IPI Academy

falconbury



Presented by
Falconbury

Technology Licensing and IP in Practice

30 November
+ 18 May 27, 17 November 27

Learn to structure, negotiate and manage technology licensing agreements that protect intellectual property, support innovation and achieve successful commercial outcomes.

Format:
Live online

CPD:
1.5 hours for your records

Certificate of completion

Course overview

Technology licensing is central to innovation and collaboration, but poorly structured agreements can expose organisations to significant legal, commercial and intellectual property risks.

Technology licensing sits at the intersection of intellectual property, commercial strategy and regulatory compliance**.** When handled poorly, misunderstandings around technology, ownership, scope of rights or regulatory constraints can undermine value and expose organisations to significant legal and commercial risk.

This practical training course provides a clear and structured introduction to the core issues that arise in technology licensing and IP-driven transactions. Using a worked licensing scenario throughout, the training session unpacks how technology and IP interact, where risks typically arise, and how those risks can be identified and managed at an early stage.

Participants will be guided through a six-step framework covering the technology involved, the parties, the relevant IP rights, the nature of the transfer, key licensing terms and regulatory considerations. The training also addresses due diligence, helping delegates understand what to check, why it matters and how oversights can affect deal outcomes.

The course is designed for those who need a practical grounding or refresher, avoiding unnecessary theory while focusing on real-world licensing issues that arise across sectors.

Benefits of attending

By attending this training course, you will:

- **Gain** a clear understanding of how technology and intellectual property interact in licensing arrangements
- **Identify** common pitfalls in technology transfer and IP-driven deals
- **Learn** how to analyse a technology licensing scenario using a structured, step-by-step approach
- **Understand** the different types of IP rights that may be involved and how they affect licensing strategy
- **Assess** the nature and scope of technology transfers, including risks around ownership and use
- **Recognise** key commercial and legal terms commonly found in technology licences
- **Understand** the role of regulatory considerations in technology licensing
- **Improve** your ability to contribute confidently to licensing discussions, negotiations and due diligence exercises

Who should attend?

This training course is suitable for anyone involved in, or exposed to, technology licensing and IP-related transactions, including:

- In-house counsel
- Private practice lawyers and trainee solicitors
- Commercial and contract managers
- Business development and licensing executives
- Technology transfer professionals
- R&D and innovation personnel
- Attorneys and IP practitioners seeking a refresher
- Professional advisers supporting technology-driven businesses

The content will also be of interest to those in professional service firms.

Programme

Introduction and framework

- Basic definitions
- Overview of the licensing scenario
- Introduction to the six-step approach

Step 1: What Technology Is Involved?

- Identifying and defining the technology
- Practical issues and common misunderstandings

Step 2: What Parties Are Involved?

- Licensors, licensees and third parties
- Ownership, control and alignment of interests

Step 3: What IP Rights Are There?

- Patents, copyright, know-how, trade secrets and other rights
- How different IP rights affect licensing strategy

Step 4: Nature of the Transfer

- Licences vs assignments
- Scope, exclusivity and territorial considerations

Step 5: Key Terms of a Technology Licence

- Core commercial and legal provisions
- Risk allocation and value protection

Step 6: Regulatory Considerations

- Competition, export control and sector-specific issues

Due Diligence in Technology Licensing

- What to check
- Where problems commonly arise
- Practical red flags

Presenter



Mark Weston

Mark Weston has run his own law firm, Weston Legal, since 1 January 2024. He is also a consultant at Hill Dickinson LLP where he joined in February 2016 as a partner and Head of its Commercial, TMT & IP Practice. Before that, he was a partner and Head of the Commercial/IP/IT Team at Matthew Arnold & Baldwin LLP and before that, he spent several years at Baker & McKenzie in London and Chicago and has also previously been seconded to Hewlett Packard and other technology businesses. He changed role to become a consultant in Hill Dickinson's London office in January 2024.

Expertise: Mark's practice covers both non-contentious and contentious matters in all areas of commercial law, intellectual property law, information technology law, Internet, electronic commerce and on-line services law. He specialises in commercial and Tech issues. Mark is used as a 'trusted adviser' by many clients in all sorts of businesses and often acts as 'private practice in-house counsel' for many clients. He specialises in tech and internet businesses.

Clients: Just some of Mark's more well-known clients include Elstree Film Studios, RTL Group S.A., Sykes Cottages, Retailcorp Brands LLC, The Gulf Marketing Group, Moneynetint Limited and the BBC.

Some detail: Mark has extensive experience in advising clients on all manner of commercial matters (such as business planning and solutions, franchising, distribution, agency and marketing) through branding and intellectual property exploitation and licensing, to advice and documentation regarding hardware and software issues (such as development, licensing, maintenance and distribution, SaaS and cloud, Internet transactional solutioning, B2B, B2C and B2G electronic commerce, S-commerce and M-Commerce, social media, outsourcing, facilities management, procurement, IT policies, data protection (privacy), GDPR and freedom of information issues as well as artificial intelligence (AI)). He has a particular expertise in new digital business and revenue streams. He is also experienced in dealing with software disputes and IT litigation. The increasingly extensive media side of his practice relates primarily to publishing (both real world and digital content), to games and gaming platforms (and particularly transmedia technologies), advising companies about their advertising onscreen, online and in print and managing their public communications strategies generally (dealing with the CMA and ASA in the process) – and also a smattering of television, film and music exploitation. Recently he has been very active in AI advice.

More unusual:

Mark has previously spent several months on secondment to Hewlett Packard and he has also been seconded to assist in the legal problems arising in new technology companies such as Symbian. From 2000 to 2001, Mark was resident in the Chicago office of Baker & McKenzie advising US clients on European and UK aspects of IT and electronic commerce law and practice.

Mark is the author of the *Legal Practice Companion*, a parallel text book used at several law schools, the editor of the *IP and Media Law Companion* as well as the rest of the Companion series of books published by Bloomsbury Professional, Tottels, Cavendish Publishing and Oxford University Press. He has noted numerous reports for the *IT Law Reports* and is widely published in *Computing, Computers & Law, Computer Law & Security Report, IT Law Today, Intellectual Property World, Solicitors Journal* and many other journals both online and offline. Mark has also authored articles syndicated in the national and trade press and is regularly quoted in national newspapers and is heard on radio as an expert in his fields. Mark is the author of the *Business Names on the Internet* chapter in the *PLC Ecommerce Manual as* well as numerous other articles on various Commercial & IT law topics.

Mark lectures regularly on all Commercial, IP and IT law topics, including at the IBC IT 'Summer School' Programme in Cambridge, England; the Falconbury and MBL two-day and three-day Commercial Contracts seminars (run several times a year) and IT Contracts seminars (run three times a year) in London; and he has previously lectured at the Annual On-line & Internet Commerce Law Institute seminar in Chicago and tutored at University College London. He also runs a programme of bespoke training schemes on commercial law, IP law, IT law, AI law and data law as well as soft skills programmes such as negotiation skills and presentation skills.

Finally, you may have seen that Mark likes blogging and writing books, which are available at all good bookshops! He also appears regularly on BBC1 (usually providing advice on-screen to BBC Watchdog) and also on Sky News as a legal commentator, as well as trying to avoid the huge quantity of pink powder the TV make-up girls want to apply to his increasingly receding hairline.

Course dates

30 November	**Live online** 15:30-17:00 **UK (London)** (UTC+00) *Course code 16894*	GBP **124** EUR **175** USD **200**
18 May 27	**Live online** 12:30-14:00 **UK (London)** (UTC+01) *Course code 17250*	GBP **99** ~~124~~ EUR **140** ~~175~~ USD **161** ~~200~~ **Until 23 Mar**
17 November 27	**Live online** 12:00-13:30 **UK (London)** (UTC+00) *Course code 17530*	GBP **99** ~~124~~ EUR **140** ~~175~~ USD **161** ~~200~~ **Until 22 Sep**

How to book

Online:
ipi.academy/3387

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



ALEKSANDRA BEER
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



YESIM NURKO
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



Harry ALTAMONT
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com

IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

10-12 Rivington Street
London EC2A 3DU

ipi.academy
Tel: +44 (0)20 7749 4749
Email: info@ipiacademy.com