AUTM 2017 Annual Meeting

Attend the 2017 Annual Meeting and you’ll learn why AUTM is the gold standard for professional development in technology transfer. Your opportunity to network with industry, investors and nearly every academic research institution in the world in one location is here. Gain more knowledge, build stronger relationships and deliver greater value to your office. If you are responsible for marketing, valuation, protecting, licensing or negotiating university intellectual property, or, you are searching for intellectual property to license, we look forward to seeing you in Hollywood, FL, March 12 – 15, 2017.

About AUTM

The Association of University Technology Managers 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.

“The must-go connectivity event of the year. Partnering is first and foremost about interpersonal relations and trust: the AUTM Annual Meeting is a great conduit to establish and reinforce professional relationships, and promote effective communication at the industry-university interface.”

— Isabelle M. Gorrillot, PhD, Managing Director, Areon Biosciences, Past LES USA-Canada Trustee and IUGI co-chair

www.autm.net/2017
Education & Networking

Whether you're new to the profession, a leader in the field or somewhere in between – the AUTM Annual Meeting is where 98% of attendees come for the outstanding networking and 93% come to learn about best practices. Make the most of your time out of the office and accomplish everything you need to be successful in your career - from important business contacts to cutting-edge education.

AUTM Connect makes partnering a breeze to schedule meetings and connect with other attendees.

If you’re from a large public institution, small private university, an industry representative scouting the latest technologies, or a research institution – everyone benefits by attending the AUTM Annual Meeting. Our more than 90 workshops are captured and viewable online or as downloads for easy learning - wherever and whenever you want, even after the meeting ends.

Attendance at the AUTM Annual Meeting applies toward your Registered Technology Transfer Professional (RTTP) and Certified Licensing Professional (CLP) designations, as well as your continuing legal education (CLE).

Table of Contents

Highlights and Networking Events 4 – 7
Fireside Chat Speaker 5
Keynote Speaker 5
Industry-Academia Partnering Forum 6
AUTM Venture Forum 6
Plenary Session 7
AUTM Connect Online Partnering 8
Registered Technology Transfer Professional (RTTP) 8
Continuing Legal Education (CLE) 9
Certified Licensing Professionals (CLP) 9
Schedule at a Glance 10 – 12
Exhibit Opportunities 13
Sponsorship Opportunities 13
AUTM Marketing CourseSM 13
AUTM Technology Valuation CourseSM 14
AUTM Negotiation CourseSM 14
Accommodations, Communications and Travel 16
Registration 17 – 21

“I was a first timer to the 2016 AUTM Annual Meeting through a scholarship. This meeting absolutely exceeded my expectations of how a technology transfer professionals’ meeting should be. Every session and person I met was very resourceful and willing to network. All participants — from the organizers and speakers to regular attendees — were very welcoming. I particularly found the AUTM Connect platform very user-friendly. For an early career professional like me hailing from a developing country where technology transfer is practically in its infancy stages, the AUTM Meeting gave an encouraging outlook into the future of this profession. I sincerely thank AUTM for giving me this opportunity and I look forward to attending the future meetings!”

— Jeena Joseph, PhD
Office of Technology Ventures
Rajiv Gandhi Centre for Biotechnology, Trivandrum, INDIA
Highlights You Don’t Want to Miss

Career Development Forum

Sunday, March 12
3:30 – 4:30 p.m.

This highly-interactive session, presented by experienced colleagues in the field, will examine the diverse backgrounds, roles and responsibilities of entry-, mid- and senior-level technology transfer professionals. Part of the discussion will focus on the value and experience gained by transitioning between academia and industry (in either direction). Presenters and participants will have time to engage in open and dynamic conversations about challenges and opportunities at every level. If you are thinking about your future professional goals or are new to the profession and would like to know about options within the field, this session is for you!

**Moderator:**
Anna Solowiej, PhD., JD, Technology Transfer Specialist, National Institutes of Health

**Panelists:**
Dipanjana (DJ) Nag, PhD, MBA, CLP, RTTP, Associate Vice President Technology Transfer, Ohio State University
B. Jaysen Rajkomar, JD, Industrial Contracts Officer, Stanford University
Gayatri Varma, PhD, Director, Collaborations, Partnering and Strategy, MedImmune

First-time Attendee Briefing

Sunday, March 12
4:30 – 5 p.m.

This session is tailored for first-time attendees or those who have only attended a few times.

This session will help you maximize your experience at the AUTM Annual Meeting. The facilitators will briefly review the conference program and underscore specific educational and networking opportunities, forums, receptions, and other meeting highlights and special events. The partnering software, AUTM Connect™, will also be reviewed to maximize your networking capabilities. You’ll also learn about membership benefits available long after the meeting has ended.

First-time Attendee Reception

Sunday, March 12
5 – 6 p.m.

Start off the meeting with this reception designed for those new to the AUTM Annual Meeting. Introduce yourself to other new attendees, exchange business cards and enjoy the refreshments at this networking event.

“Excellent opportunity to learn the tools and techniques concerning technology transfer and its importance in the economic development of any nation. Nice opportunity for networking with industry and professionals.”

— Ahmer Rafi, Institute of Space Technology
Islamabad, Pakistan
Highlights You Don’t Want to Miss

Fireside Chat

Featuring Michelle K. Lee, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

Sunday, March 12
6 – 7 p.m.

As Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO), Michelle Lee provides leadership and oversight to one of the largest intellectual property offices in the world, with over 12,000 employees and an annual budget of more than $3 billion.

Ms. Lee also serves as the principal advisor to the President, through the Secretary of Commerce, on domestic and international intellectual property policy matters. Through working to strengthen the intellectual property systems—including patents, trademarks, copyrights and trade secrets—she helps promote innovation and economic growth. Ms. Lee also drives international intellectual property harmonization efforts, which support the administration’s top priorities to increase both trade and economic growth.

Ms. Lee is the first woman to serve as Director of the USPTO in the country’s history and has been recognized as one of the “Top 50 Most Influential Visionaries in American Public Policy,” a “Tech Titan” and one of the top 100 most influential women in the Silicon Valley. Come listen to her conversation with AUTM President-elect, Mary Albertson, and learn how her roles at HP, MIT and Google helped shape her current perspective and future strengthening of IP systems.

Keynote Speaker

Russell E. Levine, PC, CLP

Monday, March 13
8 – 10 a.m.

Back by popular demand, we welcome Russell E. Levine to the center stage. As a partner at Kirkland & Ellis LLP where he has spent his entire 30+ year career, he focuses his trial, appellate and alternative dispute resolution practice on patent infringement matters and disputes involving and related to technology transfer and patent license agreements. Mr. Levine’s expertise enables him to identify the “Top 10” court decisions affecting licensing which he’ll present in an entertaining and informative manner. His technology transfer and licensing practice includes structuring and negotiating both licensing-in and licensing-out transactions.


He is co-editor of International Licensing and Technology Transfer: Practice and the Law. Russell holds a BS in Engineering and a BS in Economics from the University of Michigan. He received his law degree from the University of Chicago. He is on the World Intellectual Property Organization’s List of Mediators and Arbitrators, and he is registered to practice before the United States Patent and Trademark Office.
Highlights You Don’t Want to Miss

Industry/Academia Partnering Forum

Monday, March 13
1:30 – 5:15 p.m.

Join the leaders of Industry and Academia as participants meet together for an informative, fast-paced “speed meeting.” Check out potential partners with this new twist on an old favorite. During this session you’ll quickly learn what type of technologies industry partners seek. You may discover the ideal partner – or, move on to the next – holding out for a better match. A networking reception open to all attendees immediately follows the lightning rounds – allowing plenty of time to network and get to know each other better!

Opening Reception

Monday, March 13
6:30 – 8 p.m.

Kick off the annual meeting in style. The Opening Reception is a great place to start networking and make new friends. Bring plenty of business cards!

AUTM Venture Forum

Tuesday, March 14
9 a.m. – 12:30 p.m.

You won’t want to miss this year’s business competition. Similar to the popular TV show Shark Tank, but without the bite, you’ll watch in real time as top venture investors in the country discuss business plan presentations from university-related startup companies as they compete for a $10,000 cash prize. This is a unique opportunity to learn what makes a successful pitch. Learn what worked, what didn’t and why, so you can improve your own techniques.

Art Deco Walking Tour
(additional fee required, spots are limited)

Tuesday, March 14
1:30 – 5 p.m.

Hop on a charter bus to South Beach for a guided tour of the Art Deco District. Lovers of the unique Art Deco style of architecture will be in awe of the largest group of Art Deco buildings in America, located on Miami Beach. More buildings of this period are being restored every day. Cotton candy-colored hotels and apartment houses dot the square miles on South Beach, the only 20th century historic district listed in the U.S. National Register of Historic Places. This streamlined architecture and style popular in the 20’s and 30’s is enjoying a resurgence and the Art Deco District is one of the East Coast’s hottest night spots.
Highlights You Don’t Want to Miss

Intellectual Property Dispute Settlement in Life Sciences

Tuesday, March 14
2 – 3:30 p.m.
Moderator: Adam Rattray, WIPO Arbitration and Mediation Center

Join us for an overview of the contractual framework of collaborations in life sciences, relevant IP matters, actual and potential disputes, and options to resolve such disputes. Renowned speakers will discuss their experience of court litigation, mediation and arbitration in major life sciences markets in Europe, the United States of America and the BRIC countries. They will focus on issues such as cost, time and enforceability of court litigation as compared to procedures under the WIPO Expedited Arbitration, Arbitration and Mediation Rules.

Plenary Session

Wednesday, March 15
8:30 – 10:30 a.m.

Gain new insights on the business of technology transfer from the dynamic plenary speaker.

Closing Reception

Wednesday, March 15
6:30 – 8 p.m.

Send out the AUTM Annual Meeting in style. Take advantage of this opportunity to cement new connections and mingle with friends and colleagues.

“The AUTM Annual meeting is the single most valuable resource in tech transfer because of the wealth of information your fellow attendees are willing to share. I have never known a more welcoming, honest and open community of professionals.”

— Cecilia Basic, PhD, Florida Institute of Technology
General Information

The AUTM Annual Meeting features our powerful online partnering and networking tool, AUTM Connect™. AUTM Connect will enable attendees to create detailed organizational and personal profiles, search effortlessly for other attendees, send and receive messages, easily search for licensing and collaboration opportunities and intelligently schedule one-on-one meetings.

AUTM Connect Partnering Place

Attendees connecting through AUTM Connect™ may request a meeting space in the AUTM Connect Partnering Place. The AUTM Connect Partnering Place is perfect for holding relaxed meetings or negotiations. Appointments can be made through AUTM Connect during the meeting.

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.

<table>
<thead>
<tr>
<th>Registered Technology Transfer Professional (RTTP)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete 60 hours of relevant continuing education to be eligible for the RTTP designation. For more information visit the Alliance of Technology Transfer Professionals (ATTP) at <a href="http://www.attp.info">www.attp.info</a>.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Eligible credit hours offered at the AUTM Annual Meeting</strong></td>
<td><strong>Instruction Hours</strong></td>
</tr>
<tr>
<td>Marketing Course</td>
<td>7 hours</td>
</tr>
<tr>
<td>Technology Valuation Course</td>
<td>7 hours</td>
</tr>
<tr>
<td>Negotiation Course</td>
<td>3 hours</td>
</tr>
<tr>
<td>AUTM Annual Meeting Attendance</td>
<td>10 hours</td>
</tr>
</tbody>
</table>
General Information

Continuing Legal Education (CLE)

The AUTM 2017 Annual Meeting will offer continuing legal education (CLE) credit for attorneys. AUTM has applied for sponsorship for CLE credit to the 40 states that require continuing legal education credits. Attendees will be able to earn up to 18.5 hours of credit.

*In select states, credits may vary, approval pending.

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 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 about recertification requirements.

Deadlines

January 5, 2017
Exhibit Booth Reservation Deadline

February 9, 2017
Hotel Reservation Deadline

January 13, 2017
Early Registration Deadline

March 1, 2017
Preregistration Deadline
## Schedule at a Glance

*(Schedule subject to change)*

### Sunday, March 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m. – 7 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>AUTM Marketing Course</td>
</tr>
<tr>
<td></td>
<td><em>(additional fee, meals included, seating is limited)</em></td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>AUTM Valuation Course</td>
</tr>
<tr>
<td></td>
<td><em>(additional fee, meals included, seating is limited)</em></td>
</tr>
<tr>
<td>3:30 – 4:30 p.m.</td>
<td>AUTM Career Development Forum</td>
</tr>
<tr>
<td>4:30 – 5 p.m.</td>
<td>First-time Attendee Briefing</td>
</tr>
<tr>
<td>5 – 6 p.m.</td>
<td>First-time Attendee Reception</td>
</tr>
<tr>
<td>6 – 7 p.m.</td>
<td>Fireside Chat</td>
</tr>
</tbody>
</table>

### Monday, March 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 7:20 a.m.</td>
<td>Spin Class <em>(additional fee applies, space is limited)</em></td>
</tr>
<tr>
<td>7 – 8 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>7 a.m. – 5 p.m.</td>
<td>AUTM Registration</td>
</tr>
<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Partnering Place</td>
</tr>
<tr>
<td>7 a.m. – 6:30 p.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>8 – 10 a.m.</td>
<td>Keynote Address, Plenary and Awards Presentation</td>
</tr>
<tr>
<td>10 – 10:45 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:45 a.m. – 12:15 p.m.</td>
<td>Track A – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>12:15 – 1 p.m.</td>
<td>Lunch</td>
</tr>
<tr>
<td>1 – 1:45 p.m.</td>
<td>Dessert Reception in the Exhibit Hall</td>
</tr>
<tr>
<td>1:45 – 3:15 p.m.</td>
<td>Industry/Academia Partnering Forum: Part 1</td>
</tr>
<tr>
<td>1:45 – 3:15 p.m.</td>
<td>Track B – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>3:15 – 4 p.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>4 – 5:30 p.m.</td>
<td>Industry/Academia Partnering Forum: Part 2</td>
</tr>
<tr>
<td>4 – 5:30 p.m.</td>
<td>Track C – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>5:30 – 6:30 p.m.</td>
<td>Industry/Academia Networking Reception and Exhibits</td>
</tr>
<tr>
<td>6:30 – 8 p.m.</td>
<td>Opening Reception</td>
</tr>
</tbody>
</table>
## Schedule at a Glance

*(Schedule subject to change)*

### Tuesday, March 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 7:20 a.m.</td>
<td>Spin Class <em>(additional fee applies. Space is limited)</em></td>
</tr>
<tr>
<td>6:30 – 7:20 a.m.</td>
<td>Beach Yoga <em>(additional fee applies. Space is limited)</em></td>
</tr>
<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Partnering Place</td>
</tr>
<tr>
<td>8 – 9 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>8 – 9 a.m.</td>
<td>AUTM Central Region Meeting Breakfast</td>
</tr>
<tr>
<td>8 – 9 a.m.</td>
<td>Public Policy Breakfast <em>(by invitation)</em></td>
</tr>
<tr>
<td>8 a.m. – 3:30 p.m.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>8 a.m. – 2 p.m.</td>
<td>AUTM Registration</td>
</tr>
<tr>
<td>9 – 10:30 a.m.</td>
<td>AUTM Venture Forum Part 1</td>
</tr>
<tr>
<td>9 – 10:30 a.m.</td>
<td>Track D – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>10:30 – 11:15 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>11:15 a.m. – 12:45 p.m.</td>
<td>AUTM Venture Forum Part 2</td>
</tr>
<tr>
<td>11:15 a.m. – 12:45 p.m.</td>
<td>Track E – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>12:45 – 1:30 p.m.</td>
<td>AUTM Negotiation Course Lunch</td>
</tr>
<tr>
<td>12:45 – 2 p.m.</td>
<td>Eastern Region Planning Committee Lunch <em>(by invitation)</em></td>
</tr>
<tr>
<td>12:45 – 2 p.m.</td>
<td>Central Region Planning Committee Lunch <em>(by invitation)</em></td>
</tr>
<tr>
<td>12:45 – 2 p.m.</td>
<td>Western Region Planning Committee Lunch <em>(by invitation)</em></td>
</tr>
<tr>
<td>12:45 – 2 p.m.</td>
<td>Communications Lunch <em>(by invitation)</em></td>
</tr>
<tr>
<td>12:45 – 4 p.m.</td>
<td>Canadian Lunch and Programming</td>
</tr>
<tr>
<td>1:30 – 5 p.m.</td>
<td>AUTM Negotiation Course <em>(additional fee, seating is limited)</em></td>
</tr>
<tr>
<td>1:30 – 5 p.m.</td>
<td>Art Deco Walking Tour <em>(additional fee, spots are limited)</em></td>
</tr>
<tr>
<td>2:30 – 3:30 p.m.</td>
<td>WIPO discussion on Intellectual Property Dispute Settlement in Life Sciences</td>
</tr>
<tr>
<td>2:30 – 3:30 p.m.</td>
<td>Refreshment Break in Exhibit Hall</td>
</tr>
</tbody>
</table>
## Schedule at a Glance

*(Schedule subject to change)*

### Wednesday, March 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 7:20 a.m.</td>
<td>Spin Class <em>(additional fee applies. Space is limited)</em></td>
</tr>
<tr>
<td>6:30 – 7:20 a.m.</td>
<td>Beach Yoga <em>(additional fee applies. Space is limited)</em></td>
</tr>
<tr>
<td>7:30 a.m. – 3:30 p.m.</td>
<td>AUTM Registration</td>
</tr>
<tr>
<td>7:30 a.m. – 3:30 p.m.</td>
<td>AUTM Connect Partnering Place</td>
</tr>
<tr>
<td>8 – 9 a.m.</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>9 – 11 a.m.</td>
<td>Plenary and Awards Presentation</td>
</tr>
<tr>
<td>11 – 11:30 a.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Track F – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>12:45 – 2 p.m.</td>
<td>Lunch</td>
</tr>
<tr>
<td>2 – 3:15 p.m.</td>
<td>Track G – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>3:15 – 3:45 p.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>3:45 – 5 p.m.</td>
<td>Track H – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td>5:30 – 7:30 p.m.</td>
<td>Closing Reception</td>
</tr>
</tbody>
</table>

“For university licensing professionals, attendance at AUTM meetings is essential to professional growth and personal success. I recommend both the annual meeting and the regional meetings.”

— Richard Cox, *University of Notre Dame*
Exhibit Opportunities

Vendors and service providers: The AUTM Annual Meeting is your one opportunity each year to meet more of your customer base than at any other time — all under one roof. Contact new prospects, generate leads, introduce your presence in the marketplace, sharpen your sales skills and thank established customers while you exhibit at AUTM’s Annual Meeting. The deadline to secure your space is January 5, 2017.

Show Leadership through Sponsorship

Your sponsorship of the AUTM Annual 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.

Private Social Functions/Special Events

If your organization would like to host a hospitality, function or social event during the AUTM Annual Meeting, it must be pre-approved by AUTM. Social functions are allowed only during program-free hours and must not conflict with any of AUTM’s educational sessions, special programs, social and themed events, including receptions and meals provided by AUTM.

For details and information about exhibits and sponsorship opportunities, visit the AUTM website or contact Madhuri Carson at mcarson@autm.net or +1-847-686-2362.

Additional Education Opportunities

(Additional fee required, seating limited)

AUTM Marketing CourseSM

Sunday, March 12
7 a.m. – 5 p.m.

As one of AUTM’s most popular and enduring courses, the Marketing Course is designed to put you ahead of the game. Learn basic marketing concepts and acquire new tools and new skills to get your technologies licensed. The course follows the technology marketing lifecycle – from effective market research to making the business case and generating qualified licensing leads.

In the course you will learn how to:
• Understand the value proposition of your inventions
• Develop your marketing mix and strategy
• Write effective technology summaries that capture licensee interest
• Position yourself to make the sale and close the deal

The AUTM Marketing Course is a full-day educational event that includes focus on key marketing concepts. Both basic and advanced topics, including brand, strategic communications, marketing tools, and customer relationship management are interwoven throughout the day. You’ll leave the course armed with the knowledge you need to take your technology licensing activities to the next level.
Additional Education Opportunities
(Additional fee required, seating limited)

AUTM Technology Valuation Course™

Sunday, March 12
7 a.m. – 5 p.m.

The AUTM Technology Valuation Course teaches technology valuation as specifically applied to academic licensing. The first half of the course reviews key concepts such as value creation, accounting measurements and key license terms that affect value and risk. It then reviews basic valuation methodologies, including cost, industry standards, comparables, profit allocation, discounted cash flow and equity. The first part concludes with a review of payment structures within a license.

The second half of the course consists of case studies derived from real world examples. The class will also be divided into groups to develop license term proposals, which will then be discussed by the class. If you have or will have responsibility for negotiating licenses, the AUTM Valuation Course is for you. Registrants should have a basic familiarity with the structure and payment mechanisms used in a license, an intermediate level of experience in license negotiations and basic knowledge of the valuation methodologies that are reviewed in the first half of the course.

AUTM Negotiation Course™

Tuesday, March 14
12:45 – 5 p.m.

Make the most out of your participation in the AUTM Annual Meeting by attending the AUTM Negotiation Course. This educational course is a must-attend for anyone involved in negotiations. The course will explore the art of negotiation with an emphasis on the practical tools and strategies essential for conducting successful negotiations.
Accommodations, Communications and Travel Information

Hotel and Travel
The AUTM 2017 Annual Meeting will be held at The Diplomat Beach Resort in Hollywood, Florida, where AUTM has negotiated a discounted room rate of $285 USD per night for a single or double occupancy. Rooms and rates are based on availability and subject to state and local fees/taxes (which is currently 11 percent). Be sure to make reservations by February 9, 2017, afterwards, the discounted room rates may not apply.

To reserve a room at the discounted rate, call The Diplomat Beach Resort reservations at +1-855-689-2911, 24 hours a day, seven days a week and identify yourself as an AUTM Annual Meeting attendee. Click here to make your reservation online or visit the AUTM Annual Meeting website at www.AUTM.net/2017. For reservations following the February 9 deadline, call the hotel directly at +1-954-602-8700.

All reservations require a first night room deposit, or guests can guarantee reservations with a major credit card. Your credit card will not be charged prior to arrival. Make any necessary cancellations at least 48 hours before the scheduled date of arrival to avoid a cancellation charge. Discounted room rates are available three days before and three days after the meeting dates, based on availability. Hotel check-in time is 4 p.m. and check-out is Noon.

Host Hotel
The Diplomat Beach Resort
3555 South Ocean Dr.
Hollywood, Florida 33019
Toll Free Reservations: +1-855-689-2911
International Reservations: +800-445-8667
Guest Phone: +1-954-602-6000
Guest Fax: +1-954-602-7000

Ground Transportation
Fort Lauderdale International Airport (FLL) is approximately 22 minutes (9 miles) from the The Diplomat Beach Resort. The estimated taxi fare is $34 (one way). Florida Limo provides one-way and round-trip transport between Fort Lauderdale International Airport and the The Diplomat Beach Resort. They operate 24 hours a day, 7 days a week. Florida Limo Service has kiosks at the end of every terminal, near the curb. Florida Limo offers shared ride service for $15 one-way and $30 round-trip. Private sedan service is available for $52 one-way and $104 round-trip. These rates are subject to change and do not include tip. Round-trip reservations must be made in advance. Visit www.floridalimo.com or call +1-800-244-8252 to make your reservations.

Miami International Airport (MIA) is approximately 39 minutes (25 miles) from the The Diplomat Beach Resort. The estimated taxi fare is $72 (one way). SuperShuttle provides one-way and round trip transport between Miami International Airport and the The Diplomat Beach Resort. They operate 24 hours a day, 7 days a week. Shuttles depart from the airport from the Ground Transportation area outside Baggage Claim. Visit SuperShuttles to reserve online or call +1-305-871-2000. The one-way cost is $31/person. An additional $1 will be charged for reservations made over the phone. Round-trip arrangements must be made in advance and must be pre-paid. The round-trip cost is $62/person.
Accommodations, Communications and Travel Information

Car Rental
Avis is the official car rental service for the AUTM 2017 Annual Meeting. An advance reservation is recommended. For online reservations click here or call +1-800-331-1600. Use AUTM’s Worldwide Discount number J867535 to receive special pricing. This discount will be effective March 7 – 24, 2017.

Parking
The Diplomat Beach Resort valet parking is $36 per day and self-parking fee is $26 per day for hotel guests. Both rates include in-and-out privileges for guests staying overnight. Rates are subject to change.

Foreign Visas
Travelers coming from qualified countries to the United States for tourism or business for 90 days or less may be eligible to visit without a visa. For more information visit https://travel.state.gov/content/travel/en.html.

Dress Code
Attire for the AUTM Annual Meeting is business casual. Because meeting room temperatures sometimes fluctuate, AUTM recommends bringing a light sweater or jacket.

Questions
If you have questions regarding accommodations and travel, contact AUTM headquarters via email at annualmeeting@autm.net, by phone at +1-847-686-2244, or by fax at +1-847-686-2253.
Registration

The AUTM Annual Meeting registration fee includes admission to all educational workshops, mini-courses, session recordings synced with slides, special interest groups (SIG), plenary sessions, First-time Attendee Reception, Industry Plenary, Venture Forum, Industry-Academia Partnering Forum and Reception, Fireside Chat, exhibits, AUTM Connect online partnering tool and group meal functions. You must be a current AUTM member to qualify for the member registration fee.

Take the AUTM 2017 Annual Meeting anywhere!

All annual meeting registrations include free access to more than 60 workshop recordings captured as true multimedia recreations with synchronized slides and handouts. Experience AUTM 2017 Annual Meeting wherever and whenever you want—online or as downloads in MP3 format for easy listening.

Prepaid by January 13, 2017

Your payment must be received by January 13, 2017, to qualify for the early registration fee. Registration forms that do not include credit card information or a check for payment cannot be processed and do not qualify as an early paid registration.

Join and Save!

Join AUTM or renew your 2017 membership dues and receive the discounted member rate for the Annual Meeting. There is an additional fee for the AUTM Technology Valuation, Marketing, or Negotiation Courses.

AUTM's membership renewal cycle begins October 1. New and renewing members will be accepted October 1, 2016 for the 2017 membership year.

AUTM membership is on an individual basis. Membership must be current for the year in which the meeting is held.

Visit www.autm.net/getinvolved/ to join or renew online.

<table>
<thead>
<tr>
<th>Prepaid by January 13, 2017</th>
<th>Prepaid after January 13, 2017 and by March 1, 2017</th>
<th>After March 1, 2017 and in person</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTM Member ............... $840</td>
<td>AUTM Member ............... $915</td>
<td>AUTM Member ............... $1,015</td>
</tr>
<tr>
<td>Electronic &amp; Nonmember Member. . . $1,140</td>
<td>Electronic &amp; Nonmember Member. . . $1,215</td>
<td>Electronic &amp; Nonmember Member. . . $1,315</td>
</tr>
</tbody>
</table>

One-Day Registration

One-day registration includes admission to all educational sessions, exhibits, the online partnering tool, session recordings, group meal functions and social events scheduled for the day purchased.

AUTM Member One-Day Registration $600
Nonmember One-Day Registration $950

Student Registration

Student registration includes admission to all educational workshops, mini-courses, session recordings synced with slides, special interest groups (SIG), plenary sessions, First-time Attendee Reception, Industry Plenary, Venture Forum, Industry-Academia Partnering Forum and Reception, Fireside Chat, exhibits, AUTM Connect online partnering tool and group meal functions. Proof of full-time student status is required to register at the student rate.

Student $350
Registration

Continuing Legal Education (CLE) Credit
(Upto 18.5 hours credit with an option to earn up to 1.5 hours of Ethics CLE). AUTM has applied for sponsorship for CLE Credit in the U.S. states that require CLE Credit.*

| Continuing Legal Education (CLE) Credit | $175 |

* In select states, pending approval.

AUTM Marketing Course℠
The AUTM Marketing Course is a full-day educational event that includes a networking breakfast, lunch and refreshment breaks. Scheduled for Sunday, March 12. Seating is limited.

Prepaid by January 13, 2017
- AUTM Member: $295
- Nonmember: $375

Prepaid after January 13, 2017 and by March 1, 2017
- AUTM Member: $350
- Nonmember: $425

After March 1, 2017 and in person
After March 1, 2017, you must pay the on-site registration fee and register online or in person at the registration desk.
- AUTM Member: $400
- Nonmember: $475

AUTM Technology Valuation Course℠
The Technology Valuation Course is a full-day educational event that includes a networking breakfast, lunch and refreshment breaks. Scheduled for Sunday, March 12. Seating is limited.

Prepaid by January 13, 2017
- AUTM Member: $295
- Nonmember: $375

Prepaid after January 13, 2017 and by March 1, 2017
- AUTM Member: $350
- Nonmember: $425

After March 1, 2017 and in person
After March 1, 2017, you must pay the on-site registration fee and register online or in person at the registration desk.
- AUTM Member: $400
- Nonmember: $475
Registration

AUTM Negotiation Course℠
The AUTM Negotiation Course is a half-day educational event that includes a networking lunch and refreshment break. Scheduled for Tuesday, March 14. Seating is limited.

Prepaid by January 13, 2017

<table>
<thead>
<tr>
<th></th>
<th>AUTM Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTM Member</td>
<td>$225</td>
<td></td>
</tr>
<tr>
<td>Nonmember</td>
<td>$300</td>
<td></td>
</tr>
</tbody>
</table>

Prepaid after January 13, 2017 and by March 1, 2017

<table>
<thead>
<tr>
<th></th>
<th>AUTM Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTM Member</td>
<td>$275</td>
<td></td>
</tr>
<tr>
<td>Nonmember</td>
<td>$350</td>
<td></td>
</tr>
</tbody>
</table>

After March 1, 2017 and in person

After March 1, 2017, you must pay the on-site registration fee and register online or in person at the registration desk.

<table>
<thead>
<tr>
<th></th>
<th>AUTM Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTM Member</td>
<td>$325</td>
<td></td>
</tr>
<tr>
<td>Nonmember</td>
<td>$400</td>
<td></td>
</tr>
</tbody>
</table>

AUTM 2017 Web Conference Sessions

Unable to attend the annual meeting? Participate in 8 sessions from your desktop.

<table>
<thead>
<tr>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Individual Sessions $149
Full Access (8 sessions) $740

Monday, March 13, 10:45 a.m. – 12:15 p.m.
A6 (Mis) Adventures in Invention Reporting

Monday, March 13, 1:45 – 3:15 p.m.
B8 It Takes a Global Village: An Orphan Drug Development Case Study

Monday, March 13, 4 – 5:30 p.m.
C4 Export Controls On Campus – In The Modern Computing Age

Tuesday, March 14, 9 – 10:30 a.m.
D6 Changing the Mindset: How to Encourage Faculty to Think about Products and Understand Commercial Needs

Tuesday, March 14, 11:15 a.m. – 12:45 p.m.
E6 Understanding Equity-Related Agreements and Considerations

Wednesday, March 15, 11:30 a.m. – 12:45 p.m.
F4 Save a Thousand Words: Creating Effective Technology Transfer Infographics

Wednesday, March 15, 2 – 3:15 p.m.
G1 Micro Entity Status for Universities A Black Box of Savings Explained

Wednesday, March 15, 3:45 – 5 p.m.
H4 The Top Ten Most Frequently Litigated Provisions in IP Licenses (and How To Avoid Them)
Registration

Accompanying Person
Accompanying person registration is for individuals who are not in the technology transfer profession. Registration includes guest admission to the exhibits, refreshment breaks, luncheons and continental breakfasts, the Opening Reception, and the Wednesday evening Closing Reception only. Admission to educational sessions is not included with this registration. To register an accompanying person, the registration must be submitted with a full paid registration form. Accompanying person registration is available to guests outside the industry. Participation may be refused at AUTM’s discretion.

Accompanying Person $330

Optional Events

Exercise
Start your busy day rejuvenating with beach yoga or spin class. Space is limited.

Fee per class $10

Walking Tour
Take a guided tour of the Art Deco district in South Beach - the only 20th century historic district listed in the U.S. National Register of Historic Places. Fee includes deluxe charter transportation to district, professional guide, two hour walking tour.

Space is limited.

Fee $40
Registration

Registration Cancellation Policy
Notification of cancellation must be submitted in writing. Cancellations received by March 1, 2017, will be subject to a $75 cancellation charge. No refunds will be given after March 1, 2017. Substitutions are allowed at any time but must be submitted in writing and must be of the same membership status.

Invoice Request
Registration will be subject to a $50 fee when requesting an invoice to pay for registration. Please note, in order to qualify for the early registration discount, full payment must be received or postmarked by January 13, 2017. All other payments must be received or postmarked by January 13, 2017. AUTM does not accept purchase orders.

Payment Confirmation
Attendees who include an email address on their registration form will receive an email confirmation and receipt within 24 hours of registering online. Allow up to five business days if registering by mail or fax. If an email address is not provided, registrants will receive a confirmation in the mail within 14 business days.

Online – Register online at www.autm.net

By Fax – Fax registrations qualify as paid only when credit card information is included. Fax registration form and completed credit card information to +1-847-686-2253. If you fax a registration form with credit card information, do not mail an additional copy.

By Mail – Send payment and registration form to:
Association of University Technology Managers
PO Box 88615
Chicago, IL 60680-1618 USA

Caution: If you submit your registration form more than once, it may result in a duplicate charge on your credit card. Send your registration using only one method of payment.

Questions
If you have any questions regarding the program or registration, contact AUTM headquarters via email at annualmeeting@autm.net, by phone at +1-847-686-2244, or fax at +1-847-686-2253.
Save the Date

Annual Meetings
2017
March 12 – 15
The Diplomat Beach Resort
Hollywood, FL USA

2018
February 18 – 21
JW Marriott Desert Ridge Resort & Spa
Phoenix, AZ USA

2019
February 10 – 13
JW Marriott Austin
Austin, TX USA

2020
March 8 – 11
Manchester Grand Hyatt San Diego
San Diego, CA USA

2021
March 14 – 17
Washington State Convention Center
Seattle, WA USA

2016 Region Meetings
Eastern Region Meeting
September 29 – 30
The Westin Philadelphia
Philadelphia, PA USA

Western Region Meeting
November 1 – 4
Waikiki Beach Marriott Resort & Spa
Honolulu, HI USA

2016 Partnering Forums
Crop Productivity and Food Processing Technologies
September 28 – 29
Radisson Hotel Saskatoon
Saskatoon, SK, Canada

Smart Power & Energy Storage Solutions
October 26 – 27
Case Western Reserve University
Cleveland, OH USA

2017 Partnering Forums
Neurodegenerative Disease Research & Technologies
January 18
South Park Center Tower Suite,
University of California
Los Angeles, CA USA

Animal Health and Nutrition
August 29 – 30
Kansas City, MO USA

2016 Courses
AUTM 2016 Compliance Course

AUTM 2016 Essentials of Academic Technology Transfer

AUTM 2016 Successful Practices in Small Technology Transfer Offices Course

AUTM 2016 Technology Operations and Organization Licensing Skills Course

October 3 – 5
The Hyatt Regency Baltimore
Inner Harbor
Baltimore, MD USA