



Association of University Technology Managers®
Advancing Discoveries for a Better World®

AUTM 2017

Technology Operations and Organization
Licensing Skills (TOOLS) Course

Essentials of Academic
Technology Transfer Course

September 11 – 13, 2017
Crowne Plaza Dallas Downtown
Dallas, TX USA



www.autm.net/TOOLS
www.autm.net/ESSENTIALS



#AUTMTOOLS
#AUTMESSENTIALS

AUTM 2017 AUTM Technology Operations and Organization Licensing Skills (TOOLS) Course Program Committee

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Maryland Technology Development Corporation (TEDCO)

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AUTM 2017 Essentials of Academic Technology Transfer Course Program Committee

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University of Texas Southwestern Medical Center (Retired)

AUTM TOOLS and Essentials Courses are Paperless

Registrants can access handouts before and after the course. Visit www.autm.net where all handouts submitted by instructors are posted.

Registered Technology Transfer Professional (RTTP)

Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals (ATTP) website at www.attp.info.

Certified Licensing Professionals (CLP) Continuing Education

Certified Licensing Professionals (CLP) are required to demonstrate continued competence in their field to maintain their certification status. Individuals who hold the CLP designation can renew their credential by earning at least 40 continuing education (CE) credits. All AUTM professional development courses and designated educational offerings on the topics of licensing, technology transfer and technology commercialization at AUTM conferences or meetings are eligible for CLP continuing education credits for certification renewal. Visit www.licensingcertification.org for more information on the recertification requirements.

The AUTM TOOLS and Essentials Courses will provide 15 hours of continuing education (CE) credits for those who attend the entire meeting.



Meeting Agenda

Technology Operations and Organization Licensing Skills Course (TOOLS)

Monday, September 11

7 a.m. – 5 p.m.

Registration

Location:

Dallas Grand Ballroom Foyer

7 – 7:45 a.m.

Continental Breakfast

Location:

Grand Bryan Ballroom A

7:45 – 8:20 a.m.

Welcome to Technology Transfer

Location:

Dallas Grand Ballroom B

Speakers:

Mary Albertson, *Stanford University*
Stephen Auvil,
Maryland Technology Development Corporation (TEDCO)
Marie Kerbeshian,
University of Iowa Research Foundation

Mary Albertson, AUTM's President, will welcome you to Dallas, share her vision for AUTM and discuss the issues AUTM plans to address in the coming years – from advocacy initiatives to increased partnering opportunities and strategic planning progress. We will also provide a brief overview of both courses.

8:30 – 10 a.m.

Invention Disclosures

Location:

Dallas Grand Ballroom B

Instructor:

Wendy Martin,
University of Maryland Baltimore County

Invention disclosures are the foundation for the entire technology transfer process. This session will cover the overall process of disclosing an invention including why inventions are disclosed (the basics of Bayh-Dole) and the role of the technology transfer office. You will learn the key components of a disclosure, and the importance of gathering accurate and complete information in the disclosure and the importance of that information. You will hear how administrative staff can be effective working with licensing staff and faculty.

10 – 10:30 a.m.

Networking Break

Location:

Dallas Grand Ballroom Foyer

10:30 a.m. – Noon

Intellectual Property Primer

Location:

Dallas Grand Ballroom B

Instructor:

Brianna Wartman, *Innovate Calgary*

In this session, attendees will learn about the basic types of intellectual property including patents, copyrights, trademarks, trade secrets, and know-how. Tangible property will also be described. A significant amount of time will be spent on patent types, the parts of a patent, terminology, and the patenting process including office actions, restriction requirements, notices of missing parts (declarations), advisory actions and requests for continued examinations, etc. Tracing relationships between patents within a patent family will also be covered.

Noon – 1:30 p.m.

Lunch on Your Own

1:30 – 3 p.m.

Location:

Managing Intellectual Property

Dallas Grand Ballroom B

Instructors:

Wendy Martin,
University of Maryland Baltimore County
Brianna Wartman, *Innovate Calgary*

Attendees will learn how offices manage the patent prosecution process from the administrator's perspective. Working with outside counsel, how the patent process ties in to compliance requirements, filing systems, managing expenses, etc. will all be covered.

3 – 3:30 p.m.

Networking Break

Location:

Dallas Grand Ballroom Foyer

3:30 – 5 p.m.

Non-license Agreements

Location:

Dallas Grand Ballroom B

Instructor:

Tiffany Beverly,
University of South Carolina

While the primary function of a technology transfer office is to evaluate disclosures, file patents and negotiate license agreements, there are often a variety of other types of agreements that are managed by technology transfer offices. These agreements include confidentiality agreements, material transfer agreements, inter-institutional agreements, research agreements and others. Join us for a discussion of these various agreements and how they are managed. Specific issues that often arise in the negotiation of these agreements will also be discussed. Finally, you will work in small groups with other session participants to engage in exercises related to the covered material.

5:15 – 6:30 p.m.

Welcome Reception

Location:

Grand Bryan Ballroom A

Meet your colleagues and make new friends at this networking reception.

Tuesday, September 12

7 a.m. – 5 p.m.

Registration

Location:

Dallas Grand Ballroom Foyer

7 – 8 a.m.

Continental Breakfast

Location:

Grand Bryan Ballroom A

8 – 10 a.m.

Compliance I: General Requirements

Location:

Dallas Grand Ballroom B

Instructors:

Corin Hindenach, *University of Louisville*
Kristi Sullivan,
Fred Hutchinson Cancer Research Center

In this session, you will learn about the Bayh-Dole Act including all of its deadlines related to reporting federally funded inventions and how to develop administrative systems and procedures to ensure compliance with all of its requirements.



Meeting Agenda

Tuesday, September 12 (continued)

- 10 – 10:30 a.m. **Networking Break**
 Location: **Dallas Grand Ballroom Foyer**
- 10:30 a.m. – Noon **Compliance II: Reporting**
 Location: **Dallas Grand Ballroom B**
 Instructors: **Corin Hindenach**, *University of Louisville*
 Kristi Sullivan,
 Fred Hutchinson Cancer Research Center

This session will focus on invention reporting. iEdison and other reporting mechanisms will be described.

- Noon – 1:30 p.m. **Networking Lunch (provided)**
 Location: **Grand Bryan Ballroom A**
- 1:30 – 3 p.m. **Anatomy of a License**
 Location: **Dallas Grand Ballroom B**
 Instructor: **Tiffany Beverly**,
 University of South Carolina

Whether you are involved in license maintenance, finance or patent administration, you need to understand license agreements to effectively do your job. This session will include an introduction to license agreements by describing the outline of a typical license agreement with an explanation of the importance of each section. The group will then work through an example to gain a detailed understanding of the critical parts of a license – especially those that are most relevant to administrators. The session will also include an interactive exercise in which you will review the terms of a license to identify problematic language or errors.

- 3 – 3:30 p.m. **Networking Break**
 Location: **Dallas Grand Ballroom Foyer**
- 3:30 – 5 p.m. **Office Finance, License Portfolio
 Management & Royalty Distribution**
 Location: **Dallas Grand Ballroom B**
 Instructor: **Steven Kousouris**,
 Johns Hopkins Technology Ventures

Financial management is a critical function of any technology transfer office. This session will cover three major areas of financial management: budgeting for operations, tracking expenses and managing the receipt and distribution of licensing revenue. Attendees will review the complexities of royalty distributions and hear plenty of examples that are certain to inspire a lively dialog.

Wednesday, September 13

- 7 – 10:30 a.m. **Registration**
 Location: **Dallas Grand Ballroom Foyer**
- 7 – 8 a.m. **Continental Breakfast**
 Location: **Grand Bryan Ballroom A**
- 8 – 9:30 a.m. **Databases**
 Location: **Dallas Grand Ballroom B**
 Instructors: **Stephen Auvil**,
 *Maryland Technology Development
 Corporation*
 Tiffany Beverly,
 University of South Carolina
 Corin Hindenach, *University of Louisville*
 Steven Kousouris,
 Johns Hopkins Technology Ventures
 Kristi Sullivan,
 Fred Hutchinson Cancer Research Center

This session will consist of a number of breakout roundtable discussions for various databases that are used by the attendees. One roundtable will be for those with a home-grown database system. Each roundtable discussion will be led by a facilitator. Attendees may attend the discussion for the software that they use or attend another discussion to learn more about other systems.

- 9:30 – 10 a.m. **Networking Break**
 Location: **Dallas Grand Ballroom Foyer**
- 10 a.m. – Noon **Open Forum Discussion**
 Location: **Dallas Grand Ballroom B**
 Instructors: **Stephen Auvil**,
 *Maryland Technology Development
 Corporation (TEDCO)*
 Tiffany Beverly,
 University of South Carolina
 Corin Hindenach, *University of Louisville*
 Steven Kousouris,
 Johns Hopkins Technology Ventures
 Kristi Sullivan,
 Fred Hutchinson Cancer Research Center

It's always interesting to hear how other technology transfer offices (TTO's) handle various administrative matters. This will be an interactive session where attendees can ask questions and discuss issues faced by administrative professionals in technology transfer. Using our collective group experience, we will discuss solutions for specific challenges, share ideas for improving office efficiencies, and answer questions about material presented in the Monday and Tuesday sessions.

- Noon **Course Adjourns**



Meeting Agenda

Essentials of Academic Technology Transfer Course

Monday, September 11

7 a.m. – 5 p.m.	Registration
Location:	Dallas Grand Ballroom Foyer
7 – 7:45 a.m.	Continental Breakfast
Location:	Grand Bryan Ballroom A
7:45 – 8:30 a.m.	Welcome to Technology Transfer
Location:	Dallas Grand Ballroom B
Speakers:	Mary Albertson , <i>Stanford University</i> Stephen Auvil , <i>Maryland Technology Development Corporation (TEDCO)</i> Marie Kerbeshian , <i>University of Iowa Research Foundation</i>

Mary Albertson, AUTM's President, will welcome you to Dallas, share her vision for AUTM and discuss the issues AUTM plans to address in the coming years – from advocacy initiatives to increased partnering opportunities and strategic planning progress. We will also provide a brief overview of both courses.

8:30 – 10 a.m.	Foundations of Technology Transfer
Location:	Dallas Grand Ballroom A
Instructors:	Alexander Ducruet , <i>University of Pittsburgh</i> Arundeeep S. Pradhan , <i>Apio Partners</i> Ellen Purpus , <i>University of Nevada Reno</i>

Foundations will lay the groundwork for becoming an effective technology transfer professional. Specifically, you will learn the forces and factors to enable success, and the framework and context you need to do your job. What is the Bayh-Dole Act and how does it impact your commercialization efforts? Do stakeholders view your office as a service organization, and how does this affect your relationship with your faculty? Do your stakeholders even know you exist? Where do you and your office fit in your organization, and how does this affect your ability to do your job?

10 – 10:30 a.m.	Networking Break
Location:	Dallas Grand Ballroom Foyer
10:30 a.m. – Noon	Foundations of Technology Transfer – Continued
Noon – 1:30 p.m.	Lunch on Your Own

1:30 – 3 p.m.	Innovation Assessment
Location:	Dallas Grand Ballroom A
Instructors:	Dirk Benedict , <i>Louisiana State University</i> Alexander Ducruet , <i>University of Pittsburgh</i> Arundeeep S. Pradhan , <i>Apio Partners</i>

Once you understand the Foundations of Technology Transfer, you'll have a growing pool of innovations to assess. In this session, we review the basics of intellectual property management and teach skills to enable you to quickly and effectively assess commercial potential of new innovations. You will be introduced to the basics of valuation, and how to identify other factors that can enhance—or derail—your technology transfer efforts.

3 – 3:30 p.m.	Networking Break
Location:	Dallas Grand Ballroom Foyer
3:30 – 5 p.m.	Market Research
Location:	Dallas Grand Ballroom A
Instructors:	Dirk Benedict , <i>Louisiana State University</i> Kristin Rencher , <i>Apio Partners</i>

When the assessment is complete – and if the innovation is determined to be promising – it's time to do market research. You'll learn the basic tools and methods to conduct market research, how to develop your value proposition and pitch, and how to effectively position your technology for potential licensees.

5:15 – 6:30 p.m.	Welcome Reception
Location:	Grand Bryan Ballroom A
Meet your colleagues and form new friendships at this networking reception.	

Tuesday, September 12

7 a.m. – 5 p.m.	Registration
Location:	Dallas Grand Ballroom Foyer
7 – 8 a.m.	Continental Breakfast
Location:	Grand Bryan Ballroom A
8 – 10 a.m.	Reaching Potential Partners
Location:	Dallas Grand Ballroom A
Instructors:	Brian Shedd , <i>Louisiana State University</i> Paul Tumarkin , <i>University of Arizona</i>

Next step is the business case. In this segment, you'll begin to pull together the outcomes of your assessment, valuation, and market research to make a strong business case for the technology. How do you develop and deliver a message that captures the attention of potential partners? How do you balance these time-intensive efforts when there are so many other tasks placing demands on your time? And how do you find leads and effectively manage them? We will explore ways to keep you on track to find partners for your innovations.



Meeting Agenda

Tuesday, September 12 (continued)

10 – 10:30 a.m.	Networking Break
Location:	Dallas Grand Ballroom Foyer
10:30 a.m. – Noon	Innovation Transfer Strategies
Location:	Grand Bryan Ballroom A
Instructors:	Alexander Ducruet, <i>University of Pittsburgh</i> Arundee S. Pradhan, <i>Apio Partners</i> Ray Wheatley, <i>University of Texas Southwestern</i> <i>Medical Center (Retired)</i>

Throughout the process, you will rely upon a number of agreements that let you share information, materials, experience, research activities, and intellectual property rights. This session will review the basics of confidential disclosure agreements, non-disclosure agreements, material transfer agreements, option agreements, sponsored research agreements, licenses, and others.

Noon – 1:30 p.m.	Networking Lunch (provided)
Location:	Grand Bryan Ballroom A
1:30 – 3 p.m.	Sharing Value through Licensing
Location:	Dallas Grand Ballroom A
Instructors:	Alexander Ducruet, <i>University of Pittsburgh</i> Andrew Maas, <i>Louisiana State University</i> Ray Wheatley, <i>University of Texas Southwestern</i> <i>Medical Center (Retired)</i>

It's time to start working with your partner on the deal terms, both specific contract language as well as final financial terms. How do you take the information and turn it into a license that works for both you and your partner?

3 – 3:30 p.m.	Networking Break
Location:	Dallas Grand Ballroom Foyer
3:30 – 5 p.m.	Sharing Value through Licensing – Continued

Wednesday, September 13

7 – 10:30 a.m.	Registration
Location:	Dallas Grand Ballroom Foyer
7 – 8 a.m.	Continental Breakfast
Location:	Grand Bryan Ballroom A
8 – 9:30 a.m.	Basics of Negotiation
Location:	Dallas Grand Ballroom A
Instructors:	Brian Shedd, <i>Louisiana State University</i> Ray Wheatley, <i>University of Texas Southwestern</i> <i>Medical Center (Retired)</i>

You know what you want and what you need. So does your partner. It's time to learn the basics of negotiation so that you and your partner can arrive at a deal that works for both of you. In this highly interactive session, you'll learn the basics of negotiation and begin to deploy the skills you've learned.

9:30 – 10 a.m.	Networking Break
Location:	Dallas Grand Ballroom Foyer
10 a.m. – Noon	Beyond the Deal
Instructor:	Marie Kerbeshian, <i>University of Iowa</i>
Location:	Dallas Grand Ballroom A

You may think you are done when you sign on the dotted line, but every successful technology transfer agreement hopefully leads to a long, rewarding relationship. What role can you play to support the success of this relationship, and how does that impact your office and your own career development?

Noon	Course Adjourns
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AUTM thanks the following sponsor for their generous support:



KSS TechTracS® is designed with technology transfer business and financial management operations in mind. Our flexible tools save time and increase revenue and efficiency. Build your own custom workflow/processes across all business units; users initiate system-to-system batch uploads to iEdison; patent tracking and budget management; agreement compliance automations and reminders; automate reimbursement of unbilled expenses; automate electronic invoice generation, approval and distribution; management of multiple distribution schemas even with multi-party agreements; manage multiple affiliations of faculty; methods to collect interest due, write off bad debt, manage payment plans, and more. Please visit us at www.knowledgesharing.com or call (919) 790-9895 X124.

All Campus Access to Training Webinars



AUTM Introduces the All-Access University Pass for Webinar Training

You can now access the latest AUTM recorded webinar training for your entire campus staff — for an entire year — at one low cost. Who benefits? Your technology transfer office staff, administrators, licensing professionals, research and development staff, new hires, faculty, primary investigators, deans, provosts, Government Relations and others.

Don't miss this opportunity to access convenient, affordable training and stay up-to-date on the latest trends. With campus-wide access, you can increase awareness of your technology transfer office and its vital role while educating university departments on commercialization and sponsored research.

You Will Receive

- A dedicated webpage portal that is branded with your university logo
- Unlimited access to more than 75 recorded webinars
- Topics tailored for those new to technology transfer as well as seasoned veterans

Some of the Topics Available to You:

- Anatomy of a License Agreement
- Technology Transfer Essentials
- Compliance from the Government's Perspective
- Direct Cash Investing: Approaches and Challenges
- How to Learn Technology Transfer without Science

For more information, including pricing on fee-based services, contact Barb Gunderson, AUTM Professional Development Manager, bgunderson@autm.net.

Annual Pricing

University System
\$10,000

Individual University
\$3,000

You do not need to be a member of AUTM to take advantage of the special annual pricing rates, but there must be at least one current AUTM member on your campus to qualify. Pricing is for recorded webinars only; live webinars must be purchased.



Association of University Technology Managers®
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Save the Date

for these future meetings

Annual Meetings

<p>2018 February 18 – 21 JW Marriott Desert Ridge Resort & Spa Phoenix, AZ USA</p>	<p>2020 March 8 – 11 Manchester Grand Hyatt San Diego San Diego, CA USA</p>
<p>2019 February 10 – 13 JW Marriott Austin Austin, TX USA</p>	<p>2021 March 14 – 17 Washington State Convention Center Seattle, WA USA</p>

Region Meetings

Eastern Region Meeting
 October 2 – 3
 Sheraton Boston
 Boston, MA USA

Western Region Meeting
 October 11 – 13
 Santa Clara Marriott
 Santa Clara, CA USA

Partnering Forums

**Advanced Manufacturing:
 Shaping and Joining Technologies**
 October 18-19
 Detroit MI USA

Professional Development

<p>Compliance Course November 1-3 Hyatt Regency Bethesda Bethesda, MD USA</p>	<p>Patent Administrator Intellectual Property Management Course NEW November 1-3 Hyatt Regency Bethesda Bethesda, MD USA</p>
<p>Contracts Administrator Agreement Compliance Course NEW November 1-3 Hyatt Regency Bethesda Bethesda, MD USA</p>	<p>AUTM 2018 Essentials and TOOLS Courses October 22-24, 2018 Hyatt Lodge at McDonald's Campus Oak Brook, IL USA</p>