



IP Business Basics

When: Thursday, September 12, 2019 from 8:00 am - 5:30 pm

Where: McKee Voorhees & Sease, 801 Grand Avenue, 3rd floor, Des Moines, Iowa 50309

Cost: Members - **\$249**, Non Members - **\$349**, Students - **\$199**

Instructors:

Matthew McNeill is the Chief Innovation Officer and Vice-President: IP, Technology & Strategic Alliances for Rite-Hite Holding Corporation, leading their Corporate Development including Acquisitions/Alliances and New Business Development through Open Innovation, and is a leader and manager of IP functions and a \$1MM+ budget; leader and manager of the IP function as the company's first and only Intellectual Property Counsel.

Jill Link is a partner with McKee, Voorhees & Sease, an Intellectual Property boutique law firm in Des Moines, Iowa. Jill's technical expertise is in chemistry and pharmaceutical sciences; Jill has a Doctorate degree in Pharmacy. Jill's practice focuses on obtaining chemical and license science patents, along with handling a variety of transactional matters for the Firm's clients. Jill's transactional experience includes complex licensing, collaborations and other transfers of property to help clients monetize innovations. She has over a decade of experience working with multi-national companies, start-ups, joint ventures, and numerous universities throughout the country. Jill is the Chairwoman of the Firm's Licensing Practice Group as well as the 2019 Chair for the Iowa Chapter of LES.

There is more emphasis now than ever before on commercialization, company formation, and job creation from the billions of dollars invested annually in research and development at America's universities, government laboratories, and small businesses.

Whether you are an entrepreneur in the making, a principal investigator or student at any level who wants a better grasp of the basics, or an aspiring technology transfer professional, this course will give you the tools you need to understand and participate effectively in the process of protecting IP and facilitating its commercialization.

The course will be broken up into 5 modules:

- * Introduction to IP
- * Branding of IP
- * Licensing & Patent Agreements
- * IP Valuation
- * Negotiations Skills
- **** also includes a case study

Join Us for a Networking Reception hosted by McKee, Voorhees, and Sease immediately following the course. Take this opportunity to meet fellow business professionals and Local LES Chapter Leadership. For more details and to register email Jill Link at jill.link@ipmvs.com

Sign up today for this 1 day IP Licensing Review Course at:
<https://www.lesusacanada.org/events/EventDetails.aspx?id=1241900&group=>