

## IP Licensing



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**ORIGINAL PROGRAM DATE**

July 18, 2023

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**AVAILABLE MEDIA TYPES**

Video & Audio MP3

*Presented in partnership with WSBA  
Intellectual Property Section*

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**REPORTING YOUR CREDIT**

This on-demand seminar was originally presented as a live webcast on July 18, 2023, in Seattle, WA. If you attended the live webcast and reported CLE credits, you cannot also report credits from watching or listening to this recording if repeated within your three year reporting period.

**DESCRIPTION**

Hear from colleagues and peers addressing current IP Licensing issues from AI to Web 3.0, and their effects on intellectual property rights from patents to copyrights and trademarks, while providing helpful strategies that you can use in your daily practice.

**AGENDA****1 Patent Drafting for Success in Europe**

The way a patent application has been drafted will greatly influence the ease of prosecution in Europe. In particular, the European Patent Office's strict approach to the assessment of written basis can be a potential minefield for applicants looking to amend around prior art. In this presentation, understand tips and tricks to build into your drafting practice to safeguard against common pitfalls and maximise your probability of securing robust patent protection in Europe.

*Dr. David Hobson - Mathys Squire, London, England*

*Dr. Sarah Linnett - Mathys Squire, London, England*

*Dr. Martin MacLean - Mathys Squire, London, England*

**2 Redefining Reasonable Measures**

With courts requiring more proactive management of trade secrets prior to their misappropriation, the reasonable measures bar has been elevated. We will dive into key cases from the past few years that have re-defined reasonable measures.

*Tim Lundergan - Tangibly, Seattle, WA*

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### **3 LES Royalty Surveys: Deal Structures, Benchmarking Data, and LES Build-up Method for Royalty Rate Determination**

This session presents the major findings and conclusions from the most recent Licensing Executives Society USA and Canada (LES) Global Royalty Rate and Deal Term Surveys. Starting with a brief introduction of the LES Royalty Survey Program, the session will report the key insights obtained from the 2021 Life Sciences Survey and High Tech Survey, and demonstrate how to apply the insights to addressing the challenges in licensing practices.

*Dr. Jack Lu - IP MAP LLC, Austin, TX*

### **4 Trademark Licensing in the New Age: Modern Strategies for Brand Expansion**

Explore the trademark licensing landscape in light of recent Supreme Court cases, as well as tips for navigating the exploding worlds of Web3 and AI.

*Tayah Woodard - Seed IP Law Group, Seattle, WA*

### **5 A New “Generation” of Copyright and Licensing Issues**

This session will explore the intersection of generative AI and copyright law. We will discuss the complex legal landscape surrounding issues such as copyrightability and infringement risks when creating and using generative AI tools and discuss how to address this issues in licensing transactions.

*Lisa Oratz - Perkins Coie LLP, Bellevue, WA*

### **6 Financial Terms and Other Consideration in IP Transactions**

An in-depth look at factors that may affect the financial terms of an agreement, such as lump sum, milestone, and royalty payments, as well as non-monetary consideration, such as “efforts,” including example agreement clauses and an examination of what commonly used terms actually mean.

*Michelle LeCointe - Seed IP Law Group, Seattle, WA*