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## LES Houston Chapter Event: IP Business Basics 101 (one-day review)

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LES Houston Chapter Event: IP Business Basics 101 (one-day review)

**10/13/2017**

**When:** Friday, October 13, 2017  
8:00 a.m. - 7:00 p.m.

**Where:** [Map this event »](#)  
University of Houston Law Center  
4750 Calhoun Rd.  
Houston, Texas 77004  
United States

**Contact:** Carly Yang  
[gingshan.carly.yang@gmail.com](mailto:gingshan.carly.yang@gmail.com) (<mailto:gingshan.carly.yang@gmail.com>)  
(832) 703-9534

### REGISTER

Online registration is available until: 10/13/2017



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**LES Houston Chapter presents:****The Business Bridge<sup>SM</sup> Course: *Making Money through IP Deals***  
*(An introduction to what IP is (and how it works) in the business world)*[Register Now](#)**(<http://www.lesusacanada.org/events/register.aspx?id=994586>)****Introduction:**

This one-day, deal-centric course has been designed by experienced License Executives Society (LES) (U.S.A. & Canada) executives for business and licensing professionals who are newer to the field in the United States and Canada. Whether it is a trademark, international brand, copyright, patent, know-how, trade secrets, or a combination of some/all of these, recent transactions and auctions have confirmed the value of IP in business. This course is interactive and built around real-world examples and small, hands-on, group exercises.

**Who Should Attend:**

There is no prerequisite for the course. It is designed for people who develop, market, and manage (commercialize) creative, new solutions of all kinds. It shows you how valuable inventions and ideas can be in business.

The key is having a diverse audience that includes entrepreneurs, scientists and engineers, private equity and venture capital investors, investment bankers, lawyers, graduate students, CPAs, various people from start-ups, and established companies of all sizes, non-profit tech transfer offices, law firms, valuation firms, business and law school professors, professors in academic technical departments, and more. The diversity in the classroom enhances discussion and comprehension.

**Instructors:**

The course is taught by experienced business and legal licensing executives, who are all LES members and vetted instructors.

**Course Detail:**

The course is divided into the following activities:

- A hands-on group exercise identifying trademarks, copyrights, and brands (using everyday consumer items)
  - A hands-on group exercise defining intangible concepts, invention disclosures, and elements of a patent
  - The review of a publicly available licensing agreement
  - An exercise to develop and use term sheets for intangibles
  - A discussion about determining value based on cost, income, and market approaches
  - A discussion about identifying elements of an intellectual asset strategy and relationship to a term sheet
  - A discussion about recognizing types and obligations in fully executed non-disclosure agreements
  - A discussion about recognizing the role and value of trade secrets in certain technologies
  - An overview putting it all together and discussing why it matters
- The course will not make you an expert, but you will learn how to recognize new elements of value in developing your business.

\*There is no prerequisite to attend this course

**Date/Time:**

**Friday, October 13, 2017**

**8:00 a.m. - 7:00 p.m.**

**Location:**

**University of Houston Law Center (<http://www.law.uh.edu/>)  
4750 Calhoun Rd.  
Houston, TX 77044**

*Continental Breakfast and lunch will be served; formal coursework ends ~5:15pm, followed by an On-Site Networking Reception with food and drink provided. This course has been approved for 7.25 hours of Texas CLE credit (including 0.25 Ethics hours).*

**Registration:**

**Through October 6:**

**LES Member/Non-Member: \$250.00**

**Student/Post-Doctorate: \$50.00\***

**Univ. of Houston Faculty: \$125.00**

**After October 6:**

**LES Member/Non-Member: \$295.00**

**Student/Post-Doctorate: \$75.00\***

**Univ. of Houston Faculty: \$150.00**

\*A limited number of Student/Post-Doctorate scholarships are available. Please contact Shayne Phillips (<mailto:shayne.phillips@halliburton.com>) or (mailto:qingshan.carly.yang@gmail.com) (mailto:qingshan.carly.yang@gmail.com)Carly Yang (<mailto:qingshan.carly.yang@gmail.com>) to inquire.

**Instructors:**



**Jonathon Hance, J.D., CLP**, focuses his practice on energy and intellectual property litigation, with an emphasis on complex commercial disputes relating to energy-supply agreements in the oil and gas, renewable, solar, chemical, and petrochemical industries. His litigation practice also includes cases of patent infringement, trademark infringement, false-marking, and misappropriation of trade secrets in the areas of software, open-source code, mobile devices, computer hardware, gTLDs (generic top-level domain names), and network infrastructures. Mr. Hance served as a judicial clerk to the Honorable Jennifer Walker Elrod of the United States Court of Appeals for the Fifth Circuit.

Mr. Hance has a degrees from Southern Methodist University in Applied Mathematics, Computer Science, and Viola Performance and J.D. from Washington and Lee University School of Law. He is a Certified Licensing Professional (CLP).

**Jonathon Hance**  
Attorney  
*Bracewell LLP*



**Kevin Tamm, J.D.**, is an associate in the Houston office of Bracewell LLP. He focuses on patent prosecution in the chemical and mechanical arts and also has experience with drafting inter partes review petitions, managing active post-grant cases, and assisting in IP-intensive transactions. Kevin has experience prosecuting U.S. and foreign patents for large corporate clients, universities and independent inventors and is admitted to practice before the USPTO. Kevin held a chemical associate position in an engineering consulting firm after earning his bachelor's degree in chemical engineering from University of Pittsburgh Swanson School of Engineering. While in law school, Kevin was a legal extern for the Honorable Michael R. Barrett in the United States District Court for the Southern District of Ohio. Kevin lateralled to Houston in 2015 from Indianapolis.

**Kevin Tamm**  
Attorney  
*Bracewell LLP*



**Karthika Perumal, J.D., Ph.D., CLP**, is an attorney in Bracewell LLP's Intellectual Property and Technology practice in the Houston office. Before joining Bracewell, she was with Denton's LLP in Houston, and was the Associate Director for the Center for Technology Development at the University of Texas Medical Branch in Galveston. During her ten years with UTMB, she developed commercialization strategies for over 65 technologies including multi-party collaboration agreements, sponsored research agreements, material transfer agreements, options and licensing transactions; she also participated in structuring and financing of six start-up companies for various pharmaceutical, medical device and medical informatics products. As part of her scientific training, Karthika was also involved in biological research projects and has published several articles in peer reviewed journals. Karthika holds a J.D., magna cum laude, from the University of Houston and a Ph.D. in pharmacology from Baylor College of Medicine, and is a Certified Licensing Professional.

**Karthika Perumal**  
Attorney  
*Bracewell LLP*



**Louise Levien**  
Associate (retired 2017)  
*ExxonMobil Upstream Research Co.*

**Louise Levien, Ph.D., CLP**, former chair of LES's Houston chapter, worked in a diverse series of assignments at Exxon and ExxonMobil in Upstream Research for over 30 years. She performed research in Petrophysics, Geologic Modeling, and Visualization; supervised diverse research programs; and held several assignments in Planning and Analysis. After working with IP from the business side of ExxonMobil for many years, Louise joined the ExxonMobil Upstream Research Center's intellectual property and licensing group in 2007, retiring in 2017. She was responsible for IP processes, the intellectual property aspects of agreements, and licensing transactions impacting ExxonMobil's upstream business. She holds a ScB degree in Geological Sciences from Brown University and MS and PhD degrees in Geochemistry from Stony Brook University. She is a Certified Licensing Professional.



**Taylor Evans**  
Attorney  
*Hogan Lovells*

**Taylor Evans, Esq., CLP**, is an intellectual-property attorney in the Houston office of Hogan Lovells. He has worked in a variety of areas, including oilfield equipment, oil and gas drilling techniques, mechanical arts, biotechnology, medical devices, and semiconductor fabrication and packaging. Taylor's litigation experience includes discovery, infringement analysis, motion practice, and trademark opposition proceedings before the Trademark Trial and Appeal Board. Taylor holds a J.D. degree, cum laude, from the Franklin Pierce Law Center and a B.S. degree in mechanical engineering from the University of Utah.



**Dell Charles Toedt III**  
Attorney & Arbitrator  
*University of Houston Law Center*

**Dell Charles "D.C." Toedt III, J.D.**, is an attorney and arbitrator and a faculty member at the University of Houston Law Center. He was formerly a partner and member of the management committee at Arnold, White & Durkee, one of the largest intellectual-property law firms in the U.S., and then vice president and general counsel of BindView Corporation, a publicly-traded network security software company that he helped the founders to start, serving there until the company's successful "exit" when it was acquired by Symantec Corporation. He was the author of, among other things, the first edition of *The Law and Business of Computer Software*, a one-volume treatise published by Thomson West, as well as the editor of the COMMON DRAFT annotated contract terms.

D.C. received his J.D. degree from The University of Texas at Austin, where he was on the editorial board of the *Texas Law Review*, and where also received his undergraduate degree in mathematics, with high honors. In between college and law school, he served his ROTC scholarship payback time as a Navy nuclear engineering officer.



**Chris Johnson**  
Principal  
*Economic Analytics Consulting, LLC*

**Chris Johnson** is a Principal with Economic Analytics Consulting, LLC. Mr. Johnson has over 15 years of experience providing consulting services to a range of public and private companies. Mr. Johnson's core strengths include economic and financial analysis. Much of his work involves predicting economic actions based upon a variety of assumptions and quantifying the impact of such behaviors. This work is often performed in the context of economic analyses, expert witness services in litigation matters or valuation analyses.

Mr. Johnson conducts economic analyses such as economic impact and feasibility studies that focus on understanding and quantifying the impact of a stimulus, or change, on a local economy. Mr. Johnson has also been designated as an expert in Federal and State Courts and has experience in areas such as the analysis of intellectual property damages, lost profits analyses, quantification of contract damages and class action damages. Mr. Johnson has provided valuation services in the context of litigation matters and for management's strategic planning and financial reporting. He has valued intellectual property, businesses, options, warrants, preferred stock and other complex financial instruments.

**Directions:**

For directions to the University of Houston Law Center, use Google Maps  
(https://www.google.com/maps/place/University+of+Houston+Law+Center/@29.7239218,-95.3402699,17z/data=!3m1!1e4!1s0x8640be59143d076f0x519ac280881c29c918m215d29.723917214d-95.3380812).

**Registration**

The Houston chapter uses online registration for members and non-members and accepts payment by credit card. Members should login to the registration page with their LES online account.

**Cancellations**

A \$5.00 cancellation fee is applied to all refunds. Cancellations are non-refundable after October 6. Substitutions will be accepted. Contact LES at (703) 234-4058 for assistance.

**Disability/Dietary Needs**

Requests for ADA accommodations and special dietary needs should be submitted to the event contact listed at the top of the page.

**Photography Consent**

By registering for this event, you permit LES and its chapters to use photographs of you with or without your name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and web content.

**Join (/page=membershipdues) Contact Us (/general/?type=CONTACT)**

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