



November 26-27, 2018. BUDAPEST

“COMMERCIALISING TECHNOLOGY THROUGH THE POWER OF LICENSING”

Licensing Executives Society (LES)

TWO-DAY EVENT ON IP MANAGEMENT AND LICENSING

LES Hungary kindly invites you to a series of programs to be organized on 26-27 November 2018 in Budapest.

The event starts with the whole-day LES 100 training called 'Commercialising Technology through the Power of Licensing' (November 26, Monday) and continues with a workshop on 'University-Industry Cooperation in Europe' the next day (November 27, Tuesday).

The programs are designed for those who are relatively new to or interested in licensing. It is specifically aimed at:

Non-licensing **professionals** about to enter the field,
Those who are considering a career in licensing,

SMEs who require an introduction to licensing,

Entrepreneurs who need to understand the value of their Intellectual Property (IP)

University knowledge transfer professionals
Professors involved in entrepreneurship and

Students interested in learning the basics of Intellectual Property, and how to commercialise IP through licensing

DAY 1 - LES 100 TRAINING ON NOVEMBER 26

The training offers an overview of IP and IP Licensing, divided into five Modules, with examples, exercises, and interaction between instructors and fellow students in each Module:

MODULE 1: INTRODUCTION & IP BASICS

This Module introduces, defines, and gives examples of the different types of IP including patents, trademarks, copyright, designs and trade secrets.

MODULE 2: BASICS OF IP COMMERCIALISATION & LICENSING

Introduction to Licensing, including reasons for licensing, description of licensing agreements, infringement, competition law, and relationship-building.

MODULE 3: DETERMINING REASONABLE LICENCE FEES & ROYALTY RATES

This Module talks about risks and rewards, different valuation methods (Market, Financial, Cost) and their pros and cons, together with royalty structures.

MODULE 4: MANAGING RISKS

Identify the different kinds of risk and how to manage them, i.e. confidentiality, infringement, liability, collection of royalties and other fees.

MODULE 5: LICENSING GAME

Students put into practice what they have learned by dividing into licensee and licensor teams that then discuss and negotiate terms on a licensing case study. At the end of the session all teams report their results and reasoning.

The instructor on the training is [Dr. Hayley French](#), former president of LES Britain and Ireland, who was rewarded with Licensing Executives Society (LES) President's International Service Recognition award in 2014.

DAY 2 - WORKSHOP ON NOVEMBER 27

The workshop is held on **University-Industry Cooperation in Europe**. The presenters are **Professor Heinz Goddar**, patent attorney, former president of LES Germany and LES International, who received the LES International Gold Medal in 2004 and **Dr. István Molnár**, patent attorney, president of LES Hungary. The Licensing exercise will be moderated by **Levente Pethő**, board member of LES Hungary.

08:30 – 09:00	REGISTRATION
09:00 – 10:00	IP DUE DILIGENCE IN M&A TRANSACTIONS Dr. István Molnár
10:00 – 11:30	LICENSING EXERCISE Levente Pethő
11:30 – 12:00	COFFEE BREAK
12:00 – 13:00	UNIVERSITY-INDUSTRY COOPERATION IN EUROPE - GERMANY AS AN EXAMPLE Prof. Dr. Heinz Goddar
13:00 – 14:00	CLOSING LUNCH (OPTIONAL)

How long is the event?

Programs start on **Monday** at 8.30 a.m. Modules 1, 2 and 3 are presented in the morning, and Modules 4 and 5 in the afternoon. Module 5, with its negotiating and reporting sessions, is the longest of the five. It finishes around 5.30 p.m. The day closes with a networking reception in the evening. Lunch and the networking reception are included in the price.

On **Tuesday** the program continues from 9 a.m. and finishes with an optional closing lunch.
Lunch is not included in the price.

Coffee breaks are included both days

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Where will it take place?

[1062 BUDAPEST, ANDRÁSSY ÚT 113., HUNGARY](#)

The venue for both events is a former aristocratic mansion in an illustrious quarter of Budapest.

How much is the price for registration?

1. LES100

Participation fees:

- Regular: 48,000 HUF
- Graduate students: 9,800 HUF
- Graduate school professors: 35,000 HUF
- University officers: 35,000 HUF
- LES Hungary members: 35,000 HUF

2. Workshop

Attendance on the workshop on **November 27 is free** for everyone with priority to the participants of LES 100 indicating their intention to participate in the workshop too.

Registration is required separately for both days.

After the registration, registrants get a proforma invoice and their registration is confirmed after paying the registration fee.

[Registration is available here.](#)