

Basic Licensing Course

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Agenda

- Introduction
- Anatomy of a License Agreement
- Main Terms & Conditions
- Important Boiler Plate Clauses
- Collaboration Agreements
- Questions

Introduction



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Summary

- Tools:
 - What is protectable?
 - Prior art/third party IP
 - Finding information:
 - [Over Octrooicentrum Nederland \(rvo.nl\)](http://rvo.nl)
 - [WIPO: trainings What is Intellectual Property? \(wipo.int\)](http://wipo.int)
 - [Homepage | Epo.org](http://Epo.org)
 - Legal counsel, notary,....

Use of IP

- Reasons to pay attention to IP:
 - it can make you money;
 - it can save you money
 - tax purposes
 - can help you early discover opportunities
 - it can help you early market threats or new ones detect competitors.
- Functions of IP:
 - Protect
 - Marketing/reputation
 - Blocking
 - Secrecy
 - Deal-making



	REAL PROPERTY	PERSONAL PROPERTY	INTELLECTUAL PROPERTY
Types	House	Car, laptop	Invention, creative work
Transfer	Sale, rent	Sale, gift	Assignment, license
Unlawful taking	Fraudulent sale	Theft	Infringement
Ownership	Deed	Receipt	Assignment, certificate
Protect	Fence, alarm	Key, lock	Patent, trademark



Use of IP as an asset

- License deals:
 - As Licensee
 - As Licensor
- In collaborations and/or technology transfers



Prepare deal

- IP contract is long-term relation
- Know your counterpart
- Needs vs wants
- Not only think about economic value -> non-financial terms of IP agreements are most important



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