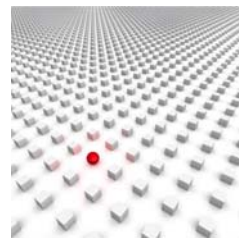


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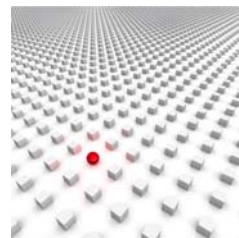


Day One

- 09.00 – 09.30** **Registration and Coffee**
- 09.30 – 10.45** **Course Introduction, Overview of the Licensing Process & Case Study Introduction**
Sharon Finch, Medius Associates
- 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
- 10.45 – 11.00** **COFFEE**
- 11.00 – 12.15** **Optimising the Agreement Structure**
- legal elements of deal structures
 - various types of deals
 - due diligence
 - termination of agreements
 - governing law
- 12.15 – 13.30** **LUNCH**
- 13.30 – 14.45** **Due Diligence**
- Introduction
 - Due Diligence in the real World
 - The process of Due Diligence
 - Legal Aspects of Due Diligence
- 14.45 – 15.00** **TEA**
- 15.00 - 16.15** **Negotiation Process and Techniques**
Sharon Finch, Medius Associates
- Introduction
 - Negotiating Styles
 - Planning to Negotiate
- 16.15 - 17.15** **Case Study – Round 1 Strategy and Due Diligence**
Sharon Finch, Medius Associates

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Day Two

09.00 – 10.00

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

10.00 – 11.15

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

11.15 – 11.30

COFFEE

11.30 – 12.45

The Regulatory Environment in Licensing

- global regulatory framework
- development timelines
- key regulatory milestones : linking to contracts
- interface with licensing and business development

12.45 – 13.30

LUNCH

13.30 – 15.15

Financial Aspects of Licensing

Roger Davies, Redpharma

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

15.15 - 15.30

TEA

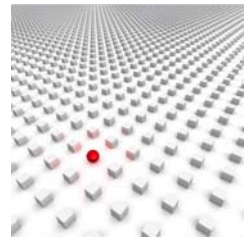
15.30 – 17.30

Case Study – Round 2 Financial Planning

Roger Davies, Redpharma

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Day Three

08.00 – 11.00

Case Study – *Opportunamab* © Medius Associates
Sharon Finch, Medius Associates

11.00 – 11.15

COFFEE

11.15 – 12.30

Identifying and Finding Partners

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

12.30 - 13.30

LUNCH

13.30 – 14.45

Implementation of the Agreement – making the deal work post-signature

- Reasons why alliances fail
- Planning for implementation
- Implementation
- Alliance Management

15.15

Summary and Close