

## Managing Intellectual Assets



Special rates for LESANZ members

### A one-day intensive workshop on international best practice for active practitioners looking to expand their skills

16<sup>th</sup> November 2007, Level 14, 115 Grenfell Street, Adelaide

#### Who should attend:

- ➔ Senior MANAGERS keen to improve the IP asset utilisation in their organisations
- ➔ IP MANAGERS and BUSINESS DEVELOPMENT managers
- ➔ COMMERCIALISATION and LICENSING professionals
- ➔ BUSINESS and IP ADMINISTRATORS
- ➔ Junior LEGAL practitioners and PATENT attorneys

#### Key Learning Objectives:

- ➔ LEARN ABOUT international best-practice Intellectual Asset Management (IAM)
- ➔ DEVELOP effective IAM processes for your organisation
- ➔ BENEFIT FROM understanding the FIVE key elements of proven IAM strategies
- ➔ IMPROVE your organisation's IP creation
- ➔ MASTER the art of portfolio management
- ➔ EXPLORE different avenues for effective value extraction & commercialisation
- ➔ MAXIMISE value realisation and post-deal value

#### Assumed knowledge: Completed IAM 101 or equivalent experience

- ➔ Be able to identify the different forms of intellectual property and how they relate;
- ➔ Be familiar with the terms and structure of a licence agreement.

Pre-course work (to be distributed by email prior to course)

- ➔ Prepare answer to Healthy Heart exercise
- ➔ Review exercise and case study material including Case Study Background Material, Alliances Discussion Guide, Outline Heads of Agreement.

This international best-practice course has been developed by the USA & Canada chapter of the Licensing Executives Society as part of its successful Professional Development Series. It is aimed at individuals who are involved, or will be involved, in the management of IP and other intellectual assets in industry, at research and research funding organisations or in the legal and advisory professions. This condensed programme consists of one day intensive workshop, on 15<sup>th</sup> March, which provides practical guidance and international case studies of best-practice IAM strategies. The case studies and coursework are integrated and carry through both the IAM2 and IAM3 course modules. The workshops are delivered by experienced practitioners specifically accredited by LES to deliver the programme. Targeted exercises and realistic case studies help to highlight some of the pitfalls as well as offering the opportunity to apply the learnings directly.

Part One of the IAM Course (IAM2) introduces participants to the five key elements of expert Intellectual Asset Management before exploring each of the areas in depth. The principles of developing IP creation strategies as well as a holistic portfolio management approach are taught in concert with licensing and other value extraction strategies. Two of the most overlooked aspects of IAM, the management of value recognition and the ongoing strategic maintenance of intellectual property assets, are also reviewed in detail. IAM3 focuses on value extraction from IP assets: deal structuring, how and when to apply different valuation models, negotiation strategies as well as highlighting some of the underlying principles.

During the course, there will be ample opportunity to relate the principles of IAM to the different organisational situations of participants.

#### DATE

16 November 2007

#### TIME

8:30 am for 9:00 am start  
5:30 pm finish

#### VENUE

Level 14  
115 Grenfell Street  
Adelaide

#### COST

\$50 Early bird discount if you RSVP prior to 16<sup>th</sup> October  
\$550 per person  
\$450 pp. for members (incl. GST)

#### RSVP

31<sup>st</sup> October 2007

#### REGISTRATION

Beth Benson at the LESANZ Secretariat  
PO Box 1051  
Pakenham Upper VIC 3810  
Tel: 03 5942 7066  
Fax: 03 5942 7033  
admin@lesanz.org.au

## Managing Intellectual Assets



### Licensing Executives Society Australia New Zealand

TAX INVOICE  
ABN 8283521814

#### Presenters

Experienced practitioners from LES' international team of instructors will deliver the workshops specifically accredited by LES.

#### Registration & Cost

The Course caters for a maximum of 24 participants. (All prices are incl. of GST)

**Members\*:** Early Bird day rate = \$400.00 (register by 16th October)  
Full Day rate = \$450.00

**Non-Members:** Early Bird day rate = \$500.00 (register by 16th October)  
Full Day rate = \$550.00

Please RSVP to Beth Benson, LESANZ Secretariat by Wed 31st October 2007: Confirmation will be emailed to each participant registered. NOTE: LESANZ reserves the right to postpone or cancel this course subject to minimum numbers being achieved. In the event this is required, full refund will provided to all registered attendees.

I \_\_\_\_\_,

Company \_\_\_\_\_

Position: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Dietary Requirements: None or \_\_\_\_\_

I am a Member of LES ANZ / Not a member of either (please circle as appropriate)

I am paying by Cheque (Cheques payable to LES ANZ) / Credit card (Mastercard & Visa only)

\$ \_\_\_\_\_ is enclosed or please debit from you credit card

Credit Card No.: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Cardholder's Name and Signature (and phone number if cardholder is different from above):  
\_\_\_\_\_

\*Membership rates are available only to paid-up members of LESANZ  
Eligibility will be confirmed prior to acceptance of bookings.  
Due to catering costs, payment is required despite non-attendance or  
cancellation after the RSVP date.

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