



REGIONAL WORKSHOP

**WIPO/ACTIVITIES FIT BR/2015/STL/PROG.
ORIGINAL: ENGLISH
DATE: SEPTEMBER, 2015**

Regional Advanced Successful Technology Licensing (STL - Advanced)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the National Forum of Innovation and Technology Transfer Managers (FORTEC)

and
the National Institute of Industrial Property of Brazil (INPI)

and
the Licensing Executive Society – Brazil (LES-Brazil)

Rio de Janeiro (Brazil), December 7 to 11, 2015

PROVISIONAL PROGRAM

prepared by International Bureau of WIPO

Monday, December 7, 2015

- 9.00 – 9.30 Registration and organization of groups
- 9.30 – 10.00 Opening Ceremony
- THEME I: INTELLECTUAL PROPERTY (IP), INNOVATION CHALLENGES AND LICENSE BASICS: GENERAL OVERVIEW
- 10.00 – 11.00 **Topic 1: Trade, Innovation and Intellectual Property: Challenges for Developing Countries**
- Speaker: Ms. Beatriz Amorim Borher, Deputy Director, WIPO Brazil Office (WBO), World Intellectual Property Organization (WIPO), Rio de Janeiro
- 11.00 – 11.30 Coffee Break
- 11.30 – 12.00 **Topic 2: Technology Transfer: The Challenges in Public-Private Partnerships**
- Speaker: Ms. Cristina Quintella, President, National Forum of Innovation and Technology Transfer Managers (FORTEC)
- 12.00 – 12.15 Discussion
- 12.15 – 13:00 **Topic 3: Legislation and Practices on Technology Transfer: The Enforcement of the Brazilian Innovation Law and Other Legal Mechanisms**
- Speaker: Ms. Shirley Coutinho, Executive Coordinator, Innovation Agency, Catholic University of Rio de Janeiro (PUC-Rio) and Vice President of FORTEC, Rio de Janeiro
- 13.00 - 13.15 Discussion
- 13.15 – 14.30 Lunch
- 14.30 – 15.15 **Topic 4: Licensing and Other Collaboration Agreements: Practical Cases**
- Speaker: International Expert
- 15.15 - 15.30 Discussion
- 15:30 – 16:00 **Topic 5: Technology Transfer Contracts: Registration at the National Institute of Industrial Property of Brazil (INPI)**
- Speaker: Representative of INPI
- 16.00 – 16.15 Discussion

- 16.15 – 16.30 Coffee Break
- 16.30 – 17.00 **Topic 6: Key Terms in a Licensing Agreement: Short Review and Clarifications**
- Speaker: Ms. Olga Spasic, Head, Innovation Structures Section, Small and Medium Enterprise and Entrepreneurship Support Division, WIPO.
- 17.00 – 17.45 **Topic 7: Key Terms in a Licensing Agreement: Self-Test**
- Coach: Ms. Olga Spasic
- 17.45 – 18.15 Discussion – Self-Test Correction
- 18.15 End of Day

Tuesday, December 8, 2015

THEME II: IP VALUATION

- 9.00 – 9.45 **Topic 8: IP Valuation Basic Methods and Approaches**
- (a) Definitions
 - (b) Basic Principles
 - (c) Advantages and Disadvantages of Different Methods
 - (d) Practical Cases and Exercises
- Speaker: Ms. Olga Spasic
- 9.45 – 10.00 Discussion
- 10:00 – 10.45 **Topic 9: IP Valuation in the Research and Development (R&D) Context**
- (a) When IP Valuation Methods are used by R&D Institutions
 - (b) Valuation of Know How in the Context of Collaboration Agreements
 - (c) Determining the Value of an Early Stage Technology
- Speaker: Professor John Orcutt, Professor of Law, University of New Hampshire School of Law, New Hampshire
- 10.45 – 11.15 **Topic 10 IP Valuation of Startup Equities**
- Speaker Professor John Orcutt
- 11.15 – 11.30 Discussion
- 11.30 – 11.45 Coffee break
- 11.45 – 12.30 **Topic 11: Practical Exercise: Determine the Value of the Technology that was a Subject Matter of Licensing Negotiations**

- (a) Presentation of the Market Study by technology owners
- (b) Elements to be taken into consideration
- (c) Values to be determined – Net Present Value and Reasonable Royalty Rates

Coaches: Professor John Orcutt
Ms. Olga Spasic

12.30 – 13.45 Lunch Break

13.45 – 15.15 **Topic 12: IP Valuation Exercise – Work in Teams**

Coaches: Professor John Orcutt
Ms. Olga Spasic

15.15 – 15.30 Coffee break

15.30 – 17.00 **Topic 12: IP Valuation Exercise – Work in Teams (cont.)**

Coaches: Professor John Orcutt
Ms. Olga Spasic

17.00 – 18.00 **Topic 13: Discussion on the Results of the IP Valuation Exercise**

Moderator: Professor John Orcutt

18.00 End of day

Wednesday, December 9, 2015

THEME III: SIMULATION OF LICENSING NEGOTIATION. AREA OF WORK AND CASE STUDY TO BE DETERMINED

9.00 – 9.30 **Topic 14: Negotiation Session – Introduction of the Case Study**

Coaches: Ms. Olga Spasic
International Speakers
Local Coaches

9.30 – 10.30 **Topic 14: Negotiation Session – Preparation in Small Teams (cont.)**

10.30 – 10.45 Coffee Break

10.45 – 12.00 **Topic 14: Negotiation Session – Preparation in Small Teams (cont.)**

12.00 – 13.30	Lunch Break
13.30 – 14.15	Topic 14: Negotiation Session – 1st Round of Negotiations (cont.)
14.15 – 14.45	Topic 14: Negotiation Session – Team Consultations (cont.)
14.45 – 15.00	Coffee Break
15.00 – 15.45	Topic 14: Negotiation Session – 2nd Round of Negotiations (cont.)
15.45 – 16.15	Topic 14: Negotiation Session – Team Consultations (cont.)
16.15 – 17.00	Topic 14: Negotiation Session – Final Round of Negotiations (cont.)
17.00 – 18.00	Discussion on the Negotiated Deals
18.00	End of day

Thursday, December 10, 2015

THEME IV: DRAFTING A LICENSING AGREEMENT

9.00 – 10.00	Topic 15: Drafting a Licensing Agreement – Introduction
	(a) Who should prepare a First Draft – Lawyer or Negotiator?
	(b) The European and American Model of the Form
	(c) Basic Structure
	(d) Annexes
	Speaker: International Speaker
10.00 – 10.15	Discussion
10.15 – 11.00	Topic 16 Anatomy of a Licensing Agreement
	Speaker: International Speaker
10.45 – 11.00	Coffee Break
11.00 – 12.00	Topic 16 Anatomy of a Licensing Agreement (cont.)
	(a) Specific requirements based on Brazilian law
	(b) Registration of licensing agreement
	Speakers: International Speaker
	Ms. Tatiana Campello, Partner, Demarest Law Association and

President of LES Brazil, Rio de
Janeiro

12.00 – 12.15 Discussion

12.15 – 13.30 Lunch Break

13.30 – 15.00 **Discussion: What are the problems that National Research Institutes are facing with in drafting a Licensing Agreement in Brazil?**

Ms. Celeste Emerick, Coordinator of Technology Management (Gestec), Oswaldo Cruz Foundation - FIOCRUZ, Rio de Janeiro

Ms. Shirley Coutinho

15.00 – 15.15 Discussion

15.15 – 15.30 Coffee Break

THEME V: DRAFTING YOUR LICENSING DEAL – PRACTICAL EXERCISE IN WORKING TEAMS

15.30 – 16.30 **Topic 17: Preamble of the Agreement**

Coaches: International and Local Speakers

16.30 – 17.15 **Topic 18: Subject Matter and Scope**

Coaches: International Speaker

Ms. Tatiana Campello

17.15 – 17.30 Discussion

17.30 End of day

Friday, December 11, 2015

9.00 – 10.00 **Topic 19: Financial Terms**

Coaches: International and Local Speakers

Ms. Shirley Coutinho

10.00 – 10.15 Discussion

10.15 – 11.00 **Topic 20: Future Improvements of the Technology – “Grant Backs”**

Coaches: International Speaker

Ms. Shirley Coutinho

11.00 – 11.15	Discussion	
11.15 – 11.30	Coffee Break	
11.30 – 12.15	Topic 21:	Jurisdiction and Applicable Law “WIPO Arbitration and Mediation Center”
	Coaches:	International Speaker Mr. Bernardo Atem, Partner, Atem & Sá, Rio de Janeiro
12.15 – 13.15	Topic 22:	Discussion on the Drafts of a Licensing Agreement
13.15 – 14.30	Lunch	
14.30 – 15.00	Topic 23:	Managing Collaborations between Research Institutions and Industry – Licensing and Other IP-related Collaboration Contracts
	Speaker:	Ms. Olga Spasic
15.00 – 15.15	Discussion	
15.15 – 15.45	Topic 24:	Evaluation of the “Advanced STL Training Program” – Survey, Comments and Suggestions of the Participants
	Moderator:	Ms. Olga Spasic Ms. Beatriz Amorim
15.45 – 16.30	Topic 25:	Closing Ceremony: Award of Certificates
16.30		[End of the Program]