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The course will take place in Nottingham and the trainer will be Jim Hunter. The Institute of Licensing accredits this course at 5 hours CPD. Course Objectives: To increase knowledge and practical understanding of the basic licensing principles.

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Licensing Licensing is another way to enter a foreign market with a limited degree of risk. Under international Licensing, a firm in one country permits a firm in another country to use its intellectual property (Patents, trade marks etc).

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FIRST SESSION - 2013, FEBRUARY 19th
10:30 - 11:00 "Basic of Licensing - Italian edition" ... Licensing Italia, Representative Office in Italy of Licensing International, is the first consultancy company in Italy. It specialises in licensing matters and it is the benchmark for all companies ...

~~Introduction | Microsoft Volume Licensing Programs~~

The vehicle under the licensing business model through which the licensor acquires the right to use the IP, from the licensee is called a licensing agreement,

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and it is the basis for the licensing business model.

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BASICS OF LICENSING: International Edition Danny Simon Greg Battersby Kent Press . ii This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the pub-

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KEY Points. An international business licensing agreement involves two firms from different countries, with the licensee receiving the rights or resources to manufacture in the foreign country. Rights or resources may include patents, copyrights, technology, managerial skills, or other factors necessary to manufacture the good.

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Licensing Agreements: The Basics. In a typical licensing agreement, the licensor grants the licensee the right to produce and sell goods, apply a brand name or trademark, or use patented technology owned by the licensor. In exchange, the licensee usually submits to a series of conditions regarding the use of the licensor's property and agrees to make payments known as royalties.

~~About Us — The Licensing Group Ltd~~
The series begins with the original Basics of Licensing (revised and updated to include the most current industry survey data from 2012), is followed by the sequel Basics of Licensing: Licensee Edition and continues with the upcoming Basics of Licensing: International Edition (available June 2013). Each book has been developed in cooperation ...

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LES (USA & Canada) is a member society
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He is coauthor of four seminal books on
licensing that have been endorsed by
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The Basics of Licensing is the first publication on licensing to be translated into Chinese. He is an annual contributor ...

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How customers acquire the technology they need to transform is the role of Microsoft commercial licensing. Our goal is to deliver a unified commerce experience that will offer customers flexible access to any Microsoft product or service, whether they choose to buy on their own, through us, or through partners.

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The focal points addressed include selecting the right license for a product, best practices in product development, ethics and social compliance of licensing management, and more. In addition to the core commentary, this edition also features new administrative templates and licensing form agreements derived from actual transactions, tailored

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specifically for the licensee.

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Basics Of Licensing IP 1. License Agreements
A brief review of the types of negotiated license agreements, applicable law, and the parts of agreements
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1

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