

Negotiating Wisely

Strategies for Better Outcomes in IP Deals

a workshop by Philip Mendes

2 Day
Intensive
Skills Development Workshop



Singapore

3 & 4 December 2018

Hong Kong

6 & 7 December 2018

About the Workshop

There is more to negotiating a license or other IP transaction than turning up to a meeting and stating what we want.

If the other party does that as well, the result could be the negotiation turning into a haggle where perceived bargaining strengths dictate the outcome, rather than the outcome meeting the needs of each party. Or, the negotiation could move towards an impasse.

This workshop is about the best practice strategies developed at Harvard University's **Project on Negotiation** that we can choose to employ to secure the best terms in a negotiation of a license and other IP transactions.

- Should we make the first offer in a royalty negotiation, or should we wait for the other party to do so? Which strategy is more likely to be advantageous to us?
- What strategies can we employ to enlist the other party's cooperation in seeking solutions that meet our needs in the negotiation?

- What steps can we take to make our proposals more persuasive to the other party?
- What steps can we take to make the other party an active listener to our proposals?
- How can we leverage our proposals to make them more compelling to the other party?

Unlike other negotiations where at their conclusion the parties never see each other again, when a licensor and licensee negotiate, the end of the negotiation is the beginning of a long term relationship, lasting many years, often until the expiration of a patent.

How do we negotiate effectively to maximise the deal terms in our favour, without putting at risk this important long term relationship?

This is not a "generic" negotiation workshop. It is specifically about negotiating IP licenses and other IP transactions, practical examples and case studies of which are given throughout.

Your Presenter



Your presenter is Philip Mendes, an experienced licensing professional who has negotiated intellectual property transactions for over 25 years with parties in over 25 countries. Philip has negotiated some of the largest intellectual property transactions arising from Australian research.

Transactions have been undertaken in all fields of science, including pharmaceutical, biotechnology, information technology, medical devices, diagnostics, defence and engineering technologies. Philip has negotiated with all the world's largest pharmaceutical companies, and multinational companies in other fields.

Philip is an Adjunct Professor at Queensland University of Technology, where he teaches Management and Commercialisation of Intellectual Property. He has presented in excess of 200 licensing and intellectual property related workshops throughout Australia and Asia.

Program

A detailed two page description of the program is available by clicking [here](#). Workshop highlights include:

Program highlights include:

1. Preparing effectively for an IP negotiation, including how to prepare and what to prepare.
2. The one hour preparation, for when there's only one hour to prepare
3. How to gather valuable information about the other party
4. How to set your negotiation goals
5. How to set the agenda for the IP negotiation to your advantage
6. How to make the other party negotiate the things that you want to negotiate
7. How to make the other party focus on your needs in the negotiation
8. How to make the other party want to help you achieve your needs in the negotiation
9. How to make the other party make the proposals to you that you want
10. Understanding the psychology of first offers to your advantage
11. Understanding the psychology of concession making
12. How to make concessions so as to give away the least
13. How to engender a climate of trust in an IP negotiation
14. How to effectively influence and persuade the other party
15. Strategies to overcome an impasse
16. Strategies to deal with the difficult negotiator
17. How to shift an adversarial IP negotiation to an interest based negotiation
18. How to package proposals for better outcomes
19. How to frame your proposals to improve their attractiveness
20. How to deliver and present your proposals to improve their attractiveness
21. How to recognise the other party's negotiation tactics
22. How to implement counter tactics to the other party's negotiation tactics
23. The impact of cultural factors on an IP negotiation

Registration

What registration includes

The Registration fee includes:

- attendance at the workshop for 2 days
- detailed bound course materials that will be an ongoing reference resource
- a license to use the course materials
- lunch
- morning and afternoon refreshments.

Registration fee

Staff of a university, research institute, or Government (all amounts USD\$)	1st staff member	2nd staff member	3rd staff member	Each subsequent staff member
Full registration fee	\$990.00	\$990.00	\$990.00	\$990.00
Less Group Registration discount	-	-\$100.00	-\$200.00	-\$300.00
Total Registration Fee	\$990.00	\$890.00	\$790.00	\$690.00

If you need to catch a plane to attend our workshop, deduct 10% from the applicable amount above.

Staff of a company (all amounts USD\$)	1st staff member	2nd staff member	3rd staff member	Each subsequent staff member
Full registration fee	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00
Less Group Registration discount	-	-\$110.00	-\$220.00	-\$330.00
Total Registration Fee	\$1,100.00	\$990.00	\$880.00	\$770.00

If you need to catch a plane to attend our workshop, deduct 10% from the applicable amount above.

How to register

- [Click here](#) to register on line at the workshop website,
- Visit www.opteon.com.au and follow the links, or
- Send an email to joanne@opteon.com.au



Visit us at www.opteon.com.au