

“Patent Valuation Trends based in LES Surveys and Market Information and Customary Methodologies”

Dates

First session – *“Patent Valuation Trends based in LES Surveys and Market Information”*

Thursday 30th January 2014 – Presentation of the LES Surveys and Market Information
From 9:30 to 12:30 am

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Second session – *“Patent Valuation - Customary Methodologies”*

Thursday 27th February 2014 – Patent Valuation. Customary methodologies
From 9:30 to 12:30 am

Venue

Deusto Business School – Madrid Campus. C/ Castelló, 76, 28006 Madrid

Abstract

First session

Need a perspective on market deals? Want insights to make better deals? This session will present trends from investigating thousands of licensing agreements in the Pharmaceuticals, Software, Consumer Product, Telecommunications, Semiconductor and Chemicals industries as well as LES Surveys for the High Tech, CEEM, and Biopharma industries. The presenters will discuss various licensing trends including exclusivity, territory, payment structures and other key negotiation terms. The insight from this presentation can be leveraged by all industries to gain a competitive advantage and maximize the value of licensing deals.

Second Session

A review of patent valuation methods for reaching an informed business decision on matters involving technology. Particular consideration of valuation methodologies for the compensation of patent infringement, including the hypothetical license valuation methodologies. The overview shall include quantitative and qualitative methods. In particular, the speakers will explain the quantitative cost and income methods.

First session

DBS representative and José Luis de Miguel (President of LES Spain & Portugal)

1) Opening
(10 minutes)

David R. Jarczyk (President & CEO of ktMINE) and José Miguel Lissén (Gómez-Acebo & Pombo Abogados, S.L.P., Partner)

2) Royalty Rate & Deal Structure Trends from Market Information (i.e., trends from publically available license agreements)

3) Trends from LES Private Surveys (i.e., trends from confidential surveys performed by LES).
(1 hour)

Coffee break
(30 minutes)

David R. Jarczyk and José Miguel Lissén
4) Compare and contrast session of #2 and #3.
(1 hour)

Second session

Colm Ahern (Associate partner, Elzaburu)
5) General Perspective of Patent Valuation Methodologies
6) Cost method
7) Income method
(45 minutes)

Coffee break
(30 minutes)

Ignacio Gómez-Acebo (Head of Innovation Development, Clarke, Modet & Co’)
8) Valuation methodologies for the compensation of patent infringement
9) Hypothetical license valuation methodologies
(45 minutes)

Roundtable Q&A session
(30 minutes)

DBS representative and José Luis de Miguel (LES Spain & Portugal)
10) closing
(10 minutes)

Language

First session – English

Second Session – Spanish

Registration

Please send an e-mail to aontoria@gomezacebo-pombo.com indicating your full name, contact email address, and ID or Passport number for access to the conference premises.

Conference entrance **free of charge for LES Spain & Portugal members and Deusto Business School Alumni.**

For non-members – **130€ [includes LES Spain & Portugal membership during 2014]**

Payment by wire transfer to the following account owned by LES España-Portugal:
0030 1117 10 0865063273

Registration deadline: Tuesday 28th January 2014, COB.

Speakers

José Luis de Miguel

As Coordinator Programs and Strategies of Fundación General CSIC, Jose Luis de Miguel works on establishing the conditions for a fruitful private-public partnership in scientific research. Since May 2008 and for seven years, he was responsible for knowledge transfer in the Scientific Spanish Research Council (CSIC) as Deputy Vice-president and Director of the Technology Transfer Office. He formed part of the expert group set up by the Ministry of Science and Innovation to prepare the new Act on Research, Technology and Innovation, passed in 2011. He joined LES (Licensing Executives Society) Spain & Portugal in 2005 and was elected its President in March 2011. Previously he had held several managing positions at the Telecommunications Market Commission, the Spanish telecom and audiovisual regulator, and Telefónica I+D. He made his Ph.D. thesis in the Institute of Materials Physics of the CSIC and in the Max Planck Institute for Solid State Physics. As a researcher, he worked in Bellcore, AT&T Bell Labs, CSIC and Telefónica I+D and authored over 40 scientific publications in international journals.

David R. Jarczyk (President & CEO of ktMINE)

As President & CEO of ktMINE, David R. Jarczyk plays a pivotal role in managing the overall business operations and innovations of this intangible property data and information services firm. Prior to ktMINE, David served in roles of increasing responsibility as an Economist at Deloitte & Touche and Arthur Andersen, and was a founding partner of Ceteris – recognized by the Inc 500|5000 List of America's Fastest Growing Companies. David has presented for numerous organizations and published articles on various aspects of intangible property economics and valuation. David was named to the 2011 and 2012 editions of the IAM Strategy 300 (formerly 250) – The World's Leading IP Strategists. In October, 2011, David was voted in as Vice Chair of the LESI IP Valuation Committee and was appointed to the LES CLP Marketing & Outreach Committee in 2012. David is accredited with a CLP designation and also holds an MBA and BS in Economics and Finance from DePaul University in Chicago Illinois.

José Miguel Lissén (Gómez-Acebo & Pombo Abogados, S.L.P., Partner)

José Miguel is a Spanish trial lawyer with 15 years litigation experience and has been involved in sophisticated cases in all fields of IP. He joined Gómez-Acebo & Pombo in 2004 and became a partner in 2013. He got his law degree at Universidad Complutense de Madrid, 1995. José Miguel is a In the field of patents, José Miguel has led and been involved in cases dealing with the infringement and validity of patents on mechanical inventions, contact lenses, medical devices, chemicals, electronics, telecommunications and pharmaceuticals. He is also experienced in licensing and contractual work and trade secrets protection and enforcement. In trade mark and designs litigation, José Miguel has 15 years of experience and has been involved as leading counsel in some of the most complex trade mark cases that are being handled and decided upon before the Spanish Courts and Community Trade Mark and Designs Courts located in Spain. He is

member of the Madrid Bar Association, Board Member and Secretary of LES Spain and Portugal and Vice Chair of the European Committee of LES International. He is also a member of EPLAW.

Colm Ahern (Associate partner, Elzaburu)

Colm Ahern is a Spanish lawyer and an Irish engineer with more than 25 years of experience. He specializes in patent litigation where his engineering training has been the key to obtaining many favourable decisions in infringement and invalidity cases, involving technologies as diverse as telecommunications, satellite navigation, pharmaceuticals, solar energy and mechanical devices. He has occupied management positions in multinationals in the automotive, domestic appliance and electronics industries, leading to a unique perspective in litigation and negotiation. He is included in the WIPO Arbitration and Mediation Center's List of Experts and Who'sWhoLegal directory. Moving freely between English, Spanish and German, he has a large international practice.

Ignacio Gómez-Acebo (Head of Innovation Development, Clarke, Modet & Co'')

Ignacio Gómez-Acebo has a degree in Business Administration and Management from the Universidad Pontificia de Comillas, ICADE E-2, Madrid, Spain and a Master in Business Administration (MBA) from Columbia Business School, New York, USA, with a concentration in Management & Finance. He started his professional career at Telefónica Móviles, in the Competitive Intelligence Department of the International Corporation, where he was in charge of monitoring and analysing international competitors, emerging markets, new business plans and new technologies. Later, he became a Senior Consultant at Roland Berger Strategy Consultants, developing numerous projects in Spain, Germany, France and UK in the Energy, Renewables, Telecommunications and Pharmaceutical industries. Prior to joining Clarke, Modet & Co., he was manager at the Business Advisory Services division of KPMG Spain, Strategy department, where he took part in consulting and due diligence processes, both for companies and Private Equity / Venture Capital funds in the areas of Energy, Renewables and Food. In Clarke, Modet & Co., he currently heads the departments of Technology Intelligence, Valuation of Intangible Assets and IP Brokerage. His areas of expertise are IP Strategy, Technology Intelligence and Surveillance, Financial valuation of Intangible Assets and IP negotiation and licensing.