








Schedule for Wednesday, February 8, 2012

Time	Event	Location
1:00 - 3:00 PM	<b>Registration</b>	Baker Hall Program Office
3:15 - 3:30 PM	<b>Welcome and Introductions</b> <i>Instructor: Felix Oberholzer-Gee, Terry Fisher</i>	Hawes Hall 302
3:30 - 5:00 PM	<b>Strategy and IP Management: Colgate vs. Proctor &amp; Gamble</b> <i>Instructor: Felix Oberholzer-Gee</i>	Hawes Hall 302
	 Brighter Smiles for the Masses--Colgate vs. P&G (706435)	
5:00 - 5:15 PM	<b>Coffee Break</b>	Hawes Hall Lounge
5:15 - 7:00 PM	<b>Ways of Deploying IP</b> <i>Instructor: Terry Fisher</i>	Hawes Hall 302
7:00 - 7:30 PM	<b>Opening Reception</b>	Kresge Faculty Club Library
7:30 - 8:30 PM	<b>Opening Dinner</b>	Kresge Oriental Room

Schedule for Thursday, February 9, 2012

<b>Time</b>	<b>Event</b>	<b>Location</b>
7:00 - 7:45 AM	<b>Breakfast</b>	Kresge Boardroom
7:45 - 8:45 AM	<b>Discussion Groups</b>	Assigned Living Groups
9:00 - 10:30 AM	<b>Intellectual Ventures</b> <i>Instructor: Andrei Hagiu</i>	Hawes Hall 302
	 Intellectual Ventures (710423)	
	 Intellectual Property Intermediaries (711486)	
10:30 - 11:00 AM	<b>Coffee Break</b>	Hawes Hall Lounge
11:00 - 12:30 PM	<b>Setting Standards: Marketplace and Government Dynamics</b> <i>Instructor: Stuart Brotman</i>	Hawes Hall 302
12:30 - 12:45 PM	<b>Class Photo</b>	
12:45 - 1:30 PM	<b>Lunch</b>	Kresge Boardroom
1:30 - 3:00 PM	<b>Licensing: The Travails of Rubber: Goodyear or Badyear?</b> <i>Instructor: Tom Nicholas</i>	Hawes Hall 302
	 The Travails of Rubber: Goodyear or Badyear? (808118)	
3:00 - 3:30 PM	<b>Coffee Break</b>	Hawes Hall Lounge
3:30 - 5:00 PM	<b>Collaboration: Apple Inc. in 2010</b> <i>Instructor: Felix Oberholzer-Gee</i>	Hawes Hall 302
	 Apple Inc. in 2010 (710467)	
6:30 - 7:30 PM	<b>Dinner Speech</b> <i>Instructor: Terry Fisher</i>	Kresge Oriental Room

Schedule for Friday, February 10, 2012

Time	Event	Location
7:00 - 7:45 AM	<b>Breakfast</b>	Kresge Boardroom
7:45 - 8:45 AM	<b>Discussion Groups</b>	Assigned Living Groups
9:00 - 10:00 AM	<b>Price Differentiation</b> <i>Instructor: Felix Oberholzer-Gee</i>	Hawes Hall 302
	 The London 2012 Olympic Games (510039)	
10:00 - 10:30 AM	<b>Coffee Break</b>	Hawes Hall Lounge
10:30 - 12:00 PM	<b>IP and Differential Pricing</b> <i>Instructor: Terry Fisher</i>	Hawes Hall 302
12:00 - 1:00 PM	<b>Lunch</b>	Kresge Boardroom
1:00 - 2:00 PM	<b>A Framework for Understanding Negotiation</b> <i>Instructor: Bob Mnookin</i>	Hawes Hall 302
	 Calvin Klein and Warnaco Group: Negotiating a Trademark License (N9-712-458)	
2:00 - 3:00 PM	<b>Negotiation Teams Prepare their Strategies</b>	
3:00 - 3:30 PM	<b>Coffee Break</b>	Hawes Hall Lounge
3:30 - 4:30 PM	<b>Discussion of Strategies</b> <i>Instructor: Terry Fisher, Bob Mnookin</i>	Hawes Hall 302
4:30 - 6:00 PM	<b>Negotiation</b>	
6:00 - 6:30 PM	<b>Closing Reception</b>	Kresge Faculty Club Library
6:30 - 7:30 PM	<b>Closing Dinner</b>	Kresge Oriental Room

Schedule for Saturday, February 11, 2012

<b>Time</b>	<b>Event</b>	<b>Location</b>
7:00 - 7:45 AM	<b>Breakfast</b>	Kresge Boardroom
7:45 - 8:45 AM	<b>Discussion Groups</b>	Assigned Living Groups
9:00 - 10:30 AM	<b>Reviewing the Negotiation</b> <i>Instructor: Bob Mnookin</i>	Hawes Hall 302
10:30 - 11:00 AM	<b>Coffee Break</b>	Hawes Hall Lounge
11:00 - 12:30 PM	<b>Strategic Donations of IP Rights</b> <i>Instructor: John Palfrey</i>	Hawes Hall 302
12:30 - 1:30 PM	<b>Program Summary</b> <i>Instructor: Felix Oberholzer-Gee, Terry Fisher</i>	Hawes Hall 302
1:30 - 2:00 PM	<b>Checkout and Departure</b>	Baker Hall Program Office