



Licensing

2 day comprehensive course covering all aspects

- ▮ Pre-licensing considerations; anatomy of a license - typical clauses
- ▮ Commercial use of IP rights: 25% rule and more
- ▮ EU competition rules for technology license agreements
- ▮ Rating and valuation of IP rights; Licensing Business Simulation

Thursday - Friday
4-5 December 2014

1st day: 10 am - 6 pm

2nd day: 9 am - 5 pm

Munich

Sheraton Westpark



Prof. Dr. Heinz Goddar

European Patent and
Trademark Attorney,
Boehmert & Boehmert

Prof. Goddar is Past President of LESI and of LES Germany and a Honorary Professor for IP at the University of Bremen and a Visiting Professor and Lecturer at numerous academic institutions in the world.



Dr. Bertram Huber

Rechtsanwalt (Attorney-at-Law),
IP*SEVA

Dr. Huber, former Senior Vice President and Head of Corporate IP of the Bosch Group, concentrates his experience now on IP*SEVA – Intellectual Property for Sustainable Energy Ventures and IP education and consulting.

Licensable IPRs: patents, trademarks, know-how

Commercial use of IPRs: basic functions; processes, strategies

Types and legal terms of Technology License Agreements

- ▮ Exclusive, sole and non-exclusive/negative and compulsory licenses

Pre-licensing considerations: why license at all?

- ▮ Role of licensing professional; preparation of licensing negotiation
- ▮ Term sheet, NDAs and other preliminary agreements
- ▮ Carrot/stick licensing; cross-licensing/license pools

Commercial terms of a license agreement

- ▮ Forms of payments: fixed amounts, royalties, minimums, caps
- ▮ Accounting, royalty reporting, audit; financial effects; tax issues
- ▮ Appropriate consideration - 25% rule

EU competition rules for technology license agreements

- ▮ Legal Regulations; kinds of agreements covered; market thresholds
- ▮ Hardcore/excluded restrictions

Rating of IPRs: application, criteria, patent strategy, case studies

Anatomy of a License Agreement

- ▮ Obligations of licensor and licensee; international aspects
- ▮ Assignment; termination, expiration; dispute resolution and ADR
- ▮ Warranties, liabilities, indemnification; grant back clauses

Licensing Business Simulation

Obtaining protection for **intellectual property is only the beginning.**

In order to take full commercial advantage of this protection it is necessary to be aware of the opportunities offered by successful licensing of such IP rights.

This course will outline the principles of licensing and examine every stage, from taking the decision to license, through negotiation to an in-depth analysis of an international license to what happens after the agreement has been signed. **A sample license agreement is included.** The course is technology non-specific.

Test your licensing skills in our licensing business simulation at the end of the course!

REGISTRATION

Fee: 1,480 € (+19% German VAT), includes course documentation (incl. free download) as well as mid-session refreshments, lunch and certificate.

Accommodation: A limited number of rooms have been reserved at the hotel and are subject to availability. Details will be forwarded with our confirmation.

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Terms and conditions: www.forum-institut.com/t&c

MORE INFORMATION



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