




Licensing Executives
Society

Fundamentals of Intellectual Asset Management

A one-day workshop covering the main types of IP, the language of licensing, and a licence agreement case study

20 August 2008 ♦ Innovation Centre WA, Technology Park, Bentley



Special rates
for LESANZ
members

Key Learning Objectives:

- ➔ UNDERSTAND AND USE THE LANGUAGE OF INTELLECTUAL ASSET MANAGEMENT, LICENSING AND TECHNOLOGY TRANSFER
- ➔ RECOGNISE LEGAL CONCEPTS AND ISSUES IN RELATION TO IP RIGHTS
- ➔ REVIEW AND UNDERSTAND THE CONTENT OF IP AGREEMENTS
- ➔ IDENTIFY AGREEMENT TYPES AND THEIR IMPLICATIONS
- ➔ NEGOTIATE LICENSING TRANSACTIONS IN AUSTRALIA AND ELSEWHERE

DATES

Wednesday 20 Aug 2008
(IAM 101)

TIME

8:45 for 9:00 am start
5:00 pm finish

VENUE

Innovation Centre WA
Suite 3, Enterprise Unit 3
11 Brodie Hall Drive
Bentley WA 6102

COST per COURSE

\$355 members
\$455 non-members
\$499 (m'ship + course)
(incl. GST)

RSVP

Tuesday 12 Aug 2008

REGISTRATION:

Gai Pritchard
Executive Officer
Suite 4, Enterprise 3
11 Brodie Hall Drive
Bentley WA 6102
wa@lesanz.org.au
Ph: 9316-9019

Who should attend:

- ➔ IP MANAGERS and BUSINESS DEVELOPMENT managers
- ➔ GOVERNMENT OFFICERS involved with innovation and development
- ➔ BUSINESS and IP ADMINISTRATORS
- ➔ Junior LEGAL practitioners and PATENT attorneys
- ➔ SCIENTISTS AND RESEARCHERS
- ➔ COMMERCIALISATION and LICENSING professionals

This workshop is the first module of a three module Intellectual Asset Management (IAM) course offered by LES. The IAM course is an international best-practice course developed by the Licensing Executives Society International as part of its successful Professional Development Series.

The IAM course is delivered by accredited LES practitioners and is tailored for individuals involved in managing IP and intellectual assets in industry, government, research organisations and the legal and advisory professions. Targeted exercises and realistic case studies help to highlight some of the pitfalls as well as offering the opportunity to apply the learning directly. During the course, there will be ample opportunity to relate the principles of IAM to each participant's work environment.

– For programme and registration details, please see over –



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20th August 2008 ♦ Innovation Centre WA, Technology Park, Bentley

Licensing Executives Society Australia New Zealand

TAX INVOICE

ABN 8283521814

Course Programme: Wednesday, 20 Aug 2008 (9:00am to 5:00pm)
IAM 101: Fundamentals of Intellectual Asset Management

Presenters

Barry Newman	Attorney, Watermark Patent & Trade Mark Attorneys
Mark Pullen	Associate, Watermark Patent & Trade Mark Attorneys
Cherie van Wensveen	Attorney, Wrays Patent and Trade Mark Attorneys
Guy Provan	Barrister and Solicitor

Venue

Innovation Centre WA, Suite 3, Enterprise Unit 3, 11 Brodie Hall Drive, Bentley WA 6102

Lunch, morning and afternoon refreshments will be provided.

(Due to catering costs, payment is required despite non-attendance or cancellation after 12 Aug 2008)

Registration & Cost

The Course caters for a limited number of participants and so early registration to secure your place is advisable. **(All prices are incl. of GST)**

Members:	\$355.00 (Membership rates are available only to current LES members)
Non-Members:	\$455.00 (\$499 Membership plus IAM course)

Register now!

Click [here](#) for immediate registration via LESANZ national website

Preferred method of payment

ALTERNATIVE REGISTRATION FORM

ATTENDEES:

1. Name _____ (Member/ Non-Member) Email* _____

2. Name _____ (Member/ Non-Member) Email* _____

3. Name _____ (Member/ Non-Member) Email* _____

of _____ (firm/company)

My/our payment for \$ _____ is enclosed

(Cheque payable to LES ANZ, Inc)

Payments by cheques posted to:

LES ANZ, Inc

c/- Gai Pritchard

Executive Officer

Suite 4, Enterprise 3

11 Brodie Hall Drive

Bentley WA 6102

*by providing your email address you agree to receive emails from us relating to LES events, activities and special offers. We will use your information for that purpose only and will not pass it on to any third party.