

Practical Licensing

Building on skills gained on the *Fundamentals of Technology Transfer* course, this advanced level course is aimed at current technology transfer professionals with an active caseload and significant experience of the licensing process.

There are a limited number of places for managers from industry working with technology transfer departments or on collaborative research.

COURSE CONTENT

This residential course focuses on licensing, the process that starts when we file a patent and finishes once we have signed the deal. It is much easier to apply for a patent than it is to find a licensee, and this is why we license only 20% of the patents we take out: most technology transfer offices are not short of good technologies, they lack good licensees. The course follows the process through identifying potential licensees, persuading them that they want the technology and then concluding equitable and watertight deals with them.

COURSE OUTCOMES

This course will train delegates to:

- Draft, interpret and amend licensing contracts
- Effectively manage a range of complex licensing issues
- Understand the full breadth of the role, and judge when to call in the experts
- Proactively manage professional suppliers, evaluating outcomes and questioning where required
- Creatively evaluate opportunities, applications and business models
- Improve project management skills: multitasking, planning, monitoring and influencing
- Understand stakeholder positions and communicate effectively in both the academic and commercial world
- Proactively manage and audit existing licences
- Build and use a network of contacts gained through the course

This course covers core content using a mix of presentation, discussion and case study work to ensure that key learning can be applied on the job. Trainers are leading practitioners in the field and bring to the course their own experience of licensing hundreds of deals.

To book your place on the next course, please visit www.praxisunico.org.uk or email info@praxisunico.org.uk.

REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP) STATUS

Demonstrate your dedication and expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All PraxisUnico training courses are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at www.attp.info