

Course organized by:

Course hosted by:



Gold sponsor



LES100 course "Commercializing Technology Through the Power of Licensing"

Date: Friday September 18th 2015 | Time: from 10.00 to 17.45 h
Venue: Delegación del CSIC en Cataluña, Carrer de les Egipcíaques, 15, 08001 Barcelona

What is the LES100 course?

The LES100 is a course developed by Licensing Executives Society International (LES), an association of 32 national and regional Member Societies comprised of men and women who have an interest in the transfer of technology, or licensing of intellectual property rights (IP) from technical know how and patented inventions to software, copyright and trademarks.

Who should attend?

The LES100 course is designed for those with no prior experience in licensing. It is aimed at:

- non-licensing professionals about to enter the field;
- those who are considering a career in licensing;
- entrepreneurs who need to understand the value of their IP;
- professors of entrepreneurship; and
- students interested in learning the basics of IP and how to commercialize IP through licensing.

Course details

An overview of IP and IP Licensing, with examples, exercises, and interactive sessions between instructors and fellow students:

- **Module 1:** Introduction & IP Basics: Introduction to the different types of IP including patents, trademarks, copyright, trade dress, and trade secrets.
- **Module 2:** Basics of IP Commercialization & Licensing: Introduction to Licensing, including reasons for licensing, description of licensing agreements, infringement, competition law, and relationship-building.
- **Module 3:** Determining Reasonable License Fees & Royalty Rates: Risks and rewards, different Valuation methods (Market, Financial, Cost) and their pros and cons, and royalty structures.
- **Module 4:** Managing Risks: Different kinds of risk and how to manage them, i.e., confidentiality, infringement, liability, collection of royalties and other fees, and unlicensed competition.
- **Module 5:** Licensing Game: Practical exercise where licensee and licensor teams discuss and negotiate terms based on a licensing case study.

LANGUAGE AND MATERIALS OF THE COURSE: ENGLISH (TWO OF THE CO-INSTRUCTORS BEING LOCALS, THEY WILL BE ABLE TO REPLY QUESTIONS IN SPANISH)

Instructors



DR. MARTIN SCHNEIDER

Managing partner with Schneider Feldmann Ltd. – patent and trademark attorneys and a partner with Grüter Schneider & Partner Ltd. – Attorneys at law. Before founding and building up Schneider Feldmann Ltd. and Grüter Schneider & Partner he was the former (part-time) legal secretary of the Swiss Federal Appeal Commission in Intellectual Property Matters (1998-2006), a section head in the Swiss Institute of Intellectual Property (3 1/2 yrs.), an associate in a Zurich based law firm (1 1/2 years), and responsible for licensing projects in a large Swiss industrial group (5 years). He wrote his PhD thesis about the protection of industrial and trade secrets ("Schutz des Unternehmensgeheimnisses vor unbefugter Verwertung" (1989). He has widely published in the field of intellectual property and is a member of a number of professional organisations such as LES – Licensing Executives Society (President of LES Switzerland and Co-Chair Education Committee of LES International), INGRES, AIPPI Switzerland) and VSP (association of the Swiss Patent and Trademark Attorneys).



JORDI ILARIO

Jordi Ilario is directing Fractus' licensing activities. He joined Fractus in 2005, and he has helped the company successfully execute its licensing strategy. He has contributed in developing Fractus' patent portfolio and has participated in the company's licensing negotiations and litigation activities. Prior to joining Fractus, he worked in IP at Nokia Research Center for three and a half years and heading the patent department at a patent attorney firm in Barcelona. Jordi specialized in Electronics and Automation at Universitat Politècnica de València (UPV).



DARÍO MOHAMMADIAN

Dario Mohammadian Santander is a Telecommunications and Electronics Engineer and professionally practices as a European Patent Attorney, in the general fields of electricity, mechanics, and electro-mechanics, with specialization in fixed and mobile telecommunications, signal processing, micro/nano-electronics and software. In his almost 18 years of professional practice, he has worked in small and large hi-tech companies where he has gained valuable experience in technology and its management. His extensive working experience in industry as well as academy (since 1997 he has occupied a variety of positions in different sectors such as micro-electronics, signal processing and telecommunications in Germany, Belgium, United Kingdom, Spain, Singapore and Switzerland) has given him the satisfaction of collaborating hands-on with individual inventors as well as local and multinational companies. Of these, he spent 5 years as an examiner at the European Patent Office in Munich.

Registration

Through the website of LES Spain-Portugal (www.les-sp.org), accessing the activity within the Agenda Activities menu, you will be redirected to the payment gateway. You may choose to pay by bank transfer or credit card. For the registration to be completed, it will be necessary to complete the online registration form that appears within the activity. Once you have submitted the form, you should receive an automated email confirming registration.

If the transfer payment option is chosen, it will be necessary to send a copy of proof of payment by email to the Secretary of LES Spain (email: secretaria@les-sp.org) before September 10th, 2015.

In case of any incidents, please contact the Secretariat of LES Spain in secretaria@les-sp.org email or phone 91 582 92 64.

Registration fee: LES members 130 € | LES young members 90€ | Non LES members 200€ (includes membership for the rest of 2015)

Registration deadline: Thursday September 10th 2015

For more information, please contact the Secretariat of LES Spain & Portugal at secretaria@les-sp.org, or visit www.les-sp.org