



AIPPI Slovenija / Združenje za zaščito industrijske lastnine  
in  
Urad RS za intelektualno lastnino  
vas z veseljem vabita na predavanje z naslovom  
**Licenciranje – zakaj že? / Licensing – why exactly?**  
ki ga bo izvedel priznani angleški strokovnjak, partner odvetniške pisarne DLA Piper  
UK iz Londona  
**v petek, 13. aprila 2012 ob 9.00. uri**  
v konferenčni dvorani Urada RS za intelektualno lastnino, Kotnikova 6, 1000 Ljubljana  
**George Godar Esq.**

Število udeležencev je omejeno.  
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Tatjana Andoljšek LL.M., predsednica društva

Urad RS za intelektualno lastnino  
Dr. Jurij Žurej, direktor

## **Licenciranje – zakaj že? / Licensing – why exactly?**

### **So I have a patent – What's next?**

- Importance of patents and what steps should be taken to create profit from them
- Is it always really necessary to have a patent to create revenue from a license?
- Different licensing methods (GPL,CC, Patent Pools) – tailor made solutions for each business

### **Importance of IP protection**

Can I license without protection?

### **Economic value of licensing**

### **The laws of UK and the laws of US and their approach to licensing**

### **EU licensing regulations**

- The Technology transfer regulation in Europe
- The role of competition law in IP and licensing

### **Negotiating licences**

Standard licensing terms

- Which interests are confronted?
- What is FRAND?
- How to determine licensing fees?

### **Licensing methods**

There are different types of licensing, which apply:

- GPL – Wikipedia
- CC – Computer programs
- Patent Pools

## **KRATEK ŽIVLJENJE PIS PREDAVATELJA**

### **George Godar – Brief Biography**

George is a partner in the Technology, Media and Commercial group and is based in the DLA Piper UK London office. He specialises in intellectual property and has wide experience in both contentious and commercial IP matters. He has specialised in patents with particular emphasis in the pharmaceutical and electronics sectors, as well as advising on trade marks, software, copyright and design right litigation and electronic commerce matters and acting in heavy litigation relating to engineering and technology disputes. He has been a partner in DLA Piper and its predecessor firms since 1975 and is co-head of Patents in DLA Piper UK.

George has a First Class MA degree in Engineering and Law from Cambridge University and was admitted as a solicitor in England in 1974 and in Hong Kong in 1988. George obtained First Class honours in his Law Society final examinations, coming top of his year. He lectures on Intellectual Property and Competition Law on the Nottingham Law School Diploma in Commercial Intellectual Property course and is a regular speaker at Intellectual Property conferences.



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ZA *intelektualno*  
LASTNINO

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