

# Learning Network Solutions and Spruson&Ferguson

present

a Comprehensive, Interactive and Practical One Day Seminar

Friday, 5 October 2007, Rydges South Park, Adelaide

## PRACTICAL GUIDE TO MANAGING INTELLECTUAL PROPERTY EFFECTIVELY

A practical and interactive exercise in understanding the dynamics of IP within your organisation and proficiently managing IP

Supported and Facilitated by:

**Spruson&Ferguson**

Patent and Trade Mark Attorneys • Lawyers

### Key issues to be addressed (with practical exercises and expert feedback):

- » Dynamics of IP within your organisation
- » Practical strategies to create an IP framework
- » How to prepare an IP policy and an IP implementation plan for your organisation
- » Key practical considerations in identifying, recording and managing IP
- » IP ownership and what it means to your organisation
- » The lifecycle of IP and identification of decision points in the cycle
- » How to deal with IP rights of others
- » Key considerations in dealing with IP licensing
- » How to deal with IP rights in contracts
- » Key issues in commercialising IP
- » How to approach assessing and valuing your IP

### Facilitating Team:

#### Philip Heuzenroeder

Principal, Commercialisation Team,  
Spruson&Ferguson Lawyers

#### Sylvie Tso

Associate, Commercialisation Team,  
Spruson&Ferguson Lawyers

### WHO SHOULD ATTEND?

Directors, Senior Managers, Project Managers, Project Officers and other Executives involved with:

- » Intellectual Property
- » Information Management
- » Contracts Management
- » Commercial and Business Development
- » Provision of Legal Advice
- » Knowledge Management

### CALL TO REGISTER NOW!

**TEL: (02) 95852304 FAX: (02) 95852094**

**Email: [info@learningnetworks.com.au](mailto:info@learningnetworks.com.au)**



Seminar Organised By:  
**LEARNING NETWORK SOLUTIONS**

**9.00 – 9.10      OPENING REMARKS****9.10 – 9.50      IP AND YOUR ORGANISATION**

- » What is IP?
- » Why does IP matter in your organisation?
- » What types of IP are there and do they affect my organisation?
- » Is IP management necessary for my organisation?
- » Obtaining IP protection

**9.50 – 10.30      CREATING AN IP FRAMEWORK**

- » What are the elements of an IP framework?
- » How does my organisation prepare an IP policy?
- » How does my organisation implement IP management?

**10.30 – 10.45      MORNING TEA****10.45 – 11.15      EXERCISE: IDENTIFYING RELEVANT IP IN YOUR ORGANISATION AND SCOPING AN IP POLICY****11.15 – 12.00      IP OWNERSHIP AND HOW TO IDENTIFY AND RECORD IP**

- » Who owns IP?
- » Tools to identify existing and new IP.
- » How to keep records of IP.

**12.00 – 12.30      EXERCISE: THE LIFECYCLE OF IP AND IDENTIFICATION OF DECISION POINTS****12.30 – 1.30      LUNCH****1.30 – 2.30      HOW TO DEAL WITH THE IP RIGHTS OF OTHERS**

- » Using the IP of another person in projects.
- » Dealing with IP in contracts.
- » Determining the preferred IP position for an organisation.

**2.30 – 3.00      EXERCISE: CONDUCTING AN IP NEEDS ANALYSIS****3.00 – 3.15      AFTERNOON TEA****3.15 – 4.15      SHARING OR COMMERCIALISING IP**

- » Assessing and valuing IP.
- » Granting public access to IP.
- » Issues to consider in the commercialisation of IP.
- » Different forms of commercialisation.

**4.15 – 4.30      EXERCISE: ASSESSING IP****4.30 – 4.45      CLOSING REMARKS AND QUESTIONS**

## SEMINAR OVERVIEW

IP comprises a valuable strategic and financial asset for every organisation. Like any other resource, IP should be managed efficiently, and effectively. Without appropriate management, organisations may be unaware of the IP, its value or benefits, or may expose themselves to unnecessary risks.

Learning Network Solutions and Spruson&Ferguson are proud to present this highly interactive, practical and hands on seminar. It will be facilitated by an expert panel that will discuss in a simple and lucid manner various key issues specific to IP management. The seminar is designed to be interactive and allows participants to discuss in a team environment various aspects of IP management including, identifying, recording, managing and commercialising IP. Due to its interactive nature, the places for the seminar are limited and will be given on a first come first serve basis.

## PROFILES OF FACILITATORS



**PHILIP HEUZENROEDER, principal, spruson&ferguson lawyers**

**E-mail:** [philip.heuzenroeder@sprusons.com.au](mailto:philip.heuzenroeder@sprusons.com.au)

Philip is a commercial lawyer with over 12 years experience, both in private practice and as in-house counsel and commercial manager. Prior to joining the firm in 2004, Philip was General Counsel and General Manager – Commercial at Unisearch Limited, one of Australia's leading technology commercialisation organisations. Philip has broad experience, including in the lifesciences, information technology, energy and telecommunications industries. Philip provides specialist intellectual property and information technology advice, as well as more general commercial advice for participants in these and other research and technology industries. Philip recently led the Spruson&Ferguson team selected in a competitive tender by the Attorney-General's Department to develop an Australian Government 'IP Better Practice Manual' for use by all Commonwealth departments and agencies. Philip is an experienced presenter and trainer and is regularly asked to present and run workshops both in New South Wales and interstate on issues relating to intellectual property and negotiation.



**SYLVIE TSO, associate, spruson&ferguson lawyers**

**E-mail:** [sylvie.tso@sprusons.com.au](mailto:sylvie.tso@sprusons.com.au)

Sylvie Tso is a solicitor in the commercialisation team of Spruson&Ferguson Lawyers and specialises in intellectual property management and commercialisation. Prior to joining Spruson&Ferguson Lawyers, Sylvie was the in-house counsel of Apollo Life Sciences Ltd where she drafted and negotiated various agreements including employment agreements, CDAs, MTAs, research and services agreements. While at Apollo, she was also responsible for setting up an intellectual property management framework to manage an extensive patent and trade mark portfolio and oversee all intellectual property related issues. Sylvie's expertise extends to both Australian and US patent law, having successfully passed the US Patent Bar Examination. Sylvie worked in the legal department of a number of US biotechnology companies, managing their intellectual property portfolio, including patent portfolio in stem cell therapy, cell signalling and organ transplantation. Sylvie was also the intellectual property consultant for the Corporate Sponsored Research & Licensing office of Massachusetts General Hospital, US. Recently, Sylvie was one of the key contributors within Spruson&Ferguson to the development of the Australian Government's IP Better Practice Manual.

# \*PRACTICAL GUIDE TO MANAGING IP EFFECTIVELY

One Day Seminar

Venue: Friday, 5 October 2007, Rydges South Park, Adelaide

## REGISTRATION FORM

### REGISTER BY:

Tel: (02) 95852304

Fax: (02) 95852094

Email: info@learningnetworks.com.au

### INVESTMENT TOTAL:

Register by 30 August 2007: \$799 + GST (\$878.90)

Register after 30 August 2007: \$999 + GST (\$1098.90)

### ATTENDEE/S DETAILS:

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

#### Second Delegate:

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

#### Third Delegate:

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Sign: \_\_\_\_\_

\* Invoice shall be sent after receipt of the registration

\* Please make payment prior to the event

\* Cheques made payable to Learning Network Solutions

Please debit my:

Visa  Amex  Master card  Bankcard

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

### ACCOMMODATION

Discounted accommodation is available for delegates at the venue.

### DATES & VENUES

5 October 2007: Rydges South Park  
1 South Terrace  
Adelaide SA 5000  
TEL: (08) 8212 1277

### DOCUMENTATION

Seminar documentation provided by speakers will be supplied to delegates at the venue.

### TEAM DISCOUNTS: (Only one discount applies)

\*Register 3 delegates and receive a 10% discount on the total package

\*Register 4 delegates and receive a 5th complimentary seminar pass

\*Register 5 delegates at the same time and receive complimentary passes for the 6th and 7th delegate

Early Bird offer available until: 30 August 2007

### PRIVACY STATEMENT

Information supplied by you may be used by Learning Network Solutions to provide you with further information about our events. If you do not wish to receive information about our future events please tick the box below.

I do not wish to receive any mailings from Learning Network Solutions.

### CANCELLATION POLICY

Cancellations made 2 weeks prior to the event will receive a complete refund. For cancellations done within 2 weeks of the program, you are liable to make full payment and no refund can be made. We will issue you a credit note that could be used to attend any of our future events of the same amount. If an event is not held due to any reason, our liability is limited to the event fee only.

### PROGRAM CHANGES

We reserve the right to make changes in the program and the panel of speakers.

### COPYRIGHT

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