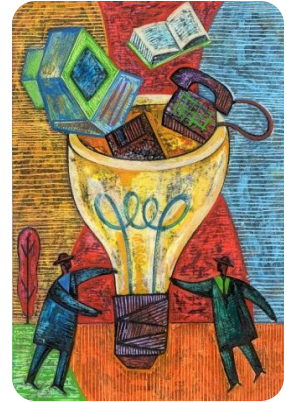


# Intellectual Asset Management - “Commercializing Technology through the Power of Licensing”

Date	19 September 2011 (Monday)
Time	9:00 am to 5:00 pm
Venue	S221, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong



## Who Should Attend

- lawyers, consultants, executives wishing to enhance their expertise on licensing of IP
- entrepreneurs who need to understand the value of their IP
- Original Design Manufacturers (ODMs)
- those who are considering a career in licensing

## What Does The Workshop Cover

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

**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.

## Fee (including two tea-breaks)

Non LESC-HK Member : HK\$500 per person

LESC-HK Member will enjoy 40% discount: HK\$300 per person

## Medium

English

## CPD Points

Application has been made to the Hong Kong Law Society for accrediting CPD points for this one day workshop.

## Enquiry

Ms. Cheung of Transpacific IP Limited (Tel: 2164 4222; Email: [LESCHK.IAM2011@gmail.com](mailto:LESCHK.IAM2011@gmail.com))

## Organizers



### Licensing Executives Society China Hong Kong Sub-Chapter (“LESC-HK”)

An international association having 29 national and regional member societies, each comprising of men and women who have an interest in the transfer of technology, or licensing of intellectual property rights – from technical know-how and patented inventions to software, copyright and trade marks.



### Hong Kong Trade Development Council

A statutory body established in 1966. It is the international marketing arm for HK-based traders, manufacturers and service providers. Its mission is to create opportunities for Hong Kong companies.



### Transpacific IP Limited

A leading Intellectual Property (IP) management and consulting firm that specialize in acquiring, managing and licensing IP assets.

## Supporting Organizations





## Workshop Rundown

### Intellectual Asset Management - "Commercializing Technology through the Power of Licensing"

Date	19 September 2011 (Monday)
Venue	S221, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong
08:45 – 09:00	Registration
09:00 – 09:05	Welcoming by Ms. Alice Ngan (Chairman of LESC-HK)
09:05 – 10:30	Module (1) Introduction & IP Basics
10:30 – 10:45	Tea Break (15 minutes)
10:45 – 11:35	Module (2) Basics of IP Commercialization & Licensing
11:35 – 12:30	Module (3) Determining Reasonable License Fees & Royalty Rates
12:30 – 13:30	Lunch (1 hour)
13:30 - 14:15	Module (4) Managing Risks
14:15 – 15:15	Module (5) Licensing Game – 1st session
15:15 – 15:30	Tea Break (15 minutes)
15:30 – 16:45	Module (5) Licensing game – 2nd session
16:45 – 17:00	Wrap-up



## **Profile of Instructors**

### **HAYLEY FRENCH**

Hayley is commercial director and general counsel of Apitope International NV, a European biotechnology company. The company focuses on the development of therapies for autoimmune diseases. Hayley joined Apitope from the Basel headquarters of Novartis Pharma AG. Hayley was previously a lawyer in the Life Sciences group of Bird & Bird, London specialising in providing advice for a range of spin-outs, biotech and pharmaceutical industry clients. Prior to joining Bird & Bird, she was Head of Commercial Legal Affairs within the commercial business team and was responsible for companywide legal and IP matters at the Centre for Applied Microbiology and Research (CAMR) in Salisbury UK. After obtaining both a PhD in Microbiology and a M.Sc. in intellectual property from the University of London, Hayley joined University College London Ventures for five years and was responsible for the development, management and commercialisation of inventions in the life sciences sector. Hayley is chair of the LESI Education committee and is a board member of LES Britain & Ireland.

### **JOHN WALKER**

Following 15 years at BHP Billiton (Australia's largest mining company) in intellectual property management, technology transfer, licensing and business development where he advised the company and subsidiaries (including the Orbital Engine Company) on a wide range of matters including acquisition, development and commercialization of technology, and new venture investment, John established a technology management consultancy, with the national patent and trademark attorney firm, Griffith Hack. In 1993 Griffith Hack established Intellectual Property Management Pty Ltd (IPM) as an independent company to exclusively manage and provide advice on CSIRO's intellectual property portfolio to support its licensing and technology transfer activities, and John was IPM's Managing Director. In 2007, IPM's activities were merged into CSIRO's Legal/IP Group and John had responsibility for CSIRO's IP Portfolio Management (a portfolio of around 4500 patents/applications).

John is Managing Director of Licensing & Technology Management Pty Ltd (LTM), a specialized technology and IP management practice with particular emphasis on commercialization of innovation and management of intellectual assets.

John has a Masters degree in Civil Engineering and a degree in Economics. He also possesses a Masters degree in Intellectual Property Law, and is a registered Patent and Trade Mark Attorney.

John is a Fellow of the Australian Institute of Company Directors.

John is a Past President of the Licensing Executives Society (Australia/NZ). He has served on several LES International Committees (Education, Chemicals Energy Environmental and Materials Industries) and has chaired its Industry University and Government Transactions Committee.

John is currently a member of LES International's Executive Board.

An author of several papers on licensing, technology transfer and IP management, John lectures post-graduate students in Strategic Technology Management, R & D and Innovation Management. He has also prepared and conducted numerous Short Courses in these fields.