

LES Fundamentals - "The Fundamentals Course"

Fundamentals of Intellectual Asset Management - the definitive foundation training course in the commercial management of intellectual property and intellectual assets.

Created by Licensing Executives Society International, Inc. and taught around the world only by LESI-approved and trained trainers, this is *the* benchmark course for all practitioners in the commercial management of intellectual assets.

So, what exactly is it? And who is it for?

First, the course structure: in Britain and Ireland the course is held over 3 days, and is presented by a team of usually 6 presenters, with all the proceedings overseen by a Chairman. It starts with a detailed summary of intellectual property, followed by analysis of key elements of IP licence agreements, all from a commercial perspective.

Day 2 sees the topics broaden out into business models, commercial strategies, asset creation, portfolio management, value extraction, reporting and promotion, and performance metrics. And then on the following morning we dive into valuation and negotiation, and throughout the course we intersperse the presentations with role plays and audience participation – so no dropping off to sleep at the back!

All of this is building to the finale, the afternoon of the last day, when delegates get stuck into a licensing negotiation. And what a time that can be: conservative and risk-averse, or aggressive, greedy and downright reckless, all the real elements of business negotiation come to the fore, and no two teams ever produce the same results!

And that is one of the pleasures and profits of the Fundamentals course – no two courses are ever identical, they are always fresh and new, challenging and invigorating. Drawing on the experience and expertise of the delegates, providing formal and informal opportunities for discussion, exchange of ideas, challenge of positions and views, delegates do not just go away with a certificate. They take something far more valuable and important than that – a whole new perspective on IAs that most will carry with them for the rest of their careers.

Fundamental – so it's for beginners, then?

Although this course is at a basic level for relative newcomers, people come new into licensing at many ages, at many stages of their career, and from many different professional backgrounds, and you will find all of this on the *Fundamentals* course. This is an extraordinarily rich seam of knowledge, expertise and experience from which delegates can learn. And we presenters too learn, because in the world of IAM we all learn, all of the time.

And while you may arrive in a cosy group of work colleagues, or you may sit down with fellow professionals, you will soon be talking to new faces, and learning new ideas from new fields. Young university researcher? Meet seasoned commercial salesman. Senior engineering patent attorney? Say hello to media brands manager.

This course is for everyone who is coming into IA management, for whatever reason, from whatever direction, at any age and with whatever purpose in mind. Even the more experienced come, for an update on latest thinking and practice, and a fresh perspective.

The course attracts delegates from across Europe, and occasionally beyond, so the content recognises a wide and complex legislative and business landscape, and because the USA is so important economically to Europe, we throw that in too. This all adds to enriching the learning experience enjoyed by all delegates.

So that's *Fundamentals* – the global course with local flavour, giving something for everyone!