

THE BUSINESS ASPECTS OF INTELLECTUAL PROPERTY

30 September 2008, Conf. No. H9-5308

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REGISTRATION INFORMATION

Dates

30 September 2008 Start: 09.30 - Finish: 17.00

Registration & Coffee

30 September 2008 09.00

Venue

The Rembrandt Hotel, 11 Thurloe Place, London SW7.

Directions

Opposite V&A Museum.

Nearest Underground station: South Kensington.

Map available on Website under Hotels and Venues.

Accommodation

A limited number of bedrooms have been reserved at The Rembrandt Hotel, 11 Thurloe Place, London SW7, at a special rate of £127.66 (Superior) inc. English breakfast, £144.69 (Executive) inc. English breakfast. All +17.5% VAT - subject to availability.

A special rate for Friday, Saturday and Sunday of £114.90 (Superior) inc. English breakfast +17.5% Vat - subject to availability when booked as additional nights.

Hotel Tel: +44(0)20 7589 8100.

Hotel Fax: +44(0)20 7225 3476.

Email: reservations_rembrandt@sarova.co.uk

All bookings should be made directly with the hotel or online at www.sarova.com/rembrandt, quoting promo code 'manforum'.

Fee

£545 +17.5% VAT. The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

10% Early Bird discount if you book before: 22 July 2008 and tick this box .

(Discount only applies to full delegate rate).

Conference No. H9-5308

Discounted Rates

Available on application for personnel from non-profit making organisations and registered charities.

Group discount available on request.

Cancellation Policy:

Over 14 days prior to the Seminar: Cancellation fee of £75. 7/14 days prior to the Seminar: 50% of the fee.

Fewer than 7 days or if no notification received:

Registrant liable to pay FULL seminar fee.

NB: Cancellations must be received in writing by lesley@management-forum.co.uk.

In the event of circumstances beyond its control, Management Forum reserves the right to alter the programme, the speakers, the date or the venue.

THE BUSINESS ASPECTS OF INTELLECTUAL PROPERTY

A seminar for patent attorneys, scientists, business development managers and project managers

Topics to be covered:

- IP-related commercial transactions
- Investment in IP; valuation methods
- Commercial due diligence and risk assessment
- Typical financial terms in IP transactions
- Negotiation of IP deals
- A legal perspective on IP transactions
- Project-managing existing IP agreements

Course Leader:

Mark Anderson Anderson & Company, Solicitors, UK

Many of our courses can be delivered in-house.
For more information please contact sarah.packham@management-forum.co.uk



30 September 2008
The Rembrandt Hotel, London



MANAGEMENT FORUM LTD., 98-100 Maybury Road, Woking, Surrey GU21 5JL, UK

Tel: +44 (0)1483 730071 Fax: +44 (0)1483 730008

Website: www.management-forum.co.uk

OBJECTIVES

The management and commercialisation of intellectual property assets is a complex task that usually involves a team of people. Typical members of the team may include scientists, patent attorneys, project managers, commercial lawyers, financial experts and commercial executives. It is useful to have a general understanding of the different tasks involved, even if one's job is focussed on just some of these areas. This practical seminar will provide an overview, for patent attorneys, scientists, business development managers and project managers, of the business aspects of intellectual property.

The main focus of the seminar will be on commercial, financial and legal aspects of setting-up, negotiating and managing IP transactions. Participants will be given the opportunity to complete practical exercises on business and contractual issues. This will be followed by a discussion of issues raised by the completed exercises.

WHO SHOULD ATTEND

Scientists, patent attorneys, project managers and others whose main interest in intellectual property lies in the non-business aspects, and who would like to understand better the work of their business colleagues. Also, newcomers to the business side of intellectual property, e.g. newly-appointed **business development managers** whose previous employment was concerned with the scientific aspects of intellectual property.

ATTENDANCE LIMITED – EARLY REGISTRATION RECOMMENDED

This limitation, a unique feature of all MANAGEMENT FORUM seminars, will give participants the opportunity for a thorough discussion of the complex issues to be covered by the programme.

COURSE LEADER

Mark Anderson is an English solicitor (attorney) who has 23 years' experience of drafting and negotiating intellectual property agreements. Prior to starting Anderson & Company, in 1994, he spent 7 years in the intellectual property department of Bristows, a specialist firm of intellectual property lawyers in London, and before that he was an in-house lawyer at British Maritime Technology Limited for 3 years. Most of his clients are biotech, IT and other technology-based companies, or the technology transfer departments of leading UK universities. He is the author or co-author of several books on contract drafting and intellectual property subjects, including *Technology Transfer: Law, Practice & Precedents* (Butterworths, 2nd edn, 2003), *Modern Law of Patents* (chapter on transactions, Butterworths 2005), and *Drafting Confidentiality Agreements* (Law Society, 2nd edn, 2005). Versions of his template agreements for patent and know-how licensing are currently in use at several UK universities.

DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

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



The CPD symbol indicates that this conference has been accredited as being suitable for 5.5 hours per day of continuing professional development by The CPD Certification Service. www.cpduk.co.uk

PROGRAMME

- 09.30 ▶ **Introduction to day's course**
- 09.45 ▶ **IP-related commercial transactions**
- Main types of transaction
 - Business objectives and priorities
 - Commercial and legal concerns
- 10.30 ▶ **Investment in IP; valuation methods**
- Different types of investor; their priorities
 - Valuation of IP; different methods of valuation
- 11.00 ▶ **Coffee**
- 11.15 ▶ **Commercial due diligence and risk assessment**
- What is "due diligence" and why is it important?
 - Areas that buyers/licensees/investors will focus on: IP, science, markets, commercial relationships
 - What happens when the results of due diligence are known
- 12.00 ▶ **Practical exercises**
- 12.30 ▶ **Discussion of answers to exercises**
- 12.45 ▶ **Lunch**
- 14.00 ▶ **Typical financial terms in IP transactions**
- Financial deal structure
 - Sensitive financial issues; walk-away positions
- 14.30 ▶ **Negotiation of IP deals**
- Key (non-financial) terms that are negotiated
 - What is "reasonable" and what is "liveable-with"?
 - Negotiating "black arts" – what to look out for
- 15.30 ▶ **Tea**
- 15.45 ▶ **A legal perspective on IP transactions**
- How is contractual wording interpreted?
 - Words that have a special legal meaning, eg indemnities, warranties and representations
 - Law and dispute resolution in international IP contracts
- 16.15 ▶ **Project-managing existing IP agreements**
- Why is it important to manage the agreement (as distinct from the relationship)?
 - Ways to project-manage the agreement, including maintaining a database of key events, auditing, review of royalty statements, etc
- 16.45 ▶ **Questions and Close of Seminar**