



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

AUTM 2017 Central Region Meeting

Preliminary Program

July 10 – 12, 2017
Swissotel Chicago • Chicago, Illinois





AUTM 2017 Central Region Meeting

The AUTM 2017 Central Region Meeting will be held at The Swissotel Hotel, Chicago, Illinois, USA. Attendees can expect excellent content, engaging speakers, networking and friendly conversation. Join us for an opportunity to connect, exchange ideas, ask questions and gain valuable contacts. The meeting is expected to host more than 200 leaders in academic research and technology transfer initiatives.

Make the most of your time in Chicago by also attending the AUTM Startup Business Development Course, July 12-13 in the same location.



About AUTM

The Association of University Technology Managers (AUTM) is a nonprofit organization dedicated to bringing research to life by supporting and enhancing the global academic technology transfer profession through education, professional development, partnering and advocacy. AUTM's more than 3,300 members represent managers of intellectual property from more than 350 universities, research institutions and teaching hospitals around the world, as well as numerous businesses and government organizations.



Partnering at the AUTM Central Region Meeting

The AUTM Central Region Meeting will feature a powerful online partnering and networking tool, including a mobile application for iPhone and Android. The program will enable attendees to create detailed organizational and personal profiles, search for other attendees, send and receive messages, easily search for licensing and collaboration opportunities and effortlessly schedule one-on-one meetings. Networking has never been easier!



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Kerri Smith, *Rice University*

Lunch with the Industry Experts

Join us for a special lunch session on Tuesday, July 11, from noon to 1:30 p.m. Industry leaders will lead an informal table discussion on specific topics related to academic industry interactions.

Sign up at the registration desk when you arrive.

Preferred seating is limited.



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 Central Region Meeting will provide 10 hours of continuing education (CE) credits for those who attend the entire meeting.



Meeting Agenda

Sunday, July 9

4 – 5 p.m. **Registration**

5 – 6 p.m. **Early Bird Reception**
Sponsored by  **SCHWEGMAN**
LUNDBERG•WOESSNER

Monday, July 10

8 – 9 a.m. **Breakfast**

7:30 a.m. – 5 p.m. **Registration**

9 – 10:30 a.m. **Plenary Session I**
Sponsored by **HUSCH BLACKWELL**

**Discovery to Disclosure to Development to Drug:
The Story of How a University Invention Became a Blockbuster Drug**

Moderator: **Linda Kawano, GroupOptima**

Speaker: **Richard Silverman, Northwestern University**

Twenty-five years ago, the patent rights to a chemical compound, pregabalin, were licensed by Northwestern University to Warner Lambert. Some 13 years later, the sale of pregabalin was approved for sale in the United States. Today, pregabalin is known under the brand name Lyrica. It is a multi-billion dollar, blockbuster drug for Pfizer. More than 9 million people in the United States have used the pharmaceutical. Northwestern has received more than a billion dollars in royalties to date.

In this opening session, former Northwestern Technology Transfer Program Director (1990-1993), inventor of Lyrica and former Northwestern University Professor Dr. Richard Silverman and Dr. Linda Kawano, will take you back in time to the discovery of pregabalin in 1989. They will discuss how they worked together at Northwestern over 25 years ago.

Dr. Silverman will discuss what led to his discovery of pregabalin and the disclosure of his invention to the university's technology transfer office. Dr. Kawano will discuss technology transfer practice in the early 1990's. This was at a time when email was not an option for many on campus; the average personal computer contained 80286 microprocessors; and the Internet was hardly searchable. Researching potential licensees without the benefits of the World Wide Web, pre-GATT patent strategy and negotiating the option and license agreements for the invention were some of the many challenges. "Antiquated", although effective communication approaches, such as face-to-face meetings, serendipity, a bit of luck, and perseverance all contributed to the story. In conclusion, the speakers will fast-forward their discussion to present time. They will show how the income generated from the invention has and continues to provide research opportunities and scholarships on campus and how future generations will benefit.

10:30 – 11 a.m. **Break**

Meeting Agenda

Monday, July 10

11 a.m. – Noon

Workshops

A1

Best Practices in Women's Entrepreneurship Programs

Moderator:

Dimitra Georganopoulou, *Northwestern University*

Speakers:

Mary Juhas, *Ohio State University*

Eugene Krentsel, *University of Louisville*

Nichole Mercier, *Washington University-St. Louis*

Awareness is growing around the need to develop new strategies to increase the number of women commercializing university research. The reasons are economic – if you are not involving half your researchers in this process, your ecosystem is missing out on innovation. We will hear from three university programs that are focused on improving and enhancing the involvement of women in the entrepreneurship and commercialization process. In addition, a successful female entrepreneur will join us to share her experiences with starting and growing a company.

A2

Term Sheets – Deal Savers or Just Time Stealers

***CLE Eligible**

Moderator:

Charles C. Valauskas, *Valauskas Corder LLC*

Speakers:

Pamela Cox, *Marshall, Gerstein & Borun LLP*

Peter Galindez, *Mayo Foundation*

Marie Kerbeshian, *Indiana University Research & Technology Corporation*

Sulin Shah, *Shire*

Does your institution love term sheets, MOUs, MOAs, LOIs, LOAs, or hardly use anything to negotiate from other than the template license agreement? The panel will explore the effective use of term sheets for internal and external use. For those that don't find term sheets helpful, we'll provide other efficient negotiation constructs. We'll discuss strategies and approaches for these tools, terms to use, whether the syntax is business-speak, legal or a blend, and many other aspects for effective communication. We'll also explore international variations and potential legal hazards.

Noon – 1:30 p.m.

Lunch

Sponsored by



Meeting Agenda

Monday, July 10

1:30 – 3 p.m.

Workshops

B1

When to Walk Away: Managing Technology Portfolios by Strategic Culling

Moderator:

Jean C. Baker, *Quarles & Brady LLP*

Speakers:

Brion St. Amour, *Indiana University Research and Technology Corporation*
Kalpa Vithalani, *Medical College of Wisconsin*
Sharon Walker, *Innovation Partners Healthcare*
Beth Werner, *Wisconsin Alumni Research Foundation*

Limited financial resources are a big concern in most technology transfer offices. One way to free up limited resources is to identify technologies that should not be a part of your portfolio and stop the financial drain as soon as possible. In this session, four technology transfer professionals will break down the technology life cycle and talk about their decision-making process at every step. We'll discuss review of technology intake, the decision to convert a provisional patent application, strategic considerations during patent prosecution, and the practical effects of walking away from a technology. These decisions are not always black and white, but the panel will talk about the way their institution attempts to provide a consistent and practical outcome.

B2

International Patentability: They Do Things Differently

***CLE Eligible**

Moderator:

Jeffrey Peterson, *Michael Best & Friedrich LLP*

Speakers:

Aaron Hurvitz, *Kangxin Partners, P. C.*
Lisa Mueller, *Michael Best & Friedrich LLP*

There have been many changes in the United States in the past few years regarding patentable subject matter, but drafting claims for the United States does mean compliance with the rest of the world. On the contrary, there may be opportunities in foreign jurisdictions for subject matter that is difficult to protect in the United States. This panel will look at subject matter eligibility in China, Europe and Japan and discuss prosecution strategies with respect to subject matter eligibility in these regions.

3 – 3:30 p.m.

Networking Break

3:30 – 3:45 p.m.

AUTM Presidential Address

Speaker:

Mary Albertson, *AUTM President*

Mary Albertson, AUTM's President, will welcome you to Chicago, 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.

Meeting Agenda

Monday, July 10

3:45 – 5:15 p.m.

Plenary Session II
Fair Use: The Inspiration Machine

***CLE Eligible**

Sponsored by  DAVISBROWN
LAW FIRM

Moderator:

Charles C. Valauskas, LLM *Valauskas Corder LLC*

Speakers:

Robert Sikoryak, Artist

It has been long recognized that new creations and innovations are developed from that which came before. The Copyright Act and other laws provide a flexible legal framework that facilitates such developmental efforts. This workshop provides information regarding the details of this legal framework and what happens when it is used as intended.

Chuck Valauskas will discuss what constitutes legally permissible inspired creativity and innovation. Valauskas will review how and under what circumstances the copyright subject matter, data, trademarks and patented property owned by others can be used to develop new creations and innovations.

Robert Sikoryak, the well-known contributor of artistic creations to *The New Yorker*, *Nickelodeon Magazine*, *Wired*, *Raw*, *Harvard Business Review*, *Drawn & Quarterly* and many other publications, will discuss his latest creation, Terms and Conditions. To develop this new work, Sikoryak illustrated the entire Apple iTunes Terms and Conditions electronic license with drawings inspired by nearly a century of art. Each page of this new graphic novel is drawn in the style of the original artist of a different comic book or cartoon strip. A caricature of Steve Jobs takes the place of the main character found in the original comic book or cartoon strip. *The Guardian*, *The Washington Post*, *Slate*, *The Huffington Post*, *Time* and many others have praised Sikoryak's new work.

5:30 – 7 p.m.

Opening Reception

Sponsored by  VALAUSKAS
CORDER LLC



Meeting Agenda

Tuesday, July 11

7:30 a.m. – 5 p.m. **Registration**

8 – 9 a.m. **Breakfast**

9 – 10 a.m. **Workshops**

C1 **Patent System Advocacy**

C2 **What's Still Patentable These Days and How Has It Changed?**
***CLE Eligible**

Moderator: **Mark Staudt**, *Wisconsin Alumni Research Foundation*

Speakers: **Bennett Berson**, *Quarles & Brady LLP*
Heather Gerard, *Promega*

Supreme Court cases and guidelines from the United States Patent and Trademark Office (USPTO) have continued to reshape patentable subject matter. In this session we'll take a look at how things currently stand and how this might influence the disclosures we accept and how we approach prosecution strategies.

10 – 10:30 a.m. **Networking Break**



Meeting Agenda

Tuesday, July 11

10:30 a.m. – Noon **Workshops**

D1 **Inventorship: Let's Help Each Other**
***CLE Eligible**

Moderator: **Tamsen Barrett**, *Norton Rose Fulbright*

Speakers: **David Palmer**, *University of Texas at Austin*
Thelma R. Tennant, *University of Chicago*

It can be frustrating when your researchers don't understand inventorship. It's different from authorship, but what does that mean? How can I be an author and not an inventor? What sort of documentation do I need to support my claims? The questions can be endless and time consuming. This session offers opportunities for those new to technology transfer to sort out these questions and for seasoned professionals to share their favorite (or most horrifying!) stories.

D2 **Industry: What They're Looking for from Technology Transfer**

Noon – 1:30 p.m. **Lunch with Industry Experts**



Meeting Agenda

Tuesday, July 11

1:30 – 3 p.m.

Plenary Session III **Fishbowl Fights: Slippery When Wet**

Moderators:

Eagle Robinson, *Norton Rose Fulbright*
Kerri Smith, *Rice University*
Tamara Wilgers, *University of Missouri – St. Louis*

Technology transfer offices (TTO) are increasingly expected to help faculty build successful startups, but many technology transfer professionals feel like a fish out of water with opportunities slipping through their fingers. Fishbowl Fights 3 has cleaned off the barnacles to offer an improved, interactive session to help you learn from the Big Fish Investors just how to position your faculty startups for investment and growth. This year, three entrepreneurs will present their investor pitch to a panel of venture capitalists, angel investors and more. The panel will provide feedback and encourage discussion on what institutional investors seek when performing due diligence on opportunities and how TTOs can proactively help their startups succeed. After time for questions, audience members will vote for the “most investable” company and prizes will be awarded.

3 – 3:30 p.m.

Networking Break

3:30 – 5 p.m.

Plenary Session IV **AUTM Central Region Trivia Contest**

Sponsored by  **VIKSNINS HARRIS & PADYS** LLP
GLOBAL IP

Moderators:

James Scott Elmer, *St. Jude Children's Research Hospital*
Charles C. Valauskas, *Valauskas Corder LLC*

Back for its 12th year, the trivia contest gives you a chance to make new friends and wow everyone with your knowledge of information stored in the deep recesses of your brain. Participants will be assembled into random teams of five to compete for the coveted title of Trivia Champion and all the glory and fame that goes with it, not to mention a nice trophy that may or may not fit in an overhead bin. Chuck Valauskas will challenge you with questions on a variety of topics related to technology transfer, the Central Region or our host city and state. Come for the fun! Leave with new friends and maybe a trophy!

6:30 – 9 p.m.

AceBounce

Join us at the home of ping pong. AceBounce is an immense ping pong playground with award winning chefs and mixologists, creating an unprecedented party experience.



Meeting Agenda

Wednesday, July 12

7:30 – 10 a.m. **Registration**

8 – 9 a.m. **Breakfast**

9 – 10 a.m. **Workshops**

E1 **Understanding the Pros and Cons of Taking Equity in University Startups**

Moderator: **David McClure**, *Texas Tech University*

Speakers: **Mark T. Ehrmann**, *Quarles & Brady, LLP*
Stephen J. Gardner, *Quarles & Brady, LLP*

The number of license agreements executed between university technology transfer offices and startup companies continues to grow and these agreements often include company equity as a financial consideration in the license terms. This panel will explore the basics of equity grants and discuss the pros and cons of taking an equity position in a startup company. We will examine different types of anti-dilution rights, understand why they are important and discuss how to best manage the university's equity position through the various stages in a company's lifecycle.

E2 **Who Needs a Business Plan:
Innovative Models for Identifying and Validating Value Propositions**

Moderator: **Chase Kasper**, *University of Southern Mississippi*

Speakers: **Ken Jones**, *University of Houston*
Kerri Smith, *Rice University*

With the exception of a few examples, the traditional “disclose-protect-license” model utilized by many technology transfer offices (TTO) is fading. Written business plans rarely survive first customer contact, and new tools and programs for assessing technologies, identifying product and service opportunities, and reducing startup risks are becoming the norm. In an era when more than 70% of university startups are located within the state in which they are formed, universities are demonstrating significant economic contributions to their respective ecosystems. Counter to traditional business plans, programs such as NSF I-Corps and Stanford's Hacking 4 Defense utilize methodologies that have adopted the “business model canvas” to help create viable university-based startups that solve real problems and create real value. This session is designed to compare and contrast innovative models that enhance the TTO's ability to triage university technologies and provide insight into the rigor and opportunities that await inventors, founders and technology transfer professionals.

10 – 10:30 a.m. **Networking Break**

Meeting Agenda

Wednesday, July 12

10:30 a.m. – Noon **Howard Bremer Plenary Session V**
Bayh-Dole: Still Crazy (Good) After All These Years

Moderator: **Jennifer Gottwald**, *Wisconsin Alumni Research Foundation*

Speakers: **Mary Albertson**, *Stanford University*
Joseph Allen, *Joseph Allen & Associates*
Kevin Noonan, *McDonnell Boehnen Hulbert & Berghoff, LLP*

To those of us working in technology transfer, the Bayh-Dole Act, passed in 1980, can be seen as not only beneficial to American innovation, but also as the genesis of our careers. The Bayh-Dole Act has been documented to get early therapeutic candidates into the hands of companies who develop them, create local jobs in startups, add to the U.S. economy, and improve the quality of life for many people. The mission outlined in the Bayh-Dole Act has guided our constant evolution in how we best carry out technology transfer. But do not for one minute believe that everyone sees our collective successes the same way we do. Critics (and well-meaning newcomers) abound, and we would be wise to hear their criticisms and respond in both thoughtful, data supported ways as well as compelling stories. This session includes some of our top thought leaders to discuss ‘this inspired piece of legislation’ with today’s lens. We will explore Bayh-Dole attacks, discuss best practices in proactively touting success as well as responding to our critics, and perhaps even celebrate our significant successes. This informal discussion will have plenty of time for audience questions and thoughts, so come ready to share. Please join us to close out the 2017 Central Region meeting in style.

Noon **Meeting Adjourns**



General Information

AUTM Central Region Meeting Hotel

Swissotel Chicago
323 East Upper Wacker Drive
Chicago, IL 60601
Hotel Phone: +1-312-565-0565
Reservations: +1-888-737-9477

Location

The Swissotel Chicago is located just steps away from exclusive shopping on the Magnificent Mile in downtown Chicago. The hotel has amazing wrap around views from Navy Pier to Millennium Park. Come enjoy the European style and contemporary elegance that is truly unique among downtown Chicago accommodations.

Hotel Accommodations

AUTM has negotiated a discounted rate of \$239 for single or double occupancy, plus applicable taxes. These rates will be available to attendees, based on availability, from Wednesday, July 5, through Saturday, July 15, 2017. **Reserve a room online**, or call the hotel at +1-888-737-9477 and identify yourself as an AUTM meeting attendee to obtain the special rate. Make reservations by June 19, 2017. Discounted room rates may not apply after this date. A credit card guarantee is required to hold your reservation. The hotel will charge the equivalent of one night's room and tax if cancellation notice is not provided to the hotel by noon at least 48 hours before scheduled arrival. Hotel check-in is 3 p.m. and check-out is noon.

Airport Transportation Information

The Swissotel is located about 20 miles, and about 25 minutes from the Chicago O'Hare International Airport (ORD). It is approximately a \$60 taxi fare, \$35 Uber, \$3 subway ride. Shuttle service is available at the airport from Go Airport Express Shuttle. Please check with shuttle service for rates, as they may vary. You can book online or call +1-888-284-3826 to speak with a customer service representative. You are encouraged to book your reservation three days in advance; however, they do allow walk ups at their booth and will get you out as soon as possible.

Car Rental

Avis Rent A Car System Inc. is the official car-rental service for AUTM meetings. Avis agents can provide the best available rates during your stay. For reservations, call +1-800-331-1600 and reference the AUTM Avis Worldwide discount number J867535 to receive special pricing. If you prefer, make your reservation online.

Parking

Valet parking is \$70 per day with in and out privileges and self-parking is available for \$32 per day. Rates are subject to change.

Attire and Weather

Attire for AUTM meetings is business casual. Average daytime high temperature in Chicago in July is 84°F (29°C); the average low temperature is 68°F (20°C). Because meeting room temperatures sometimes fluctuate, AUTM recommends bringing a light sweater or jacket.

International Visas

Travelers coming from qualified countries to the United States for tourism or business for 90 days or less may be eligible to visit the United States without a visa. For additional information visit <http://www.travel.state.gov>.

Sponsorship Opportunities

Your sponsorship of AUTM Central Region Meeting underscores your involvement in the technology transfer field and helps AUTM keep registration fees low - allowing technology transfer professionals from all backgrounds and skill levels to attend. A wide range of sponsorship opportunities are available. For details, contact Madhuri Carson by phone at +1-847-686-2362, or via email at mcarterson@autm.net.

Registration Information

Full meeting registration includes admission to all meeting workshops and group meal functions.

Student Registration

Student registration includes admission to all educational sessions, group meal functions and social events. Proof of full-time student status, such as a signed and dated letter from a professor, is required to register at the student rate of \$195.

Accompanying Persons

Each person who registers for the full meeting (three-day registration) may register a guest at the rate of \$150. This guest registration is limited to individuals who are not practicing professionals in the technology transfer or intellectual property field. Accompanying person registration includes admission to group meals and receptions only. To register your guest, complete the "Name of Accompanying Person" line on the registration form and add the \$150 fee to your total payment.

Processing Registrations

AUTM will process course registrations only when they are accompanied by a check or include credit card information.

Please note: Registration forms, with fees paid, must be post-marked (if mailed) or received by fax by June 22, 2017, to qualify for the discounted early rate. Registrations received after June 22 must be paid at the higher rate. To be considered preregistered, your registration, changes or substitutions must be received by June 22, 2017.

Exclusion from Registration Lists

When you register you have the option to opt out of registration lists shared with fellow attendees and meeting sponsors. Pre- and post-registration lists include your name, company, mailing address, email and phone number. The pre-registration list is posted to the meeting website for all registered attendees to access. The pre- and post-registration lists are shared with meeting sponsors and only include mailing address information. When you select "do not post my name on the registration list" your name and contact information will be excluded from the pre-registration list posted on the website and removed from lists shared with sponsors.

AUTM Membership

AUTM membership entitles you to deep discounts on meeting registrations throughout the year. To learn more about the benefits of membership, or to become an AUTM member, visit the membership section of the AUTM website.

Questions

If you have questions about registration, contact Lauren Rich at AUTM headquarters via email at Lrich@autm.net or by phone at +1-847-686-2351 or fax at +1-847-686-2253.

REGISTER ONLINE TODAY

The logo for the Association of University Technology Managers (AUTM) features the acronym "AUTM" in a bold, blue, sans-serif font. A stylized blue swoosh underline is positioned beneath the letters. To the right of the swoosh is a small registered trademark symbol (®).

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

AUTM 2017 Central Region Meeting





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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

Canadian Meeting & Directors' Forum

June 25 – 27
 McGill University
 Montreal, Canada

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

Neurodegenerative Disease Research and Technologies
 August 18
 University of Southern California
 Los Angeles, CA USA

Animal Health and Nutrition Technologies
 August 29-30
 Sheraton Kansas City Hotel at Crown Center
 Kansas City, MO USA

Professional Development

Startup Business Development Course
 July 12-13
 Swissotel Chicago
 Chicago, IL USA

Compliance Course
 November 1-3
 Hyatt Regency
 Bethesda
 Bethesda, MD USA

Essentials of Academic Technology Transfer
 September 11-13
 Crowne Plaza
 Dallas Downtown
 Dallas, TX USA

Contracts Administrator Agreement Compliance Course **NEW**
 November 1-3
 Hyatt Regency
 Bethesda
 Bethesda, MD USA

Technology Operations and Organization Licensing Skills Course (TOOLS)
 September 11-13
 Crowne Plaza
 Dallas Downtown
 Dallas, TX USA

Patent Administrator Intellectual Property Management Course **NEW**
 November 1-3
 Hyatt Regency
 Bethesda
 Bethesda, MD USA