



LICENSING EXECUTIVES SOCIETY  
BRITAIN AND IRELAND

## Course Information

The comprehensive and complementary mix of lectures and interactive exercises covers:

### The Basics of Intellectual Property and Licensing

The first day starts with an introduction to the types of IP including trade secrets, patents, trade marks, copyright and design rights. This is followed by an introduction to the basics of licensing including exercises and a review of the important clauses of a licence.

### A Business Framework for Licensing

A review of high-level business processes for IAM and the relation of licensing to corporate strategy. Learn to guide and manage components of the high level process to create deal opportunities, create sustainable deal flow and to manage your IP cost-effectively over time.

### The Deal

Identify and apply valuation approaches. Recognize and practise elements of successful negotiation. Includes an extensive licence negotiation exercise based on case study materials from earlier sessions.

### Living with the Deal

Understand what happens after the deal is made. Construct a strategy for IP management. Know the tools for managing IP and licensing agreements. Understand how business processes affect IAM.

For those who are not members of LES Britain & Ireland, the course fee is £599.00. This includes tuition, course materials, lunch on three days and, for those who resident in Britain or Ireland, membership of LES Britain & Ireland for 2010.

For members of LES Britain & Ireland or an LES society overseas, the course fee is £399.00.

Overnight accommodation with breakfast is available at a rate of £103.50 per person per night. No VAT is charged by LES B&I on any of the above prices.

An evening buffet is available at an additional cost of £22.97 excluding VAT, payable to the Cranfield Management Development Centre.