



SOFTWARE LICENSING WORKSHOP

BY LESLIE S. MARELL, ESQ

Software licensing transactions are more complex and more important than ever. The constantly evolving legal, regulatory and technical landscape drives the need to stay current in a wide variety of key areas. The ability to structure, draft and negotiate complex software license agreements is critical to a successful transaction. This seminar is designed to address the important legal and practical issues that arise in drafting and negotiating software licenses.

You will learn to:

1. Understand and analyze the legal and practical issues in software licenses
2. Find hidden prohibitions on certain uses and other pitfalls in vendor form licenses
3. Understand the issues in software licensing relating to “the cloud”
4. Identify methods to protect intellectual property
5. Minimize your risks and maximize your rights
6. Ensure appropriate warranty support, maintenance, response times and software updates
7. Negotiate software licenses that won't come back to haunt you
8. Prepare for software license negotiations
9. Feel more comfortable with the software license agreement drafting and negotiation process!



Space is limited so reserve your spot now at www.ism-austin.org and take advantage of the discounted pricing!

There will be a pre-workshop dinner meeting focusing on FAQs regarding Contracts and Legal Aspects of Purchasing on Thu, Nov 10 from 5:30pm – 7:30pm at the Norris Conference Center.



Leslie S. Marell is an attorney and expert in sales and purchasing contract law and software licensing with a gift for communicating and entertaining. She brings her business contract knowledge to the corporate classroom in lively and valuable seminars, translating “legal mumbo jumbo” into understandable, useful concepts in an entertaining and humorous way.

Basic Contract Terminology

Damages · Limitation of liability
· License · Exclusive · Revocable
Subsidiaries · Source Code
· Warranties · Disclaimers

Intellectual Property Types and Protection

Copyrights · Trade Secrets
Patents · Trademarks

License Issues

Parties to the contract · Grant of License and Scope of Use · Pricing and Payment terms · Warranties Maintenance · Indemnification Training · Consulting · Assignment · Source code escrow Termination · Limitation of liability Confidentiality

DELL EXECUTIVE BRIEFING CENTER

Round Rock, TX

Fri, Nov 11, 2016
8:30am – 4:30pm

Workshop fee is \$399 for early bird registration by Sept 30, 2016; \$499 after.
Dinner fee is \$30