



LICENSING EXECUTIVES SOCIETY
BRITAIN AND IRELAND

“Fundamentals of Intellectual Asset Management”

Cranfield Management Development Centre
Cranfield University, Cranfield, Beds, MK43 0AL

Monday 9th March to Wednesday 11th March 2009

LES B & I CPD Ref No: CBL/LESO (12 CPD points accredited for days 2 & 3 only)

This three-day course has been developed by the Licensing Executives Society – the premier worldwide organisation for all those involved in intellectual property (IP) exploitation – and offers a comprehensive and complementary mix of lectures and interactive exercises covering:

The Basics of Intellectual Property and Licensing

The first day starts with an introduction to the types of IP including trade secrets, patents, trade marks, copyright and design rights. This is followed by an introduction to the basics of licensing including exercises and a review of the important clauses of a licence.

A Business Framework for Licensing

A review of high-level business processes for IAM and the relation of licensing to corporate strategy. Learn to guide and manage components of the high level process to create deal opportunities, create sustainable deal flow and to manage your IP cost-effectively over time.

The Deal

Identify and apply valuation approaches. Recognize and practise elements of successful negotiation. Includes an extensive licence negotiation exercise based on case study materials from earlier sessions.

Living with the Deal

Understand what happens after the deal is made. Construct a strategy for IP management. Know the tools for managing IP and licensing agreements. Understand how business processes affect IAM.

The course fee of £299 for non-LES members includes tuition, course materials and lunch on three days **as well as membership of LES for 2009**. For LES members, the course fee is £249. A course dinner at an additional cost of £21 + VAT is available on the Monday and Tuesday evenings. Overnight accommodation with breakfast is available at a rate of £85 + VAT per person per night. All delegates who complete the course will receive a Certificate of Attendance

Presenters: Chris Bartlett, Senior IP Valuation & Contracts Manager, ITI Techmedia
Roman Cholij, Trade Mark Attorney, Cam Trade Marks and IP Services
Ian Hartwell EPA; Research Fellow, CIPPM; Research Director, Asivu Ltd
Colin Hunsley, ClearView IP
Dominique Kleyn, Head of Biopharma Business Development, Imperial College
Anne Lane, Executive Director of UCL Business PLC
Mark Wilson, Director Collaboration Management Europe, GlaxoSmithKline

Who should attend?

The course is aimed at anyone from beginner's level to those with up to two years' experience in licensing. It is a valuable introduction to this field whether you have a legal, academic, financial or other business background.

You should aim to attend all three days of the course in view of the interaction between the topics covered. However, exemption from the first day may be possible for those who have already attended course 101 elsewhere or who satisfy the organisers of equivalent knowledge or experience.

Register for the course using the form below. For further information, including details on the course presenters, see the LES B & I website: <http://www.les-bi.org/>



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REGISTRATION FORM

Name _____ Title _____

Organisation _____

Address _____

Postcode _____

Telephone _____ Fax _____ E-mail _____

Registration Fee	Cost	No.	Sub total
LES Member (no VAT)	£249.00		
Non Member (no VAT and includes LES membership for 2009 after course attendance)	£299.00		
		Total	

Accommodation	Sunday 8 th March 2009	Monday 9 th March 2009	Tuesday 10 th March 2009	Sub total
Single room: £99.76 (incl. VAT) per person per night including breakfast				
			Total	

Additional Attendees

Name: _____ Organisation: _____

Name: _____ Organisation: _____

If you need to be invoiced please give details below:

Name _____ Purchase Order No. _____

Address _____

Contact Tel No. _____

PAYMENT DETAILS

Payment may be made by cheque, credit card (Amex not accepted) or BACS transfer.

Please make cheques payable to: Licensing Executives Society and return with your registration form.

Credit Card Payments: Name as appears on card _____ Signed: _____

Card No: ____ / ____ / ____ / ____ Expiry Date: ____ / ____ 3 digit security code _____
(on card reverse)

BACS Transfers Bank Details: Name:

Licensing Executives Society
Sort Code: 40-09-25

Bank: HSBC Bank plc
Acc. Number: 91541544

Please return the completed form to:

LES Administrative Office
1 Tennant Avenue,
College Milton South,
East Kilbride, Glasgow, G74 5NA
+44 (0) 1355 249959

Telephone No: +44 (0) 1355 244966

or fax or e-mail to:

e-mail: les@glasconf.demon.co.uk