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What do large entities look for to license-in technologies?

When: Saturday, 9 Jan 2020; Time: 5 to 6 pm

Speaker and Talk highlights



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About Jaya: J. Jaya Murthy is a scientist with extensive global experience working with corporates, consulting and the education industries. Jaya's research areas of interest include intellectual property, innovation and portfolio management, IP/technology strategies and economics of IP. Jaya has a Ph.D. in Chemistry from the University of Mumbai, India, a Masters' in Intellectual Property from the University of New Hampshire, USA and is a registered US Patent Agent.

Abstract:

Licensing is a strategy that companies are increasingly turning towards in order to remain profitable and competitive in markets. In this talk we will discuss :

- 1.What is licensing ?
- 2.What large entities look for when they in-license.
- 3.The common IP sharing and royalty sharing models.

This discussion will help you design your strategy to approach large entities when trying to out-license your technology to them, and to help protect your interests in the transaction.

Register here: <http://bit.ly/9-Jan2021>

Registration process:

- **Event is FREE. Registration is mandatory !!**
- Events will be conducted using ZOOM online. Only registered participants will be allowed to participate in the event.
- Email invite with link to event will be sent post screening of registration details

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