



critical license terms: a clause-by-clause review

Practising Law Institute

1177 Avenue Of The Americas, Second Floor I Entrance on 45th Street I New York, NY

January 6, 2020
2:30 PM (EST)

Eleanor M. Lackman will be the panel leader on the topic, "Critical License Terms: A Clause-by-Clause Review," at the Practising Law Institute's "IP Issues in Business Transactions 2020," a two-day program taking place from January 6-7, 2020 in New York.

"Critical License Terms: A Clause-by-Clause Review"

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practice areas

entertainment & ip litigation
entertainment transactions
intellectual property
litigation
trademarks & brands

- Dissecting the terms of a license and understanding the business case
- In-depth review of terms and clauses, including:
 - Payment terms
 - Term of the license
 - Grant back provisions
 - Cross licenses
 - First sale issues
 - Sublicensing and assignability
 - Quality control
- Special issues raised by e-commerce and social media



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**CLE credit will be provided*

Eleanor M. Lackman (Panel Leader)

Kenneth K. Cho, Jonathan M. Seiden (Speakers)

Overview

Attorneys confront intellectual property issues frequently in the context of a variety of corporate, commercial, and other business transactions. By attending this program, you will acquire, update or refine an in-depth understanding of IP considerations as they arise in business transactions. The program will begin with a brief update of key developments, and will explore the strategic role of IP in a company and its business transactions. Learn how to assess intellectual property as a strategic asset and how to monetize IP while avoiding costly mistakes. Expert faculty will also review joint development and shared intellectual property ventures, due diligence issues, and share best practices. This program – essential for all IP transactional attorneys – will cover issues that may arise across patent, trademark, and copyright law.

What You Will Learn

- Overview of how intellectual property issues arise in the context of transactions
 - Updated review of new issues impacting transactions related to copyright, trademark, domain names, trade secrets and patents
 - Nuts and bolts of due diligence
 - Practice Points: Clause-by-clause analysis of a licensing agreement
 - Data and online assets in IP transactions
 - Panel discussion: IP issues for in-house counsel
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