

## PROGRAMME 2023

Wednesday November 15<sup>th</sup>

- 09.00 – 09.10**      **Course Introduction– Keith Buchanan Smith, Alliance Director, GSK**
- 09.10 – 10.00**      **Overview of the Licensing Process – Keith Buchanan Smith**
- Definition and scope of the licence
  - Strategy and fit within the company
  - Internal business development structures
  - Working relationships with other functions e.g., research, medical & commercial
  - Standard operating procedures for in-house operations
  - Metrics of success
- 10.00 – 11.15**      **Due Diligence – Michale Bouskila-Chubb, Senior Director Due Diligence, AstraZeneca**
- Introduction
  - Due Diligence in the real world
  - The process of Due Diligence
  - Legal aspects of Due Diligence
- 11.15 – 11.30**      ***Refreshment break***
- 11.30 – 12.15**      **Identifying and Finding Partners – Jill Ogden**
- Types of searches
  - Potential sources
  - Useful networks and databases
  - Courses and conferences
  - Contact strategies
- 12.15 – 13.15**      ***Lunch break***
- 13.15 – 14.45**      **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
- 14.45 – 15.00**      ***Refreshment break***
- 15.00 – 16.00**      **Optimising Legal Agreement Structure – Mathilda Davidson, Legal Director, Gowling WLG**
- Contract structures
  - Performance clauses
  - Termination of agreements
  - Governing law
- 16.00 – 17.30**      **Case Study Introduction and Term Sheet – Round 1 - Sharon Finch**
- Team work – identification of key issues
  - Development of the Term Sheet
  - Review of the Term Sheet

## Thursday November 16<sup>th</sup>

- 09.00 – 09.15**            **Questions and feedback**
- 09.15 – 10.30**           **Intellectual Property Rights – Ian Jones, Senior Associate, Gill Jennings Every**
- Patents: what is and isn't patentable
  - The patenting process
  - Other forms of IP - trademarks, designs, copyright, know how
  - SPCs
  - Enforcement and infringement
- 10.30 – 10.45**            **Refreshment break**
- 10.45 – 12.00**           **The Regulatory Environment in Licensing – Claire McDonald, Global Regulatory Affairs, GSK**
- Global regulatory framework
  - Development timelines
  - Key regulatory milestones: links to contracts
  - Interface with licensing and business development
- 12.00 – 13.00**           **Lunch break**
- 13.00 – 15.00**           **An Introduction to 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**           **Refreshment break**
- 15.15 – 17.00**           **Case Study Term Sheet – Round 2**
- Team work
  - development of relevant financial terms, review of the excel case study financials

## Friday November 17<sup>th</sup>

- 09.00 – 09.05**           **Questions and feedback**
- 09.05 – 10.15**           **Negotiation Process and Techniques – Sharon Finch**
- Introduction
  - Negotiating Styles
  - Planning and executing your negotiation
- Case Study - Review and preparation of negotiating strategy**
- 10.15 – 12.15**           **Case study - Active interparty negotiation – Round 3**
- 12.15 - 13.00**           **Case Study - Feedback and summary – Round 4**
- 13.00 – 13.45**           **Lunch break**
- 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 – 15.00**           **Summary and Close**