

## HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE

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### PROGRAMME 2023

Wednesday March 29<sup>th</sup>

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| <b>09.00 – 09.15</b> | <b>Course Introduction</b>  |
| <b>09.15 – 10.00</b> | <b>Overview of the Licensing Process – Sharon Finch</b> <ul style="list-style-type: none"><li>▪ Definition and scope of the licence</li><li>▪ Internal business development structures</li><li>▪ Strategy and fit within the company</li><li>▪ Working relationships with other functions e.g., research, medical &amp; commercial</li><li>▪ Standard operating procedures for in-house operations</li><li>▪ Metrics of success</li></ul> |
| <b>10.00 – 11.15</b> | <b>Due Diligence – Jon Bell, Director, Alliance and Integration Management, AstraZeneca</b> <ul style="list-style-type: none"><li>▪ Introduction</li><li>▪ Due Diligence in the real world</li><li>▪ The process of Due Diligence</li><li>▪ Legal Aspects of Due Diligence</li></ul>  |
| <b>11.15-11.30</b>   | <b>Refreshment break</b>  |
| <b>11.30 – 12.15</b> | <b>Identifying and Finding Partners – Jill Ogden</b> <ul style="list-style-type: none"><li>▪ Types of searches</li><li>▪ Potential sources</li><li>▪ Useful networks and databases</li><li>▪ Courses and conferences</li><li>▪ Contact strategies</li></ul>   |
| <b>12.15 – 13.15</b> | <b>Lunch break</b>  |
| <b>13.15 – 14.45</b> | <b>Intellectual Property Rights – Ian Jones, Senior Associate, Gill Jennings Every</b> <ul style="list-style-type: none"><li>▪ Patents: what is and isn't patentable</li><li>▪ The patenting process</li><li>▪ Other forms of IP - trademarks, designs, copyright, know how</li><li>▪ SPCs</li><li>▪ Enforcement and infringement</li></ul>   |
| <b>14.45 – 15.00</b> | <b>Refreshment break</b>  |

## PROGRAMME 2023

**15.00 – 16.00      Optimising Legal Agreement Structure – Mathilda Davidson, Legal Director, Gowling WLG**

- Legal elements of deal structures
- Various types of deals
- Performance clauses
- 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
- Review of the Term Sheet

### Thursday March 30<sup>th</sup>

**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      Refreshment break**

**10.45 – 12.00      The Regulatory Environment in Licensing – Christina Tam, QRCC**

- 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      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

## PROGRAMME 2023

- 15.00 – 15.15**      **Refreshment break**
- 15.15 – 17.00**      **Case Study Term Sheet**
- Team work – development of relevant financial terms, review of the excel case study financials

### Friday March 31<sup>st</sup>

- 09.00 – 09.15**      **Questions and feedback**
- 09.15 – 10.15**      **Negotiation Process and Techniques – Sharon Finch**
- Introduction
  - Negotiating Styles
  - Planning and executing your negotiation
- 10.15 – 10.45**      **Case Study - Review and preparation of negotiating strategy**
- 10.45 – 12.30**      **Case study - Active interparty negotiation**
- 12.30 – 13.15**      **Lunch break**
- 13.15 - 13.45**      **Case Study - Feedback and summary**
- 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**