



# LES100

Date: 14 November 2024

Venue: Taylor Wessing, Schwarzenbergplatz 7,  
1030 Vienna

**REGISTER NOW**  
[les@les-austria.at](mailto:les@les-austria.at)

Members: 250 EUR  
Non-Members: 390 EUR



## IP & LICENSING BASICS COURSE "LES100"

### PROGRAMME

14 November 2024	
9:00 - 9:15	Welcome and Introduction
9:15 - 10:00	IP Basics (part 1)
	Intellectual Capital
	Intellectual Property
	Know-how, knowledge and main classes of Intellectual Property
	Patents
10:00 - 10:45	IP Basics (part 2)
	Designs
	Copyright
	Trademarks
10:45 - 11:00	Coffee Break
11:00 - 11:45	Basics on brand and technology licensing
	Incorporating Branding and Trademarks into your licensing strategy
	Introduction to licensing
	What is technology?
	Intellectual Property Management and Technology Transfer
	The business case for licensing as a means of leveraging your IP Portfolio
11:45- 12:30	Basics of license agreements
	Licensor's aspirations
	Licensee's aspirations
	License types
	Managing licensing risks

12:30 - 13:00	Value of IP and determining reasonable license fees and royalty rates
	Royalties and payments
	Lump-sum license fees
	Hybrid royalty/licence fees structures
	Indirect remuneration
	Risk versus Reward
13:00 - 13:45	Lunch Break
13:45 - 14:15	Valuing IP
	Cost, Market, Income, 25% approaches
	Cash flow of a project
	Discount rate
	Cash flow analysis
14:15 - 14:30	Coffee Break
14:30 - 16:30	Licensing game
	Practical exercise where licensee and licensor teams discuss and negotiate terms based on a licensing case study. Pertinent facts will be supplied to delegates before the course date.
16:30 - 17:00	Report back and close
17:00	End of Course
Followed by a <b>cocktail and dinner reception</b> , providing an extended networking opportunity with the speakers and sponsors of the next day's YMC Pan-European Conference.	



### ABOUT LES100

LES100 is an introductory course aimed at members of the legal and business fraternities which are relatively new to the fields of intellectual property (IP) and/or IP licensing, as well as those who need a refresher on the basics of IP and/or IP licensing. It is unique of its kind and will be presented by LES Austria.

Taylor Wessing kindly offers its premises to LES Austria for this course.

### WHO SHOULD ATTEND?

The course is designed for inventors, businesspeople involved in IP exploitation, legal advisors, students, academics, licensing and technology transfer professionals, etc.

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# LES INTERNATIONAL

The Licensing Executives Society International (LESI) has a clear and distinguishable focus on the **business aspects of IP from a global perspective** with a broad variety of experts from all fronts and sectors dealing with IP transactions, IP valuation and monetization, innovation protection, IP commercialization, IP management, IP licensing and litigation.

LESI is an **IP thought leader think tank**, a non-profit society being strictly non-political and free to grow through the creation of member societies throughout the world irrespective of politics or the state of technology development.

LESI offers **world leading events** (virtual and life), **useful resources and publications** for deal-making / education / best practices and customized committees based on a network of leaders in their field.

## AIM OF THE SOCIETY

LESI is not just another IP association. In the contrary, it very concretely delivers added value to its members on many levels in line with its **mission** which is to enable a global, collaborative and generous community, advancing the commercialization of intellectual assets to bring creativity and innovation to the market, improving lives everywhere.

**LESI's vision** is to be the "go-to" global community for professionals commercializing intellectual assets across industries. We connect people: local to global, industries and expertise, creativity and innovation. LESI creates opportunities.

Structurally, LESI consists of several thousand members of 33 national and regional societies. The societies, in turn, are the "shareholders" of LESI. LESI is governed by a Board of Directors exercising the executive functions. The Board of Directors is elected by the LESI Nomination Committee and presented to the International Delegates for approval.

## LES AUSTRIA

**LES Austria** is one of the national societies which make up the international association or LESI family. Therefore all members of LES Austria are automatically members of LESI, with all the benefits that come with this membership.

[www.les-austria.at](http://www.les-austria.at)

[www.linkedin.com/company/les-austria](http://www.linkedin.com/company/les-austria)

## OUR TRAINERS



Karin Hofmann



Marko Brumnik



Thomas Adocker



Gernot Grober



Dominik Göbel

**Karin Hofmann** is president of LES Austria and co-chair of the LESI Education Committee. Karin has more than 20 years of technology transfer experience as Technology Transfer Manager at TU Wien (Technische Universität Wien). She has been involved in the set-up of the university technology transfer office, the design of the university IPR policy, contract negotiations and commercialization of university inventions in mechanical engineering, 3D-printing, and other areas.

**Marko Brumnik** is a German patent attorney and a European trademark and design attorney based at Sonnenberg Harrison in Munich and Vienna, as well as a lecturer at the Center for International Intellectual Property (CEIPI) in Strasbourg. He holds a Master's degree with distinction in Mechanical Engineering & Management from the Vienna University of Technology. Additionally, Marko serves as Chair of the Young Members of the Licensing Executives Society (LES) Austria.

**Gernot Grober** is working in the field of IP for more than 12 years. He is heading the IP department of AT&S group, one of the world-leading PCB and IC-substrate manufacturers with plants in Austria, China, Malaysia and India and is applying new concepts for IP like "synthetic inventions" and "design for patentability". The Vice President of LES Austria is also a lecturer at the Vienna University of Technology and serves as an evaluation expert for the European Commission. Gernot holds a degree in "Information Science" and graduated in "IP Management and Law" at the University of Strasbourg.

**Thomas Adocker** is partner at Taylor Wessing CEE. For more than twenty years, Thomas has been advising national and international clients in the field of intellectual property, with a strong focus on patent law, in particular with respect to litigation, licensing and technology transfer. Thomas has established an excellent reputation for representing clients in major Austrian patent infringement case and is known for his broad know-how in connection with multinational disputes. He represented in the very first UPC case before the Local Division Vienna (in inter-partes PI proceedings). Besides his work in the intellectual property field, he advises regularly in Life Sciences issues, in particular regarding pharmaceutical law including parallel import rules, medical devices law, regulatory law including regulatory data protection and compliance. In addition to his extensive expertise in IP and Life Sciences, Thomas is also frequently active in licensing and all sort of contractual work in this regard.

**Dominik Göbel** studied law in Vienna and Chicago, is an attorney-at-law and has been a partner at Gassauer-Fleissner Rechtsanwälte GmbH, Vienna, Austria, since 2013. He regularly advises and represents national and international companies in the areas of patent, trademark, design and copyright law, unfair competition law, including the protection of know-how and trade secrets, and pharmaceutical law. He frequently publishes on legal topics and is a lecturer at the University of Applied Sciences Burgenland and the University for Continuing Education Krems. He is a board member of LES Austria and EPLAW (European Patent Lawyers Association).