

- Title : *Legal Aspects of Licensing Contracts for Business Executives and Marketing Professionals*
- Format : Two days (9:30 am to 5:00 pm)
- Concept : Legal knowledge is becoming more and more important to business executives and marketing professionals involved in commercial licensing. Through this programme, participants are provided with a comprehensive overview of the laws of contract and intellectual property that are material to their daily tasks at work. To further enhance their understanding and to facilitate direct application of knowledge to their work, the training content is designed with the focus on those contracts commonly used in daily commercial transactions of those involved in commercialising intellectual property by licensing agreements. Furthermore, participants will be further introduced to salient terms in different types of commercial licensing contracts commonly encountered in business arrangements. The programme will also cover the key case laws and main means of alternative dispute resolution in relation to contractual disputes in such transactions, with reference to local and overseas experience.
- Objective : Completion of the course should enable participants to:-
- Understand the fundamental concepts of the laws in licensing contracts;
 - Become familiar with different terms commonly encountered in licensing contracts;
 - Appreciate the principles in the major case laws concerning licensing transactions in Hong Kong, Mainland and overseas;
 - Know how to deal with contractual licensing disputes;
 - Acquire and be able to apply in-depth knowledge for drafting licensing contract terms; and
 - Deal with and handle contractual matters and disputes in their workplace.

- Medium : Cantonese supplemented with English (with English handouts)
- Approach : This course utilises an interactive learning approach. With the combined use of lectures, case studies and group discussion, participants will be able to understand the principles of the laws on both sides and apply them with ease in real life situations.
- Content : The programme will be divided into 2 modules:-
- (a) Day One – Contract Law and Intellectual Property Rights
 - Fundamentals of law of contract
 - Terms of contract
 - Breach of contracts
 - Remedies for breach of contracts
 - Termination of contracts
 - Copyrights, trademarks, patents and passing-off
 - Infringement of intellectual property rights and remedies
 - Case studies for avoiding traps and pitfalls
 - (b) Day Two – Licensing Agreements and Dispute Resolution
 - Drafting and structuring commercial contracts
 - Crucial terms in licensing contracts
 - Exclusion and limitation clauses
 - Guarantees, warranties and indemnities
 - Contractual termination and consequences
 - Governing law and choice of court
 - International dispute resolution
 - Case studies for avoiding traps and pitfalls
- Audience : Those who should attend this programme include:-
- Marketing professionals and business managers
 - Directors and corporate executives
 - Operation managers and project managers involved in licensing transactions and operations
 - Financial advisors and controllers to businesses
 - Those interested in understanding the latest development in licensing contracts