



# MASTERCLASS

## PROGRAMME

### Day One

09.00 – 09.15

#### Course Introduction

- scope of the course
- learning objectives

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#### LEGAL ASPECTS

09:15 – 10:30

#### Contractual Issues : EU anti competition aspects

- Non-compete clauses
- Update on EU legislation
- Sector enquiry

10:30 – 10:45

*COFFEE*

10:45 – 11.45

#### Contractual Issues : Performance Clauses

- Performance obligations
  - Commercial context
  - Leaving it to the law
  - Negotiating and drafting
    - Licensor and licensee perspectives
  - Examples
  - Disputes arising out of endeavours provisions

11.45-12:15

- Some other clauses relevant to performance
- Sanctions for non-/defective performance

#### **CASE STUDY**

Participants will examine and discuss further the points raised in the previous session.

12:30 – 13.30

*LUNCH*

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#### COMMERCIAL ASPECTS

13:30 – 14:30

#### Life Cycle Management :

- Impact of LCM on Business Development
- Buying into new TAs / technologies

14.30 – 15.30

#### Co Promotion / Life Cycle Management case study

15.30 – 15:45

*TEA*

15:45 – 16:45

#### Co promotion Deals

- Co-promotion scenarios
- Examples of recent deals



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### Day Two

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#### FINANCIAL ASPECTS

**09:00 – 10:00**      **Company Valuations and Financial Analysis Techniques:**

- Overview of methodologies
- Moving on from NPVs
- Dealing with uncertain futures
- Using real options
- Licensing case study

**10:00 – 11:00**      **Benchmarks and Deal Valuation**

- product acquisitions
- licensing deals

*11:00 – 11:15*      *COFFEE*

**11:15 – 12:15**      **Financial Case Study**

*12:15 – 13:15*      *LUNCH*

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#### OPERATIONAL ASPECTS

**13:15 – 14:00**      **Operational Case Study – review of clauses**

**14:00 – 15:00**      **Pricing Aspects in Europe**

**15.00 - 16:00**      **Case Study : Alliance Management**

- Implementing the deal post signature
- Encouraging performance