

IP Commercialisation Fundamentals, Planning and Execution - An Introductory Course (Seminar, London)

Description: The IP Commercialisation Fundamentals, Planning and Execution course will be held on 19-20th February 2014 at the The Rembrandt Hotel, London

TOPICS TO BE INCLUDED:

- Overview of IP Commercialisation Process
- Interactions on IP with Third Parties
- Step-by-Step Guide to an IP Commercialisation Plan
- Utilising a Structured and Rationalised IP Toolkit
- Explore Presales: Lead Generation and Market Segmentation
- Legal Concepts: Due Diligence, Contract Interpretation and Drafting
- Develop IP Negotiation and Deal-making Skills
- Experience IP Commercialisation during a Simulation

Seminar Leaders:

Dr Arnaud Gasnier Patentopolis BV
Dr Luc Vandamme Patentopolis BV

WHY SHOULD YOU ATTEND

- You will learn to use a step-by-step guide and toolkit to go from existing IP to a value creating contract,
- Take away practical tips and methodologies that can be used to foster commercialisation of your IP,
- Benefit from highly interactive sessions, including case studies, real-life examples and business simulation and
- Have the opportunity to compare experiences with fellow attendees from across Europe.

* In order to gain maximum benefit from the seminar it is recommended that attendees read a pre-reader prior to attending the seminar. This will be emailed out to all attendees.

WHO SHOULD ATTEND

- IP Managers/Professionals (in-house and private practice, technology transfer officers)
- Non-IP Professionals (Business Managers in sales or business development; and R&D Managers/Directors especially if involved with IP licensing and technology transfer)

Comments by previous delegates include:

'Good model and methodology. User-friendly toolkit for IP commercialisation.'
'Theory clearly highly linked to practice: Hands-on guidance to define an IP offer up to the deal.'
'The business simulation gives the opportunity to negotiate and explore alternatives with risk-free decisions.'

ACCREDITATION

This course merits 14 hours under the UK Solicitors Regulation Authority self-accreditation scheme (ref. CJA/MAFO) and may also be relevant training under the IPReg CPD self-accreditation scheme.

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

DOCUMENTATION

Attendees will receive a seminar material folder containing comprehensive documentation provided by the seminar leaders, which will be a valuable source of reference for the future.

Dates:

19 February 2014 Start 09.00 Finish 18.00

20 February 2014 Start 09.00 Finish 17.00

Registration & Coffee:

19 February 2014 08.30

Venue and Accommodation:

The Rembrandt Hotel, 11 Thurloe Place,
London SW7 2RS

Directions:

Opposite V&A Museum. Nearest underground station: South Kensington.

* Please note, events may be cancelled due to commercial or organisational reasons. In this case Research and Markets will refund all registration fees which have already been paid. Research and Markets will not refund any charges arising from the participant having to cancel or re-book transportation or accommodation which he or she has arranged

Contents:

PROGRAMME

Day One - 19 February 2014

09.00 Introduction and Ice-Breakers

10.00 IP Commercialisation: Fundamentals

- Intellectual Asset Management (IAM). Focus on value creation from IP
- Different forms of commercialisation. Commercial/sales concepts on IP
- Learn the IP Commercialisation Matrix (field of use vs. market/business goals) and its pointers

10.45 Coffee

11.00 IP Commercialisation: Fundamentals (continued)

11.20 IP Commercialisation: Practice

- Apply to real-life cases during teamwork assignments

12.30 Lunch

13.30 Step-by-Step IP Commercialisation Planning

- Introduction to 5-step methodology based on the IP Commercialisation Matrix
- Introduction to the case study: Commercialise IP from European Space Agency

14.00 Step 1: Pre-Marketing Analysis (IP)

- Identify, select and cluster IP. Recourse to portfolio mapping techniques
- IP assessment. Comprehensive approach. Simplified approach with due diligence(IP-wise)
- Prepare a Technology Summary

14.45 Step 2: Pre-Marketing Analysis (market)

- Lead generation: identify prospects, applications and markets. Use of IP information
- Recourse to the Matrix: personalise and apply
- Prepare prospect target lists

15.30 Tea

15.45 Step 3: Pre-Marketing (IP + market)

- Review options for commercialisation and transaction types
- Revisit the Matrix. Due diligence (market-wise)
- Identify market opportunities and business propositions

16.30 Step 4: Marketing

- Select the "right" transaction type. Link to the Matrix and its pointers
- Valuation: introduction to basic methods. Calculate a lump-sum or a rate
- Prepare an IP Offer. Finalise the value proposition

17.15 Prepare/present your IP Commercialisation plan/offer

- Prepare your team presentation based on the deliverables of Steps 1-4
- Learn tips to present effectively and convince
- Gain negotiation skills. How to define a mutually acceptable situation

18.00 End of Day One

Day Two - 20 February 2014

09.00 IP Commercialisation Planning

- Present your IP Offer/commercialisation plan to Management
- Elevator pitches. Comparison and feedback

10.00 Step 5: Completing the Deal

- Contract drafting overview
- Focus on licensing agreement outline. Main clauses
- Extra legal aspects: Securing implementation. Risk management (infringement, liability, risk- and cost-sharing)

10.45 Coffee

11.00 IP Commercialisation Implementation (Simulation): Introduction

- Introduction to a business simulation tool to test your negotiation skills in a multidisciplinary team (R&D, Sales, IP and Management) and apply what you have learnt
- Define and implement a plan in a profiled team competing within an interactive competitive environment. Focus on IP commercialisation

12.00 IP Commercialisation Implementation (Simulation): first years

- Implement the plan externally
- Make real-life company decisions
- Emphasis on IP value creation (focus on licensing)
- Use sales, negotiation techniques

12.45 Lunch

13.45 IP Commercialisation Implementation (Simulation): future years

- Adjust the plan within your team
- Realign your plan in response to internal and external events
- Use the IP Commercialisation Matrix as dynamic dashboard in your team

15.30 Tea

15.45 Analysis of the Simulation

- Review internal and external factors that may influence deal-making
- Prepare team presentation: critically review implementation of your plan; report progress of the plan; correlate decisions, events and negotiation outcomes
- Team presentations. Feedback

16.45 Best Practices Recap

- Further link theory of Day 1 to practical learning of Day 2's simulation
- Define your future success. The time factor
- Final recommendations and conclusions

17.00 End of Seminar

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