

Licensing Executives Society – Britain and Ireland

“The Irish Economic Miracle: Lessons for the Licensing Community”
Preliminary Programme and Registration Form



LICENSING EXECUTIVES SOCIETY

LES Britain & Ireland Annual Conference 2007

Trinity College, Dublin

13th – 14th September 2007

www.les-bi.org

Dear Colleague,

We are all familiar with the "Celtic Tiger" phenomenon but how does it affect the licensing community? What has it achieved for the Irish economy? Are there lessons we can learn?

Ireland is the largest exporter of software; the location of choice for the manufacturing operations of many of the world's leading pharmaceutical companies and it aims to be, "...internationally renowned for the excellence of its research and be at the forefront in generating and using new knowledge for economic and social progress, within an innovation driven culture" by 2010 (www.entemp.ie).

LES Ireland Region has been a trail-blazer in its association with Forfás, Ireland's National policy and advisory board for enterprise, trade, science and innovation in the "Second Friday" lecture series. Now we offer you the opportunity to learn from the Irish experience. What better location could there be for the 2007 LES B&I Annual Conference than Dublin?

The conference will include contributions from a number of the institutions, which have driven the success of Ireland's technology-based industry, giving delegates the chance to hear first-hand how technology transfer has contributed to Ireland's success. It will also provide the opportunity to learn the basics of licensing with LESI's Fundamentals Course. With workshops covering the areas of Healthcare, EC/Laws, Brands, IT & E-Commerce and Plenary Sessions there will be something of interest to all members.

Whilst taking advantage of the conference's academic setting to explore the ways in which the industry-academia interface has contributed to Ireland's economic success and network with a broad range of licensing-oriented organisations and individuals you can also soak up the atmosphere of Ireland's oldest university. Founded in 1592, during the reign of Queen Elizabeth Trinity College is one of Ireland's leading historic sites.



Martin Sandford, President, LES B&I



Nigel Jones, Vice President, LES B&I

Conference Organising Committee

Mr Martin Sandford,
President of LES Britain & Ireland

Mr Nigel Jones,
Vice President of LES Britain & Ireland

Mr Alistair Payne,
Matheson Ormsby Prentice

Ms Jeanne Kelly,
Mayson Hayes & Curran

Ms Yvonne McNamara,
McCann Fitzgerald

Event Organisers:

Northern Networking Events Ltd
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Fax: +44 (0) 1355 249 959
Website: www.northernnetworking.co.uk

Or see the LES B & I Website:
www.les-bi.org

LES is grateful to Forfás for
its support for the conference



Ireland

Small but perfectly formed Ireland is a small country, but there's a staggering amount to see and do. The country's compact size makes it easy to travel around, and the easygoing locals live up to their reputation as being one of the friendliest people in the world.

Ireland's a land of contrasts and it's thrilling to uncover the country's many different sides all with their own magnetic appeal. From the urban buzz of Dublin, Belfast, Cork, Galway, Londonderry and Limerick, to the sparkling seas of the West and North coast, to the crisp, fresh air of the countryside, Ireland is full of surprises!

Discover a country steeped in history. Ireland's history will blow your mind. From turbulent land wars to tragic famines, the country's past is written all over the land with an exceptional array of historical attractions, which are guaranteed to entrance, stun and fascinate you.

The Irish love traditions. So much so, in fact, that the country is full of them – from eating colcannon (a mixture of cabbage and mashed potatoes) on Halloween to wearing something green on St Patrick's Day. Two of the most enduring and internationally famed, however, are Irish traditional music, and Irish dancing. Traditional music can be heard all over the country from city centre pubs to rural festivals. The bodhrán, which is like a hand-held drum, is one of the most popular instruments in Irish music, along with the fiddle and the tin whistle. Irish dancing is fiercely competitive and taken very seriously with provincial, national and international championships. If you want to have a go yourself, catch a céilidh, where everyone joins in together.

Dublin

Dublin is special, a place where tradition and cultural heritage have merged seamlessly over the centuries to create an atmosphere simply unique to Dublin.

Historic Attractions

Dublin's finest visitor attractions capture the essence of Ireland's cultural and historic capital city and county. Dublin is renowned worldwide as a city of writers and literature, home to such literary pens as Joyce, Shaw and many others, celebrated at the Dublin Writers Museum, James Joyce Museum and the Shaw Birthplace.

Malahide Castle is a beautifully restored residence with distinctive elegance and charm. The extensive grounds of the Malahide Castle Demense are also home to the delightful Fry Model Railway and the Talbot Botanic Gardens. Malahide Castle is also the home to Tara's Palace, one of the world's most significant Dolls Houses. Inspired by Sir Neville Wilkinson's celebrated Titania's Palace of 1907, Ron and Doreen McDonnell sought to recapture the spirit and purpose of Sir Neville, when they began the creation of their own masterpiece - Tara's Palace in 1980.

Museums and Galleries

Dublin has long been a centre of art and culture. Apart from the large collections of the National Museum and National Gallery and Irish Museum of Modern Art, the city also boasts many fine small private collections. The range of art and artifacts is enormous, and you will have no problem spending many hours enthralled.

Trinity College, Dublin

The University of Dublin, Trinity College, founded in 1592, is the oldest university in Ireland. Trinity College is the sole constituent college of the University. At present there are over 12,000 students and 1,200 staff members working on the College campus.

The history of Trinity College can be conveniently divided into four epochs-a century or so during which the foundations were laid, a period of colourful expansion extending over the eighteenth century, a consolidation and advancement in the nineteenth century, and a century and a half of strenuous adaptation to a rapidly changing world.

Standing on a self-contained site in the heart of Dublin, the College covers some 40 acres of cobbled squares and green spaces, around buildings which represent the accumulated architectural riches of nearly three centuries. Its thirteen and a half thousand staff and students form a compact academic community and are at the same time an intimate part of the city's life. Dublin offers a particularly congenial atmosphere for students and, while small by international standards, it has in all respects the resources of a capital city with a full and varied cultural and intellectual life.

Trinity College is one of Ireland's leading historical sites, attracting in excess of half a million visitors every year.

Westin

Located on its own city block in downtown Dublin opposite Trinity College, the Westin was formerly the Allied Irish Bank; this historic 19th century façade has been transformed into a luxury 5-star hotel. It is only steps away from the Cultural Quarter, Temple Bar, as well as the famous shops of Grafton Street and is also within easy walking distance of Dublin's business and financial district. The hotel has been chosen as the ideal place to hold the Gala Dinner on the night of Thursday 13th September 2007.

When you spend your time in Dublin you will be assured of a very warm welcome and very special memories.

For information about Ireland please see:

www.tcd.ie

www.enterprise-ireland.com

www.dublinfoirist.com

www.entemp.ie

www.ryanair.com

How to find Trinity College, Dublin

If you are arriving in Dublin by public transport the easiest way to reach Trinity College is by railway. The simplest route to Trinity College for travellers arriving at Connolly Station is via the DART (Dublin Area Rapid Transport). Simply take a southbound DART (towards Bray) for two stops to Pearse Station. Pearse Station is just off the East End of the Trinity College Campus.

From Heuston Station (Approximately 2km away)

Heuston rail station serves the west of Ireland and is located directly west of Trinity College. The DART service does not extend to this part of the city, the best option is via bus or a short ride in a taxi. Heuston Station is served by several bus routes. The 67, 67a and 67X all serve the City Centre.

By Dublin Bus

From Dun Laoghaire Harbour (About 12km away)

Dun Laoghaire is a suburb to the south of Dublin City. The harbour is the location of the main Stena Sealink line to the United Kingdom.

Via Car - Upon leaving Dun Laoghaire Harbour, go straight ahead onto the Queens Road and turn right, then left up the Royal Marine Road and take a right on to George's Street. Follow the road into Monkstown, taking the exit straight ahead at the Monkstown roundabout. Follow the Monkstown Road into Blackrock, KEEPING LEFT down the Frascati Road. Turn left up Mount Merrion Avenue, and continue along the road until you come to the N11 dual carriageway at Stillorgan. Turn right, heading north along the N11 towards the city centre. Continue past University College Dublin and on through Donnybrook (the tall RTE broadcast tower should be on your right). Continue north along the Donnybrook Road and follow the signposted directions to the city centre across the Grand Canal and along Leeson Street and onto St. Stephens Green. Follow the road around St. Stephens Green until the exit for Dawson Street. Head north along Dawson Street KEEPING RIGHT. Turn right onto Nassau Street. KEEP LEFT until you come to Frederick Street South and follow the signposted directions to the multi-storey Setanta car park. Setanta car park is just off the south of the Trinity College Campus.

Via DART - When leaving the ferry terminal, go to Dun Laoghaire Station, a mere 5 minutes away. Take a northbound (towards Howth) DART nine stops to Pearse Station. Pearse Station is just off the East End of the Trinity College Campus.

Via Dublin Bus- Dun Laoghaire is served by several bus routes*. The 7, 7A, 8, 46A and 111 all serve the City Centre. Take the bus as far as Dawson Street and enter college via the Arts Building/Nassau Street Entrance.

**Unfortunately, these buses do not serve go past the ferry terminal and only serve George's Street, a 10-15 minute walk from the ferry terminal. We would recommend that you take a DART if you have the opportunity.*

From Dublin Port (About 4km away)

From the Car Ferry terminal of Dublin Port, take the Alexandra Road west and turn left at the Point Depot, down the East Wall Road. Turn right and continue down the North Wall Quay as far as the Custom House. Turn right at the Custom House across the River Liffey. Go left and follow the City Quay and then right down Lombard Street. Continue along Lombard Street and take a right down Pearse Street. KEEP LEFT and follow Pearse Street around Trinity College to Nassau Street. KEEP LEFT until

you come to Frederick Street South and follow the signposted directions to the multi-storey Setanta car park. Setanta car park is just off the south of the Trinity College Campus.

From Dublin Airport (About 10km away)

Via Dublin Bus- No. 41, 41A, 41B, 41C and 230 or via Express Coach to the City Centre.

Via Car - Departing Dublin Airport join the southbound M1 and follow onto the Swords Road. Continue along the Swords Road through Drumcondra. You should pass over the Royal Canal and continue along the Drumcondra road for about 250m to Dorset Street Lower. Take a left down Gardiner Street and continue through Mountjoy Square along Gardiner Street. Turn left when you arrive at the Custom House and KEEP RIGHT around the Custom House across the River Liffey. Go left and follow the City Quay and then right down Lombard Street. Continue along Lombard Street and take a right down Pearse Street. KEEP LEFT and follow Pearse Street around Trinity College to Nassau Street. KEEP LEFT until you come to Frederick Street South and follow the signposted directions to the multi-storey Setanta car park. Setanta car park is just off the south of the Trinity College Campus.

From Busarus (Approximately 500m away)

The best option for the traveller arriving at Busarus is to take a DART at Connolly Station, a mere 100 metres away. Simply exit Busarus and turn right immediately and follow Store Street onto Amiens Street. From there the location of Connolly Station should be apparent, on your left. The location of Busarus is indicated on our City Centre map.

From the South

The M11 serves south Co. Dublin and the south-eastern N11. Follow the M11 north through Shankill and Cabintealy and along the Stillorgan Road. Continue past University College Dublin and on through Donnybrook (the tall RTE broadcast tower should be on your right). Continue north along the Donnybrook Road and follow the signposted directions to the city centre across the Grand Canal and along Leeson Street and onto St. Stephens Green. Follow the road around St. Stephens Green until the exit for Dawson Street. Head north along Dawson Street KEEPING RIGHT. Turn right onto

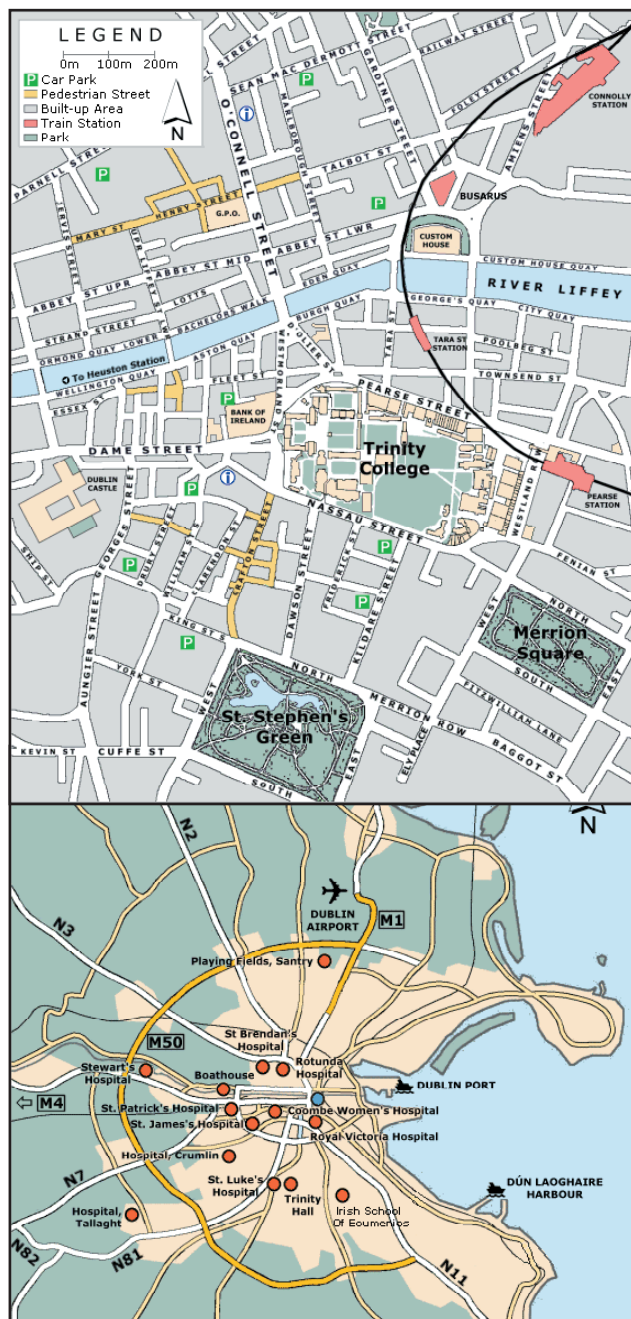
Nassau Street. KEEP LEFT until you come to Frederick Street South and follow the signposted directions to the multi-storey Setanta car park. Setanta car park is just off the south of the Trinity College Campus.

From the North

The M1 serves north Co. Dublin and the airport. Follow the southbound M1 onto the Swords Road. Continue along the Swords Road through Drumcondra. You should pass over the Royal Canal and continue along the Drumcondra road for about 250m to Dorset Street Lower. Take a left down Gardiner Street and continue through Mountjoy Square along Gardiner Street. Turn left when you arrive at the Custom House and KEEP RIGHT around the Custom House across the River Liffey. Go left and follow the City Quay and then right down Lombard Street. Continue along Lombard Street and take a right down Pearse Street. KEEP LEFT and follow Pearse Street around Trinity College to Nassau Street. KEEP LEFT until you come to Frederick Street South and follow the signposted directions to the multi-storey Setanta car park. Setanta car park is just off the south of the Trinity College Campus.

From the West

The M50 motorway surrounds the outer west Dublin and is joined from three different routes: the M7/N7 serving Co. Kildare and the south west, the N3 serving Co. Meath and the north west and the M4/N4 serving Galway and the west. Follow the signposted directions to the M50 Palmerstown Roundabout and take the 2nd exit directly ahead towards the City Centre. Follow the road onto the Chapelizod D'olier Bypass, following road directions to Heuston Station. Keeping left, take the Colbert Road straight to Heuston Station and on along St. John Road West and across the Liffey to Wolfe Tone Quay. Continue along the quays (this is a one way system) until O'Connell Bridge (it's the 7th bridge along if you're counting). Take a right turn back over the Liffey along O'Connell Bridge and left down D'olier (pronounced doh-leer), keeping right. Trinity College is directly ahead. Turn right onto College Green, and follow the road, keeping left all the way around to Nassau Street. KEEP LEFT until you come to Frederick Street South and follow the signposted directions to the multi-storey Setanta car park. Setanta car park is just off the south of the Trinity College Campus.



Registration

The registration area will be situated in the Upper Concourse in the Arts Building. The opening hours are as follows:

Thursday 13th September 2007 10.00 - 18.30

Friday 14th September 2007 08.00 - 17.30

Registration Costs

- LES Member Early Bird Rate
(before Friday 3rd August 2007) €560 or £380
- LES Member Rate
(after Friday 3rd August 2007) €610 or £415
- Non Member Early Bird Rate
(before Friday 3rd August 2007) €630 or £430
- Non Member Rate
(after Friday 3rd August 2007) €680 or £465

Entitlements – Conference

The delegate registration fee includes:

- Attendance at all Conference Sessions and Commercial Exhibition
- A copy of the final programme
- The Gala Dinner on Thursday 13th September at the Banking Hall, the Westin (there is an additional charge for accompanying persons/guests at the Gala Dinner)
- Tea/coffee during official breaks
- Lunch on Thursday 13th September 2007 and Friday 14th September 2007
- Delegate materials

Accreditation

The conference will attract CPD points for solicitors and trademark attorneys. 15 points will be accredited. LES B & I Ref No: CBL/LESO.

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Email: les@glasconf.demon.co.uk

Website: www.les-bi.org

Payment of fees

Payment for the conference can be made by Cheque in euro or pound sterling, and by Credit Card (we do not accept American Express or Switch), payment can only be made in pound sterling. Please complete the attached registration form.

Accommodation

For visitors looking for unique lodgings, housing or rooms in Dublin, Trinity College offers serviced campus accommodation. Bed and breakfast accommodation is available in comfortable rooms within a historic campus in the centre of the city at rates that are cheap when compared to some nearby hotels. Near Grafton Street, and a stone's throw from Temple Bar, Trinity College is at the centre of the city's entertainment, cultural and shopping areas and is undoubtedly Dublin's most fashionable address. Set on some 40 acres of cobbled squares and immaculate lawns and surrounded by breathtaking architecture spanning four centuries, it is a unique place to stay while in Dublin.

Only single ensuite and twin ensuite rooms are available, which include a continental breakfast. All rooms are serviced with bed linen and towels and complimentary tea and coffee supplies are provided.

Single occupancy Ensuite

€69.60 or £47 per room, per night

Twin occupancy Ensuite

€61.60 or £42 per room, per night

PRELIMINARY PROGRAMME

Thursday 13th September 2007

10.00 – 11.00	Registration for delegates attending Workshop Stream 1 – Fundamentals of Licensing only, and Tea/Coffee in the Upper Concourse, Arts Building
11.00 – 13.00	WORKSHOP STREAM 1 – Fundamentals of Licensing* Course 101/103 Part 1 Chairman: Chris Goodman, Eric Potter Clarkson Speakers: Hayley French, Bird & Bird, Anne Lane, UCL Business and Mark Wilson, GlaxoSmithKline
12.00 – 13.00	Registration for all other delegates, and refreshments served in Upper Concourse, Arts Building
13.00 - 14.00	Lunch
14.00 – 14.15	Welcome Martin Sandford, President of LES Britain & Ireland
14.15 – 15.00	PLENARY SESSION 1 Emmet Lecture Theatre Chairman: Alistair Payne, Matheson Ormsby Prentice Speaker: Mr Martin Cronin, CEO of Forfas
15.00 – 15.30	Tea and Coffee served in the Upper Concourse, Arts Building
15.30 – 18.00	WORKSHOP STREAM 1 – Fundamentals of Licensing (continued)* Course 101/103: Part 2 Chairman: Chris Goodman, Eric Potter Clarkson Speakers: Colin Hunsley, BTG International, Hayley French, Bird & Bird, and Anne Lane, UCL Business
15.30 – 17.30	WORKSHOP STREAM 2 – Healthcare Healthcare 2007 – style – some partnering perspectives Chairman: Christi Mitchell, Highbury Ltd and Jennifer Pierce, Charles Russell LLP Speakers: Paul Pay, Norgine and Enda Gribbon, AstraZeneca.
15.30 – 17.30	WORKSHOP STREAM 3 – EC/LAWS "Technology Transfer": licensing out by universities; licensing in by industry Chairman: Robin Nott, Chairman of the Laws Committee Speakers: Martin Mullins, Director of Research & Innovation Services, TCD, and Seamus Mulligan, Chairman and CEO, Azur Pharma Limited.
18.00 – 18.30	LES Britain & Ireland Council Meeting
19.00 – 20.00	Gala Dinner Reception: Banking Hall, Westin David Pierce, President, Chambers Ireland, welcomes guests
20.00 – 00.00	Dinner

* Please note that if you register for Workshop Stream 1 – Fundamentals of Licensing, Course 101/103, you must attend this course for the duration of the conference. You may attend Plenary Session 1 on Thursday 13th September 2007 but not Plenary Session 2.

PRELIMINARY PROGRAMME

Friday 14th September 2007

08.00 – 09.00 Registration and tea/coffee served in the Upper Concourse, Arts Building	14.00 – 15.30 WORKSHOP STREAM 4 – Brands Chairman: Darren Olivier, Field Fish Waterhouse Speakers: Niall Tierney, Clifford Chance LLP and Kelwyn Gardner, LIMA
09.00 – 10.00 PLENARY SESSION 2 Emmet Lecture Theatre Chairman: Jeanne Kelly, Mason Hayes & Curran Speakers: Sean Dorgan, CEO of the Irish Development Agency	14.00 – 15.30 WORKSHOP STREAM 5 – IT & E-Commerce Ireland as a location for the IT industry Chairman: Dai Davis, Brooke North LLP Speakers: Patricia McGovern, DFMG Solicitors, and Gearoid Mooney, Enterprise Ireland
09.00 – 10.00 WORKSHOP STREAM 1 – Fundamentals of Licensing (continued)* Course 101: Part 3 Chairman: Chris Goodman, Eric Potter Clarkson Speakers: Hayley French, Bird & Bird, Anne Lane, UCL Business and Mark Wilson, GlaxoSmithKline	15.30 – 16.00 Tea/Coffee served in Upper Concourse, Arts Building
10.00 – 10.20 Tea/Coffee served in the Upper Concourse, Arts Building	16.00 – 17.30 WORKSHOP STREAM 1 – Fundamentals of Licensing (continued)* Course 101: Part 5 Chairman: Chris Goodman, Eric Potter Clarkson Speakers: Hayley French, Bird & Bird, Anne Lane, UCL Business and Mark Wilson, GlaxoSmithKline
10.20 – 12.30 WORKSHOP STREAM 1 – Fundamentals of Licensing (continued)* Course 101: Part 3 Chairman: Chris Goodman, Eric Potter Clarkson Speakers: Hayley French, Bird & Bird, Anne Lane, UCL Business and Mark Wilson, GlaxoSmithKline	16.00 – 17.30 WORKSHOP STREAM 4 – Brands (continued) Chairman: Darren Olivier, Field Fisher Waterhouse Speakers: Anita Roberts, BTG Plc, and David Naylor, Field Fisher Waterhouse LLP
10.20– 12.30 WORKSHOP STREAM 2 – Healthcare (continued) Fostering applied research and its commercialisation: an Irish perspective Chairman: Christi Mitchell, Highbury Ltd and Jennifer Pierce, Charles Russell LLP Speakers: Deidre Glenn, Enterprise Ireland	16.00 – 17.30 WORKSHOP STREAM 5 – IT & E-Commerce (continued) International data transfer compliance – bordering on the impossible? Chairman: Robert Bond, Speechly Bircham LLP Speakers: Jan Ravelingien, Marx Van Ranst Vermeersch, Philip Nolan, Mason Hays & Curran, Raphael Dana, Soulier Avocats, and James Castro-Edwards, Speechly Bircham LLP
10.20 – 12.30 WORKSHOP STREAM 3 – EC/Laws (continued) “Handling Disputes in Technology Transfer” Litigation and Mediation Chairman: Grace Smith, McCann Fitzgerald Speakers: Robert Anderson, Lovells, and John Sturrock QC	17.30 Close <i>(Please indicate on the registration form if you wish a dinner or social event to be made available after the conference on Friday 14th September 2007)</i>
12.30 – 14.00 Lunch	<i>*Please note that if you register for Workshop Stream 1 – Fundamentals of Licensing, Course 101/103, you must attend this course for the duration of the conference. You may attend Plenary Session 1 on Thursday 13th September 2007 but not Plenary Session 2.</i>
14.00 – 15.30 WORKSHOP STREAM 1– Fundamentals of Licensing (continued)* Course 101: Part 4 Chairman: Chris Goodman, Eric Potter Clarkson Speakers: Hayley French, Bird & Bird, Anne Lane, UCL Business and Mark Wilson, GlaxoSmithKline	