

LES Benelux

Topic Meeting IP Valuation in context

7 September 2016 – Brussels

AGENDA

- 9.00 - 9.30** Registration and welcome coffee
- 9.30 – 9.45** **Welcome and overview of the day**
Laura MacDonald, LURIS and president LES Benelux, Leiden, The Netherlands.
- 9.45 – 10.25** **Value management of a corporate IP portfolio**
Gilbert Voortmans, Covestro AG, Monheim am Rhein, Germany
- 10.25 – 11.05** **Perspective of the Licensor / Licensee - How do you assess value in an out-licensing situation?**
Dr Mark Wilson, GSK, London, United Kingdom, will share some perspectives and learnings from the company's programme to out-license technology-based assets in order to generate revenues.
- 11.05 – 11.20** **Valuation Introduction-** comparative market data sources about royalty rates- e.g. LESI Royalty Rate Survey
Laura MacDonald, LURIS and president LES Benelux, Leiden, The Netherlands
- 11.20 – 11.40** **Coffee break**
- 11.40 – 12.20** **Perspective of an Experienced Litigator**
William Bird, IP Lodge, Heverlee, Belgium. "The intangible asset community and the intellectual property community - friend or foe?" - What are the agreed methods of valuing a) Intangible Assets? and b) Intellectual Property? and are the methods comparable or do they differ?
- 12.30 – 13.30** **Lunch**
- 13.30 – 14.00** **Annual General Meeting**
- 14.00 – 14.40** **Perspective of the Alternative Investor- how does the Royalty Buy-out Investor value the IP?**
Jeff Pootoolal, TPG Capital, San Francisco, USA
- 14.40 – 15.20** **Perspective of the Investor- How do you value IP in the New Venture Investment Deal?**
- 15.20 – 16.00** Coffee and tea break
- 16.00 – 16.40** **Perspective of Transfer Pricing Expert- IP Valuation and Transfer Pricing-The Rock and the Hard Place**
Anne Fairpo, Temple Tax Chambers, London, United Kingdom
- 16.40** Closing remarks and networking drinks



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SPEAKERS

William Bird is British and graduated (MA) from Cambridge University UK with an honours degree in natural sciences, and is a chartered electrical and electronics engineer. He has worked as an engineer and manager in process and product development, project management and marketing in multinational companies from which he has obtained a wide experience of the requirements and functioning of an industrial company. During the last thirty 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 IP Litigator, member of the CIPA Litigation Committee, and is a tutor at CEIPI, has lectured for Pharmed, VUB Brussels ICAB Photonics, Vlerick School of Management, University of Leuven among others. He is an accredited tutor of the Licensing Executives Society. William is partner at the IP law firm IPLodge in Belgium.

Anne Fairpo, CTA (Fellow), Barrister – Temple Tax Chambers, London

Anne's practice covers UK and international corporate tax planning and disputes, acting for a range of clients from small owner-managed businesses to listed multinationals. She has a particular interest in taxation of intellectual property, with regard to both direct and indirect tax matters. Anne is the author of Bloomsbury Publishing's "Taxation of Intellectual Property" and contributes to a number of other publications. She is also a lecturer at Queen Mary University of London and a former President of the Chartered Institute of Taxation.

Laura MacDonald is trained as a Scots lawyer, specializing in Intellectual Property and EU law (College of Europe Bruges). In 1992 she entered the world of university technology transfer and research alliances, developing strong expertise in setting up alliances between academia and industry across the research and commercialization spectrum, covering the breadth of life science, physical science, ICT, social sciences and humanities sectors. Having established the in-house legal function in Dundee University (1st in UK), she then joined Edinburgh University in 2001. In 2006, she was invited to join the new tech transfer office being established in Leiden (for both Leiden University and Leiden University Medical Centre) where she is Head of Licensing, managing both the legal and business development teams until 2010, thereafter focusing on Business Development. For many years she has been directly involved with LES, LESI, AUTM, ASTP and other professional associations and has acted as Rapporteur for European Commission Expert Report.

Jeff Pootoolal joined TPG Capital in 2014 as part of the healthcare team in the Special Situations Group. TPG is a leading private investment firm - founded in 1992, TPG currently has over \$74 billion of assets under management. Our team specifically is actively working on healthcare deals as part of the Special Situations group. This includes working with partners on royalty financings, clinical trial funding, debt transactions or other healthcare related financings. TPG has a long history in the healthcare space and prides itself on having the most creative and competitive capital to work with its partners.

Gilbert Voortmans Gilbert Voortmans holds a PhD in Organic Chemistry, is a qualified European Patent Attorney and Belgian Patent Attorney. He is a European Trademark and Design Attorney and holds an LLM in Intellectual Property Litigation. He started his career in intellectual property at Agfa-Gevaert NV in 1990 and subsequently moved to 3M where he has lead 3M's intellectual property team in Europe from 2006 till 2014. In May of 2014 he joined Bayer Intellectual Property GmbH as Chief Patent Counsel for Bayer MaterialScience AG. Following the IPO on October 6, 2015 of Bayer MaterialScience AG, which was renamed to Covestro, he became the Chief Intellectual Property Counsel of Covestro AG, an MDAX listed company active in the field of high tech engineering plastics.

Mark Wilson, *Director in GSK's Platform Technology and Science division* who has been seconded on a long-term basis into SR One (which is GSK's wholly-owned corporate venture capital group). He is responsible for developing technology-based spin-outs and for out-licensing activity. Mark has worked for GSK in various licensing and alliance management roles for the last eighteen years and has been involved in hundreds of commercial transactions and alliances. His technical background is in pre-clinical development, drug delivery and manufacturing. He originally trained as an engineer and holds a Master's degree and a doctorate in chemical engineering from the University of Leeds, in addition to an MBA from Columbia University and London Business School.

