



**Fri 9 September
12:00pm – 1:00pm
AEST**

How to license your IP or technology successfully

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A licensing deal can be one means of a successful commercial outcome. Whilst a common practice at Universities, it is not without risks – a poorly negotiated licensing deal can have long term consequences. Join us on Friday 9 Sept to better understand what goes into achieving a successful licensing outcome:

- Preparing your data pack
- How to value your technology or product
- Targeting potential licensors
- Due Diligence process & the use of data rooms
- Term sheet negotiations – the basics
- Beyond the deal – the importance of Alliance Management

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Meet your Presenter:



Rob Crombie
VIC/TAS State Lead
I4 Connect

Rob Crombie is currently the VIC/TAS State Lead for i4 Connect delivering the Federal Governments Accelerating Commercialisation programme through his role as Managing Director of Concept2Clinic Consulting, a specialist professional services company looking to turn smart innovation into commercial ventures.

Rob's has had previous roles as CEO of VC backed QUE Oncology Incorporated as well as the founding CEO of ASX-listed Prescient Therapeutics, in-licensing early stage drug candidates from Universities including Yale and Emory University and building value by advancing these assets through company sponsored clinical trials.

Rob also played a key role as Head of Melbourne Operations at Arana Therapeutics taking the company from CSIRO spin-out through an IPO and merger to Arana's final \$318M upfront cash sale to US-based Cephalon Incorporated.