



## IEEPI - Training Info file

### Patent Licensing: strategy and negotiation

#### Objectives :

- Key features of patent Licensing.
- Elaborating a Licensing-out programme.
- Managing a Licensing-in approach
- Preparing and conducting a successful negotiation.

#### Target audience :

TT managers, licensing specialists, patent attorneys, lawyers.

#### Specifications :

**Duration :** 21h

**Schedule :** Day 1, 2 and 3 : 9:00 - 17:30

**Level :** Perfectionnement

**Reference :** S01P071

#### Program :

*For this training course, IEEPI offers you a concrete teaching method in three phases (the 3P format), combining the transmission of knowledge, practical application in a professional context and consolidation of acquired skills through the sharing of experience.*

*Phase 1 is the training phase. Period 2 is the time for putting into practice the knowledge and skills acquired during Period 1, and Period 3 (a few weeks later) consists of a further meeting with the trainer and the trainees to discuss the practical application, difficulties encountered and feedback. This format is designed to anchor skills over the long term and encourage collective enrichment.*

## Introduction

### Panoramic view of the main scenarios of licensing out and licensing in:

- Presentation of typical scenarios and strategies depending on the context

### Designing a strategy, step by step:

- Patent licensing out programs
- Licensing in strategies

### What to negotiate in a patent license agreement:

- The key terms and conditions
- Key legal considerations (the seminar will not get into details on these points)

### The art of negotiation:

- Confidentiality considerations
- Negotiation key principles (Harvard approach)
- What's your negotiation style? (Thomas-Kilmann model -TKI)





- All the actors, how to prepare the “dream team”
- Negotiation phases step by step, with practical training from licensee and licensor perspective

### Role play / Serious Game around a case study:

- Licensing-in and out (2 teams): case study

#### Details:

### Requirements

Practical knowledge in Patent

### Assessment

- Quiz

### Statistics

Recommendation rate: 88% (years 2023-2025)

### Instructors

An in-house director in charge of licensing programs and a mediator (former attorney-at-law specialized in patent litigation)

