

Introductory Training Course in Licensing and Business Development

10.00 - 10.15

Course introduction: Dr Ian Scoular, Protherics

10.15 - 11.15

Overview of the Licensing Process: Dr Ian Scoular, Protherics **tbc**

- terminology
- definition and scope of the licence : research aspects, products and technologies
- relationships between business development and licensing
- fit within the company and reporting relationships to other functions e.g. research, medical and commercial
- standard operating procedures for in-house operation of the licensing function
- company attitudes
- metrics of success
- scope of the remaining course

11.15 - 11.30

COFFEE

11.30 - 12.45

Identifying and Finding Partners: Steve Harris, Steve Harris Associates **tbc**

- types of searches
- potential sources
- useful networks and databases
- courses and conferences
- contact strategies
- types of deal
- acquisitions

12.45 - 14.00

LUNCH

14.00 - 15.00

Due Diligence Overview: Bill Dawson, Bionet **tbc**

- due diligence process
- preparing the team
- resources issues
- use of check lists
- key elements

15.00 - 15.15

TEA

15.15 - 16.15

Different Types of Licensing Agreements: David Colpman, Shire **tbc**

- Science agreements : research collaborations, contract research
- co-development
- marketing arrangements : co-marketing, co-promotion
- product fostering and product acquisition
- corporate alliances : joint ventures, mergers and acquisitions

16.15 - 17.30

Briefing for Licensing Case Study - Internal strategy determination: Sharon Finch,
Medius Associates

EVENING FREE

9.15 -10.30

Intellectual Property Rights: Win Eyles, NetsPat **tbc**

- patents : what is and isn't patentable
- trademarks and trade mark licences
- copyright and know how : confidentiality
- SPCs
- Enforcement and infringement
- GATT

10.30 - 10.45

COFFEE

10.45 - 11.45

The Regulatory Environment in Licensing: Gillian Gregory, Kendle **tbc**

- global regulatory framework
- development timelines
- key regulatory milestones : linking to contracts
- interface with licensing and business development

11.45 - 12.45

Portfolio Evaluation and Development of a Licensing Strategy: Ralph White, PPMLD **tbc**

- The strategic value of portfolio evaluation
- where it fits within the company
- assessing the value of your portfolio
- types of evaluation
- using portfolio assessment to identify in-licensing candidates
- assessing the competition

12.45 - 14.00

LUNCH

14.00 - 15.00

Negotiating and Negotiation Tactics: Andrew Gottschalk, Group AG **tbc**

- introduction - what is negotiating?
- negotiating style
- planning for negotiation

15.00 - 15.15

TEA

15.15 - 17.00

Financial Aspects of Licensing: Roger Davies, Consultant

Please note: If you have access to a laptop PC with *Excel*, please bring it with you so you can load the financial model onto it which will allow you to run through different scenarios.

- Valuation of products / technology
- Financial evaluation of the opportunity
- simple financial models
- risk assessment and evaluation
- financial impact of different deal structures
- royalties

Pre-dinner drinks 7pm, Evening - Course Dinner - **7.30pm**

08.30 – 10.00

Case Study - Negotiation! : Sharon Finch, Medius Associates

10.00 – 11.00

Case study: final presentations

11.00 – 11.15

COFFEE

11.15 – 12.45

Optimising the Agreement Structure: Mr Tony Warnock-Smith, Morgan Lewis **tbc**

- legal elements of deal structures
- various types of deals
- due diligence
- termination of agreements
- governing law

12.45 – 13.45 LUNCH

13.45 – 14.45

Technology Transfer: Prof. Bill Dawson, Bionet

- science and enabling technology
- partnerships
- delivery technologies
- biotech companies
- monoclonal antibodies and gene technology

14.45 – 16.00

Implementation of the Agreement: Gavin Clark, Tibotec **tbc**

- review of experiences
- auditing the success of the agreement and licensing function
- successful project management
- critical path analysis
- managing failure

16.00

Summary and Close