



ONE DAY INTRODUCTORY LICENSING COURSE MADRID - 17 MARCH 2023

REGISTER NOW

Members: 100 EUR
Non-Members: 200 EUR*
Students (under 30 yrs): 80 EUR
* Includes membership for 2023



ADVANCING THE BUSSINESS OF INTELLECTUAL PROPERTY GLOBALLY

ABOUT LES

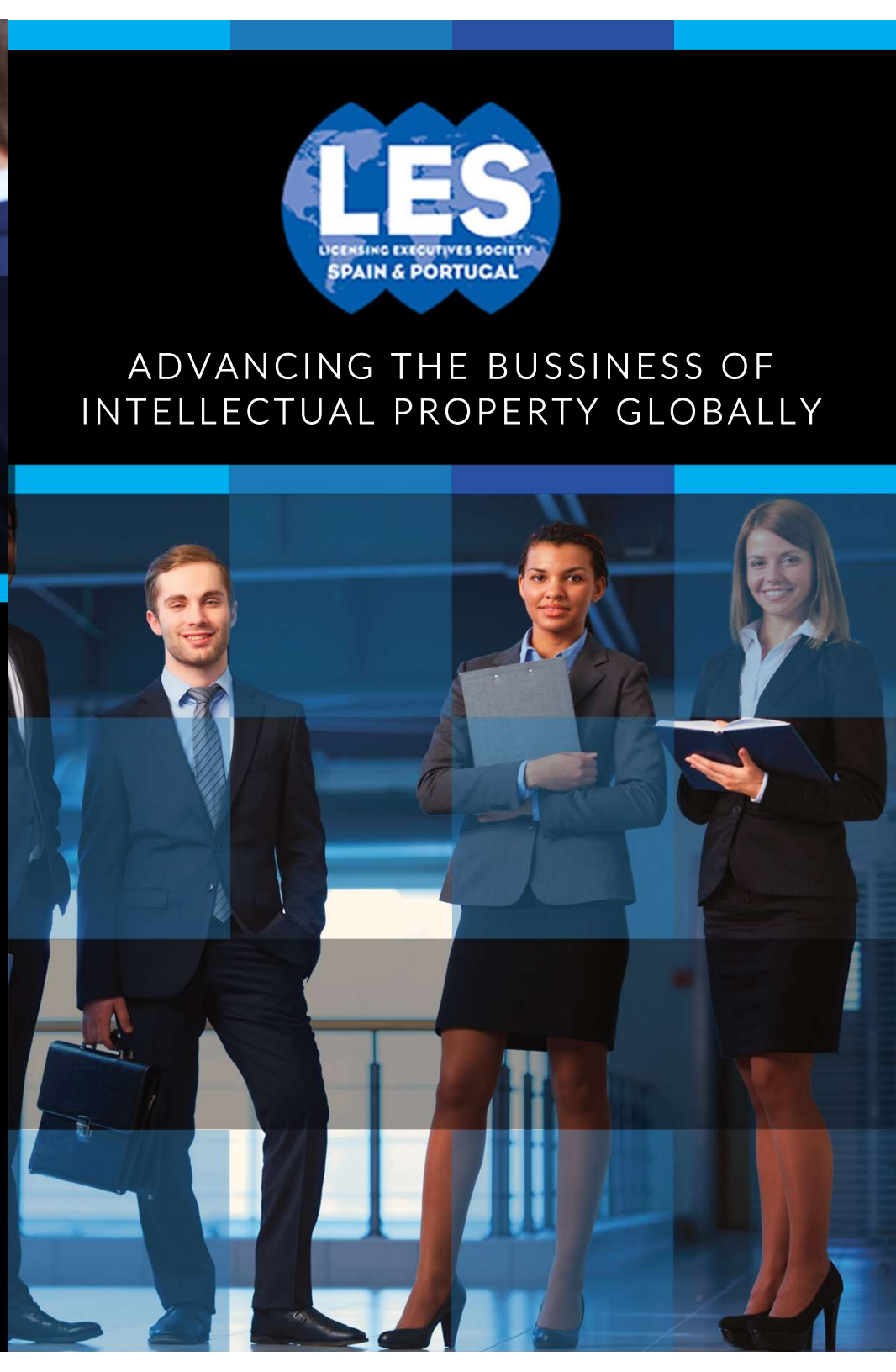
The International Association (LESI) and LES Spain-Portugal (LES-SP) found their roots in the original national society founded in the United States of America in 1965.

Since that time national and regional societies have emerged on all continents. Today LESI is the foremost organization in the field of technology licensing. There are today 29 national and regional societies embracing some 10,000 members from 62 different countries. LESI International has been consulted by and is in ongoing contact regarding technology transfer with the United Nations, in particular, regarding the United Nations development programme; the World Intellectual Property organization (WIPO); the European Union; the Organisation for Economic and Commercial Development; the International Chamber of Commerce; and many national Intellectual Property Registries.

LES-SP is one of many national and regional societies which make up the international association or family of LES Societies constituting the Licensing Executives Society International (LESI). The individual societies are associations of members having common interest in transferring technology in the broadest sense of that term. These, like the Spain and Portugal Society, are thus composed of persons who are business men and women; managers; scientists; engineers; academics; government officials and lawyers, in particular, intellectual property lawyers and patent attorneys and agents.

LESI, with its diverse membership, is unique among all professional associations in that it does not focus solely on the legal aspects of intellectual property, but rather providing worldwide training and educational programmes directed towards powering the intellectual capital engine of the global knowledge economy where we are living in today. We are learning that in the highly industrialized economies of Oceania, Asia, Europe, North and South America, we are quickly evolving a new economic and social structure where knowledge and innovation are valued above all else.

www.les-sp.org



AIM OF THE SOCIETY

- To encourage high professional standards among individuals engaged in the transfer and licensing of technology.
- To assist the members in improving their skills and techniques in licensing through self-education; attending educational activities; and through their exchange of information, both personally and by way of publications.
- To inform the public, the business community and governmental and international bodies about the economic significance of technology licensing and the importance of high standards required in the field.
- To make available to its members the latest, most accurate information on the subject of technology licensing.

The transfer of intellectual property and/or intellectual capital assets is the lifeblood of the new global order and LESI, as the heart of the family of LESI societies worldwide, must assume much of the responsibility of keeping that lifeblood flowing.

The environment in which licensing executives find themselves today is one where the only certainty is rapid and continued change and the window of opportunity is often small or too small. Licensing is the key factor in successfully exploiting new advances in science and technologies and innovators whether they are individuals, major or small corporate entities or groups, universities or government bodies are increasingly looking to the membership of the LESI family of societies to help them fully exploiting their intellectual capital assets while, at the same time, protecting their intellectual property rights in this fast-moving global market. Consequently, licensing and technology transfer and asset management, have become the fundamental engines of growth in these dynamic markets.

OUR TRAINERS



Jordi Ilario

Javier Fernandez-Lasquetty

Luis Ignacio Vicente del Olmo

Jordi Ilario

Chief Operations Officer and Vice President, Licensing at Fractus.

Mr. Ilario has been working for Fractus since 2005. He has held various positions and is currently Chief Operating Officer and Vice President, Licensing. Ilario has been essential to developing and executing Fractus' licensing programs for Wireless Devices and Network Infrastructure Equipment. Ilario is an experienced licensing professional with a demonstrated history of working in the wireless industry. Ilario holds an MSc degree in Electrical Engineering and an Advanced Management Program from IESE Business School.

Javier Fernandez-Lasquetty

Partner at ELZABURU. Practicing lawyer, specializing in Intellectual Property and Information Technology. He was Legal Counsel and General Legal Counsel in several IT and consultancy companies and IP/IT partner at an international law firm. Adjunct Professor at IE Law School, coordinator of IP in LLM Programs. Invited professor at the Universidad Carlos III, Universidad Autonoma de Madrid, Universidad de Navarra and Universidad de Alicante, LLM programs. Panelist of WIPO Arbitration and Mediation Center. Member of its Advisory Committee. Member of the Academic Council of FIDE and Co-director of its 21st Century Intellectual Property Forum. Member of the Board in DENAE (Spanish Entertainment Law Association) and LES Spain & Portugal. Co Vicechair of LES International Trademarks, Designs, and merchandising Committee. Active member of AIPPI, ALAI and INTA.

Luis Ignacio Vicente del Olmo

Chief Innovation Officer of Mobile Robotic Unit. He has been a member of ASTI Mobile Robotics' Board of Directors since its creation until the company's recent integration into ABB. PhD in Physics (specializing in electronics), Industrial Engineer, Diploma in innovation management from MIT. Master in Analysis of Science and Technology from the Carlos III University. He is a technologist with in-depth legal and financial knowledge and with more than 30 years of experience, until December 1, 2019, at Telefónica in activities related to innovation management and industrial property. Over these years, it has promoted the world's first Directorate of Return on Innovation, including one of the largest "in-company" patent management units in the country. He has worked on the implementation of technologies from the Internet or mobile telephony to Artificial Intelligence, 5G or quantum communications. He has led the negotiation of more than 600 international R&D&Innovation agreements and the management of a portfolio of 10,000 trademarks and 500 patents. All this within an organization with an annual budget of 1000 million euros in R&D. He is a regular interlocutor with the Public Administrations (European Union, General State Administration, Autonomous Communities...) in these matters. He has been part of the Jury of the Spanish National Innovation Awards. Likewise, he has been designated by the Commission of the European Union to participate in working groups related to industrial property and new technologies. He has regularly collaborated with Ametic, leading the Work Group of IP CEOE, Cotec, he is member also of the Direction Committee of LES Spain-Portugal of the Forum of Innovative Companies (FEI) and member of the Board of Pons IP. He has taught innovation management, industry 4.0 and industrial property at different business schools (IESE, ESADE, ESIC, IE, ISDE, Pons Business School...)

VENUE AND REGISTRATION

Venue: LBK99 LAS CORTES – Calle Marqués de Cubas, 23, Madrid, 28014

Course Registration: <https://forms.office.com/e/9CCKXVj17e>

Course will be taught in English. Registration fee includes lunch.

PROGRAM

8:00 - 8:30	Welcome and Introduction	
8:30 - 9:25	IP Basics (part 1)	
	Intellectual Capital	
	Intellectual Property	
	Know-how, knowledge and main classes of Intellectual Property	
	Intellectual Capital	
	Patents	
9:25 - 9:30	Breather	
9:30 - 10:25	IP Basics (part 2)	
	Designs	
	Copyright	
	Trademarks	
	Exercise	
10:30 - 11:00	Basics on brand licensing	
	Incorporating Branding and Trademarks into your licensing strategy	
	Intro to licensing	
	What is technology?	
	Intellectual Property Management and Technology Transfer	
	The business case for licensing as a means of leveraging your IP Portfolio	
11:00 - 11:25	Basics of license agreements	
	Licensor's aspirations	
	Licensee's aspirations	
	License types	

11:25 - 11:30	5 Mins Break	
11:30 - 12:00	Managing licensing risks	
12:00 - 12:45	Value of IP and determining reasonable license fees and royalty rates	
	Running royalties	
	Lump-sum license fees	
	Hybrid royalty/license fees structures	
	25% rule	
	Indirect remuneration	
	Risk versus Reward	
	Designs	
	Copyright	
	Trademarks	
	Exercise	
12:45 - 13:30	Lunch Break	
13:30 - 14:25	Valuing IP	
14:25 - 14:30	5 Mins Break	
14:30 - 17:00	LICENSE GAME	
	A simulated exercise on negotiating a successful licensing transaction. Pertinent facts will be supplied to delegates before the seminar date.	
	Please provide the required contact details on the attached registration form to enable us to send these facts to you prior to the workshop.	