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MENU



LES HOUSTON CHAPTER EVENT: IP & LICENSING BASICS: A ONE-DAY REVIEW

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LES Houston Chapter Event: IP & Licensing Basics: A One-Day Review



9/7/2018

When: Friday, September 7, 2018
8:00 a.m. - 7:00 p.m.

Where: *Map this event »*
University of Houston Law Center
4604 Calhoun Rd.
Houston, Texas 77204
United States

Contact: Kevin Tamm
kevin.tamm@bracewell.com (<mailto:kevin.tamm@bracewell.com>)
713-221-1141

Register

Online registration is available until: 9/7/2018



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LES Houston Chapter presents:

IP & Licensing Basics: A One-Day Review

Introduction

This one-day course provides an overview 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 topic, taught by both legal and business experts working as a team, is divided into five sections with examples, exercises, and interactions between instructors and fellow students. Topics include an introduction to IP, the basics of IP commercialization and licensing, determining reasonable license fees and royalty rates, managing risks, and a licensing case study.

Who Should Attend

There is no prerequisite to attend this course. It is designed for those with no prior experience in licensing, including students, entrepreneurs, non-IP attorneys, finance professionals, business development professionals, and those considering a career in licensing.

Why You Should Attend

There is more emphasis now than ever before on commercialization, company formation, and job creation from the billions of dollars invested annually in research and development at America's universities, government laboratories, and small businesses.

Whether you are an entrepreneur in the making, a principal investigator or student at any level who wants a better grasp of the basics, or an aspiring technology transfer professional, this course will give you the tools you need to understand and participate effectively in the process of protecting IP and facilitating its commercialization.

Course Details

The course is divided into 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, and cost), 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: 6.5 hours of Texas MCLE credit pending

Schedule:

Breakfast: 8:00 am - 8:30 am

Course: 8:30 am - 5:30 pm

Reception: 5:30 pm - 7:00 pm

Date/Time:

Friday, September 7, 2018

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

Location:

University of Houston Law Center (<http://www.law.uh.edu/>)

4604 Calhoun Rd.

Houston, TX 77044

Registration:

Through September 3:

LES Member/Non-Member: \$195.00

Student/Post-Doctorate: \$40.00

Non-profit/Govt: \$150.00

After September 3:

LES Member/Non-Member: \$245.00

Student/Post-Doctorate: \$55.00

Non-profit/Govt: \$175.00

Instructors:



Kevin Tamm
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.



Karthika Perumal
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.



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

Louise Levien retired in 2017 from a career that included a diverse series of assignments at Exxon and ExxonMobil in Upstream Research. During her career 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 scientific side of ExxonMobil for many years, Louise joined the ExxonMobil Upstream Research Company's Commercial, Intellectual Property and Licensing group in 2007. 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 Ph.D. degrees in Geochemistry from Stony Brook University. She is a Certified Licensing Professional (CLP) and co-inventor on two patents.

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.



Jonathon Hance
Litigator and IP
Lawyer

Jonathon Hance is both a litigator and an intellectual property lawyer. As an IP lawyer, Jonathon works to protect and monetize his clients' innovations and protect his clients' brands across a variety of sectors, including the energy, real estate, and technology industries. He also advises healthcare institutions regarding corporate governance issues and patient data privacy and protection under the Health Insurance Portability and Accountability Act (HIPAA). As a litigator, Jonathon is at home in the court room, where he represents both plaintiffs and defendants and works hard to enforce his clients' intellectual property rights and data confidentiality rights, to protect his clients' brands, and to resolve complex commercial disputes in the design and construction, real estate, energy, healthcare, and technology industries.

Jonathon has 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), and he served as a judicial clerk to the Honorable Jennifer Walker Elrod of the United States Court of Appeals for the Fifth Circuit. Prior to the practice of law, Jonathon served as the director of information and technology for a mid-size restaurant company where he actively participated in key technology and business decisions relating to corporate back-end computing services, point-of-sale and point-of-transaction systems and web-interface design. He also served as a mathematical consultant for the Bank of America Private Bank where he developed financial portfolio projection and analysis software using the Monte Carlo method.

James D. Woods, Ph.D. is a Principal with Economic Analytics Consulting, LLC. Dr. Woods combines his training as a financial economist with over 30 years of business experience to provide efficient, analytical solutions to address his clients' and colleagues' challenges and opportunities.



James D. Woods
Principal
Economic Analytics
Consulting, LLC.

Dr. Woods focuses his efforts on valuing patents, copyrights, trademarks and trade secrets, complex securities and derivatives and on evaluating the economic effects of decisions. Dr. Woods has helped his clients extract value from intellectual property through licensing and sale transactions and has testified at trial concerning his opinions of reasonable royalties and lost profits due to the misappropriation of intellectual property. He has also evaluated the economic impact of major sporting events, conventions and corporate relocation decisions. Dr. Woods began his career with the Federal Reserve Bank of St. Louis and has been a principal with national accounting firms. He has been an invited speaker on the value of intellectual property at several influential national and international programs and regularly provides continuing educational programs to lawyers and corporate executives. In addition to his work assisting clients, Dr. Woods serves as an adjunct professor of finance for the C. T. Bauer College of Business at the University of Houston where he teaches financial statement analysis to graduate students. He is a Certified Licensing Professional and a Certified Fraud Examiner.

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!4m5!3m4!1s0x8640be59143d076f:0x519ac2f95.3380812>). Click here (/resource/resmgr/docs/chapters/map_uh_and_arrows.pdf) for a Parking map.

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 September 3. 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.

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