

IP, LICENSING AND THE PIPELINE FOR VALUE CREATION

SIMS Executive Course
Module II
22 - 24 March 2007



Co-directed with:



Barcelona
Biomedical
Research
Park

Introduction

Science and Innovation Management Studies (SIMS) is an initiative of the Economics Department of Pompeu Fabra University (UPF) and the Barcelona Biomedical Research Park (PRBB) in collaboration with the Continuing Education Institute (IDEC-UPF). The goal of SIMS is to create a world-class framework in Barcelona for a learning and knowledge centre for entrepreneurship and innovation in new and emerging technologies, with special emphasis on biotechnologies. The SIMS courses are sponsored by the Bioregion of Catalonia and the BBVA Foundation.

SIMS offers executive-level biotechnology business courses aimed at the biotechnology industry. SIMS facilitates a co-operative industry approach to professional education and development. This targeted executive programme serves to improve and update overall skills and knowledge, and to encourage entrepreneurship and innovation. The SIMS Executive Biotechnology Business Course is a comprehensive, hands-on executive programme that assists entrepreneurs and existing biotechnology companies in the adoption of best-practice approaches. The SIMS coursework draws on case-based studies that are directly applicable to the business issues facing European biotech companies. SIMS is a learning platform between companies, technology regions and academia for exchanging experiences, information, best-practices and knowledge.

The programme consists of 4 focused modules, each of which lasts three days, whose topics include:

- Basic Business Essentials of Biotechnology
- IP, Licensing and the Pipeline for Value Creation
- Biotech Financing, Partnering, M&A and Strategic Alliances
- Clinical Trial Strategy and Regulatory Approval

The programme content covers the lifecycle of a biotech company. The second module in this series of intensive Executive Biotechnology Business Certificate Courses will be held place in Barcelona from 22 to 24 March 2007.

The first SIMS module "Basic Business Essentials of Biotechnology" was held in Barcelona from 29 June to 1 July 2006. The faculty was made up of 10 hands-on biotech experts from America and Europe. The module was attended by 24 participants.

The faculty included such noteworthy industry leaders as Robert Carpenter, Director, Genzyme; Bernard Gilly, Partner at Sofinnova; Roy Lobb, Partner at Abingworth Ventures; Fouzia Laghrissi-Thode, Director of Global Licensing and Partnering at F. Hoffmann-La Roche; Michael Gilman, CSO at Biogen-IDEC and Ed Mascioli, Partner at MPM Capital. Of the 24 participants, 11 came from biotech companies, 4 from venture capital firms, 7 from technology transfer departments and 2 from consultancies. More than two thirds of participants said that they would actively recommend this course.

"It was a great pleasure to contribute to the course on Basic Business Essentials of Biotechnology. This has been an enjoyable and good learning experience," said Fouzia Laghrissi from Roche.

IP, LICENSING AND THE PIPELINE FOR VALUE CREATION

Critical Business Issues

- A comprehensive approach to IP - considering all angles
- A solid IP position & strategy as a foundation for value creation
- Your IP position & USP relative to the market
- An IP-based strategy that addresses barriers to entry, raising venture capital, partnering, co-development deals, licensing and trade sales
- Cost efficiency in patent portfolios and expenses on legal IP counselling
- Negotiation skills and understanding of legal aspects in IP deals

Programme Content

- Roadmap for filing a drug - from discovery to product
- The basics in patent law
- In and out licensing strategies in biotech
- Development of a strong patent portfolio
- Cost management of IP
- Importance of industry secrets vs. patents
- Best practices in IP negotiations

Value Added Take-Always

To create an understanding of:

- How to build a pipeline for value creation
- Which skills to have in-house and which to outsource
- How to sell and buy IP
- How investors evaluate your IP
- How choose the right IP strategy

Best-practice faculty from across Europe and the USA provides insights to participating scientists and companies on new research and business opportunities, giving them a better understanding of the technology market and technological value chains.

LECTURE PROGRAMME

Wednesday 21 March 2007

19.00 Registration and informal cocktail reception

Thursday 22 March 2007

9.30 to 11.00 **Welcome speeches**
Ramon Marimon, UPF, Reimund Fickert, PRBB, and José Carlos Gutiérrez, Avidia

11.00 to 11.30 Break

11.30 to 13.00 **Real Cases in Patent Law: From Discovery to Product**
Jürgen Meier, Partner, Vossius & Partner, Munich, Germany

13.00 to 13.30 Trip to the Barcelona Biomedical Research Park (PRBB)

13.30 to 15.00 Lunch

15.00 to 16.30 **Patent Portfolios I: Strategies in Academia vs. Pharma**
Denise Hirsch*, Director IP, INSERM Transfer, Paris, France

16.30 to 17.00 Break

17.00 to 18.30 **Patent Portfolios II: Innovative IP Management in Biotech**
Mette Kirstine*, Founder, 7TM Pharma, Hørsholm, Denmark

18.30 to 19.00 **Visit of the PRBB building**

21.00 Welcome dinner at the beach

Friday 23 March 2007

9.30 to 11.00 **Creating Value I: From Science to Solid IP Portfolio, Developing Business Strategy**
Nancy Levy, President, BioHealth Management Inc., Boston, USA

11.00 to 11.30 Break

11.30 to 13.00 **Creating Value II: IP and Technology Intermediaries**
Simon Youlton, Senior Business Manager, Cancer Technology, London, UK

13.00 to 14.30 Lunch

14.30 to 16.00 **IP Management I: How to Build a Solid IP Portfolio by In-licensing**
Margaret Beer, Director Scientific Liaison, Merck, London, UK

16.00 to 16.30 Break

16.30 to 18.00 **IP Management II: How to Identify Weak Spots in IP Projection**
Jorn Roland Muller, Director of Strategic Alliances, Novo Nordisk, Copenhagen, Denmark

21.00 Dinner

Saturday 24 March 2007

9.30 to 11.00 **Innovation Models: Maximizing the Commercial Value of Your IP**
Kristian E. Wiggert*, Partner, Morrison & Foster, London, UK

11.00 to 11.30 Break

11.30 to 13.00 **IP Valuation: How to Put a Price on Patents**
Adam Levy*, Founder and Commercial Director, Amplion Ltd, Oxford, UK

13.00 to 14.30 Lunch

14.30 to 16.00 **IP Management III: How to Set Up Adequate Legal Frameworks and Structures**
Peter Markvardsen, Partner, ZBM Patents, Copenhagen, Denmark

16.00 to 16.15 Break

16.15 to 17.45 **Success Stories: IP Strategies for Strong Pharma Alliances and Partnerships**
José Carlos Gutierrez, AMV Chief Scientific Officer and Site Head, Amgen.

SIMS EXECUTIVE BIOTECHNOLOGY BUSINESS CERTIFICATE COURSE

Explore the connections within an international network that integrates research centres and innovative firms through business education. SIMS brings together technology leaders to discuss common problems, to learn from one another and to consider joint solutions to shared issues.

Module I: The Basic Business Essentials of Biotechnology

To create an understanding of:

- The value chain of biotech and bio-med markets
- Where and how to create and optimise value in your business
- The key challenges faced by biotech entrepreneurs
- The essentials in partner strategies, research, development and sales channels

Module II: IP, Licensing and the Pipeline for Value Creation

To create an understanding of:

- How to build a pipeline for value creation
- Which skills to have in-house and which to outsource
- How to sell and buy IP
- How investors evaluate your IP
- How to choose the right IP strategy

Module III: Biotech Financing, Partnering, M&A and Strategic Alliances

To create an understanding of:

- How to secure the best financing and get the most from your company
- How to look for smart money
- What the investor is looking for
- How the investor values your company
- Who to make alliances and mergers with, and when to do so

Module IV: Clinical Trial Strategy and Regulatory Approval

To create an understanding of:

- How to plan and prepare clinical trials
- How to use clinical trials
- Tactics to bridge the gap between pre-clinical and clinical trial phases
- How to involve the CRO and public administration in the process
- How to organise clinical trials and the approval process

THE ORGANISERS

SIMS is managed by the Barcelona Biomedical Research Park (PRBB) in partnership with the IDEC, Continuing Education Institute of the Pompeu Fabra University.

SIMS has a strategic advisory board whose members are leading figures in government, academia and industry, representing the most important elements in the biotechnology value chain. All board members have a strong commitment to building a European reference node, which can help strengthen the European biotechnology industry.

Key players can make critical contributions as strategic advisors for research, education, products and quality assurance. In case of the SIMS Programme, the strategic advisory board insures that SIMS has the correct international market profile, participates in faculty selection, and assists in obtaining programme sponsors. Above all, the strategic advisory board assists us in providing the highest quality of service to all of our customers and partners.

Direction

Ramon Marimon

Founding Director

Ph.D., Director of GPEFM and Professor, Department of Economics and Business, Pompeu Fabra University.

Reimund Fickert

Managing Director

Ph.D., Projects Director, Barcelona Biomedical Research Park (PRBB).

José Carlos Gutiérrez-Ramos

Programme Director

Ph.D., AMV Chief Scientific Officer and Site Head, Amgen.

THE VENUE

Barcelona is a major European city, forming the centre of an extensive metropolitan region with 4.6 million inhabitants. It is the economic, cultural and administrative capital of Catalonia, which is situated in north-eastern Spain, on the shores of the Mediterranean. The city is particularly noted for its pleasant climate and high standard of living, as well as its architecture and cultural activities.

In addition to the above, the Barcelona region is noteworthy as home to the following assets:

The MareNostrum supercomputer; the top six Spanish hospitals in scientific output; the headquarters of the European Federation of Biotechnology; the ALBA Synchrotron Light Facility; the site of 1,500 clinical trials per year; the more than 30,000 students in life sciences, international business schools; 3 biomedical science parks, and more.

The Barcelona Biomedical Research Park (PRBB) forms a part of the Bioregion of Catalonia, an interface between government and industry which promotes interaction and builds partnerships among all key stakeholders in the biotech sector.

"I know many cities in the world, but Barcelona fascinated me from the first moment: it has energy, a special magic. I'd like to live there."

Keith Haring, painter (1958)

The classes will be held in Barcelona at IDEC-Universitat Pompeu Fabra, located at Balmes, 132, and at the Barcelona Biomedical Research Park (PRBB), located at Doctor Aiguader, 88.



Information:

www.idec.upf.edu

Balmes, 132

08008 Barcelona

T: 93 542 18 50

F: 93 542 18 08

E: info@idec.upf.edu

Registration Procedure

Applicants who wish to register must complete the form available online at the course website: www.idec.upf.edu/sims2 (under menu option "How to register"). The completed registration form must be sent by 15 February to qualify for the reduced course fee.

The registration period will be open until the course is filled. Applicants who wish to register separately for one or more of the individual teaching modules can do so up until one week prior to the module's starting date.

Course Fee

Module II: IP, Licensing and the Pipeline for Value Creation

For registration and payments completed before 15 February 2007, the reduced course fee is 1,350.00 €. For registration or payments made after this date, the course fee is 1,500.00 €

Those applicants who have attended the first module will receive a discount of 20% on the cost of subsequent SIMS modules. If payment is made before 15 February 2007, they will receive a total discount of 30%.

Payment can be made by credit card or bank transfer:

- credit card payment can be made by providing the cardholder's full name, the 16 digits of the card number, the last 3 digits printed on the signature panel of the card and the expiration date.
- bank transfers should be made to the account of IDEC-Universitat Pompeu Fabra at Banco Bilbao Vizcaya Argentaria (BBVA), account number 0182 5734 33 0010003294 (SWIFT code for overseas transfers: BBVAESMMXXX). Applicants are responsible for all taxes, fees and commissions associated with such transfers. Applicants making payment by bank transfer must send a receipt of the transfer by fax to +34 93 5421808, indicating the full name of the applicant and the programme for which they are registering.

Website

www.idec.upf.edu/sims2

www.econ.upf.edu/sims

www.prbb.org

Sponsored by:

Fundación BBVA

