



Intellectual Asset Management, IAM 100: “Commercializing Technology through the Power of Licensing”

This is the introductory course in the Licensing Executives Society's Intellectual Asset Management Series and it is designed for those with no prior experience in licensing. It is specifically aimed at

- non-licensing professionals about to enter the field,
- those who are considering a career in licensing,
- entrepreneurs who need to understand the value of their IP,
- professors of entrepreneurship and
- students interested in learning the basics of Intellectual Property (IP) and how to commercialize IP through licensing.

What does the course cover?

An overview of IP and IP Licensing, divided into five Modules, with examples, exercises, and interaction between instructors and fellow students in each Module:

- Module 1: Introduction & IP Basics: This Module introduces, defines, and gives examples of the different types of IP including patents, trademarks, copyright, trade dress, and trade secrets.
- Module 2: Basics of IP Commercialization & Licensing: Introduction to Licensing, including reasons for licensing, description of licensing agreements, infringement, competition law, and relationship-building.
- Module 3: Determining Reasonable License Fees & Royalty Rates: This Module talks about risks and rewards, different Valuation methods (Market, Financial, Cost) and their pros and cons, and royalty structures.
- Module 4: Managing Risks: Different kinds of risk and how to manage them, i.e., confidentiality, infringement, liability, collection of royalties and other fees, and unlicensed competition.
- Module 5: Licensing Game: Students put into practice what they've learned by divided into licensee and licensor teams and then discuss and negotiate terms on a licensing case study based on both public and confidential information they are given. At the end of the negotiate session all teams report their results and how and why they reached them.

How long is the course?

One full day. Modules 1, 2, and 3 are presented in the morning, and Modules 4 and 5 in the afternoon. Module 5, with its negotiating and reporting-out sessions, is the longest of the five.

Breakfast and lunch are included. It is recommended that a networking reception follow the course.

Instructors.

IAM 100, as with all LES courses, is taught by LES member volunteers who are active practitioners in their fields. Two or more instructors work as a team and share teaching duties. Modules 1 and 4 are led by the Legal expert(s) on the team, and Modules 2 and 3 are led by the Business expert(s) on the team. All instructors assist and work with negotiating teams in Module 5.