

Licensing

2 day comprehensive course covering all aspects

Topics

- 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

**Sample License
Agreement included!**

Your speakers



Prof. Dr. Heinz Goddar
European Patent
and Trade Mark Attorney,
Boehmert & Boehmert,
Munich (Germany)



Dr. Bertram Huber
Rechtsanwalt (Attorney-at-
law), IP*SEVA - Intellectual
Property for Sustainable
Energy Ventures,
Backnang/Stuttgart
(Germany)

Aims and objectives

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. The course is technology non-specific.

Who should attend?

You are tasked with negotiating and/or drafting/reviewing IP license agreements and need IP licensing know-how? Then this course is designed for you. Knowledge of IP law is not required. This course is especially interesting for those working in IP, patent, legal, R&D and business development departments and in private practice as patent attorneys and attorneys-at-law.

What our participants say

- 'A great overall summary of licensing law - comprehensive, practical & useful. Highly useful for legal & IPR inhouse & external counsel. Fantastic speakers; privilege to have access to such knowledge & teaching methods clear & helpful!' (Legal Counsel)
- 'Good knowledge of the teachers. Real case connection!' (Patent Manager)

Your speakers



Prof. Dr. Heinz Goddar
European Patent and
Trade Mark Attorney

Prof. Goddar is Past President of the Licensing Executives Society (LES) International and of LES Germany. He is a Honorary Professor for Intellectual Property at the University of Bremen and a Visiting Professor and Lecturer at numerous universities and other academic institutions in the USA, China, Japan and India.



Dr. Bertram Huber
Rechtsanwalt
(Attorney-at-law)

Dr. Huber is an international intellectual property expert with decades long experience. As former Senior Vice President of Robert Bosch GmbH and Head of Corporate Intellectual Property he was responsible for nearly 10 years for the global intellectual property activities, which included all licensing activities of the Bosch Group. He is a visiting lecturer of the Law Faculty of University of Tübingen/Germany on Intellectual Property Law.

Day 1, 10:00 - 18:00

Licensable intellectual property rights

- Technical and non-technical rights
- Licensing of know-how

Commercial use of intellectual property rights

- Basic functions of IPR
- Processes, strategies

Types and legal terms of Technology License Agreements

- Exclusive, sole and non-exclusive licenses
- Negative and compulsory licenses
- Fundamental legal differences

Pre-licensing considerations

- Different possibilities of approach
- Why license at all?
- The role of a licensing professional
- Preparation of a licensing negotiation
- Term sheet, non-disclosure agreement, other preliminary agreements
- Identification of valuable IP
- 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 effect of warranties and indemnities, tax issues
- Appropriate consideration - 25% rule

Day 2, 9:00 - 17:00

EU competition rules for technology license agreements

- Legal Regulations
- Kinds of agreements covered
- Market Thresholds
- Hardcore restrictions
- Excluded restrictions
- Examples

Rating and valuation of intellectual property rights

- Fields of application
- Patent and legal criteria
- Technical criteria
- Economic and business criteria
- Patent strategy

Valuation of IPR

- Case studies

Anatomy of a License Agreement

- Identification of the Parties, recitals, definitions
- Obligations of licensor and licensee
- International aspects
- Assignment
- Termination, expiration
- Disputes resolution, arbitration, ADR
- Force majeure
- Miscellaneous 'boilerplate' clauses
- Warranties, liabilities, indemnification
- Improvements and related technology (grant back clauses)

Licensing Business Simulation

Registration under
service@forum-institut.com or
Fax +49 6221 500-555

Registration Form

Yes, I will attend the Practical Course

Licensing

Yes, I agree that FORUM Institut may inform me about events and relevant expert content by:
 email; and/or telephone.
I may withdraw my consent at any time.

Name

Position, department

Company

Street

Post code, city, country

Tel. no.

E-mail

Contact person at office

Date, signature

How to register

Registration: +49 6221 500-500

Conference no.: 19 12 180

Website:

www.forum-institut.com

Date and venue

5 – 6 December 2019 in Heidelberg

Day 1: 10:00 - 18:00, day 2: 09:00 - 17:00

Heidelberg Marriott Hotel

Vangerowstr. 16 · 69115 Heidelberg

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Fee

€ 1680.00 (+ German VAT)

The fee includes course documentation (including free download) as well as refreshments, lunch and a certificate. You will receive an invoice as well as confirmation.

Any Further Questions?



Please feel free to contact me if you have any questions.

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