patent search etc.
45 min	IP evaluation	Key topics i. How and when to do IP evaluation (stage gate process etc., incl. due diligence) ii. Legal perspective iii. Technological perspective iv. Market perspective v. Evaluation tools: IPscore
60 min	Scrutinizing the invention & Patent filing tactics	Key topics i. Intro (patent systems: national, PCT, EP/UEPP) ii. Patentability and filing tactics - Defining the search space - Analysing prior art (incl. claim charts) iv. Aligning with strategic purpose v. Adequate geographical coverage vi. In-sourcing vs. out-sourcing
45 min	Licensing fundamentals	Key topics i. Intro (open innovation, cooperation, in/out-licensing) ii. Types of licenses and the role of know-how in licensing iii. Why a company considers to give or take licenses iv. Platforms for licensor and licensee matching v. Case study
45 min	Risk management in licensing agreements	Key topics i. Value creation by increasing the potential and reducing risks ii. Structuring complex and cross-border licensing agreements iii. Gaining technology access by pool- and cross-licensing iv. Impact of competition law - anti competition constraints for licensing agreements
	Speed dating	https://www.thebalance.com/speed-meeting-icebreaker-1918422



LESI / EPO advanced 2 days licensing course

DAY 2	
08:45	Specific license agreements
09:45	Q/As (10min)
10:00	Negotiation & post contract issues
10:45	Q/As (10min)
11:00	coffee break (20 min)
11:30	IP valuation
12:15	Q/A's (10min)
12:30	Lunch
13:30	Royalty rates
14:15	Q/A's (10min)
14:30	Intro (15') Group work (30') Mock negotiation based on case study (1,5h; e.g. Aerogen or Marinomed) Group work (15') Presentations and discussion (30')
17:30	Wrap-up
17:45	End of event

45 min	Specific license agreements (tailored to audience)	Key topics i. Field specifics: Biotech/Pharma, ICT, Spin-offs/SMEs, Biotech Pharma ICT Spin-offs/SMEs
45 min	Negotiation & post contract issues	Key topics i. Negotiation - ethics and tactics, win-win orientation - term sheets; do's and dont's of contract drafting ii. Post contract duties & Renegotiation - best practices on licensee's and licensor's side
60 min	IP valuation	Key topics i. How and when to do monetary IP valuation ii. Valuation methods iii. Valuation costs
45 min	Royalty rates	Key topics i. Financial terms ii. Royalty rates - concept and comparison iii. Sharing profits and negotiating royalty rates - successful license cases



LESI / EPO advanced 2 days licensing course

- «Public» consultation (LESI Website – Home please)
 - **20 Feb 2018**
 - **Short list of authors / speakers / reviewers (high level!)**
- Presentation in San Diego
 - Most of the slides produced
 - more authors / more speakers
 - Terms of use / legal frame work (final draft: San Diego)
- Review workshop in Munich (**May / June 2018**), including LES friendly compagny ambassadors
- Uraufführung / Première (first release) in **Oct / Nov** in the border triangle of France, Germany, Switzerland (Rhine Biovalley)
- EPO support (incl. financially)