

HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE

PROGRAMME

Wednesday November 9th

09.00 – 09.15	Course Introduction
09.15 – 10.00	Overview of the Licensing Process – Sharon Finch <ul style="list-style-type: none">▪ definition and scope of the licence▪ internal business development structures▪ strategy and fit within the company▪ working relationships with other functions e.g., research, medical & commercial▪ standard operating procedures for in-house operations▪ metrics of success
10.00 – 10.45	Identifying and Finding Partners – Jill Ogden <ul style="list-style-type: none">▪ types of searches▪ potential sources▪ useful networks and databases▪ courses and conferences▪ contact strategies
10.45-11.00	Coffee
11.00 – 12.15	Due Diligence – Jon Bell, Director, Alliance and Integration Management, AstraZeneca <ul style="list-style-type: none">▪ Introduction▪ Due Diligence in the real World▪ The process of Due Diligence▪ Legal Aspects of Due Diligence
12.15 – 13.15	Lunch
13.15 – 14.45	Intellectual Property Rights – Ian Jones, Senior Associate, Gill Jennings Every <ul style="list-style-type: none">▪ patents: what is and isn't patentable▪ the patenting process▪ other forms of IP - trademarks, designs, copyright, know how▪ SPCs▪ enforcement and infringement
14.45 – 15.00	Tea

PROGRAMME

- 15.00 – 16.00** **Optimising the Legal Agreement Structure – Mathilda Davidson, Legal Director, Gowling WLG**
- legal elements of deal structures
 - various types of deals
 - due diligence
 - termination of agreements
 - governing law
- 16.00 – 17.30** **Case Study Introduction and Term Sheet**
- team work – identification of key issues
 - development of the term sheet
 - useful networks and databases
 - review of the term sheet

Thursday November 10th

- 09.00 – 09.15** **Questions and feedback**
- 09.15 – 10.30** **Different Types of Licensing Agreements – Sharon Finch**
- Research collaborations
 - Contract Research
 - Licensing, Heads of Agreement, In-licensing, Out-licensing, Options
 - Marketing Agreements, Contract Salesforce, Co-marketing, Co-promotion
 - M&A
 - Joint Ventures
- 10.30 – 10.45** **Coffee**
- 10.45 – 12.00** **The Regulatory Environment in Licensing - Sarah Nicholson, QRCC**
- global regulatory framework
 - development timelines
 - key regulatory milestones: links to contracts
 - interface with licensing and business development
- 12.00 – 13.00** **Lunch**
- 13.00 – 15.00** **Financial Aspects of Licensing – Catharine Staughton**
- valuation of products / technology
 - financial evaluation of the opportunity
 - simple financial models
 - risk assessment and evaluation
 - financial impact of different deal structures
- 15.00 – 15.15** **Tea**

PROGRAMME

- 15.15 – 17.00** **Case Study Term Sheet**
- team work – review of the excel and case study financials

Friday November 11th

- 09.00 – 09.15** **Questions and feedback**
- 09.15 – 10.15** **Negotiation Process and Techniques – Sharon Finch**
- Introduction
 - Negotiating Styles
 - Planning your negotiation
- 10.15 – 10.45** **Review and preparation of negotiating strategy for the Case Study**
- 10.45 – 12.30** **Active interparty negotiation**
- 12.30 – 13.15** **Lunch**
- 13.15.-13.45** **Feedback on the case study**
- 13.45 – 14.45** **Alliance Management – Keith Buchanan Smith, Alliance Director, GSK**
- Why does alliance management matter?
 - What is alliance management
 - Alliance management in practice
- 14.45** **Summary and Close**