



Topic meeting – Thursday 3 October 2013 – Hilton Hotel, Rotterdam

Alliance Management

In today's economy there is a growing emphasis on alliances and collaboration with external organisations driven by the need to access innovation to develop new products and technologies. While alliances are not new, some challenges have to be overcome to achieve operational harmony. The seminar will provide you tools to manage international alliances with an insight on companies' best practices.

Programme

09.00 – 09.30 Registration and coffee

09.30 – 09.40 Welcome and introduction of the topic by the Chair
Dean Gordon, Senior IP Counsel, ASML, Veldhoven (NL)

09.40 – 10.30 How to best prepare and add value beyond the deal?
George Rahim, Director, GlaxoSmithkline Vaccines, Brussels (B)

10.30 – 11.00 Coffee/tea break

11.00 – 11.45 Contractual clauses facilitating alliance management
Bruno Leduc, Director of Licensing IBM, Bois-Colombes Cedex (France)

11.45 – 12.30 IP management of alliances
Achim Krebs, Partner, Haseltine Lake, The Hague (NL)

12.30 – 14.00 Lunch

14.00 – 14.45 Contract Compliance and Audits
Bart Van Oosterhout, Deloitte Audit Enterprise Risk Services, Diegem (B)

14.45 – 15.30 Managing disputes in alliances: arbitration and mediation in practice
Jacomijn van Haersolte-van Hof, Attorney-at-law, HaersolteHof, The Hague (NL)

15.30 – 16.00 Coffee/tea break

16.00 – 16.45 IP strategy in alliances: some practical experience
Isabel Ferreira, Director Business Development Prosensa, Leiden (NL)

16.45 – 17.00 Questions and rounding up

17.00 – 17.30 Networking cocktail

Resumes chair and speakers

Isabel Ferreira is Director Business Development at Prosensa with over 12 years of experience in the biotechnology and pharmaceuticals fields in international settings. Prior to joining Prosensa in 2010, Isabel has held positions in R&D, project management and corporate business development working in San Francisco, Tokyo, Lisbon, Leiden and other cities. This experience has been obtained working for both academia as small and large companies such as J&J. Isabel has a wide range of responsibilities at Prosensa including strategic transactions, licensing, R&D agreements, setting-up and management of alliances, competitor intelligence and corporate development. Mrs. Ferreira holds a Ph.D. in Biochemistry from the University of Groningen and an MBA from Rotterdam school of management (RSM).

Dean Gordon is a US and European patent attorney and a member of the State Bar of California. He is currently a senior IP counsel with ASML Netherlands BV, a company developing photolithography equipment for the semiconductor industry. His area of expertise covers all range of IP agreements, including strategic transactions, licensing, R&D agreements, as well as patent procurement and prosecution. He has formerly practiced Intellectual Property law with Blakely, Sokoloff, Taylor & Zafman in Los Angeles in the USA and held various IP counselling positions with Schlumberger in Paris. Dean is a board member of LES Benelux.

Jacomijn van Haersolte-van Hof has been admitted to the Bar since 1992 She is presently admitted to the Bar of The Hague. Jacomijn acts as counsel and arbitrator in international and national proceedings; her practice is partly devoted to disputes involving foreign states or state entities. She advises on the possibilities to litigate. By providing second opinions she may be able to suggest an alternative approach to matters already pending. As experienced litigator, she is equally comfortable acting in front of national and international tribunals and in Dutch courts. Moreover, she is equally comfortable conducting cases in Dutch or English. She has a good knowledge of French and a basic knowledge of German. She is experienced in so-called "kort geding" (injunction) proceedings, in particular in connection with and in support of arbitral proceedings as well as attachment proceedings. Jacomijn is also highly experienced in setting aside proceedings of arbitral awards, and enforcement proceedings of foreign awards and judgments. As arbitrator Jacomijn caseload is varied. Her independent position ensures her capacity to act as arbitrator as well as counsel.

Achim Krebs is a partner at Haseltine Lake, after joining the firm in 2010 to establish and lead a branch office in The Hague from a position as Patent Portfolio Manager at a multinational oil corporation. Besides typical patent prosecution work, he regularly advises on intellectual property-related aspects of technology projects and transactions, such as mergers, acquisitions and collaborations, and regularly conducts due diligence investigations into IP portfolios of technology companies, primarily for venture capital and private equity investors. Achim presently co-chairs the Chemicals, Energy, Environmental and Materials Committee of the Licensing Executive Society International, and serves as Secretary and Board Member for the Licensing Executive Society (LES) Benelux. Achim is also a member of the Dutch patent bar association and the European Patent Institute and AIPPI.

Bruno Leduc started after his studies (graduated as Civil Engineer) his career at Dassault Systemes, a then start-up. After holding various technical and marketing positions at DS, Bruno joined IBM France in 1987 as Application Specialist for CATIA. The year after, he became sales representative for the IBM France PLM business in the Aerospace industry. In 1994, Bruno was nominated Worldwide Technical Manager for the IBM PLM business. Bruno joined the Intellectual Property department of IBM Europe in 2000, negotiating since then deals for IBM patents and technologies across Europe, Middle-East and Africa, with companies of various industries. He took the role of Director of IP Licensing in 2009, managing a team of licensing reps and coordinating actions with IBM Research and other IBM Divisions.

George Rahim is a Director and Head of Alliance Management & Operations, Business Development at GlaxoSmithKline Biologicals. He is the Manager of a team of professionals with a wide range of responsibilities including management of alliances in vaccines research and development, coordination of external opportunity searching, provision of competitor intelligence and operational support for Business Development activities within GSK Biologicals.

Bart van Oosterhout is a senior manager in the Deloitte Enterprise Risk Services department. As part of the Contract Risk and Compliance team, he is responsible for various third-party contract reviews in Europe, Middle East and Africa in the technology and life sciences industry covering contractual terms and conditions of software license agreements, licensing deals, shared development contracts, profit sharing contracts and distributor agreements.

Location

The meeting takes place in the Hilton Rotterdam, Weena 10, NL-3012 CM Rotterdam. Phone +31 10 710 800; fax +31 10 710 8080; website www.rotterdam.hilton.com. The hotel is in the centre of the main business, entertainment and shopping area. Within walking distance of the Central Railway Station with a direct link to Amsterdam Schiphol Airport every 30 minutes. Distance to Rotterdam International Airport is 9 km. There is convenient parking in the public parking garage next to the hotel.

Registration

The fee for this meeting will be € 120,00 for LES and BMM Members and € 180,00 for non-members and includes meeting materials such as programme and participants list, buffet lunch, coffee and tea in the break and drinks after the meeting. Payment can take place by credit card or cash at the meeting or by bank transfer. Bank details can be found at the registration form. Registration can take place by faxing the registration form (fax +31 343 594 566 or +31 84 883 88 71) or via the internet at www.les-benelux.org.

Granting of study hours and educational points

For Dutch Lawyers the amount of study hours is 5. The amount of educational points for the Belgische Balies is pending. Please contact the Registration Desk at the day of the meeting for the necessary lists to sign.

Participants

Please note that this topic meeting is open for LES members and non-members worldwide. However, from participants it is expected that they have at least an academic background (law, financial or technical).

Membership

For information on membership of LES Benelux please e-mail to secretariat@les-benelux.org and an information package with an application form will arrive at your desk within a few days. Membership information will also be available at the day of the meeting.

Program and presentations

The program has been published at the web site of LES Benelux; www.les-benelux.org. Questions and remarks can also be sent by e-mail to secretariat@les-benelux.org. The speakers at this meeting will be kindly requested to make their presentations available for publication at level 2 (registration required) of the before mentioned web site. **The presentations will be available approximately two weeks after the meeting. All participants receive instructions to access these presentations by e-mail.**