

INVITATION

TO THE JOINT EVENT OF
LES Austria, LES Czech Republic & Slovakia, LES Hungary



IN ASSOCIATION WITH



Succeeding at technology commercialisation and negotiation

CONNECTING THE DOTS BETWEEN IP AND BUSINESS

23-24 NOVEMBER 2023
VIENNA, AUSTRIA

VENUE

▶ TU Wien,

Prechtlsaal,
Karlsplatz 13, 1040 Vienna

HOTELS

(suggestions; special rates indicating "TU Wien guest")



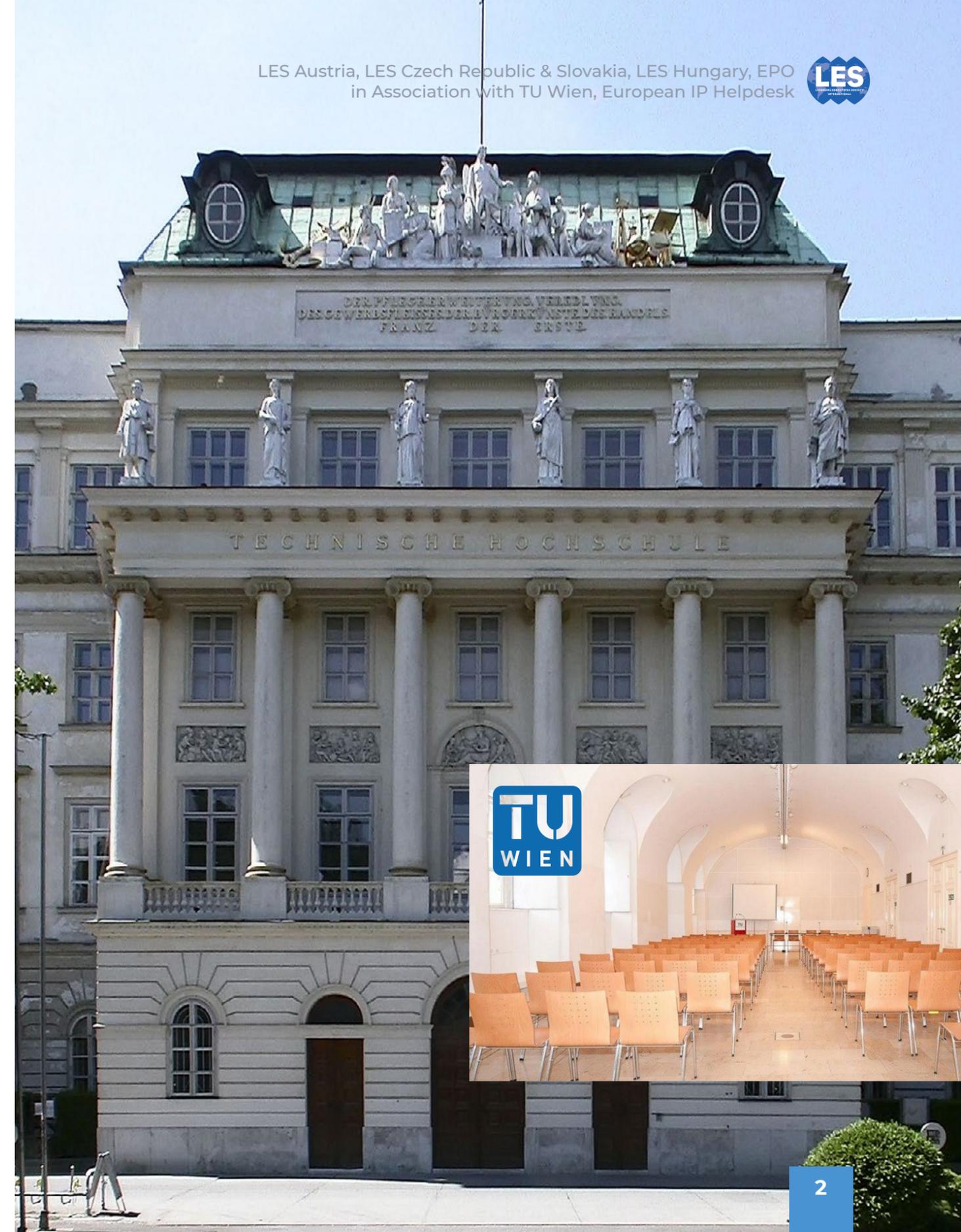
- ▶ **Hotel Grand Ferdinand**
Schubertring 10-12



- ▶ **Hotel Erzherzog Rainer**
Wiedner Hauptstraße 27-29



- ▶ **MotelOne Wien Staatsoper**
Elisabethstrasse 5



PROGRAM

22.11.2023 - 18:00

Pre-seminar
networking drinks
(optional)

@ Stadtwirt

Untere Viaduktgasse 45,
1030 Vienna

23.11.2023 – DAY 1

LES Austria, LES Czech Republic & Slovakia, LES Hungary, EPO
in Association with TU Wien, European IP Helpdesk



08:15 REGISTRATION, WELCOME COFFEE

08:45 Welcome and introduction

XAVIER SEUBA

Principal Director Patent Intelligence (tbc.), **European Patent Office**

MARTIN SCHNEIDER

LESI Education Committee Chair, Partner, **Keller Schneider, Zurich ((Switzerland))**

09:00 Defining the right IP strategy

BRUNO VANDERMEULEN

Independent IP lawyer, member of **LES Benelux**, Senior IP Director at **Impact Licensing Initiative v.z.w**

10:00 IP management
and opportunity creation

GERNOT GROBER

IP management and opportunity creation, **AT&S, Leoben (Austria)**

11:00 COFFEE BREAK

11:30 Scrutinising the invention and
patent filing tactics

MICHAL JORDÁN

Patent attorney and partner, **PatentEnter s.r.o., Brno (Czechia)**

12:30 LUNCH BREAK

13:30 Licensing fundamentals

THOMAS ADOCKER

LES Austria Secretary, Attorney-at-law and partner, **TaylorWessing, Vienna (Austria)**

14:30 Licensing lessons from the life
science industry

MARK WILSON

Director, Strategic Technology, **Bioconsulting, London (UK)**, and formerly Senior Director, Technology Licensing, **GSK**

15:30 COFFEE BREAK

16:00 Negotiations and post-contract
issues

IA MODIN

President Elect **LES Scandinavia**, Chair of LESI CEEM Committee,
Lawyer and partner, **Gozzo Advokater, Stockholm (Sweden)**

17:00 Briefing notes for IP negotiation
masterclass

WILLIAM BIRD

Patent and trademark attorney, Partner, **Kirkpatrick, La Hulpe (Belgium)**

17:30 NETWORKING DRINKS (OPTIONAL)



09:00	IP assessment: Which IP should be pursued?	CHRISTIAN HACKL European IP Helpdesk Member, Managing Director, Hydroshaft GmbH and TUM-Tech, Munich (Germany)
10:00	COFFEE BREAK	
10:30	IP valuation & determining appropriate royalty rates	LEVENTE PETHÖ LESI IP Valuation Committee Vice Chair, Director, Danubia IP Innovation Consulting LTD, Budapest (Hungary)
12:00	LUNCH BREAK	
13:00	IP negotiation masterclass	WILLIAM BIRD MARTIN SCHNEIDER BRUNO VANDERMEULEN IA MODIN GEORGINA BUSKU Secretary of LES Hungary, Chair of the LESI YMC (2020-2021), Attorney-at-law, Founder, BUSKU Law Firm, Budapest (Hungary) KARIN HOFMANN LESI Member of the Board and Vice-President, Patent- and License Management, Vienna University of Technology (Austria)
16:00	Masterclass wrap-up	WILLIAM BIRD MARTIN SCHNEIDER
17:00	Q&A and outlook	
17:30	END OF EVENT	



MODERATORS:

STEPHANIE WEBER
European IP Helpdesk, EURICE GmbH, Germany

KARIN HOFMANN
Vienna University of Technology, Austria

GEORGINA BUSKU
BUSKU Law Firm, Hungary



REGISTRATION



FEES

Non-LESI member
€ 480

LESI member
€ 300

LESI member
under 40 (YMC)
€ 250

■ All rates in EUR

We offer a 10% discount in case 5 or more LES-non-members from one company or from one institution/organization decide to participate in the **Advanced Licensing Course**

REGISTRATION:

Please send your registration in email to les@les-austria.at with your name, company, firm and LES membership status (yes or no)

VENUE:

TU Wien, Prechtlsaal, Karlsplatz 13, 1040 Vienna

▶ NOT A LESI MEMBER YET?

Follow [this link](#) for more information on how to become a member.

WHO SHOULD ATTEND?

The course is designed for intellectual capital and business development managers as well as entre- and intrapreneurs with great ideas who are looking to perform at the highest level.

It is also intended for their advisors. You might be from an SME, a start-up, a spin-out, an emerging enterprise, a MNC, the technology transfer business or a research organisation.

LEARNING OBJECTIVES

The aim is to give you:

- a comprehensive and easy-to-follow roadmap on how to manage IP profitably
- an understanding of how to develop an IP strategy that is aligned with your company's business strategy
- a capacity to evaluate all the options for commercialising your IP
- a set of tools and techniques that you can start to use as soon as you are back in the office and easily share with your colleagues in other departments
- the confidence to negotiate on an equal footing with the leading players and secure the full value for your IP

This course gives you a comprehensive and professional set of tools and techniques so that you can profit from your IP and put it at the heart of your business strategy in a way that is easy to access, easy to follow and easy to implement.

NETWORKING

The course provides a unique platform for you to network with licensing and technology commercialisation professionals, primarily from Europe but also from beyond.

HIGH-LEVEL COURSE WITH ADVANCED EXPERTISE

Jointly developed by the LESI Education Committee and the European Patent Academy, this advanced training course includes an IP negotiation masterclass on day 2.

To get maximum benefit from the masterclass, you will need to study the documentation provided.

Over 20 international experts contributed to the course materials as authors, reviewers, and editors. Each of the speakers has 20-30 years' experience in developing IP strategies and negotiating IP deals at the highest level.

ORGANISERS



LESI is an authority on technology commercialisation and licensing. It is a non-profit association of 33 national and regional member societies comprised of people interested in the transfer of technology and the licensing of IP – from technical know-how and patented inventions to software, copyright, and trademarks. LESI is represented by the Austrian national society, the Czech Republic and Slovakian national society, and the Hungarian national society.



The EPO is the patent granting authority for Europe, enabling inventors, companies, and researchers to protect their inventions in up to 44 countries covering a market of over 700 million people. Its mission is to support innovation, competitiveness, and economic growth. The European Patent Academy is the EPO's external education and training arm, improving IP training and education in Europe.

IN ASSOCIATION WITH



The European IP Helpdesk is a first-line IP service initiative of the European Commission that supports European SMEs and research teams involved in international business or EU-funded research activities in managing and valorising their IP. Offering a broad range of informative material, a Helpline service for direct IP support and on-site and online training, its goal is to drive IP capacity building along the full scale of IP practices: from awareness raising to strategic use and successful exploitation.



The TU Wien is Austria's largest research and educational institution in the field of technology and natural sciences. More than 4,000 scientists are researching "technology for people" in five main research areas at eight faculties. The content of the studies offered is derived from the excellent research. More than 27,000 students in 55 degree programmes benefit from this. As a driver of innovation, TU Wien strengthens the business location, facilitates cooperation and contributes to the prosperity of society.



THANK YOU TO OUR SPONSORS



We look forward to seeing you
in Vienna!

Succeeding at technology
commercialisation and negotiation

CONNECTING THE DOTS
BETWEEN IP
AND BUSINESS

23-24 NOVEMBER 2023
VIENNA, AUSTRIA



Les Austria
Les Czech Republic & Slovakia
Les Hungary