



# INTRODUCTORY TRAINING COURSE

## PROGRAMME

### DAY 1

09.00 – 09.30

#### **Registration and Coffee**

09.30 – 10.30

#### **Course Introduction -& Overview of the Licensing Process**

- 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 & commercial
- standard operating procedures for in-house operation of the licensing function
- company attitudes
- metrics of success

10.30 - 10.45

#### **COFFEE**

10.45 – 12.00

#### **Identifying and Finding Partners**

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

12.00- 13.00

#### **Intellectual Property Rights**

- patents: what is and isn't patentable
- the patenting process
- other forms of IP - trademarks, designs, copyright, know how
- SPCs
- enforcement and infringement
- recent international developments

13.00 – 14.00

#### **LUNCH**

14.00 – 14.30

#### **Briefing for Licensing Case Study**

14.30 - 15.45

#### **Annogliptin Case Study – Round 1 Strategy and Due Diligence**

15.45 – 16.00

#### **TEA**

16.00 – 17.00

#### **Due Diligence**

This session will cover the important deal process of Due Diligence. An introduction and a real world view of Due Diligence will set the Scene for the process itself and the presenter will draw on his wide experience of participating in and running Due Diligence Teams.

- Introduction
- Due Diligence in the real World
- The process of Due Diligence
- Legal Aspects of Due Diligence



# INTRODUCTORY TRAINING COURSE PROGRAMME

## DAY 2

08.30 – 09.45

### **Different Types of Licensing Agreements**

- Research collaborations
- Contract Research
- Licensing, Heads of Agreement, In-licensing, Out-licensing, Options
- Marketing Agreements, Contract Salesforce, Fostering, Co-marketing, Co-promotion
- Acquisitions
- Joint Ventures
- Mergers

09.45 – 11.00

### **Portfolio Evaluation and Development of a Licensing Strategy**

- 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

11.00 - 11.15

*COFFEE*

11.15 – 13.00

### **Financial Aspects of Licensing**

***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

13.00 - 14.00

*LUNCH*

14.00 - 15.15

### **Negotiation Process and Techniques**

- Pre negotiation
- The Team
- The Negotiation Process
- Negotiating tools and tactics

15.15 - 15.30

*TEA*

15.30 – 17.30

### **Case Study - Financial Planning**



# INTRODUCTORY TRAINING COURSE PROGRAMME

## DAY 3

08.00 – 10.30	<b>Case Study – <i>Annogliptin</i></b> © Medius Associates
10.30 - 10.45	<i>COFFEE</i>
10.45 – 11.15	<b>Case study : final presentations</b>
11.15 – 12.30	<b>The Regulatory Environment in Licensing</b> <ul style="list-style-type: none"><li>• global regulatory framework</li><li>• development timelines</li><li>• key regulatory milestones : linking to contracts</li><li>• interface with licensing and business development</li></ul>
12.30 - 13.15	<i>LUNCH</i>
13.15 – 14.30	<b>Optimising the Agreement Structure</b> <ul style="list-style-type: none"><li>• legal elements of deal structures</li><li>• various types of deals</li><li>• due diligence</li><li>• termination of agreements</li><li>• governing law</li></ul>
14.30 - 15.30	<b>Implementation of the Agreement</b> <ul style="list-style-type: none"><li>• reasons for failure</li><li>• communication</li><li>• compliance: payments, IP, diligence</li><li>• alliance management</li></ul>
15.30	<b>Summary and Close</b>