

# LICENSING EXECUTIVES SOCIETY (LES) IV LATIN AMERICA REGIONAL CONFERENCE 6 A 8 DE APRIL DE 2016 - BUENOS AIRES, ARGENTINA

As Associações dos Executivos de Licenciamento do Brasil, Chile, Países Andinos e Argentina cordialmente convidam seus membros a participar da IV Conferência Regional Latino Americana sobre Licenciamento, este ano com o tema “Innovation and New Technologies in the IP Environment.”

## LOCAL:

The Brick Hotel Buenos Aires (ex-Caesar Park)  
Posadas 1232, C1011ABF, Buenos Aires, AR.  
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## PROGRAMA PRELIMINAR:

### Dia 6/4 – 4ª feira

19:30 – 21:30 Recepção de Boas-vindas

### Dia 7/4 – 5ª feira

09:00 – 09:30 Abertura Oficial  
09:30 – 11:00 Painel 1: “Intellectual Property and Competitiveness”  
11:00 – 11:30 Intervalo para Networking  
11:30 – 13:00 Painel 2: “Licensing: Dos and Don’ts”  
13:00 – 14:30 Almoço com Palestra  
14:30 – 16:00 Painel 3: “Licensing of ‘Exotic’ Intangibles”  
16:00 – 16:30 Intervalo para Networking  
16:30 – 18:00 Painel 4: “Managing Open Innovation”  
20:30 – 23:00 Jantar

### Dia 8/4 – 6ª feira

09:30 – 11:00 Painel 5: “Practical Experiences In Tech-transfer In Latin America”  
11:00 – 11:30 intervalo para networking  
11:30 – 13:00 Painel 6: “The Role of Technology Transfer Offices In Advancing and Monetizing Inventions Through Licensing and Tech-transfer”  
13:15 Encerramento

## INFORMAÇÕES E INSCRIÇÕES:

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