



Licensing Executives Society
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IP & Licensing Basics: A One-Day Review

DATE & TIME

Friday, October 4, 2013
8:00 AM - 9:00 AM: Registration & Breakfast
9:00 AM - 5:30 PM: Course
5:30 PM - 7:30 PM: Reception

LOCATION

University of Houston Law Center
4750 Calhoun Road
Houston, TX 77004
[Map](#)

INSTRUCTORS

[Jonathon Hance](#), Attorney, *Bracewell & Giuliani, LLP*
[Louise Levien](#), Sr. Planning Associate, *ExxonMobil Upstream Research Company*
[Ron Vollmar](#), Director, *Berkeley Research Group, LLC*
[Jeffrey Whittle](#), Partner, *Bracewell & Giuliani, LLP*

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

7.0 CLE hours in California, Illinois & Pennsylvania
9.0 CPE hours

REGISTRATION FEES

(includes breakfast, lunch, and networking reception)
LES Member and Non-Member: \$195
University Faculty: \$125
LES Student Member: \$25
Non-Member Student: \$35*

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

Advance registration is closed, please register on-site if you wish to attend this course.

CANCELLATION POLICY

No refunds after August 24
Substitutions are permitted

INSTRUCTOR BIOS

Jonathon Hance

Jonathon Hance 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.

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COURSE CONTACTS

[Online Registration](#)
chapters@les.org

Course & Location
Jonathon K. Hance
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PRIOR EVENTS

- April 24, 2015
World IP Day 2015: The Musical Flavors of Houston
Houston, TX
- April 22, 2015
CEEM Sector Houston Conference and Committee Meeting
Houston, TX
- April 21, 2015
Around the World with LES Houston Networking Reception
Houston, TX
- April 21, 2015
IP Business Basics 101
Houston, TX
- April 17, 2015
Rice Global E&C Forum April Roundtable
Houston, TX
- March 25, 2015
Rice Global E&C Forum Energy Corridor Mixer
St. Katy, TX
- January 22, 2015
Family Feud: Managing disputes with an eye to preserving the relationship
Houston, TX
- November 13, 2014
What Is the Impact of the AIA, Recent U.S. Supreme Court Opinions, and Other Patent Law Developments on Patent Licensing and Valuation?
Houston, TX
- September 5, 2014
IP Basics & Licensing Course: A One Day Review
Houston, TX
- August 26, 2014
Train-the-Trainer
Houston, TX

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).

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).

Ron Vollmar

Ron Vollmar has experience in providing financial consulting advice to clients regarding economic damages and valuation issues in a wide variety of litigation matters, including those involving patent infringement, trade secret misappropriation, copyright and trademark infringement and related matters and has frequently served as an expert in these matters. He has also advised clients in litigation matters involving accounting and auditing and business valuation issues and fraud investigations.

Mr. Vollmar has a Bachelor of Science degree in Finance and a Master of Accountancy degree. He was a partner with PwC and is a Certified Public Accountant as well as a Chartered Financial Analyst and a Certified Fraud Examiner. He also holds designations in business valuation.

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.

August 20, 2014

Train-the-Trainer
Houston, TX

July 17, 2014

The Ins and Outs of Funded Research
Houston, TX

April 17, 2014

Equity Crowdfunding
Houston, TX

February 25, 2014

Houston Networking Event
Houston, TX

February 25, 2014

Strategic Licensing: Advanced Skills & Tools
Houston, TX

January 16, 2014

The Law of Fraudulent Transfers Applied to Intellectual Property
Houston, TX

October 22, 2013

Negotiating IP Agreement—An Experiential Laboratory
Houston, TX

October 17, 2013

Transfer Pricing Issues Related to Intellectual Property Sharing among Multi-National Affiliates
Houston, TX

October 4, 2013

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

July 18, 2013

Navigating the Liability Tunnel/Funnel
Houston, TX

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