



The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning [www.isis-innovation.com/](http://www.isis-innovation.com/)... are automatically redirected to our new domain, [www.innovation.ox.ac.uk/](http://www.innovation.ox.ac.uk/)...

Phone numbers and email addresses for individual members of staff are unchanged

Email : [enquiries@innovation.ox.ac.uk](mailto:enquiries@innovation.ox.ac.uk)

## Best Practices in License and Negotiation

### *Sample 3-day Programme*

#### **DAY1**

- 10.00**      **Welcome and Learning Objectives**
- 10.15**      **Introduction to Licensing**
- TT model for commercialisation
  - Pro's and Con's of Licensing
  - Facts and Figures
- 11.00**      **Refreshments**
- 11.15**      **Licensing Negotiation**
- Overview of Licensing (with exercise)
- 12.30**      **Lunch**
- 13.30**      **Pre-contract Documentation**
- CDAs
  - Option Agreements
  - Heads of Terms
- 14.45**      **Anatomy of a License**
- Introduction of the model training license
  - Dissection of the license
  - Summary
- 16.00**      **Wrap Up Day 1**

#### **DAY2**

- 0930**      **Preparing to Licensing**
- Marketing & Approaching Licensees
  - Valuation
- 1100**      **Refreshments**
- 1115**      **Negotiation**
- Basics of Negotiation
  - Useful Hints and Tips
- 1230**      **Lunch**
- 1330**      **Negotiation Exercise**
- Overview of the exercise
  - Practical exercise
- 1445**      **Refreshments**
- 1500**      **Negotiation Exercise Continued**
- Summary and learning points
- 1530**      **Post-Deal Support**
- Building successful relationships
- 1600**      **Wrap Up Day 2**

#### **DAY3**

- 0930**      **Technology Transfer & Decision Making**
- Technology Transfer Triage exercise
  - Case Study Examples
- 1100**      **Refreshments**
- 1115**      **Commercialisation of Software**
- Protecting software-related IP
  - Commercialisation process
- 1230**      **Wrap-up Day 3**
- 1300**      **Lunch & Close**