# Advanced Technology Licensing and Software Contract Negotiation Training Course



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Madrid

5900 € (Per Person)

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## Course Introduction / Overview:

In today's digitally-driven economy, the ability to effectively navigate technology licensing and software contracts is no longer a niche skill but a critical business competency. This intensive training course provides a comprehensive framework for mastering the complexities of technology agreements, from intellectual property fundamentals to advanced negotiation strategies. We will delve into the critical aspects of structuring, drafting, and negotiating contracts that protect assets, mitigate risks, and drive commercial value. Drawing on principles discussed by experts like Russell L. Parr in his work "Technology Licensing: Corporate Strategies for Maximizing Value," this program moves beyond theoretical knowledge to impart practical, actionable skills. Participants will explore the nuances of various licensing models, including SaaS agreements, perpetual licenses, and open-source software compliance. BIG BEN Training Center has designed this course to equip professionals with the confidence and expertise to handle high-stakes negotiations, ensuring favorable terms and fostering successful long-term technology partnerships. This is an essential program for anyone involved in the acquisition, development, or commercialization of technology and software assets.

## Target Audience / This training course is suitable for:

- In-House Legal Counsel and Corporate Lawyers.
- Contract Managers and Administrators.
- IT Procurement and Sourcing Professionals.
- Business Development and Licensing Executives.
- Technology Transfer Officers.
- Entrepreneurs and Startup Founders.
- Project Managers involved in technology implementation.
- Compliance and Risk Management Officers.
- Senior IT and Technology Managers.

## Target Sectors and Industries:

- Information Technology and Software Development.
- Telecommunications and Media.
- Financial Services and FinTech.
- Healthcare and Medical Technology.
- Pharmaceuticals and Biotechnology.
- Aerospace and Defense.
- Manufacturing and Engineering.
- Professional Services and Consulting.
- Governmental and Public Sector Agencies.
- Education and Research Institutions.

## Target Organizations Departments:

- Legal Department.
- Procurement and Sourcing Department.
- Information Technology (IT) Department.
- Business Development and Strategy.
- Research and Development (R&D).
- Finance and Commercial Departments.
- Compliance and Risk Management.
- Sales and Marketing Teams.
- Operations Management.

## Course Offerings:

By the end of this course, the participants will have able to:

- Analyze and interpret the key clauses within technology and software licensing agreements.
- Develop effective strategies for negotiating favorable commercial and legal terms.
- Identify and mitigate common risks associated with software contracts and IP licensing.
- Differentiate between various software licensing models, including SaaS, perpetual, and open-source.
- Draft clear and enforceable provisions related to intellectual property rights, warranties, and liability.
- Manage the entire contract lifecycle from initial negotiation to termination or renewal.
- Understand the critical role of Service Level Agreements (SLAs) in cloud and SaaS contracts.
- Navigate dispute resolution mechanisms and termination clauses effectively.
- Evaluate the legal implications of emerging technologies like AI and IoT in licensing.
- Conduct due diligence for technology transfer and acquisition agreements.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to create a dynamic learning environment centered on real-world application. The course heavily utilizes case studies of landmark technology contract negotiations and disputes, allowing participants to analyze complex scenarios and debate strategic approaches. A significant portion of the training is dedicated to hands-on workshops and role-playing exercises, where attendees will practice negotiating key contract clauses in a controlled, constructive setting. These simulations provide a safe space to test strategies and receive personalized feedback from the instructor and peers. Group discussions and collaborative problem-solving sessions are integrated throughout the five days to foster knowledge sharing and explore diverse perspectives on complex licensing challenges. Our expert facilitators guide participants through each module, ensuring a deep understanding of both the legal principles and the commercial acumen required for successful technology contract management.

## Course Agenda (Course Units):

### Unit One Foundations of Technology Licensing and IP

- Introduction to Intellectual Property (IP) Rights.
- Patents, Trademarks, Copyrights, and Trade Secrets.
- The fundamentals of a license agreement.
- Key terminology and definitions in technology contracts.
- Distinguishing between different types of licenses.
- The strategic importance of technology licensing for business growth.
- Overview of the legal and regulatory landscape.

### Unit Two Structuring the Licensing Agreement

- The anatomy of a comprehensive licensing agreement.
- Drafting the Grant Clause: Scope, territory, and field of use.
- Defining royalties, license fees, and payment structures.
- Negotiating representations, warranties, and disclaimers.
- Term, termination, and post-termination rights and obligations.
- Confidentiality and Non-Disclosure Agreements (NDAs).
- Best practices for clear and unambiguous contract drafting.

### Unit Three Mastering Software Contract Negotiations

- Specifics of Software as a Service (SaaS) agreements.
- Negotiating End-User License Agreements (EULAs).
- Key clauses in software development and outsourcing contracts.
- Understanding and managing open-source software licensing risks.
- Service Level Agreements (SLAs): Metrics, remedies, and negotiation points.
- Data privacy and security provisions (GDPR, CCPA).
- Software escrow agreements and source code protection.

- ### Unit Four Advanced Negotiation and Risk Management Strategies

- Preparing for a successful negotiation.

- BATNA (Best Alternative to a Negotiated Agreement) analysis in tech contracts.
- Tactics for managing difficult negotiations and counterparts.
- Drafting and negotiating limitation of liability and indemnification clauses.
- Risk allocation strategies for data breaches and IP infringement.
- Change control procedures and contract amendments.
- Audits, compliance, and software asset management (SAM).

### Unit Five Emerging Trends and Post-Contract Management

- Licensing AI, machine learning models, and IoT technologies.
- Navigating contracts for cloud computing services.
- Dispute resolution: Mediation, arbitration, and litigation clauses.
- Effective contract lifecycle management (CLM).
- Strategies for contract renewal and renegotiation.
- Conducting a post-mortem on completed negotiations.
- Final case study and comprehensive review session.

## FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

In an era of rapidly evolving AI and machine learning, how can traditional software licensing models adapt to adequately address issues of data ownership, model training rights, and derivative works?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a uniquely integrated and practical approach that bridges the critical gap between legal theory, technical understanding, and commercial strategy. Unlike programs that focus narrowly on legal doctrine, our curriculum is built around real-world scenarios, negotiation simulations, and strategic risk management. We emphasize the development of commercial acumen, teaching participants not just what a clause says, but how to leverage it for competitive advantage and risk mitigation. The course provides a holistic view, ensuring that legal counsel understands the technical implications of a SaaS agreement and that IT procurement professionals grasp the long-term legal risks of a poorly drafted IP clause. Furthermore, our content is forward-looking, with dedicated modules on negotiating contracts for emerging technologies like AI, IoT, and cloud services—areas often overlooked in traditional training. By focusing on actionable strategies and providing a 360-degree perspective on technology agreements, this course equips participants with a sophisticated and immediately applicable skill set that drives tangible value for their organizations.