



LICENSING EXECUTIVES SOCIETY  
SOUTH AFRICA

*Advancing The Business of Intellectual Property Globally*



in collaboration with Parallel North IP - Sweden



REALISING  
**VALUE**  
FROM  
**INTANGIBLE ASSETS**

**TWO DAY**

INTELLECTUAL PROPERTY VALUATION CONFERENCE

28 - 29 JUNE 2018

LORD CHARLES HOTEL

Broadway Blvd & Main Rd, Heldervue, Cape Town, 7130

## About LES:



The International Association (LESI) and the South African Society (LES) found its roots in the original national society founded in the United States of America in 1965.

Since that time national and regional societies have emerged on all continents. Today LESI is the foremost organization in the field of technology licensing. There are today 29 national and regional societies embracing some 10,000 members from 62 different countries. LESI International has been consulted by and is in ongoing contact regarding technology transfer with the United Nations, in particular, regarding the United Nations development programme; the World Intellectual Property organization (WIPO); the European Union; the Organisation for Economic and Commercial Development; the International Chamber of Commerce; and many national Intellectual Property Registries.

The South African Society (LES) is one of many national and regional societies which make up the international association or family of LES Societies constituting the Licensing Executives Society International (LESI). The individual societies are associations of members having common interest in transferring technology in the broadest sense of that term. These, like the South African Society, are thus composed of persons who are business men; managers; scientists; engineers; academics; government officials and lawyers, in particular, intellectual property lawyers and patent attorneys and agents.

The LESI, with its diverse membership, is unique among all professional associations in that it does not focus solely on the legal aspects of intellectual property, but rather providing worldwide training and educational programmes directed towards powering the intellectual capital engine of the global knowledge economy where we are living in today. We are learning that in the highly industrialized economies of Asia, Europe, North and South America, we are quickly evolving a new economic and social structure where knowledge and innovation are valued above all else.

<http://licensing.co.za>

## THE AIMS OF THE SOCIETY

- To encourage high professional standards among individuals engaged in the transfer and licensing of technology.
- To assist the members in improving their skills and techniques in licensing through self education; attending educational activities; and through their exchange of information, both personally and by way of publications.
- To inform the public, the business community and governmental and international bodies about the economic significance of technology licensing and the importance of high standards required in the field.
- To make available to its members the latest, most accurate information on the subject of technology licensing.

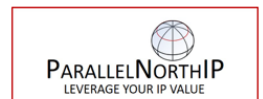
The transfer of intellectual property and/or intellectual capital assets is the lifeblood of the new global order and LESI, as the heart of the family of LESI societies worldwide, must assume much of the responsibility of keeping that lifeblood flowing.

The environment in which licensing executives find themselves today is one where the only certainty is rapid and continued change and the window of opportunity is often small or too small. Licensing is the key factor in successfully exploiting new advances in science and technologies and innovators whether they are individuals, major or small corporate entities or groups, universities or government bodies are increasingly looking to the membership of the LESI family of societies to help them fully exploiting their intellectual capital assets while, at the same time, protecting their intellectual property rights in this fast moving global market. Consequently, licensing and technology transfer and asset management, have become the fundamental engines of growth in these dynamic markets.

## About Parallel North IP:

Parallel North IP is ranked as one of the Top 10 IP Valuation Service Firms in the world according to Forbes Ranking. Parallel North IP is a European Intellectual Property consulting and monetizing firm providing customized services for clients to leverage the value of their IP. We determine the monetary value of IP assets, which is critical to any IP-related risk assessment, sale, license or other transaction. Parallel North IP's broad range of legal, financial, and technical expertise enables you to maximize profits and minimize risks. Our services have helped clients to efficiently:

- Create new revenue streams
- Raise new capital
- Save costs
- Assess financial risk
- Secure evidence of use
- Strengthen their patent position against their peers



<http://parallelnorthip.com>



Anders  
**ARVIDSSON**

**FOUNDER AND CEO**  
PARALLEL NORTH IP

Parallel North IP was founded by Anders Arvidsson, CEO, who has well over two decades of experience of developing, valuing and monetizing patent assets in the corporate world. As a market maker, Mr. Arvidsson has been one of the pioneers in creating the marketplace for IP transactions, which has helped to protect companies' strategic product positions and maximize the value of their intellectual property. He constantly seeks new ways to use intellectual property as a strategic tool and delivered revenue captures in the range of \$100-150m from various transactions to his clients. Mr. Arvidsson has negotiated 100s of transactions comprising multiple

patent portfolios. Previously, Mr. Arvidsson spent 13 years at Nokia, where he headed the patent acquisition team. He has a long experience from negotiated transactions involving multiple patent portfolios. He has also been working as Vice President IPR for GN Store Nord A/S, which is developing and manufacturing medical devices for hearing impairment and audio solutions.

Ever since 2012, Mr. Arvidsson has been recognized by IAM Magazine's list of global thought and practice leaders in IP strategy, 'IAM 300, representing 300 of the world's most well-recognized IP Strategists



Theo  
**DOUBELL**

**DIRECTOR**  
BOUWERS INC.

Theo Doubell is a chemical & metallurgical engineer and a practicing patent attorney, with a B. Eng (Chemical & Metallurgical) engineering degree, obtained with an Anglo American Scholarship from the University of Stellenbosch, and B Proc. and LLB law degrees, from the then Rand Afrikaans University. Theo is admitted to the High Court of South Africa, a member of the Law Society of the Northern Provinces, a fellow of the South African Institute of Intellectual Property Law (SAIIPL), a member and past President of the Licensing Society of South Africa (LES SA), a member of the International Federation of Intellectual Property Attorneys (FICPI) and the

International Trade Mark Association (INTA), and a member of the standing committee on Intellectual Property Valuation for the International Licensing Society (LESI).

Theo has more than 25 years' experience in technology related matters, with extensive experience in IP management, procurement, protection and commercialisation, including valuations.

Theo has valued numerous IP portfolios for purposes of local and cross-border transactions, collaborative research & development programmes, listings, group restructurings, mergers, public-private partnerships, industry clustering, SA Reserve Bank approvals, tax write-offs and liquidations over a period of more than two decades. During this time, Theo has quantified various IP related values and damages claims in litigation proceedings and acted & appeared as expert witness concerning IP related valuations and damages in such proceedings.

Theo has further delivered various papers, seminars and lectures, and participated in numerous panel discussions, workshops and conferences regarding IP, including valuations, in cooperation with stakeholders such as the SA Government (the DTI, DST, SARS and Treasury), the Organisation for Economic Co-operation and Development (OECD), the Pan African Intellectual Property Organisation (PAIPO), the World Intellectual Property Organisation (WIPO), the International Partnership for Hydrogen & Fuel Cells in the Economy, LESI and LES SA.



## Alan **LEWIS**

**PROPRIETOR**  
LEWIS IP

Alan Lewis was a partner of the prestigious South African IP law firm Adams & Adams, in its Johannesburg office and is now proprietor of a boutique practice, Lewis IP, which specialises in IP commercialisation.

Alan has a BSc with Physics and Maths as majors, a BSc (Electrical Engineering) (cum laude) and a BProc law degree. He is a patent attorney and was a partner of Adams & Adams from 1977 to 2014. He is also a notary public.

He was a member of Adams & Adams patent department and was involved in transactional aspects in regard to patents, registered designs and copyright. As part of his practice he valued IP, both locally and internationally, for a variety of purposes,

including Exchange Control Approval, acquisitions, mergers and financing.

He has been a member and is actively involved in the Licensing Executives Society. He was President of the Licensing Executives Society International in 2011, having been President of LES South Africa in 1994/95 and again in 2005/6 and a Vice President of LESI from 2005 to 2007. He was a Certified Licensing Professional and acted as an adviser to various African countries in regard to commercialisation of IP. In addition he has been included in the IAM Patent 1000 list for 2014 and a number of preceding years.

He was involved in several due diligence investigations, in particular for Net 1 UEPS when it listed in the US, is also the contributor for Trade Secrets Throughout the World (published by Thomson West) in regard to South Africa and was a member of an expert group assisting UNCITRAL in formulating guidelines on security interests relating to IP. He has also presented numerous papers at conferences and seminars in South Africa and overseas on a variety of IP, licensing and valuation issues and has conducted training courses in regard to the management of intellectual assets.



## Dr Madelein **KLEYN**

**GROUP MANAGER,  
LEGAL & INTELLECTUAL PROPERTY**  
ORO AGRI INTERNATIONAL LTD

Doctor Madelein Kleyn has more than 20 years experience as intellectual property in-house counsel. She is a qualified chemical engineer, an admitted attorney of the High Court of South Africa and a registered South African patent attorney. She holds a LLM in tax law and PhD in intellectual property. She served as in-house corporate patent counsel for South African based international petrochemical company SASOL for 16 years and is presently the Group General Manager – Legal and Intellectual Property for the boutique international agriculture company Oro Agri International Ltd where she is responsible for the protection and enhancement of the company's sustainable competitive advantage through strategic IP management on a global basis. In addition she oversees general legal governance and compliance. She is

based in the R&D head office in South Africa.

Dr Kleyn tutors part time for the World Intellectual Property Organisation e-learning programme on IP management; lectures on patent attorney practice to candidate patent attorneys in South Africa; and is appointed as research associate and fellow of the Anton Mostert Chair of Intellectual Property, University of Stellenbosch Faculty of Law an appointment recognizing proven specialised expertise. She moderates and teaches the patent and design module of the Anton Mostert Chair of IP LLM (intellectual property) course at Stellenbosch University.

Dr Kleyn's main areas of expertise include IP strategy development and implementation, M&A transactions, IP portfolio management (including prosecution of patents and trademarks), IP litigation (United States, Europe and South Africa) and patent and trademark opposition matters. She regularly advises on corporate governance and IP risk management and specialises in drafting and advising on IP-related business transactions, including technology transfer and licensing. Dr Kleyn has authored and presented various articles, papers and publications on IP matters internationally specifically on technology and IP licensing and commentaries on national IP related legislation. Since 2014 she is the co-editor of the journal "International Pharmaceutical Law" and is also a co-author of the South African Chapter of this publication.

She is a member of American Chemical Society, INTA (Global advisory committee and Program advisory council), LESI (Technology licensing Committee), LES SA (Vice President) and SAIPL. Madelein was included in the IAM Strategy 300 – The World's Leading IP Strategists 2015 and 2016

Oro Agri International Ltd is a Cayman Island registered company. The company is a global manufacturer of agricultural adjuvants, pesticides and foliar nutrients. Operating entities have manufacturing facilities in Brazil, USA, Europe and South Africa and products are distributed in more than 75 countries.

08:00 - 08:30

**ARRIVAL AND REGISTRATION**

08:30 - 09:00

**INTRODUCTION OF SPEAKERS AND COURSE ARRANGEMENTS***Dr Madelein Kleyn*

09:00 - 09:30

**SESSION ONE  
OVERVIEW OF WHAT AND WHY WE VALUE IP***Theo Doubell*

- What are Intellectual Property (and Intellectual Property Rights), Intangible Assets, and Goodwill
- Why do we value these assets

09:30 - 10:30

**SESSION TWO  
OVERVIEW OF VALUATION METHODOLOGIES***Anders Arvidsson*

Review of various valuation methodologies: Cost, Market, Income, Real Options, Reasonable Royalty, as well as Weighted Expected Return Methods.

10:30 - 10:45

**TEA BREAK**

10:45 - 11:30

**SESSION THREE  
BASICS OF VALUATION, INCLUDING:***Anders Arvidsson*

- Financial models and methodologies
- Situation based IP valuation techniques
- How to determine/assess future revenues
- How to calculate present values
- Relationship between participation, risk and return
- Risks related to IP and their impact
- Basis for royalty rates (and Licence fees)
- Discount rate determination
- Tax amortisation and application
- Use of decision trees for future decision opportunities

11:45 - 13:00

## SESSION FOUR

**IP VALUATION STANDARDS AND REGULATORY REQUIREMENTS***Anders Arvidsson, Theo Doubell, Alan Lewis*

There are several and regulatory requirements and common standards regulating and intended to be used directly or as guidance in IP valuations. These requirements and standards provide legal frameworks, technical guidance and ethical norms for valuations and are considered as legal guidance and reliable sources for valuers. During this session you will learn more about standards and regulations such as:

- OECD
- IVS 210
- IFRS & IAS (IAS 38)
- DIN 77100
- ISO 10668
- Local and other Tax Regimes
- SA Exchange Control Act & Regulations (Reg 10(1)(c) & (4))

13:00 - 14:00

**LUNCH BREAK**

14:00 - 17:00

## SESSION FIVE

**WORKSHOP (PART 1)***Anders Arvidsson, Theo Doubell, Alan Lewis*

You will have the opportunity in an interactive workshop environment to execute simple valuations for different types of IP and for various industries.

08:30 - 17:00

(with lunch and tea breaks)

## WORKSHOP:

**APPLICATION OF LEARNINGS FROM DAY 1***Anders Arvidsson, Theo Doubell, Alan Lewis*

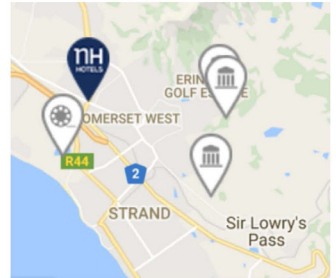
Our IP valuation workshop will provide you with the opportunity to develop and improve your IP valuation skills through different case studies using different circumstances, methodologies, types of IP, based on the different goals of the valuations. Depending on each goal, the valuation approaches and computations will become more and more challenging and prepare you for future situations.

The workshop will guide you to understand:

1. The goals of your IP valuation
2. How these goals affect the IP values
3. Regulatory impact – Exchange control approval, IP off-shore structure and tax planning
4. Execute a final valuation based on a given set of facts and a model.
5. Workshops for Trademark track, Patents and other forms of IP.

# Intellectual Property Valuations

How are companies coming up with eye-popping IP valuations? There are many examples from the media, like Microsoft acquired AOL's patent portfolio for over \$1 billion and Google acquired Motorola Mobility portfolio for \$12,5 billion, but how can such values be justified? IP can be essential to a business, but they are too often forgotten in the company's value. To be an expert IP valuator, you need to understand IP rights, commercial considerations and in the South African context also regulatory issues. It is not simply benchmarking of royalties or all valuations being the same. Each IP valuation must make sense within its environment. During this two-day course, you will learn the basics of IP valuation, its impact and how to apply it using your own case studies.



<http://www.nh-hotels.com/hotel/nh-cape-town-the-lord-charles/map>



## REGISTRATION FORM 2-DAY INTELLECTUAL PROPERTY VALUATIONS COURSE

Please return your completed registration via fax or email to Madelein Kleyn by no later than **10 JUNE 2018**

EMAIL [mkleyn@oroagri.com](mailto:mkleyn@oroagri.com)

### CONFERENCE FEES

EARLY BIRD REGISTRATION	PAYMENT AFTER
4 JUNE 2018	4 JUNE 2018
MEMBERS	MEMBERS
R9,000	R12,000
NON-MEMBERS	NON-MEMBERS
R12,000	R15,000

### PERSONAL DETAILS & CONTACT INFORMATION

NAME	LANDLINE
SURNAME	MOBILE
ORGANISATION	FAX
OCCUPATION	EMAIL

### INVOICE DETAILS

PARTY TO INVOICE	L.E.S. MEMBER?	YES	NO
ATTENTION	AMOUNT PAID		
INVOICE ADDRESS	V.A.T. NUMBER		
	SPECIAL MEAL REQUIREMENT		

### CANCELLATION POLICY

- ALL CANCELLATIONS MUST BE RECEIVED IN WRITING
- THERE WILL BE A CANCELLATION FEE OF 50% IF CANCELLED ON OR BEFORE 1 JUNE 2018.
- **NO CANCELLATIONS WILL BE ENTERTAINED AFTER 4 JUNE 2018.**
- **SUBSTITUTIONS ARE AT THE SOLE DISCRETION OF LES.**

### REGISTRATION FEES TO BE PAID BY BANK OR EFT TO THE FOLLOWING ACCOUNT

BANK	Standard Bank - Hyde Park
BRANCH CODE	006 605
ACCOUNT NAME	The Licensing Executives Society of South Africa
ACCOUNT NUMBER	200 863 142

### DEPOSIT SLIP REFERENCE CODE

IPV-6  
Inv Nr





# LICENSING EXECUTIVES SOCIETY

## SOUTH AFRICA

*Advancing The Business of Intellectual Property Globally*

The Licensing Executives Society of South Africa is an association of licensing and technology transfer professionals dedicated to the creation, promotion and implementation of business opportunities through equitable technology licensing, both locally and internationally.

LES South Africa is a member society of the international association known as the Licensing Executives Society International, which hosts an annual conference in a different city around the world each year.

LES International has more than 31 member countries with over 12000 individual members.

The workshop will guide you to understand:

1. Goals of your IP valuation
2. How these goals affect the IP owner
3. Execute a full valuation based on a given set of facts and a model

The participant will also be given the opportunity to select an industry relevant to their practice.



### CONFERENCE INFORMATION

FEES INCLUDE	Conference fee • Bed and breakfast • Morning and afternoon teat • Lunch		
ARRIVAL	Wednesday	27 June 2018	Evening
DEPARTURE	Friday	30 June 2018	Afternoon

### CONFERENCE FEES

BEFORE: 4 JUNE 2018		AFTER: 4 JUNE 2018	
MEMBER:	R9 000	MEMBER:	R 12 000
NON-MEMBER:	R 12 000	NON-MEMBER:	R 15 000

### WHO SHOULD ATTEND THIS COURSE?

- Patent Attorneys
- Patent Attorney trainees
- Solicitors
- Legal Executives
- Commercial, Product Development and Research Managers
- Licensing Contract Specialists
- Experienced IP professionals
- Financial Managers
- Directors and Managers responsible for IP strategy
- Research Directors and other IP/IA Managers
- Executives in business development, strategy, licensing, corporate and IP departments
- Entrepreneurs, business angels, investors, venture capitalists, consultants and bankers
- Others who are involved in drawing up or dealing with commercial IP agreements
- Accountants