Learn the Basics of IP in One Day!

PDS 100: Commercializing Technology through the Power of IP Licensing

A dynamic introductory course on the basics of IP and licensing

Presented by the Florida Chapter of the Licensing Executives Society, (USA & Canada), Inc.

Evening Reception Guest Speaker:
Robert Forsythe, Dean of the College of Business Administration
University of South Florida

Monday, April 26, 2010
8:30 AM – 5:30 PM
5:30 PM – 6:30 PM: Reception

University of South Florida
4202 E. Fowler Ave
Ferguson Hall, Room BNS 230
Tampa, FL
PDS 100: Commercializing Technology through the Power of IP Licensing

In today’s evolving business environment and with seismic shifts in the global economy, businesses are focused squarely on the power of intellectual property (IP) and the licensing of IP to help beef up profits and maintain a competitive edge.

So, do you speak fluent IP? If not, this one-day introductory course will give you the IP framework you need to be conversant and effective in the marketplace no matter what your field.

I can make a whole lot more money skillfully managing intangible assets than managing tangible assets.
—Warren Buffet, CEO Berkshire Hathaway

The Course Covers

• IP Basics: patents, trademarks, know-how, trade secrets and more
• Smart strategies for creating, organizing, managing and securing IP assets
• Commercialization — Bringing IP to market
• Royalties and ideas for maximizing IP value and making money!
• A licensing game with an interactive deal negotiation — a hands-on opportunity for you!

Your World-class Teaching Team Includes:
• Greg Nelson, Novak Druce + Quigg LLP
• Phil Barnett, PricewaterhouseCoopers LLP
• Valerie McDevitt, University of South Florida

Who Should Attend?

This is an amazing skill-building opportunity for those new to the field of IP licensing or for those looking for a quick IP refresher course. Academic professionals would also benefit from the course as would students, who — for only $35 — receive the Basics course in addition to breakfast, lunch and a one-year LES membership.

Approved for 7 hours of general CLE credit in IL and CA.

Course Fee (includes breakfast and lunch)

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<tr>
<th>Rate</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Special Student Rate</td>
<td>$35</td>
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<tr>
<td>University Faculty Rate</td>
<td>$125</td>
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<tr>
<td>LES Member and Non-Member Rate</td>
<td>$195</td>
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COURSE QUESTIONS:
Ken Schoppmann SchoppK@les.org (703) 836-3106

Non-Members:
LES Membership is not required to participate in the PDS100 course. Non-Members will need to create an online account prior to registering.

To Register, go to www.lesuscanada.org/fl/atw ·
Calling Student Entrepreneurs!
Apply what you’ve learned!

Graduate Student Business Plan Competition
May 18, 2010 • Boston

The LES Foundation along with LES (USA & Canada), Inc., and the Licensing Executives Society International (LESI), invite graduate (MS/MBA/JD/PhD) students worldwide to participate in this extraordinary event.

To enter, simply submit your IP-based business plan. You and your team receive:

• A chance to win $10,000 and valuable in-kind prizes
• A chance to win the $5,000 LESI Global Award
• A chance to win an all-expenses paid trip to the LES Spring Meeting in Boston
• World-class mentorship and coaching from industry pros
• Unique and highly valuable networking opportunity with industry pros and VCs
• Opportunity to learn from other international student teams
• A valuable building block for your career

Key Dates for the 2010 Competition

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<tr>
<th>Event</th>
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<tr>
<td>Business Plan Submissions Due</td>
<td>March 5, 2010</td>
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<tr>
<td>Finalists invited to LES Spring Meeting in Boston</td>
<td>April 14, 2010</td>
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<tr>
<td>Final Round of Competition in Boston</td>
<td>May 18, 2010</td>
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<tr>
<td>LES Spring Meeting in Boston</td>
<td>May 19-21, 2010</td>
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For more information visit www.lesfoundation.org or email bplan@lesfoundation.org

About The Licensing Executives Society (U.S.A. and Canada), Inc.
Established in 1965, the Licensing Executives Society (U.S.A. and Canada), Inc. (LES) is a professional society comprised of over 6,000 members engaged in the transfer, use, development, manufacture and marketing of intellectual property. The LES membership includes a wide range of professionals, including business executives, lawyers, licensing consultants, engineers, academicians, scientists and government officials. Many large corporations, professional firms, and universities comprise the Society’s membership. Licensing Executives Society (U.S.A. and Canada), Inc. is a member society of the Licensing Executives Society International, Inc. (LESI), with a worldwide membership of over 12,000 members in 30 national societies, representing over 80 countries. For more information on LES, see www.lesusacanada.org.