One Day Intensive Introductory Workshop on
# Software Licensing and Pricing
## - Organized by IPFACE & Venture Center -

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| **Learn** | • Software as intellectual property (copyright, patents), ownership rights and transfer models (sale, licensing, co-development and other rights)<br>• Types of licenses, terms and conditions (proprietary, open source, cloud)<br>• Warranty, guarantee and limiting the liability<br>• Software delivery modes<br>• Pricing models and strategies |
| **Organized by** | • IPFACE, NCL Innovation Park<br>• Venture Center |
| **For whom** | • Budding and new entrepreneurs, business people in IT<br>• Micro-Small-Medium Enterprises (MSME) in IT<br>• Students with an interested in knowing about software licensing |
| **When** | 0930-1730 hrs<br>Saturday, 18 May 2013 |
| **Where** | Training Room, Venture Center, 100 NCL Innovation Park,<br>Dr. Homi Bhabha (Pashan) Road, Pune-411008 |
| **Contact** | Lipika Biswas<br>Venture Center, 100, NCL Innovation Park,<br>Dr. Homi Bhabha Road, Pune – 411008;<br>Phone: +91-20-64011023 \| 25865877<br>Email: eventsdesk@venturecenter.co.in |
| **Cost** | • **Fees:**<table><tr><td>Medium and large companies/ others:</td><td>Rs 4000</td></tr><tr><td>Micro and small enterprises/ individuals:</td><td>Rs 2000</td></tr><tr><td>Non-profit organizations/ academic organizations:</td><td>Rs 1500</td></tr><tr><td>Students with valid ID card:</td><td>Rs 900</td></tr></table>• **Discounts\*:**<table><tr><td>Early bird (before ):  10th May 2013</td><td>20% discount</td></tr><tr><td>IPFACE members and VC resident incubatees and AIP members:</td><td>20% discount</td></tr><tr><td>Group discount (groups of 3):</td><td>20% discount on group</td></tr></table>\*Only one discount applicable<br>Limited seats! 30 only. First-come-first-serve |
| **Registration** | Register here: http://www.ipface.org/workshops.php<br>Registration closes on: 16th May 2013<br>Limited seats! Hurry!! |

## Introduction

Software Licensing is a complex process and gains importance for the efficient running of the business in IT where you can make deals or negotiate contracts of the product or service offered to the clients. Software Licensing not only includes use of technology (Windows, open source or cloud) but it also includes the decision on how to price the software along with the mechanism to distribute of the software. These aspects of software licensing need to be viewed from the perspective of the existing Indian laws, which offer the rights and protection of rights for the software.

The one-day intensive introductory workshop is aimed at giving valuable insights and tips that you can immediately apply. You would also be able to learn to prepare the terms and conditions of your software products or services, which can translate directly into greater protection and ease of negotiation with the prospective clients.

## OBJECTIVE

The objective of this workshop is to learn:

- Software as intellectual property (copyrights, patents), ownership rights and transfer models (sale, licensing, co-development and other rights)
- Types of licenses, terms and conditions (proprietary, open source, cloud)
- Warranty, guarantee and limiting the liability
- Software delivery modes
- Pricing models and strategies

## WORKSHOP INCLUDES

Workshop includes:

- Presentation handouts with exercises
- Lunch & tea, coffee
- Free reference access to Venture Center Library
- Certificate of Participation
- Restricted website for participants including presentations, useful links to a selection of documents & videos

**IP Facilitation Center ( IPFACE)**
750, NCL Innovation Park
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Email: ipassociate@ipface.org
Phone: +91-20-6401-1024

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| WORKSHOP SESSIONS | | | |
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| Timing | Session title | Duration (Minutes) | Speakers |
| 9.30 – 9.45 | Registration | 15 | - |
| 9.45 – 10.00 | Welcome & introduction to the workshop, organizers, faculty, participants | 15 | |
| 10.00 -11.15 | Session 1: Software as intellectual property (copyright, patent), ownership rights (defining the owner and the rights to issue copies, translate, sell, lease and several other rights), overview of types of licenses (proprietary, open source and cloud), examples | 75 | Sunil Gokhale |
| **11.15 -11.30** | **Tea break** | | - |
| 11.30 -12.30 | Session 2A: Warranty and guarantee (software as a good), terms (quality, development, technology transfer, resource sharing and others) | 60 | Sunil Gokhale |
| 12.30 – 1.00 | Session 2B: Case studies of licenses (from different categories of licenses) | 30 | Sunil Gokhale |
| **1.00 – 1.45** | **Group photograph and lunch break** | | - |
| 1.45 – 2.30 | Session 3A: Linking the terms mentioned in the licensing agreement with the software development cycle, Licensing during mergers and acquisition | 45 | Sunil Gokhale |
| 2.30 – 3.30 | Session 3B: Pricing models (power, value, volume, users and others) and strategies (bundled, long-term, upgrades and others) | 60 | Sunil Gokhale |
| **3.30 – 3.45** | **Tea break** | | - |
| 3.45 – 4.30 | Session 4A: Workshop on developing licensing and execution strategy for your own software; Groups of 5. | 45 | Sunil Gokhale IPFACE team |
| 4.30 – 5.15 | Session 4B: Panel discussion on real life experiences and approaches by software entrepreneurs | 45 | Dr. Navin Kabra Mr. Amit Paranjape **Awaiting  Confirmation** Mr. Atul Tulsibaghwala & Mr. Ravindra Deshpande |
| 5.15 – 5.30 | Workshop conclusion, feedback, & certificates | 30 | |

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| KEY SPEAKER: | |
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| Adv. Dr. Sunil Gokhale | Adv. Dr. Sunil Gokhale has a doctorate in Physics with a degree in law, and works in the area of technology of law, which includes company and business laws, intellectual property and business domain specific laws like cyber, medical, environment, energy, telecom and the others. Sunil has worked in several IT companies having an understanding of the software life cycles.<br>Dr. Sunil has a rare combination of legal, media, and science background. He is expert in business law, life sciences, intellectual property, and cyber laws. For more than 15 years he worked in as a technical writer and contributed to Marathi, English press. Dr. Sunil also teaches media and communication at leading academic institutions. |

| Panel Discussion Speakers: | |
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| Dr. Navin Kabra | Dr Navin Kabra is the co-founder and CTO at bharathealth.com, a startup focused on creating online software products in the healthcare industry. Dr Kabra is also the creator of PuneTech.com, a portal for the tech community in Pune, India. He has experience working with both large and small companies including Symantec, Quiq and Teradata. He has experience as a product development, consumer and enterprise software developer/ architect and manager.<br>Dr Kabra has completed his PhD with David DeWitt in Computer Sciences from the University of Wisconsin in 1999, and holds a B.Tech. in Computer Sciences from IIT-Bombay. He has interests in a number of areas of computer science, including: highly scalable systems; distributed and fault-tolerant software systems; text search, information retrieval, and analysis of unstructured information. His latest is the understanding of what drives online communities. |
| Mr. Amit Paranjape | Mr. Amit Paranjape is one of the driving forces behind PuneTech. He has been in the supply chain management area for over 12 years, most of it with i2 Technologies in Dallas, USA. He has extensive leadership experience across Product Management/Marketing, Strategy, Business Development, Solutions Development, Consulting and Outsourcing. He now lives in Pune and is an independent consultant providing consulting and advisory services for early stage software ventures.<br>His interest in other fields include extremely wide ranging topics such as Financial Markets & Economics, History, General Trivia, City of Pune, Hotels & Restaurants, Technology, Health-Care and Cricket. |

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|   Mr. Atul Tulshibagwale | Mr. Atul Tulshibagwale brings in 15+ years of entrepreneurial and leadership experience. Prior to LinguaNext, he was CEO and co-founder of Trustgenix, Inc., a US-based identity management software company. Under his lead, Trustgenix became an industry leader with a solid customer base and was ultimately acquired by HP in 2005. Formerly, Atul was a Director of Engineering at VeriSign, Inc., where he helped set up and scale their digital certificate services. He invented several products and technologies during his stint at VeriSign. Prior to VeriSign, Atul was a founding team member of Querisoft (later renamed to Entevo, Inc.) which was acquired by Bindview in 2000.<br><br> Mr. Atul started his career at Center for Development of Advanced Computing (C-DAC). He holds a M.Tech. in Computer Science. |
| Mr R.Y Deshpande | Director (Legal and Contracts),<br>C-DAC, (Centre for Development of Advanced Computing)<br>Pune |

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| ABOUT THE ORGANIZERS: | |
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| | Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering.<br><br>For more information, visit http://www.venturecenter.co.in/ |
| | IPFACE aims to promote awareness and adoption of intellectual property rights amongst entrepreneurs and MSMEs in India while also making accessible high-quality IP services and resources. IPFACE is a project of the Venture Center supported by the Ministry of Micro, Small and Medium Enterprises, Government of India and National Chemical Laboratory, Council of Scientific and Industrial Research, India.<br><br>For more information about IPFACE services, visit www.ipface.org |