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CONTRACTS MANAGEMENT | CON-025

Licensing and Intellectual Property Agreements

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Course content

Why Attend

Software, brands, technology, content, designs and know-how are increasingly the most valuable assets organisations own or use. Licensing and intellectual property agreements decide who can use these assets, how, where, for how long and at what price, and poorly understood terms can lead to infringement, lost revenue or unexpected restrictions on the business.

This Licensing and Intellectual Property Agreements training course explains the commercial and contractual principles behind intellectual property licensing. Participants learn about types of intellectual property, ownership and assignment, licence scope, exclusivity and territory, royalties and payment models, software and technology licences, open source considerations, confidentiality and the management of licence compliance.

Course Methodology

• The course uses sample licence agreements, case studies and negotiation exercises. Participants analyse licence terms, design royalty structures, review software licences for risks and negotiate a technology licence in teams. Discussions highlight practical issues for both licensors and licensees.

Course Objectives

• Explain the main types of intellectual property and their protection

• Distinguish ownership, assignment and licensing of rights

• Define licence scope, field of use, territory and duration

• Understand exclusivity, sublicensing and transfer provisions

• Design royalty and payment structures for licences

• Review software, technology and content licences

Target Audience

• Contract and commercial managers

• In-house legal advisers

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Course content

- Procurement and IT sourcing professionals
- Business development and partnership managers

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Course outline

Detailed course outline

Day-by-day outline for Licensing and Intellectual Property Agreements.

Day 1 - Intellectual Property Fundamentals

- 09:00-09:34 | Patents, copyright, trademarks, designs and trade secrets
- 09:34-10:08 | How intellectual property rights are created and protected
- 10:08-10:42 | Ownership of employee and contractor creations
- 10:42-11:00 | Assignment compared with licensing of rights
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Assignment compared with licensing of rights (continued)
- 11:46-12:20 | Commercial value of intellectual property
- 12:20-12:53 | Common intellectual property disputes in business
- 12:53-14:00 | Exercise: identifying intellectual property in a business

Day 2 - Structuring Licence Agreements

- 09:00-09:34 | Grant of rights and licence scope
- 09:34-10:08 | Field of use, territory and duration
- 10:08-10:42 | Exclusive, sole and non-exclusive licences
- 10:42-11:00 | Sublicensing, assignment and change of control
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Sublicensing, assignment and change of control (continued)
- 11:46-12:20 | Improvements and background intellectual property
- 12:20-12:53 | Warranties and indemnities in licences
- 12:53-14:00 | Workshop: drafting a licence grant clause

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Day 3 - Royalties and Commercial Terms

- 09:00-09:34 | Upfront fees, royalties and milestone payments
- 09:34-10:08 | Royalty bases, rates and minimum guarantees
- 10:08-10:42 | Reporting, audit and verification of royalties
- 10:42-11:00 | Most favoured licensee and pricing protections
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Most favoured licensee and pricing protections (continued)
- 11:46-12:20 | Tax considerations in cross-border licensing
- 12:20-12:53 | Valuing a licence opportunity
- 12:53-14:00 | Exercise: designing a royalty structure

Day 4 - Software, Technology and Content Licences

- 09:00-09:34 | Enterprise software and subscription licences
- 09:34-10:08 | Usage metrics, user counts and licence models
- 10:08-10:42 | Source code escrow and support obligations
- 10:42-11:00 | Open source licences and compliance risks
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Open source licences and compliance risks (continued)
- 11:46-12:20 | Content, media and brand licensing
- 12:20-12:53 | Data licensing and permitted uses
- 12:53-14:00 | Workshop: reviewing a software licence for risks

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Day 5 - Negotiation, Compliance and Termination

- 09:00-09:34 | Negotiating licences as licensor or licensee
- 09:34-10:08 | Confidentiality and protection of know-how
- 10:08-10:42 | Monitoring licence compliance and usage
- 10:42-11:00 | Responding to licence audits
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Responding to licence audits (continued)
- 11:46-12:20 | Termination, expiry and post-termination rights
- 12:20-13:27 | Simulation: negotiating a technology licence
- 13:27-14:00 | Personal action plan for licensing agreements

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Seminar dates

Available seminar dates

Live dates and pricing for Licensing and Intellectual Property Agreements generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	London	Classroom	**€2,915**
21 - 25 December 2026	Barcelona	Classroom	**€2,275**
7 - 11 December 2026	Frankfurt	Classroom	**€2,175**
4 - 8 January 2027	London	Classroom	**€2,915**
11 - 15 January 2027	Barcelona	Classroom	**€2,275**
18 - 22 January 2027	Frankfurt	Classroom	**€2,175**
25 - 29 January 2027	Paris	Classroom	**€2,810**
8 - 12 February 2027	London	Classroom	**€2,915**
15 - 19 February 2027	Barcelona	Classroom	**€2,275**
22 - 26 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Date	Location	Format	Fee
1 - 5 February 2027	Rome	Classroom	**€2,830**
15 - 19 March 2027	London	Classroom	**€2,915**
22 - 26 March 2027	Barcelona	Classroom	**€2,275**
1 - 5 March 2027	Frankfurt	Classroom	**€2,175**
8 - 12 March 2027	Vienna	Classroom	**€3,425**
26 - 30 April 2027	London	Classroom	**€2,915**
5 - 9 April 2027	Barcelona	Classroom	**€2,275**
12 - 16 April 2027	Frankfurt	Classroom	**€2,175**
19 - 23 April 2027	Amsterdam	Classroom	**€3,215**
3 - 7 May 2027	London	Classroom	**€2,915**

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Seminar dates

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Date	Location	Format	Fee
10 - 14 May 2027	Barcelona	Classroom	**€2,275**
17 - 21 May 2027	Frankfurt	Classroom	**€2,175**
24 - 28 May 2027	Cape Town	Classroom	**€1,825**
14 - 18 June 2027	London	Classroom	**€2,915**
21 - 25 June 2027	Barcelona	Classroom	**€2,275**
7 - 11 June 2027	Frankfurt	Classroom	**€2,175**
19 - 23 July 2027	London	Classroom	**€2,915**
26 - 30 July 2027	Barcelona	Classroom	**€2,275**
5 - 9 July 2027	Frankfurt	Classroom	**€2,175**
12 - 16 July 2027	Geneva	Classroom	**€3,315**

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Seminar dates

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Date	Location	Format	Fee
23 - 27 August 2027	London	Classroom	**€2,915**
2 - 6 August 2027	Barcelona	Classroom	**€2,275**
9 - 13 August 2027	Frankfurt	Classroom	**€2,175**
16 - 20 August 2027	Istanbul	Classroom	**€2,825**
13 - 17 September 2027	London	Classroom	**€2,915**
20 - 24 September 2027	Barcelona	Classroom	**€2,275**
6 - 10 September 2027	Frankfurt	Classroom	**€2,175**
11 - 15 October 2027	London	Classroom	**€2,915**
18 - 22 October 2027	Barcelona	Classroom	**€2,275**
25 - 29 October 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Date	Location	Format	Fee
4 - 8 October 2027	Madrid	Classroom	**€3,400**
15 - 19 November 2027	London	Classroom	**€2,915**
22 - 26 November 2027	Barcelona	Classroom	**€2,275**
1 - 5 November 2027	Frankfurt	Classroom	**€2,175**
8 - 12 November 2027	Munich	Classroom	**€2,425**
27 - 31 December 2027	London	Classroom	**€2,915**
6 - 10 December 2027	Barcelona	Classroom	**€2,275**
13 - 17 December 2027	Frankfurt	Classroom	**€2,175**
20 - 24 December 2027	Paris	Classroom	**€2,810**
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**

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Live dates and pricing for Licensing and Intellectual Property Agreements generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**

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17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**