



Licensing Executives Society  
(U.S.A. and Canada), Inc.

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## IP & Licensing Basics: A One-Day Review

### DATE & TIME

Friday, September 7, 2012  
8:00 AM – 9:00 AM: Registration & Breakfast  
9:00 AM – 5:30 PM: Course  
5:30 PM – 7:30 PM: Reception

### LOCATION

Course  
University of Houston Law Center  
4750 Calhoun Road  
Houston, TX 77004  
[Maps and Directions](#)

### DESCRIPTION

This one-day course provides a survey of the basics of intellectual property (IP) and licensing. It builds a practical understanding of core IP and licensing concepts from both the business and legal perspectives. Each course, taught by both legal and business experts working as a team, is divided into five topics with examples, exercises and interaction between instructors and fellow students. Topics include: Introduction to IP; Basics of IP Commercialization & Licensing; Determining Reasonable License Fees & Royalty; Managing Risks; and a Licensing Case Study.

The course is divided into the following five modules:

- Module 1. Introduction to IP: Introduction to the different types of IP including patents, trademarks, copyright, trade dress, and trade secrets.
- Module 2. Basics of IP Commercialization & Licensing: Introduction to licensing, including reasons for licensing, description of licensing agreements, infringement, competition law, and relationship-building.
- Module 3. Determining Reasonable License Fees & Royalty: Licensing risks and rewards, different valuation methods (e.g., Market, Financial, Cost) and their pros and cons, and royalty structures.
- Module 4. Managing Risks: Identifying and managing different types of risk, including confidentiality, infringement, liability, collection of royalties and other fees, and unlicensed competition.
- Module 5. Licensing Game: Students put into practice what they've learned by dividing into licensee and licensor teams and then discussing and negotiating terms of a licensing case study, based on both public and confidential information they are given. At the end of the negotiating session all teams report their results and how and why they reached them.

### CLE/CPE

IP Basics is approved for CLE in the following states:

Texas: 7.0 hours  
California: 7.0 hours  
Illinois: 7.0 hours  
Pennsylvania: 7.0 hours

Click [here](#) for more information about CLE

### CONFIRMED INSTRUCTORS

[Jeffrey Whittle](#), CLP, Partner, *Bracewell & Giuliani*  
[Louise Levien](#), Ph.D., CLP, Senior Planning Associate, Intellectual Property and Licensing, *ExxonMobil Upstream Research Company*  
[Dennis W. McCullough](#), D.Eng., CLP, *InnovCore Technology Management Consultants LLC*

### REGISTRATION FEE

(includes breakfast, lunch, and networking reception)  
LES Member and Non-Member: \$195  
University Faculty: \$125  
LES Student Member: \$25

## Join or Renew Now!

### COURSE CONTACTS

*Online Registration*  
[chapters@les.org](mailto:chapters@les.org)

*Course & Location*  
Anne M. Culotta  
[anne@culottalawfirm.com](mailto:anne@culottalawfirm.com)

### UPCOMING EVENTS

October 11, 2012

**Quarterly Meeting**  
Houston, TX

September 7, 2012

**IP & Licensing Basics: A One-Day Review**  
Houston, TX

### PRIOR EVENTS

July 19, 2012

**Licensing Pitfalls: What do you do when . . . ?**  
Houston, TX

April 26, 2012

**Around the World with LES Celebration**  
Houston, TX

February 14, 2012

**Train-the-Trainer**  
Houston, TX

February 13, 2012

**IP & Licensing Basics: A One-Day Review**  
Houston, TX

January 19, 2012

**IP Value in Transactions**  
Houston, TX

October 20, 2011

**Surveying the Landscape of Patent Analytics**  
Houston, TX

July 21, 2011

**Trade Secrets In The Midst of Workforce Mobility**

April 26, 2011

**Around the World with LES Networking Event**  
**Brennan's of Houston**

Non-Member Student: \$35\*

\*For non-member student, fee includes one year LES (USA & Canada) student membership

Can't make the course. Join course participants and faculty at the evening networking reception.

*Reception Only*

LES Member: \$20

LES Non-Member: \$25

#### CANCELLATION POLICY

No refunds after August 24

Substitutions are permitted

#### INSTRUCTOR BIOS

##### Jeffrey Whittle

Jeffrey Whittle has experience representing clients in various technology-based transactions, including licenses, agreements for technology development, transfer, acquisition, joint development, product development, strategic alliance, collaboration, and product distribution, as well as various other intellectual property agreements in the software, e-commerce, energy, telecommunications, mechanical/electrical, financial, and medical industries.

Mr. Whittle also has experience representing clients in various patent, trademark, copyright and other intellectual property matters, including patent, trademark and copyright preparation and prosecution, mergers and acquisitions, due diligence investigations and opinions, strategic planning, portfolio analysis, various types of intellectual property, litigation and client counseling. Mr. Whittle is a frequent speaker and author nationally and internationally.

##### Louise Levien

Louise Levien has worked in a diverse set of assignments at Exxon and ExxonMobil in Upstream Research for over 30 years. She has 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 URC's Intellectual Property and Licensing group in 2007. She is responsible for IP processes, the Intellectual Property aspects of agreements and licensing transactions impacting ExxonMobil's Upstream business.

Dr. Levien has a ScB in Geological Sciences from Brown University and MS and PhD degrees in Geochemistry from Stony Brook University. She is a Certified Licensing Professional (CLP).

##### Dennis McCullough

Dr. Dennis McCullough is an independent consultant in the field of strategic management of technology-based businesses. Dennis helps clients focus on the strategic use of IP assets in complex business transactions including technology acquisitions, technology alliances and joint ventures, technology licensing, and technology commercialization. He has been associated with The Shaw Group, ABB Lummus Global, Bechtel, Litwin E&C, and Eastman Chemical and currently serves on the Board of Directors for Membrane Technology & Research Inc., a leading membrane technology company.

Dennis earned a BS degree in Chemical Engineering from the University of Houston and Masters and Doctorate degrees in Chemical Engineering from Texas A&M University. He is a member of the AIChE, the LES, the Association of Strategic Alliance Professionals, and the Institute of Management Consultants. Dennis also is a Registered Professional Engineer in Texas (#36,141), a Registered U.S. Patent Agent (#54,304), a Certified Licensing Professional (CLP™#2065)\*, and a Certified Patent Valuation Analyst (CPVA™).

#### DIRECTIONS

##### Directions to The University of Houston Law Center and East Garage Visitor Parking

The University of Houston Law Center is located off of I-45, south of downtown Houston.

##### Directions From I-45 North

To reach the Law Center from I-45 northbound, take the Elgin-Cullen/Lockwood exit, turn left under the freeway at the first light (Elgin). Proceed under the freeway to the next stoplight. Turn left onto the feeder. (Essentially a U-turn under the freeway). The university will be on your right. Proceed through the next light and continue to follow the road as it curves to the right (see map to East Garage). After the curve, the entrance to the University of Houston East Garage will be on your right. Turn right and follow the road/parking lot to the covered visitor parking in the East Garage. Enter the East Garage by taking a ticket. Park on any level in the available visitor parking spots. Payment for parking is collected when you exit the garage with your car. Payment is made to an automated credit card machine. **Note – the machine does not accept American Express Cards. Parking is approximately \$9 for a full day.**

##### Directions From I-45 South

To reach the Law Center from I-45 southbound, take exit Spur 5/44B. Proceed to the first light, University Drive. Turn right onto University Drive. Proceed to the stop sign. Turn right to enter the parking lot. The East Garage is located on the far side of the parking lot (see map to East Garage). Enter the East Garage by taking a ticket. Park on any level in the available visitor parking spots. Payment for parking is collected when you exit the garage with your car. Payment is made to an automated credit card machine. **Note – the machine does not accept American Express Cards. Parking is approximately \$9 for a full day.**

##### Directions from the East Parking Garage to the University of Houston Law Center.

Exit the side of the East Garage that faces Calhoun Street. Walk to Calhoun Street. Depending upon

February 28, 2011

**PDS 200: Essential Principles & Tools of Licensing**  
Houston, TX

January 20, 2011

**Impact of Recent Court Rulings on Licensing Strategies**

November 18, 2010

**Open Innovation**

October 21, 2010

**Chapter Meeting**

August 20, 2010

April 26, 2010

**Around the World with LES  
PDS 100 Course & Reception**

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circumstances, crossing to the other side of Calhoun at this point might be preferable. Turn right and proceed down Calhoun. You will know you are headed in the correct direction if you see the following in front of you: (1) the dead end of Calhoun Street, (2) The Calhoun Lofts (dormitory) on the right side of Calhoun Street, (3) The University of Houston Law Center Parking Lot across the street from The Calhoun Lofts.

While there are visitor parking space meters, these are usually very hard to get. Hence, our recommendation is to park in the East Garage and take a brief walk to the Law Center.

- [Law Center Map](#)
- [Map of University of Houston Central Campus Map](#)
- [Map to East Garage at University of Houston](#)

**Licensing Executives Society (U.S.A. and Canada), Inc.** 1800 Diagonal Road, Suite 280, Alexandria, VA 22314 phone: 703-836-3106 fax: 703-836-3107

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