

HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE

WEBINAR PROGRAMME

Monday November 16th

- 08.00 – 09.00** **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
- 09.00 – 10.00** **Identifying and Finding Partners – Jill Ogden, Medius Associates**
- types of searches
 - potential sources
 - useful networks and databases
 - courses and conferences
 - contact strategies

Tuesday November 17th

- 08.00 – 09.00** **Intellectual Property Rights – John Jappy, 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
- 09.00 – 10.00** **Due Diligence – Jonathan Bell, Director, Alliance & Integration Management, Astra Zeneca**
- Introduction
 - Due Diligence in the real World
 - The process of Due Diligence
 - Legal Aspects of Due Diligence

Wednesday November 18th

- 08.00 – 09.45** **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
- 09.45 – 10.30** **Review and preparation of Terms Sheet based on Case Study**

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Thursday November 19th

08.00 – 09.00 **Different Types of Licensing Agreements – Sharon Finch, Medius Associates**

- 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

09.00 – 10.00 **Optimising the Legal Agreement Structure – Mathilda Davidson, Gowling WLG**

- legal elements of deal structures
- various types of deals
- due diligence
- termination of agreements
- governing law

Friday November 20th

08.00 – 09.00 **Negotiation Process and Techniques – Sharon Finch, Medius Associates**

- Introduction
- Negotiating Styles
- Planning your negotiation

09.00 – 10.00 **Alliance Management – Dr. Keith Buchanan Smith, GlaxoSmithKline**

- Why does alliance management matter?
- What is alliance management
- Alliance management in practice

Summary and Close