

Intellectual Property – extracting the value

Wednesday 8th September 2010: Registration 8.30 – Close 13:30

Lancaster House Hotel Conference Centre, Lancaster LA1 4GJ

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Join us for this FREE event run by the Digital Communications Knowledge Transfer Network and InfoLab21.

In a turbulent economic climate, it's more important than ever to ensure that all your business assets are delivering the best value. This event is focused on “unlocking” your intellectual property and other intangibles, and using them to create value through collaboration, licensing and fundraising. The programme is led by participants from key organizations in the community of innovation and will use a combination of thought-provoking research, case studies and practical exercises to help you understand the potential, and the possible pitfalls, of an “open” approach for your IP.

Who should attend

- CEOs/proprietors of knowledge-intensive companies
- Technical, legal and finance directors, and other senior managers working with IP
- Technology transfer officers
- Professionals involved in brokering collaboration and partnerships

Seminar Highlights

- Does IP have to stifle open innovation?
- Safeguarding business interests in an “open” age
- Using intellectual assets for collaboration and fundraising
- New IP health check diagnostic tools
- Understanding IP activity in your market

The Digital Communications Knowledge Transfer Network has been established by an industry-led group of leading players, with funding from the Technology Strategy Board. It seeks to bring competitive advantage to the UK by promoting collaboration and knowledge sharing between the users and providers of Digital Communications, and by helping to drive innovation in the sector. Membership of the Digital Communications KTN is free, and attendees are encouraged to register as members at www.dcktn.org.uk



Agenda

- 08:30 Registration
- 09:00 Welcome and introduction (Nick King – InfoLab21)
- 09:15 The InfoLab21 ISTEP Programme (Nick King – InfoLab21)
- 09:30 What are IP Rights and how are they safeguarded? (Benjamin Dredge – Napthens LLP)

Lancashire based Napthens Solicitors provide a wide range of legal services to meet the needs of both businesses and individuals. The Napthens corporate team specialise in all areas of commercial law including mergers and acquisitions, company reorganisations and restructurings, management buyouts, AIM listings, intellectual property, franchising, insolvency and recovery.

Benjamin Dredge is a corporate solicitor who deals with all aspects of corporate and commercial work. He has both the expertise and a keen interest in all aspects surrounding Intellectual Property law, including methods of protecting and exploiting copyright, patents, trademarks, confidential information as well as dealing with issues surrounding branding, product development and licensing agreements.

- 09:45 Database Rights (Benjamin Dredge – Napthens LLP)
- 10:00 Confidentiality and Non-Disclosure Agreements (Benjamin Dredge – Napthens LLP)
- 10:15 *Coffee Break and Networking*
- 10:45 IP in the context of mobile applications development (Linda Merrills – Business Link NW)
- 11:00 Extracting Value from IP – Licences, Assignments, Franchises, IP ring fencing (Benjamin Dredge – Napthens LLP)
- 11:30 Case Studies/Examples (Benjamin Dredge – Napthens LLP)
- 12:00 Q&A / Panel Session (Nick King, Benjamin Dredge, Linda Merrills, Maire Nolan (Contracts Manager, Lancaster University))
- 12:30 Lunch and Networking
- 13:30 Close

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