

HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE

WEBINAR PROGRAMME

Monday May 10th

09.00 – 09.15

Course Introduction

09.15 – 10.00

Overview of the Licensing Process – Sharon Finch, Medius Associates

- 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, Medius Associates

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

10.45 – 11.30

Case Study Introduction

- team work – identification of key issues
- development of the term sheet
- useful networks and databases

11.30 – 12.00

Questions and feedback

Tuesday May 11th

09.00 – 10.00

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

10.00 – 11.00

Due Diligence – Dr Jon Bell, Director, Alliance and Integration Management, AstraZeneca

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

11.00 – 11.45

Case Study Term Sheet

- team work – review of the term sheet

11.45 – 12.00

Questions and feedback

PROGRAMME

Wednesday May 12th

- 09.00 – 10.00** **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
- 10.00 – 11.00** **Financial Aspects of Licensing – Catharine Staughton, Medius Associates**
- valuation of products / technology
 - financial evaluation of the opportunity
 - simple financial models
 - risk assessment and evaluation
 - financial impact of different deal structures
- 11.00 – 11.45** **Case Study Term Sheet**
- team work – review of the excel and case study financials
- 11.45 – 12.00** **Questions and feedback**

Thursday May 13th

- 09.00 – 10.00** **Intellectual Property Rights – John Jappy, Partner, 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
- 10.00 – 11.00** **Negotiation Process and Techniques – Sharon Finch, Medius Associates**
- Introduction
 - Negotiating Styles
 - Planning your negotiation
- 11.00 – 11.45** **Review and preparation of negotiating strategy for the Case Study**
- 11.45 – 12.00** **Questions and feedback**

PROGRAMME

Friday May 14th

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|----------------------|---|
| 08.00 – 09.15 | Different Types of Licensing Agreements – Sharon Finch, Medius Associates <ul style="list-style-type: none">▪ 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 |
| 09.15 – 11.15 | Review and preparation of negotiating strategy for the Case Study |
| 11.15 – 12.00 | Feedback on the case study |
| 12.00 – 12.45 | Alliance Management – Dr. Keith Buchanan Smith, Alliance Management, GSK <ul style="list-style-type: none">• Why does alliance management matter?• What is alliance management• Alliance management in practice |
| 13.00 | Summary and Close |