

TECHNOLOGY LICENSING

Topics to be covered at this seminar:

- Global and Legal Trends impacting Licensing
- Determining your Licensing Strategy
- Securing a Lucrative Licensing Agreement
- Preparing for the Negotiation Process
- Handling 'Troublesome Clauses'
- Licensing with International Universities
- Post Agreement Considerations
- Royalties

Chairman:

Tony Tangena Tangena & Van kan, The Netherlands

Seminar Leaders:

Gail Crawford Latham & Watkins LLP, UK

Benjamin Grzimek Taylor Wessing LLP, Germany

Ross Manning Imperial Innovations, UK

Jennifer Pierce Charles Russell LLP, UK

Katharine Ray BTG International Ltd, UK

Charles Timoney PSA Peugeot Citroen, France

Register on-line at www.management-forum.co.uk
or telephone +44 (0) 1483 730071. If you require further information contact
sarah.packham@management-forum.co.uk

20 & 21 May 2010
The Rembrandt Hotel, London

WHY SHOULD YOU ATTEND?

- Commercially exploit your IP rights
- Understand the principles of international technology licensing
- Gain practical tips for licence negotiation
- Overcome the common 'sticking points' when securing a licence agreement
- Compare experiences with attendees from across Europe

WHO SHOULD ATTEND?

- Licensing Executives
- IP Managers
- Licensing Managers
- IP and Business Managers
- R&D Managers
- Lawyers
- Business Development Managers
- Patent Attorneys/Trademark Attorneys

ACCREDITATION

This seminar merits 11 hours under the UK Solicitors Regulation Authority self-accreditation scheme

Ref: CJA/MAFO
and is also potentially relevant CPD for Fellows of CIPA.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

CHAIRMAN

Tony Tangena recently retired after more than 30 years working for Philips Electronics. He is still active as an advisor. He has been Senior Vice President of Philips Intellectual Property & Standards (IP&S). In 2009 he started his own company Tangena & Van kan specializing in portfolio management and patent valuation.

Tony is a qualified Dutch and European Patent Attorney. He is a board and council member of the epi, the organization of Patent Attorneys in Europe. Tony is Vice President of BusinessEurope, representing European industry. He is a board member of the AIPPI in the Netherlands and is Chairman of the organization that trains people to become Dutch Patent Attorneys.

SEMINAR LEADERS

Gail Crawford is a Partner in the London office of Latham and Watkins LLP. Her practice focuses primarily on technology, intellectual property and commercial law and includes advising IP and technology licensing agreements and joint ventures, technology procurement, data protection issues and E-Commerce regulation. Gail has recently advised Kapsch Carriercom on its joint bid with Ericsson for

the acquisition of Nortel's GSM assets and Scientific Games Corporation on its strategic partnership with Playtech to develop and exploit gaming technology globally.

Benjamin Grzimek specialises in technology-related intellectual property. He focuses on contentious and non-contentious patent law, in particular on patent litigation. Benjamin's clients include companies from the chemical, pharmaceutical, life sciences, agricultural, automotive, ITC, consumer electronics and mechanical engineering industries.

Ross Manning is a Technology Transfer Executive at Imperial Innovations, the AIM-listed technology company of Imperial College London. An ex-Patent Attorney, he has been with Innovations since 2005, with particular responsibility for software, new materials, civil and environmental engineering, and earth sciences. He advises a number of spin-outs on IP and licensing strategy, and has also worked with BAE Systems, the Carbon Trust and WRAP.

Jennifer Pierce is a Partner of Charles Russell LLP, where she heads the group specialising in IP licensing. She has advised clients in a wide variety of sectors, including IT, telecoms, electronics, engineering, bulk chemicals, pharmaceuticals and biotechnology. Her work covers know-how licensing as well as patents and she has advised on various forms of cross licensing and pools. Much of the work has an international dimension. She is the co-editor and a major contributor to "Working with Technology: Law and Practice", published by Sweet & Maxwell and is to be the next Vice President of the Licensing Executives Society, Britain & Ireland.

Katharine Ray heads a small team, which manages all BTG's 160 licence agreements. She joined BTG International Ltd in 1990 and set up the licence compliance system which involves relationship building, reporting progress of licensees, managing the forecasting and collection of over £50M revenue from BTG's patent licences. She is a member of the Licensing Executive Society.

Charles Timoney joined the Industrial Property department of Peugeot Citroen in 2001, and is Head of Licensing and Litigation. He is charged with gaining maximum value from Peugeot Citroën's substantial patent portfolio - Peugeot filed more French patents than any other company in 2007.

Charles has a degree in Mechanical Engineering and is a French Patent Attorney as well as being a Chartered Patent Attorney and European Patent Attorney. Before joining Peugeot, Charles spent twelve years in the patent Department of Elf near Paris and previously worked in private practice and industry in the UK.

DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

PROGRAMME

Day One

20 May 2010

- 09.30 ▣ **Introduction and welcome**
- 09.40 ▣ **Global Trends and Developments**
Tony Tangena, Tangena & Van kan
- Globalization
 - Developments in IP
 - Intellectual economy
- 10.00 ▣ **Determining your Strategy**
Tony Tangena, Tangena & Van kan
- Assessing your portfolio
 - Obtaining management 'buy-in'
 - Using licensing to extract value from your IPR
 - The carrot or the stick approach?
 - Other methods of creating value from your IPR
- 11.00 ▣ **Coffee**
- 11.15 ▣ **European Legal Trends and Considerations**
Benjamin Grzimek, Taylor Wessing LLP
- Overview of applicable legal regimes
 - International issues: choice of law, jurisdiction, and how to deal with them in the agreement
 - EU competition rules, the Technology Transfer Block Exemption and its impact on licence agreements
- 12.00 ▣ **Licence Agreements**
Charles Timoney, PSA Peugeot Citroen
- The various types of agreements
 - Letters of agreement/understanding
 - Option agreements
 - Licence agreements
 - Purchase/sale of patent
 - Determining the best approach
- 13.00 ▣ **Lunch**
- 14.15 ▣ **Securing a Lucrative Licence Agreement**
Jennifer Pierce, Charles Russell LLP
- The essential clauses
 - What should your agreement include?
 - Who is involved?
 - What are their objectives?
 - Accurately defining technology and intellectual property
 - How much does it cost?
 - What are each of the parties allowed to do?
 - Where are they allowed to do it?
 - How long will the agreement last?
 - Termination provisions
 - What happens if things go wrong?
- 15.15 ▣ **Tea**
- 15.30 ▣ **The Negotiation Process – Practical Tips**
Gail Crawford, Latham & Watkins LLP
- Strategy
 - Objectives
 - The Team
 - Analysing Leverage
 - Rules of Engagement
 - Common tactics and how to deal with them
 - Negotiation case study
 - Stories from the trenches
- 17.00 ▣ **End of Day One**

Drinks in hotel bar

Day Two

21 May 2010

- 09.00 ▣ **'Troublesome Clauses'**
Charles Timoney, PSA Peugeot Citroen
- Guarantees
 - Infringement of third party rights
 - Infringement by third parties
 - Improvements
 - Maintaining patents in force
- 10.00 ▣ **Licensing with International Universities**
Tony Tangena, Tangena & Van kan and Ross Manning, Imperial Innovations
- Addressing the needs of a University Technology Transfer Office
 - University reservation of rights
 - Joint development
 - Country specific issues
 - Europe
 - Asia
 - US
- 11.00 ▣ **Coffee**
- 11.15 ▣ **Patent Portfolio Management Case Study**
Charles Timoney, PSA Peugeot Citroen
- Creating your patent portfolio
 - Structuring your portfolio
 - Carrying out periodic reviews with a view to optimising and improving your licensing possibilities
- 13.00 ▣ **Lunch**
- 14.15 ▣ **Post Licence Management**
Katharine Ray, BTG International Ltd
- Daily licence management
 - Audits
 - Termination
 - Problem areas
- 15.00 ▣ **Tea**
- 15.15 ▣ **Royalties**
Jennifer Pierce, Charles Russell LLP
- What is the royalty base?
 - How do you calculate the royalty?
 - Anti avoidance measures
 - Accounting and auditing
 - Dealing with licensees overseas
- 16.00 ▣ **End of Seminar**





TECHNOLOGY LICENSING

APPLICATION TO REGISTER

20-21 May 2010, Conf. No. L5-5010

Please PRINT your details:

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(Dr, Mr, Mrs, etc)

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If you have NOT received confirmation seven days after registering, please contact Registration Department.

REGISTRATION INFORMATION

Dates 20 & 21 May 2010

Times 20 May 2010 Start 09.30 – Finish 17.00
Drinks Reception Start 17.00 – Finish 18.00
21 May 2010 Start 09.30 – Finish 16.00

Registration & Coffee
20 May 2010 09.00

Venue

The Rembrandt Hotel, 11 Thurloe Place, London SW7.

Directions

Opposite V&A Museum.

Nearest Underground station: South Kensington.

Map available on Website under Hotels and Venues.

Accommodation

A limited number of bedrooms have been reserved at The Rembrandt Hotel, 11 Thurloe Place, London SW7, at a special rate of £133.92 (Superior) £152.18 (Executive) both including English breakfast, excluding VAT – subject to availability.

A special rate for Friday, Saturday and Sunday of £120.87 (Superior) including English breakfast, excluding VAT – subject to availability when booked as additional nights.

Hotel Tel: +44(0)20 7589 8100.

Hotel Fax: +44(0)20 7225 3476.

Email: reservations_rembrandt@sarova.co.uk

All bookings should be made directly with the hotel or online at www.sarova.com/rembrandt, quoting promo code 'manforum'.

Conference Fee

£995 + VAT. The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

15% Early Bird discount if you book before:

19 March 2010 and tick this box ☐.

(Discount only applies to full delegate rate).

Conference No. L5-5010

Discounted Rates

Available on application for personnel from non-profit making organisations and registered charities.

Group discount available on request.

Cancellation Policy:

Over 14 days prior to the Seminar: Cancellation fee of £75.
7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee.

NB: Cancellations must be received in writing by lesley@management-forum.co.uk.

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(email: judith.black@management-forum.co.uk)

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