



Licensing Executives Society
LES Benelux

Topic meeting and AGM – 7th June 2012 - Manhattan Hotel Rotterdam, Weena 686, Rotterdam

Modern Licensing Practice - One Size Does Not Fit All

All innovative organizations wish to maximize the return on the fruits of their creativity through licensing, but how to do this to their greatest advantage is not always clear. There are many approaches which work well and many which do not, many which attract potential licensees and others which shoot wide of the mark. Recognizing which fit best with your organization based upon its mission, size, nature and a host of other factors and learning what speaks to potential licensees is a major challenge and crucial to ultimate success. In this topic meeting we have succeeded in gathering a diverse group of experts from all areas who bring a wealth of practical experience to this issue.

We encourage you to join us and to benefit from this unique opportunity.

Program

09.15 Registration and coffee

09.45 Opening remarks from the Chair

William Bird, *Co-Founder, Bird Goën & Co, Winksele, Belgium*

09.50 Licensing at DSM – Evolving with strategy

David Franz, *CLP, Director of Licensing Strategy & Ernst Jan van Manen, CLP, DSM Licensing, Koninklijke DSM N.V., Urmond, The Netherlands*

10.50 Coffee/Tea break

11.05 Prosensa: Partnering with and for Patients

Luc Dochez, *Chief Business Officer and Senior VP Business Development, PROSENSA, Leiden, The Netherlands*

11.45 Who said it was easy? – Some strategies in difficult licensing situations Oppositions, sub-licensing, open innovation, early stage research, ...

William Bird, *Co-Founder, Bird Goën & Co, Winksele, Belgium*

12.25 Lunch

13.25 AGM

13.55 Tech transfer @ VUB: a practitioners story

Hugo Loosvelt, *Technology Transfer Officer, Vrije Universiteit, Brussels, Belgium*

14.35 Impact of the company strategy on the licensing strategy

Johan Cardoen, *CEO, CropDesign N.V., Ghent Belgium; Chairman, Flanders Bio; MD designate of VIB*

15.15 Coffee/tea break

15.30 Strategy or Serendipity – Which is our champion of choice in finding licensees and/or closing those elusive deals?

Laura Macdonald, *Head of Licensing, LURIS, Leiden University, Leiden, The Netherlands*

16.10 10 Basic Rules for Successful Licensing in Pharma and Beyond

Kevin Nachtrab, *Senior IP Counsel, J&J Pharma, Brussels, Belgium and President Elect, LESI*

16.50 Closing remarks

17.00 Networking cocktail

Resumes of Chair and Speakers

William Bird graduated (MA) from Cambridge University with an honours degree in natural sciences, majoring in physics and is a chartered electrical engineer. He has worked as an engineer and manager in development, marketing products and project management in multinational companies from which he has obtained a wide experience of the requirements and functioning of an industrial company. During the last eighteen years he has worked as both a corporate and private practice patent and trademark attorney in Germany and Belgium. He has expertise in both Common Law and codified Legal systems, in technology transfer licensing and in the setting up of spin-off companies. He is a European, British and German patent and trademark attorney and is a tutor at CEIPI, for Pharmed, VUB Brussels ICAB Photonics among others. He is an accredited tutor of the Licensing Executives Society. He is one of the founders of the IP law firm Bird Goën & Co in Belgium.

Johan Cardoen is CEO of CropDesign N.V. (Ghent, Belgium), a biotechnology spin-off from VIB; in addition he is Chairman of Flandersbio, the umbrella organization for life sciences and biotechnology sector in Flanders. From 1988 until 1999 he worked for Plant Genetic Systems (PGS) as Technology Acquisition Manager and Business Development Manager. Prior to joining CropDesign (July 1999), Dr. Cardoen was Head Technology Acquisition of AgrEvo Hoechst Schering (now Bayer Crop-Science), and was responsible for all biotechnology-related technology acquisitions. He joined CropDesign in 1999 as Vice President Business Development. In December 2004 Johan became CEO of CropDesign; he developed and implemented a dual track strategy (IPO/trade sale) which led to an acquisition of CropDesign by BASF Plant Science in June 2006. As of June 1, 2012, Johan will assume the responsibility of Managing Director of VIB. In this role he will be responsible a.o. for technology transfer and establishing spin-off companies.

Luc Dochez is Prosensa's Chief Business Officer and Senior Vice-President Business Development. He joined Prosensa in 2008 and is responsible for all business and corporate Development activities at the company. He has over 15 years of experience in the biotech industry and was directly involved in multiple financing rounds and partnering deals with various biotech companies. Before joining Prosensa, he was a consultant within Arthur D. Little's biotechnology practice, Director of Business Development at Methexis Genomics NV, VP Business Development at TiGenix NV and President of TiGenix Inc. Luc holds a PharmD degree from the University of Leuven (Belgium), a postgraduate degree in Business Economics from the same university and an MBA from Vlerick Management School. Mr. Dochez is also an independent Supervisory Board member at Ovizio, a Belgium biotech company, and previously held Board positions at Arcarios (The Netherlands) and Bone Therapeutics (Belgium).

David Franz is a licensing and consulting executive with track record of business building, deal making, team management and strategic leadership. David has played a lead role in initial deals responsible for establishing DSM's new business areas of Advanced Surfaces and Biomedical Materials. Prior to joining DSM in 2006, David has held positions in licensing, consulting, business development and finance working in Washington DC, Chicago, Denver and Brussels. DSM Licensing is a professional licensing group within the DSM Innovation Center working toward goal-driven collaborations built on accessing or providing access to valuable corporate intellectual property and other knowledge. DSM Licensing, DSM Innovation Center, Urmond, The Netherlands.

Hugo Loosvelt has been a technology transfer officer at the Technology Transfer Interface (R&D dept.) of the c since 2006. He manages the patent portfolio of the university in close collaboration with the inventors and research teams involved. Hugo Loosvelt negotiates R&D contracts and licensing contracts with VUB's industrial partners. Hugo Loosvelt is actively involved in creating awareness within the science community about IP and licensing issue and he is a guest professor at the faculty of medicine at the Vrije Universiteit Brussel. He is recognised as a registered technology transfer professional by the Alliance of technology transfer professionals (ATTP). He graduated as an industrial engineer in industrial chemistry and obtained his PhD in physics.

Ernst-Jan van Manen was instrumental in establishing the current DSM Licensing organization and has provided licensing support for numerous DSM groups and businesses. He brings a strong engineering and project management perspective to the field having worked for Fluor Daniel in the Netherlands and the US. Ernst-Jan currently supports DSM Biobased Products and Services in their business strategy and licensing activities.

Laura McDonald is trained as a lawyer, specializing in Intellectual Property and EU law. This background was a useful stepping stone into the world of university technology transfer and research alliances, where she has worked since early 1990s. Experiences in both UK and NL have shown that the energy, enthusiasm and ingenuity which link scientists across academia and industry is fertile territory for designing novel partnerships, addressing timeless issues such as patenting, publishing and turning research results into practical applications. Managing patent portfolios, setting up new companies, negotiating commercial deals and developing professional technology transfer teams comprise the current focus of her work in Leiden since 2006 for both Leiden University and Leiden University Medical Centre. Life Sciences provide the majority of the patenting, licensing and development opportunities hence close links with the biotech and Pharma industries.

Kevin Nachtrab is an intellectual property attorney and Senior Counsel at Johnson & Johnson in Brussels with over 28 years of experience in the biotechnology, pharmaceuticals and chemicals fields in international settings. Background includes direct representation of parties before both the European and United States patent offices, responsibility for the drafting and negotiation of IP and technology agreements (particularly, licensing, technology transfer and collaboration agreements), coordination and management of global IP litigation, responsibility for global IP strategy and intellectual asset management. This experience has been obtained working for both large and small companies in the United States and Europe. Kevin is a long-term member of LES Benelux and president-elect for LES International.

Location

The meeting will take place in The Manhattan Hotel Rotterdam, Weena 686, NL-3012 CN Rotterdam, The Netherlands. Phone +31 10 430 2116; fax +31 10 430 2777; website www.manhattanhotelrotterdam.com. The Manhattan Hotel Rotterdam is located opposite the Central Station and centrally located in the financial and business district. The hotel is adjacent to The Plaza shopping mall.