

## PRACTICAL LICENSING

# Welcome to Practical Licensing

April 2017

Thank you for joining us on this three-day programme designed to explore the issues typically encountered when licensing technology and provide practical guidance on how to approach a licensing transaction.

We have gathered a range of world-class contributors, each with significant experience of licensing technology from an academic setting into industry. Together, we aim to provide three days of interactive presentations, group work, case studies and panel discussions designed to take you through the entire life cycle of a deal, from understanding the value proposition, negotiating the terms of the deal, all the way through to post-signature management of the licence.

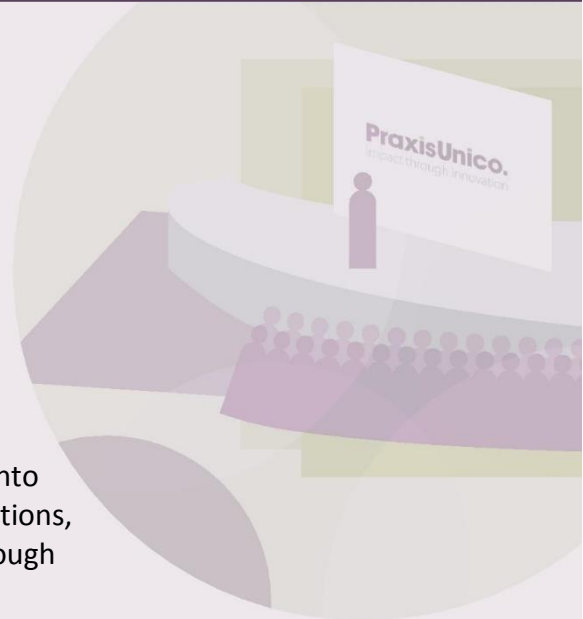
Working as a licensing practitioner, particularly within an academic setting, brings with it a number of unique challenges and often requires creative thinking in order to meet the needs of different interested parties. At the same time, working on a licensing deal can often feel like a fairly solitary activity. We have therefore built in plenty of opportunity within the programme for you to network with your fellow technology transfer professionals in order that you might learn not only from the contributors we have assembled, but also from each other. I would therefore encourage you to use this opportunity to build your professional network and also contribute freely throughout the course to share your own experiences of working on licensing deals so that we can all learn from each other.

I very much look forward to meeting and working with you in Loughborough.



Paul MacLennan, Anderson Law LLP

Course Director

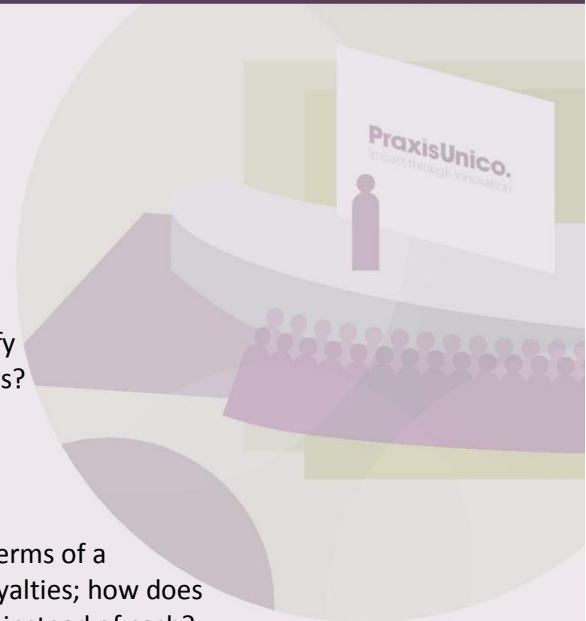


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### PROGRAMME

#### Tuesday 25 April 2017: Stephenson Room, Holywell Park

- 1400-1415**      **Registration**
- 1415-1430**      **Introduction** - *Paul MacLennan, Anderson Law LLP*
- 1430-1615**      **Deal Strategy** - *Andrew Tingey, Imperial Innovations*  
How do you value early stage technology? How do you identify potential licensees & what are the common negotiating tactics?
- 1615-1630**      **Refreshment break**
- 1630-1800**      **Financial Terms and Strategy** - *David Phillips, Queen Mary Innovation Ltd*  
How do you translate a technology's value into the financial terms of a deal? When should you be looking at up-front payments v royalties; how does a royalty reduction clause work; what about accepting shares instead of cash?
- 1900-2100**      **Dinner and networking – Burleigh Court**



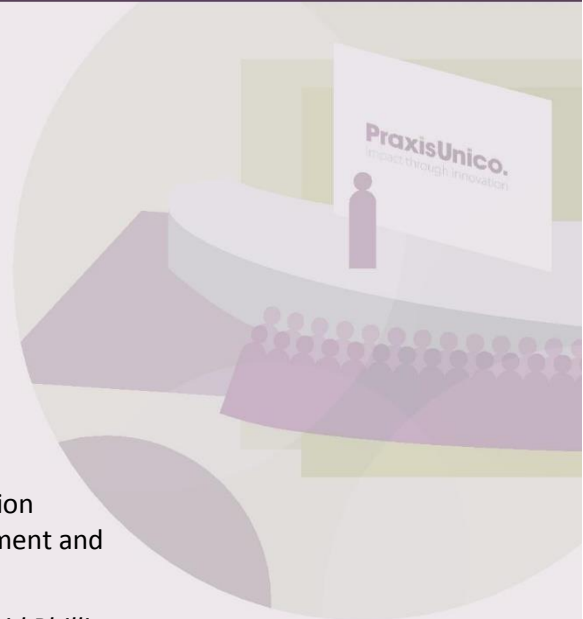
#### Wednesday 26 April 2017: Stephenson Room, Holywell Park

- 0900-1100**      **Structuring and Drafting Licence Agreements Exercise** - *Paul MacLennan, Anderson Law LLP*  
Based on a real-life example, this is a chance to jump straight into the middle of a negotiation - what would you do in order to close this deal?
- 1100-1130**      **Refreshments and networking**
- 1130-1300**      **Exercise feedback** - *Paul MacLennan, Anderson Law LLP*
- 1300-1400**      **Lunch**
- 1400-1445**      **Advanced Licensing Issues** - *Paul MacLennan, Anderson Law LLP*  
A practical guide to some of the more complex legal topics typically encountered in a licence agreement.
- 1445-1600**      **Licence Agreements - What can go wrong?** - *Mark Pearce, Mills & Reeve LLP*  
What are the common areas of dispute between parties to a licence agreement and how are disputes resolved. What can we learn from these in order to reduce the risk of dispute in future agreements?
- 1600-1630**      **Refreshments and networking**
- 1630-1730**      **Case Study: Developing a licensing strategy** - *Pete Moores, Oxford University Innovation Ltd*  
Working in groups, this exercise gives you the opportunity to put into practice all you have learnt so far. Groups will be given a new technology and will work to develop a licensing strategy which can be presented to the group the following day.
- 1900-2100**      **Working dinner – Burleigh Court** (continuation of discussions and preparation of presentations over dinner)

## PRACTICAL LICENSING

**Thursday 27 April 2017 – Stephenson Room, Holywell Park**

- 0845-1030**      **Case study presentation and feedback –**  
*Pete Moores, Oxford University Innovation Ltd*
- 1030-1100**      **Refreshments and networking**
- 1100-1215**      **Due Diligence - Carina Healy, CMS Cameron McKenna**  
What do you need to do to get prepared to license  
(or, what will the licensee want to know)?
- 1215-1315**      **Post-Signature Licence Management - Alex Weedon,**  
*Transport Systems Catapult Ltd*  
Now that the deal's signed, the work is over, right!? This session  
gives an overview of best practice for post-signature management and  
the benefits of having good systems in place.
- 1315-1430**      **Panel Discussion (includes working lunch) - Carina Healy, David Phillips**  
*& Alex Weedon*
- 1430-1445**      **Closing summary**



**To book your place on the next course, please visit [www.praxisunico.org.uk](http://www.praxisunico.org.uk) or email [info@praxisunico.org.uk](mailto:info@praxisunico.org.uk)**

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