

The Program

Monday, July 20

8:00 am- 6:30 pm

- 8:00-9:00 Registration and Continental Breakfast
- 9:00-9:15 Welcome
Robert M. Viles, President
Karl F. Jorda, Professor of Law,
Franklin Pierce Law Center
- 9:15-10:45 Recent Developments and Emerging Issues
Ronald B. Coolley
Arnold, White & Durkee
Chicago, IL
- 10:45-11:00 Break
- 11:00-12:15 Ethics in Licensing
B.I. "Woody" Friedlander
Venture Insights Group
Ridgefield, CT
- 12:15-1:15 Lunch
- 1:15-2:45 University Licensing- An Industrial Perspective
Geoffry G. Dellenbaugh
The R. W. Johnson Pharmaceutical Research Institute
Raritan, New Jersey
- 2:45-3:00 Break
- 3:00-4:30 Software Licensing
H. Ward Classen
Communications Industry Service
Bethesda, MD
- 4:30-6:30 Get-Acquainted Barbecue on the Front Lawn

Tuesday, July 21

8:30 am - 4:30 pm

- 8:30-10:30 IP Misuse and Antitrust Law
Thomas J. Meloro
Kenyon & Kenyon
New York, NY
- 10:30-10:45 Break
- 10:45-12:15 Collateral/Character Licensing
Gregory J. Battersby
Grimes & Battersby
Stamford, CT
- 12:15-1:15 Lunch
- 1:15-2:45 Licensing in the European Union
Jochen Pagenberg
Baredehle, Pagenberg, Dost, Altenburg
Frohwitter, Geissler & Partner
Munich, Germany
- 2:45-3:00 Break
- 3:00-4:30 Strategic Alliances, New Challenges
Ed Hendrick
Sagebrush Associates
Concord, NH

Wednesday, July 22

8:30 am - 9:00 pm

8:30-10:30

IP Valuation

Gordon V. Smith, President
AUS Consultants
Moorestown, NJ

10:30-10:45

Break

10:45-12:15

Biotech Licensing

Mark A. Hofer
Genzyme Corporation
Framingham, MA

12:15-1:15

Lunch

1:15-3:45

The World of Licensing

Robert Goldscheider
The International Licensing Network
New York, NY

6:30-9:00

The LES Yankeetech Licensing Game

Robert Goldscheider
The International Licensing Network
Karl F. Jorda, FPLC

Thursday, July 23

8:30 am - 4:30 pm

8:30-10:30

IP Taxation

Patricia Ann Metzger
Hutchins, Wheeler & Dittmar
Boston, MA

10:30-10:45

Break

10:45-12:15

Alternative Dispute Resolution

David Plant
Fish & Neave
New York

12:15-1:15

Lunch

1:15-2:45

Due Diligence in Licensing and Acquisitions

Michael W. Glynn, VP
Novartis Corp
Summit, NJ

2:45-3:00

Break

3:00-4:30

Licensing in the Far East

Larry W. Evans
South Barrington, IL

Friday, July 24

8:30 am - 2:00 pm

8:30-10:00

Government Licensing

Jacob "Jesse" N. Ehrlich
Perkins, Smith & Cohen
Boston, MA

10:00-10:15

Break

10:15-11:45

Franchising

Evelyn Sommer
Skadden, Arps, Slate, Meagher & Flom
New York, NY

11:45-12:00

Closing Discussion

1:00-2:00

Exam. Required Only for Law Students Eligible for
Academic Credits

1998 Advanced Licensing Institute
Course Materials
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