FLORENCE PATENT LICENSING ACADEMY

Law, Economics and Practice of Patent Licensing

3 - 6 October
in Florence + online

The Patent Licensing Academy offers advanced training on the law, economics and practice of patent licensing, providing participants with a comprehensive understanding of:

- The law and economics of patents and patent licensing;
- Patent licensing peculiarities and practices in telecommunications, pharmaceutical, automotive and IoT industries;
- Practical aspects and challenges related to negotiations and litigation of standard-essential patents (SEP);
- Up-to-date case law and developments regarding licensing of SEPs in the IoT.

Register here

About the organiser
The Florence School of Regulation – Communications & Media provides state-of-the-art training for practitioners, develops analytical and empirical research, and promotes informed discussions on key policy issues in the electronic communications, Internet and media sectors. Combining high academic standards with an in-depth understanding of current regulatory issues and trade-offs, our training courses seek to build a unique regulatory culture and a wide networking capability across European companies and public institutions.

www.fsr.eui.eu/communications-media/

COURSE STRUCTURE

To cover the theoretical and practical aspects of patent licensing and litigation, the Florence Patent Licensing Academy includes lectures, group exercises and reading materials, for a total of 10 lectures and 4 group exercises. Each class will last 1 hour and 15 minutes, of which 30 minutes are reserved for Q&As.

During the group exercises, participants will get to experience practical aspects of licensing patents in pharma, telecoms, automotive and IoT industries, face a mock FRAND licensing negotiations and SEP litigation campaign.

Reading materials will be available before each lecture.

WORKLOAD
30 hours

FEES
- Residential track: € 3.000
- Online track: € 1.000

DEADLINE FOR REGISTRATIONS
10 September 2022

INSTRUCTORS

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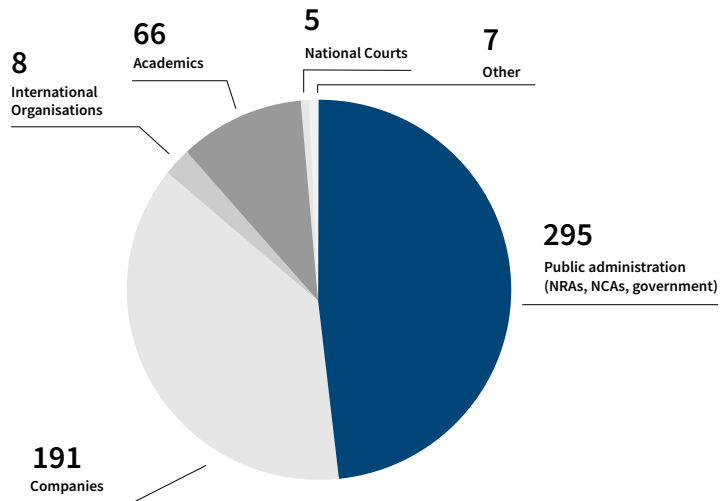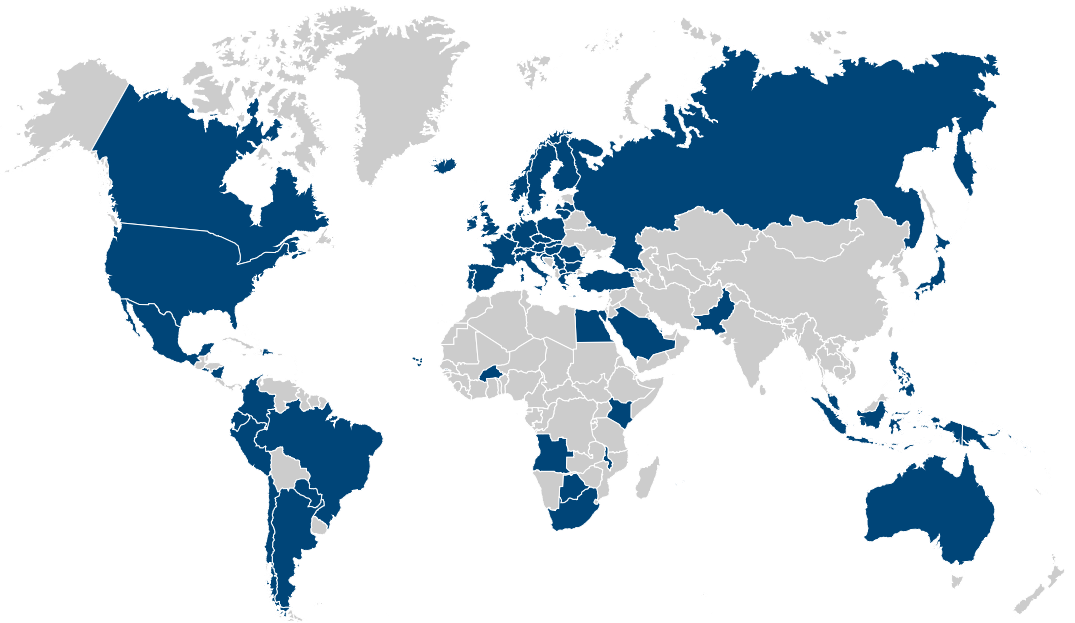**Claudia Tapia,** Ericsson

Martin Chatel, CEN-CENELEC

LEARNING OBJECTIVES

Participants acquire a thorough understanding of:

- the law and economics of patent licensing
- how to valuate patents and different patent valuation methods
- patent exhaustion doctrine and its impact on licensing
- the standardisation ecosystem and how standards are developed
- different licensing traditions and practices in pharmaceuticals, telecommunications, automotive and IoT industries
- remedies available for the infringement of patents and multi-jurisdictional patent litigation
- the content of a FRAND licence for SEP
- how to approach good-faith SEP licensing negotiations in line with global best practices
- competition law and policy towards SEPs
- new developments and policy initiatives for licensing SEPs in the Internet of Things

Our courses in numbers

8
International
Organisations

66
Academics

5
National Courts

7
Other

295
Public administration
(NRAs, NCAs, government)

191
Companies

77
Coutries

572
Total participants

WHO SHOULD ATTEND?

The Florence Patent Licensing Academy provides an ideal capacity-building experience for early and mid-career professionals wanting to learn more about patent licensing and its specifics in different industries. In particular, the Academy is suitable for:

- Junior and mid-career law firm lawyers
- Junior and mid-career economic consultants
- In-house counsels in technology companies
- Advocacy officers for patent and regulatory matters
- Specialized legal journalists
- Academics
  (PhD researchers, post-docs)

For further information, please contact
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INSTITUTIONAL PARTNERS
The Florence Patent Licensing Academy is organised
in partnership with the European Patent Office.