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President’s Welcome

Welcome to San Diego and the AUTM 2016 Annual Meeting!

On behalf of the Annual Meeting Program Committee and the AUTM Board of Directors, welcome to sunlit San Diego and the AUTM 2016 Annual Meeting! Unparalleled educational sessions, industry engagement and professional networking make this meeting a distinctive, must-attend event. Whether you have been in the field of technology transfer for one year or fifteen, I know you will benefit from high-quality professional development sessions, inspirational keynote and Fireside Chat talks, and connections with colleagues from leading research institutions and high tech companies.

We all work in a complex, constantly evolving profession. Continuous career development is not optional, it’s a must. This year’s meeting will keep you up-to-date on successful practices, groundbreaking tactics and common challenges faced by your peers in academia and the for-profit sector. In addition, you will hear about external risks, including proposed legislation and recent court rulings, and why a robust advocacy effort is so critical to the AUTM community.

At the AUTM Annual Meeting, we work hard, but leave time for social events like Casino Night, Craft Beer Tasting and Technology Transfer Trivia. These fun events are designed to encourage attendees to mix and mingle because technology transfer is, first and foremost, a people business. Friendships made here can last a lifetime. If you’re a newcomer, jump in and introduce yourself to as many people as you can. If you’re a veteran, please take time to seek out those looking for advice or mentoring.

We are grateful to the many hard-working volunteers and presenters who thoughtfully prepared each of the nearly 60 sessions to deliver the knowledge, skills and tools to help you and your organization in bringing research to life. We hope you take advantage of this unique opportunity to learn from the best in technology transfer during the sessions and add-on courses.

Several days ago, a new kind of AUTM Board of Directors met and ushered in a new era of governance for our association. Except for the four officers, every board member will be at-large and the result will be, for the first time in its history, a truly strategic AUTM Board focused on positioning us for the future. Concurrently, the newly created AUTM Cabinet along with the many volunteer-driven committees will be responsible for portfolio operations, goals, tactics and budget management.

Enjoy your time in San Diego and we look forward to seeing you again at AUTM business development courses, industry engagement events, region meetings and, of course, next year’s Annual Meeting in Hollywood, Florida.

Sincerely,

Fred Reinhart, M.B.A., RTTP
President, Association of University Technology Managers
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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 3,400 members represent managers of intellectual property from more than 300 universities, research institutions and teaching hospitals around the world as well as numerous businesses and government organizations.

Association of University Technology Managers®, AUTM® and AUTM Connect™ are registered trademarks of the Association of University Technology Managers.

AUTM Annual Meeting℠, the AUTM Marketing Course℠, the AUTM Technology Valuation Course℠ and the AUTM Negotiation Course℠ are service marks of AUTM.

AUTM Connect™ and AUTM Connect® are trademarks of AUTM.
Highlights and Networking Events

Career Development Forum

Sunday, February 14
4 – 5 p.m.
Location: Harbor H – Level 2
Sponsored by

This highly interactive session, presented by some of the most experienced professionals in the field, will examine the typical roles and responsibilities involved for entry, mid and senior-level licensing and various specialized positions. 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 or outside the field, this session is for you.

Panelists:
Cory G. Acuff, Ph.D., Associate Director, University of Georgia
Rajsekhar Guddneppanavar, Ph.D., Contract Specialist, Emory University
Karin Immergluck, Ph.D., Director Technology Management, UCSF Office of Innovation, Technology and Alliances
Gage G. Ramos, J.D., Licensing Associate, Georgia Tech Research Corp.

First Class for First Timers

Sunday, February 14
5 – 6 p.m.
Location: Harbor D/E/F
Sponsored in part by

This session is tailored for first-time attendees or those who have only attended a few times. This event 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, and membership benefits will be discussed. The event will include a business card exchange, refreshments and a networking opportunity to meet with senior AUTM leadership.

Senior AUTM Leaders Attending the Event:
Lily Chan, NUS Enterprises
Claire Driscoll, National Institutes of Health
Michael Dilling, Baylor College of Medicine
Scott Elmer, St. Jude Children’s Research Hospital
Chase Kasper, University of Southern Mississippi
Mark Malandro, University of Pittsburgh Innovation Institute
Michael Moore, University of North Dakota
Ken Porter, Innovate Calgary
Robin Rasor, University of Michigan
Highlights and Networking Events

Fireside Chat Featuring Lita Nelsen, RTTP

Sunday, February 14
6 – 7 p.m.
Location: Seaport Ballroom – Level 2

Sponsored by Qualcomm

Lita Nelsen has been the Director of the Technology Licensing Office at the Massachusetts Institute of Technology (MIT) since 1992. There she has successfully helped manage over 350 new inventions, over 100 licenses and approximately 15 start-up companies per year. Prior to joining MIT, Ms. Nelsen spent 20 years in industry at such companies as Amicon, Millipore, Arthur D. Little and Applied Biotechnology. She has been actively involved with AUTM for decades, serving as the President in 1992. In 2014, she was given the Lifetime Achievement Award of the organization Global University Venturing and will receive the AUTM President’s Award on Monday, February 15th here in San Diego. Please join AUTM President-elect David Winwood, Ph.D., RTTP and industry icon, Lita Nelsen, RTTP in this engaging and thought-provoking session.

Keynote Speaker David Butler

Monday, February 15
8 – 10 a.m.
Location: Seaport Ballroom – Level 2

Sponsored by Merck

Vice President of Innovation and Entrepreneurship at The Coca-Cola Company, and author of Design to Grow: How Coca-Cola Learned to Combine Scale and Agility (and How You Can Too), David Butler has revolutionized the company’s approach to design – not only related to how things look but how to create growth across the business. This insightful and entertaining session will inspire you to apply the agile start-up mentality to your own professional success.
Highlights and Networking Events

Industry/Academia Partnering Forum Part I & II and Networking Reception

Monday, February 15
Forum: 1:45 – 5:30 p.m.
Location: Harbor H – Level 2

Sponsored by

The Industry/Academia Partnering Forum and Networking Reception provide a unique venue for members of industry and academia to connect, socialize and discuss areas of interest. The program will begin with a reverse showcase of presentations from our industry partners highlighting technologies of interest and how to best work with their company. Immediately following, there will be a reception for all forum participants and an opportunity to network one-on-one.

Industry/Academia Partnering Forum Part I
1:45 – 3:15 p.m.
The following companies will present during Part 1 of the forum:*

- AstraZeneca
- MedImmune
- BASF
- Pepsico
- ICL Group (Israel Chemical/Corp Ltd)
- BD Technologies
- Cellular Dynamics International, Inc.
- Eli Lilly & company
- Intel Corporation
- Kyowa Hakko Kirin California, Inc.
- Novo Nordisk
- Merck

Industry/Academia Partnering Forum Part II
4 – 5:30 p.m.
The following companies will present during Part 2 of the forum:*

- Dow AgroSciences
- KBI Biopharma, Inc.
- Glaxo Smith Kline
- Noven
- Qiagen
- Futurx
- Roche TCRC, Inc.
- Madan Global, Inc.
- StemCell Technologies, Inc.
- Wasabi Ventures
- Takeda Pharmaceuticals Int'l Inc.
- Allied Minds

*As of January 1, 2016

Reception: 5:30 – 6:30 p.m.
Location: Grand Hall

Sponsored by
Highlights and Networking Events

Opening Reception
Monday, February 15
6:30 – 8 p.m.
Location: Seaport Ballroom – Level 2

Sponsored by

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, February 16
9 a.m. – 12:30 p.m.
Location: Harbor H – Level 2

Sponsored by

Interact with some of the top institutional and corporate venture investors in the country. The Forum consists of two events: a venture capital (VC) panel discussion and a business plan competition. The VC panel offers a moderated question-and-answer session that will help academic institutions and their affiliated new ventures understand the venture capital perspective and more effectively work together to build value in our university-affiliated technology companies. During the business plan competition, our panel of seasoned venture investors judge university-related startup companies as they compete for a $10,000 cash prize. The business plan competition offers a unique opportunity to learn what makes a successful pitch. Learn what worked, what didn’t and why, so you can improve your own pitching technique.
Highlights and Networking Events

Technology Transfer Trivia

Tuesday, February 16
2 – 3:30 p.m.
Location: Harbor A – Level 2

Sponsored by

Ready for a break from the usual session? A seasoned team from the AUTM Central Region brings their trivia contest to the Annual Meeting again this year. All the esoteric knowledge you have accumulated over your career will be rewarded in this session. Get together with old friends and make some new ones as you are assigned to a random team to compete for bragging rights and prizes based on your knowledge of all sorts of trivia related to AUTM, technology licensing, university culture and the golden state of California. This session will provide an opportunity to have fun, network, win prizes and maybe even learn a little something in the process.

Casino Night (additional fee required, seating is limited)

Tuesday, February 16
3:30 – 7 p.m.
Location: Seaport A – Level 2

Sponsored in part by

Feeling lucky? Then try your hand at blackjack, roulette, craps and the ever-popular Texas Hold ‘em. Even if cards and dice aren’t of interest, we’re betting you’ll enjoy the camaraderie of friends and colleagues in the fun, relaxing, casino atmosphere.
Highlights and Networking Events

Industry Roundtable and Plenary Session

Wednesday, February 17
8:30 – 10:30 a.m.
Location: Seaport Ballroom – Level 2

Sponsored by UNIVERSITY OF CALIFORNIA

Panelists:
Dawn Blessing, Vice President Corporate Development, Audentes Therapeutics, Inc.
Matthew G. Brown, J.D., M.B.A., CLP, Associate Director Licensing, BD Biosciences
Jason D. Ferrone, Vice President, Patents and Corporate Development, IONIS Pharmaceuticals, Inc.
Reginald Seeto, M.D., Vice President, MedImmune, LLC

Moderated by AUTM President, Fred Reinhart, MBA, RTTP, leaders of small, medium and large biotech companies will share their views on emerging university-industry collaborations. Biotechs are expanding their university relationships beyond their regional homes. Listen to this lively discussion and learn which university collaborative models are the most attractive to small and medium sized biotechs. Panelists will discuss the spectrum of research collaborations and how they might utilize universities to move their technology forward.

Craft Beer Tasting
(additional fee, limited availability)

Wednesday, February 17
4 – 5:30 p.m.
Location: Bayview Terrace (32nd Floor/Seaport Tower Elevators)

Sponsored by INTELLECTUALVENTURES

Networking has never been so enjoyable and the Annual Meeting location has never been more ideal for kicking back with a cold one. Bring your business cards and your discerning palate, and join your colleagues for an evening of craft beer tasting. You’ll have ample opportunity to roam and mingle as you visit stations to sample a variety of micro brews.

Closing Reception

Wednesday, February 17
6:30 – 8 p.m.
Location: Seaport Ballroom – Level 2

Send out the AUTM 2016 Annual Meeting in style. Take advantage of this opportunity to cement new connections and mingle with friends and colleagues. Enjoy delicious appetizers and prepare to say adiós to San Diego.
General Information

Our powerful online partnering and networking tool, 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.

The Meeting Place Conference Rooms

For your convenience, rooms are available for AUTM committee meetings on a first-come, first-served basis. Sign-up sheets will be posted outside meeting rooms in the Seaport Tower. Gaslamp on the second floor and Hillcrest, Golden Hill and Torrey Hills on the third floor of the Manchester Grand Hyatt San Diego.
General Information

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 website at www.attp.info.

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Continuing Legal Education (CLE)
AUTM has applied for sponsorship for continuing legal education to the 40 states that require continuing legal education credits. Attendees will be able to earn up to 16.5 hours of credit, including the option to earn 1.5 hours of ethics credit.*
Eligible Sessions: A1, A2, B3, C2, C7, D3, E5, E6, F8, G2, G3
*In select states, credits may vary, approval pending.

Certified Licensing Professionals (CLP) Continuing Education
Certified Licensing Professionals 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.
General Information

AUTM Live Learning Center: Be Everywhere

This year, all annual meeting attendees will have free access to AUTM’s Live Learning Center. Experience Annual Meeting workshops and educational tracks wherever and whenever you want – captured as true multimedia recreations with synchronized slides, handouts and more – viewable online or as downloads in MP3 format for easy listening.*

*Includes AUTM Annual Meeting education tracks and workshops only. Does not include plenary sessions, special interest groups, networking events, mini-courses, the Industry Roundtable, Venture Forums, Keynote Speaker, Fireside Chat, Career Development Forum, First Class for First Timers or the AUTM Marketing, Negotiation or Technology Valuation Courses.

Get Your Tweet On—AUTM Twitterfall

If you’re tweeting during the meeting, be sure to add the hashtag #AUTM2016 to your tweets so that your message gets through to other attendees or those following the meeting exclusively on Twitter. Using the hashtag is a great way to connect with your fellow Tweeps, pick up new followers and drive traffic to your booth. Plus, our Twitter feed will be easily accessible through the AUTM Connect app.

See Your Name (Well, Your Twitter Handle at Least) in Lights!
The AUTM 2016 Annual Meeting features a Twitterfall display. Tweets displaying the #AUTM2016 hashtag will appear on the meeting Twitterfall, a large monitor that displays the meeting tweets in real time. The Twitterfall is located in the Harbor Foyer.

Badge Ribbons

Show off your AUTM involvement to other attendees by adorning your meeting badge with colorful ribbons that tell others more about you. Visit the ribbons table in the registration area to help yourself to ribbons. You’ll find ribbons that let others know you’re a first-time attendee, a committee member, a speaker or an AUTM volunteer. We’re also offering some fun options to serve as conversation starters. So if you’re a Database Expert, a Nimble Negotiator or a Startup Guru, stop by and pick up your ribbons when you register!
General Information

Meeting Evaluations
The AUTM Annual Meeting Program Committee needs your input to enhance future AUTM meetings. You will receive an online meeting evaluation via email at the conclusion of each Annual Meeting day. The Program Committee greatly appreciates your input.

Exhibit Hall
Exhibits will be located in the Manchester Grand Hyatt San Diego Grand Hall B-D.

Monday, February 15  7 a.m. – 6:30 p.m.
Tuesday, February 16  8 a.m. – 3:30 p.m.

A complete listing of exhibitors begins on page 111.

Job Postings
Job seekers and employers – check out AUTM’s online job board at www.autm.net.

Solicitation
Solicitations by unauthorized persons are strictly prohibited. Sales and promotional activities are restricted to exhibitors and must take place in their own exhibit booths.
Additional Education Opportunities

AUTM Professional Development Free Mini-Courses

Experience AUTM’s professional development programs free of charge.

The Conversation – An AUTM Leadership Forum

Monday, February 15
1:45 – 5:30 p.m.
Location: Mission Beach – Level 3

Moderators:
Elaine Hamm, Ph.D., Biopharma, Inc.
James R. Zanewicz, RTTP, Tulane University

The Conversation – An AUTM Leadership Forum is a high-level forum for seasoned technology transfer professionals from around the world. This moderator-driven forum connects university professionals with industry (and other) colleagues to openly discuss ways to take a leadership role in accelerating research and commercialization. PowerPoints are not the focus in these fast-paced 45-minute segments, where attendees will actively participate and identify tactics to advance the technology transfer profession. As a new service to our more experienced members, this discussion will be held during regular AUTM sessions at no additional cost.

Business Side of the License

Monday, February 15
10:45 a.m. – 3:15 p.m. (includes lunch break)
Location: Harbor I – Level 2

Ken Levin, Ph.D., U.S. Department of Veterans Affairs
Traci Libby, CLP, Thermo Fisher Scientific
Christopher Noble, RTTP, Massachusetts Institute of Technology

Explore the business issues of university patent licenses. Deepen your experience and understanding of the opportunities, objectives and tools needed for success. Participate in an active discussion of the business issues behind agreements and the various terms found in licenses and other agreements using real-world case studies. This mini-course is intended for intermediate and advanced licensing professionals. Bring your own cases for discussion in the group.

Topics will include:

- How to start the business terms negotiation on the right foot, and end there as well
- Licensing to established companies vs. startups
- License fee vs. maintenance fees vs. royalty terms – how are they related?
- Setting diligence terms – When? How?
- Taking equity in the licensee – When? How much? Key terms?
- Milestone payments
- Control issues
Additional Education Opportunities

Strategies, Methods and Tools for Commercialization of Creative Works

Wednesday, February 17
11:30 a.m. – 3:30 p.m. (includes lunch break)
Location: Harbor I – Level 2

Christopher Ghere, University of Minnesota
Andrew Morrow, University of Minnesota

This course answers creative works commercialization questions. From disclosures to license management, participants dive into the strategies, models, methods and tools to bring creative works to commercial life. For many years, the instructors focused on building a creative works portfolio and will share their successes, failures, and the key learnings from work during that period. Whether you’re from a large office with deep resources, or a small one with only a limited budget, a vibrant creative works program can improve your technology transfer office’s relations across all departments, increase disclosure counts, and generate new revenue within a short time frame. After this course, you’ll leave with the confidence, resources and knowledge to jump-start your creative works activities.

AUTM Marketing CourseSM

Sunday, February 14
7 a.m. – 5 p.m.
Location: Harbor A – Level 2

Instructors:
Lisa Matragrano, Emory University
Kristin Rencher, M.B.A., RTTP, University of Northern Colorado
Jay W. Schrankler, University of Minnesota
Harl Tolbert, M.S., M.B.A., Roswell Park Cancer Institute
Paul Tumarkin, University of Arizona

Section 1: Marketing Concepts, Tools and Techniques
Although marketing takes many forms from one licensing office to the next, it is always an essential element of every successful technology licensing operation. Some offices are fortunate enough to have trained marketing professionals dedicated to this function. Most do not. Regardless of resources, the goal for this course is to present an overview of marketing, market research and selling concepts and ideas so you can gain a better understanding of how these concepts can be successfully implemented in your office to enhance your overall effectiveness and secure more licensees for your technology.

Section 2: Selling the License – A Skillset Everyone Must Develop for Success
Almost every new licensing agreement begins with a great new idea or invention. Many of these have the potential to “change the world.” When we ask a technology
transfer organization what their mission is, they tell us many things including “changing the world,” doing something for the public good, return on investment, making money, etc. These can all be parts of a mission of an organization. However, the most basic mission to all technology transfer organizations, an enabler to each of the above elements, is to “get a customer” and then “keep a customer.” Our colleagues tell us they need to learn to sell - an executed license agreement is a closed sale.

Customers look differently in the context of different business models. For a TTO this means customers are other business entities, startups - they are all potential licensees. Our course is tailored to meet the unique needs of a TTO and improve their skillsets in selling a licensing deal.

This course will improve your capability toward “getting a customer” and “keeping that customer” to enable you to fulfill your mission. We will train you to: improve lead generation, enhance selling and sales techniques, negotiations, as well as individualized case studies and real time practice in the course. We will also cover sales management tools.

The AUTM Marketing CourseSM, a full-day educational event that includes a networking breakfast and lunch, will focus on key marketing concepts with heavy emphasis on market research, value proposition, creation of effective non-confidential summaries, and development of effective sales skills.
Additional Education Opportunities

AUTM Technology Valuation Course℠

Sunday, February 14
7 a.m. – 5 p.m.
Location: Harbor B – Level 2

Instructors:
John Christie, Tulane University
Andrew J. Maas, Louisiana State University & A&M College
Christopher Noble, CLP, RTTP, Massachusetts Institute of Technology
Rekha K. Paleyanda, Ph.D., Partners HealthCare
Ashley J. Stevens, CLP, Boston University

The AUTM Technology Valuation Course℠ addresses the process and methodology of technology valuation as specifically applied to academic patent licensing. The course takes participants through the three stages of constructing the commercial and diligence terms of an academic IP license: (1) Creating Value (understanding the licensee’s business plan); (2) Measuring Value (determining the contribution of the licensed IP); and (3) Capturing Value (negotiating suitable terms). An additional segment covers issues specific to licensing university spinouts, and taking equity as partial consideration for a license. Topics include the various valuation approaches, sources of data, the relationship between valuation and negotiation, and payment structures within a license.

The last part of the course is a case study exercise, during which the participants will break into teams, analyze a case, construct a recommended valuation proposal, and present it to the class for discussion.

The course is fast-paced and includes active class participation. Cases will be distributed a few days before the course and attendees are expected to review the case materials before attending the course. If you have or will have responsibility for negotiating licenses, the AUTM Technology Valuation Course℠ is for you.

There are no required prerequisites for the course, but you should have a basic familiarity with the structure and payment mechanisms used in a license and be proficient in Web searching and Excel spreadsheets. It is suitable for licensing professionals with 1-2 years of domain experience, and who have already received an introduction to the basic principles of accounting and academic IP license terms, such as through the AUTM Essentials Course.
Additional Education Opportunities

Certified Licensing Professional (CLP) Exam Review Course

Sunday, February 14
8 a.m. – 5 p.m.
Location: Gaslamp A-D – Level 2

The CLP Exam Course prepares you for the CLP exam. Taught by experienced CLP-certified professionals, the course emphasizes the eight CLP domains and the practice exam questions. The one-day review also includes access to the Virtual Knowledge Community, which provides more than 12 hours of content preparation, collaborative groups, interactive quizzes, discussion forums and expert faculty Q&A. Advance registration through LES is required.

AUTM Negotiation Course^SM

Tuesday, February 16
12:45 – 5 p.m.
Location: Harbor G – Level 2

Instructors:
Tracy Roberson, University of Texas Southwestern Medical Center
Raymond Wheatley, M.S., L.P., Retired

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.
The AUTM Track System

The AUTM track system is your tool for finding the right session for your particular professional development needs or areas of interest. Select the track and follow it all the way through the annual meeting, or move around, picking workshops in several different tracks. Personalize your itinerary to meet your needs. This is your meeting.

- **Academic Studies**: Serves to foster the dissemination of technology transfer study results obtained by academic researchers.
- **Administrative**: Designed for professionals responsible for the administration of a technology transfer office.
- **Advocacy and Internal Communications**: Focuses on effectively communicating to the world our goals, our roles and our successes in the field of technology transfer.
- **Global Issues**: Provides insights for international technology transfer transactions and agreements and compares viewpoints of practitioners in other countries.
- **Industry/Academic Partnerships**: Provides keys to working with industrial partners to build effective collaborations, with a focus on managing and then meeting the expectations of all parties.
- **IP Trends and Successful Practices**: Provides the latest changes to the intellectual property (IP) landscape and their impact on strategies for protection of various forms of IP.
- **Licensing Successful Practices**: Introduces various approaches for addressing common licensing issues and optimizing licensing strategies for academic innovations.
- **Marketing Successful Practices**: Focuses on positioning technologies so that they are visible to a target audience and examines how to use existing and emerging networks and media to market available technologies.
- **Nuts and Bolts of Technology Transfer**: Covers core strategies and best practices for utilizing the disparate skill sets common to the technology transfer professional.
- **Startups and Gap Funding**: Addresses a variety of issues relevant to building and sustaining new ventures, and to bridging the valley of death, both in an academic setting and in a related startup environment.
- **Operations**: Focuses on internal policies and procedures used to maximize the efficiency of day-to-day technology transfer activities and office structures.
- **Other**: Addresses specialized topics and knowledge bases not covered by standard technology transfer courses.
The AUTM Track System

Target Audience Description

- **Fundamental**: Designed for early-stage professionals with up to a few years of experience.
- **Intermediate**: Designed for seasoned licensing professionals with several years of experience.
- **Advanced**: Designed for advanced and director-level professionals.
- **All Audiences**: Designed to be applicable to all attendees.
# Schedule at a Glance

**Sunday, February 14**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7 a.m. – 7 p.m.</td>
<td>AUTM Registration</td>
<td>Palm Foyer – Level 2</td>
</tr>
<tr>
<td>7 – 8 a.m.</td>
<td>Course Breakfast: Marketing and Technology Valuation</td>
<td>Harbor D – Level 2</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>AUTM Marketing Course (additional fee, seating limited)</td>
<td>Harbor A – Level 2</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>AUTM Technology Valuation Course (additional fee, seating limited)</td>
<td>Harbor B – Level 2</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>LES Certified Licensing Professional (CLP) Exam Review Course</td>
<td>Gaslamp A-D – Level 2</td>
</tr>
<tr>
<td>Noon – 1 p.m.</td>
<td>Course Lunch: Marketing and Technology Valuation</td>
<td>Harbor D – Level 2</td>
</tr>
<tr>
<td>1 – 7 p.m.</td>
<td>AUTM Connect Partnering Place Co-Sponsored by Allied Winds</td>
<td>Grand Hall A – Lobby Level</td>
</tr>
<tr>
<td>4 – 5 p.m.</td>
<td>AUTM Career Development Forum Co-Sponsored by Fabst Patent Group</td>
<td>Harbor H – Level 2</td>
</tr>
<tr>
<td>5 – 6 p.m.</td>
<td>First Class for First Timers Networking Event Co-Sponsored by Schwegman</td>
<td>Harbor D – Level 2</td>
</tr>
<tr>
<td>6 – 7 p.m.</td>
<td>Fireside Chat with Lita Nelsen, RTTP Co-Sponsored by Qualcomm</td>
<td>Seaport Ballroom – Level 2</td>
</tr>
<tr>
<td>7 – 8 p.m.</td>
<td>Presidents’ Reception (by invitation) Co-Sponsored by Pfizer</td>
<td>Bayview Terrace (32nd Floor, Seaport Tower Elevators)</td>
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# Schedule at a Glance

## Monday, February 15

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7 – 8 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Grand Hall B – D Lobby Level</td>
</tr>
<tr>
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<td><strong>Sponsored in part by</strong></td>
<td></td>
</tr>
<tr>
<td>7 a.m. – 5 p.m.</td>
<td><strong>AUTM Registration</strong></td>
<td>Palm Foyer – Level 2</td>
</tr>
<tr>
<td>7 a.m. – 6:30 p.m.</td>
<td><strong>AUTM Connect Partnering Place</strong></td>
<td>Grand Hall A – Lobby Level</td>
</tr>
<tr>
<td></td>
<td><strong>Co-Sponsored by</strong></td>
<td></td>
</tr>
<tr>
<td>7 a.m. – 6:30 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Grand Hall B – D Lobby Level</td>
</tr>
<tr>
<td>8 – 10 a.m.</td>
<td>Keynote Address, Plenary and Awards Presentation</td>
<td>Seaport Ballroom – Level 2</td>
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<td><strong>Sponsored by</strong></td>
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<tr>
<td>10 – 10:45 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
<td>Grand Hall B – D Lobby Level</td>
</tr>
<tr>
<td><strong>10:45 a.m. – 12:15 p.m.</strong></td>
<td><strong>Track A – Educational and Special Interest Group Sessions</strong></td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>Patentability at the European Patent Office: Avoiding the Therapy Trap</td>
<td>Harbor A – Level 2</td>
</tr>
<tr>
<td></td>
<td>*CLE Eligible</td>
<td>IP Trends and Successful Practices</td>
</tr>
<tr>
<td></td>
<td>Location: Harbor A – Level 2</td>
<td>Intermediate</td>
</tr>
<tr>
<td></td>
<td>Track: IP Trends and Successful Practices</td>
<td>Moderator: <strong>Sebastian Tegethoff, 24IP Law Group</strong></td>
</tr>
<tr>
<td>A2</td>
<td>Export Controls: The Good, the Bad and the Ugly for University Technology Transfer Offices</td>
<td>Harbor B – Level 2</td>
</tr>
<tr>
<td></td>
<td>*CLE Eligible</td>
<td>Other</td>
</tr>
<tr>
<td></td>
<td>Location: Harbor B – Level 2</td>
<td>All Audiences</td>
</tr>
<tr>
<td></td>
<td>Track: Other</td>
<td>Moderator: <strong>Lisa Goble, Ph.D., University of North Carolina at Greensboro</strong></td>
</tr>
<tr>
<td>A3</td>
<td>Regular, Clever and Tricky Marketing Tactics</td>
<td>Harbor C – Level 2</td>
</tr>
<tr>
<td></td>
<td>Location: Harbor C – Level 2</td>
<td>Marketing Successful Practices</td>
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<tr>
<td></td>
<td>Track: Marketing Successful Practices</td>
<td>Fundamental</td>
</tr>
<tr>
<td></td>
<td>Target Audience: Fundamental</td>
<td>Moderator: <strong>Pasquale Ferrari, University of Maryland</strong></td>
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## Schedule at a Glance

### Monday, February 15

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<tr>
<th>Session</th>
<th>Title</th>
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<th>Target Audience:</th>
<th>Moderator:</th>
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</thead>
<tbody>
<tr>
<td>A5</td>
<td>Good Deals Gone Bad: A Case Study in Structuring License Agreements to Survive the Convulsions of Commerce</td>
<td>Harbor E – Level 2</td>
<td>Nuts and Bolts of Technology Transfer</td>
<td>Fundamental</td>
<td>Ada Nielsen, CLP, Foodexus LLC</td>
</tr>
<tr>
<td>A6</td>
<td>Understanding Successes in Technology Transfer</td>
<td>Harbor F – Level 2</td>
<td>Operations</td>
<td>All Audiences</td>
<td>Nels Pearsall, M.A., ERS Group</td>
</tr>
<tr>
<td>A7</td>
<td>If You Don’t Do It, No One Will</td>
<td>Harbor G – Level 2</td>
<td>Advocacy and Internal Communications</td>
<td>Advanced</td>
<td>Michael Waring, University of Michigan</td>
</tr>
<tr>
<td>A8</td>
<td>How to Navigate Software Commercialization in the Land of Open Source!</td>
<td>Harbor H – Level 2</td>
<td>Licensing Successful Practices</td>
<td>All Audiences</td>
<td>Drew Bennett, J.D., University of Michigan</td>
</tr>
</tbody>
</table>
| PD-1   | Business Side of License - Part 1                                     | Harbor I – Level 2 | Mini-course                          | Intermediate         | Traci Libby, CLP, Thermo Fisher Scientific  
Ken Levin, U.S. Department of Veterans Affairs  
Christopher Noble, CLP, RTTP, Massachusetts Institute of Technology |
# Schedule at a Glance

## Monday, February 15

<table>
<thead>
<tr>
<th>SIG</th>
<th>Title</th>
<th>Location</th>
<th>Track</th>
<th>Target Audience</th>
<th>Facilitator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIG1</td>
<td>MTA SIG - Those Difficult Industry-University MTAs</td>
<td>Cortez Hill – Level 3</td>
<td>Industry/Academic Partnerships</td>
<td>All Audiences</td>
<td>Stephen Harsy, Ph.D., University of Arizona</td>
</tr>
<tr>
<td>SIG2</td>
<td>Industry Special Interest Group</td>
<td>Solana Beach – Level 3</td>
<td>Industry/Academic Partnerships</td>
<td>All Audiences</td>
<td>Jarrod Borkat, MedImmune, Jarrod Borkat, Easy Rider Stable Relationships, Li Wang, Ph.D., Astrazeneca</td>
</tr>
<tr>
<td>SIG3</td>
<td>Professional Development: Administrative Professionals Special Interest Group</td>
<td>Promenade A/B – Level 3</td>
<td>Administrative</td>
<td>All Audiences</td>
<td>Monya Dunlap, RTTP, University of Florida</td>
</tr>
</tbody>
</table>

12:15 – 1 p.m.  Lunch  
*Seaport Ballroom – Level 2*  
*Sponsored in part by MPEGLA*

12:15 – 1:45 p.m.  Sponsors’ Lunch (by invitation)  
*America’s Cup – Level 4*  
*Sponsored in part by MPEGLA*

1– 1:45 p.m.  Dessert Reception in the Exhibit Hall  
*Grand Hall B – D Lobby Level*  
*Sponsored in part by MPEGLA*

1:45 – 3:15 p.m.  Industry/Academia Partnering Forum Part 1  
*Harbor H – Level 2*  
*UC San Diego Office of Innovation and Commercialization*  
*Sponsored by Toledo, Cedars-Sinai*
## Schedule at a Glance
### Monday, February 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>1:45 – 3:15 p.m.</td>
<td>Track B – Educational and Special Interest Group Sessions</td>
</tr>
<tr>
<td><strong>B1</strong></td>
<td>Driving Academic Innovation Through Systematic Startup Formation</td>
</tr>
<tr>
<td>Location:</td>
<td>Harbor A – Level 2</td>
</tr>
<tr>
<td>Track:</td>
<td>Startups and Gap Funding</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>All Audiences</td>
</tr>
<tr>
<td>Moderator:</td>
<td>Malcolm Skingle, CBE, D.Sc, Ph.D., GlaxoSmithKline</td>
</tr>
</tbody>
</table>

| Location:     | Industry-Academia Partnership: Developing the Right Message for State and Federal Government |
| Track:        | Industry/Academic Partnerships                                            |
| Target Audience: | All Audiences                                                        |
| Moderator:    | Peter Pellerito, Biotechnology Industry Organization                    |

| Location:     | Protection of Plant Varieties Around the Globe                         |
| Target Audience: | Intermediate                                                        |
| Moderator:    | Paul Savereide, Ph.D., J.D., University of Minnesota                   |

| Location:     | Restructuring a Technology Transfer Office and Drinking From a Fire Hose |
| Target Audience: | Advanced                                                                |
| Moderator:    | Robert Patino, Ph.D., J.D., Southern Illinois University               |

| Location:     | Industry Perspective on TTO Marketing Efforts: What Flies, What Fails, and How TTOs Can Do Better |
| Target Audience: | Advanced                                                                |
| Moderator:    | Margy Elliott, MPH, Columbia Technology Ventures                       |
## Schedule at a Glance

### Monday, February 15

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Location</th>
<th>Track</th>
<th>Target Audience</th>
<th>Moderators</th>
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</thead>
</table>
| B6      | Analyzing a License Agreement for Obligations and Monies Owed | Harbor F – Level 2 | Administrative | All Audiences | Katherine Durkin, Moffitt Cancer Center  
Jacqueline Saporito, M.Ed., The Children’s Hospital of Philadelphia Research Institute |
| B7      | Checklist for License Agreements | Harbor G – Level 2 | Licensing Successful Practices | Fundamental | Sadhana Chitale, Ph.D., M.B.A., New York University |
| B8      | Patient Samples: To Transfer or Not to Transfer? | Cortez Hill – Level 3 | Nuts and Bolts of Technology Transfer | All Audiences | Hilary Eaton, Dana-Farber Cancer Institute |
| PD-1    | Business Side of License - Part 2 | Harbor I – Level 2 | Mini-Course | Intermediate | Ken Levin, U.S. Department of Veterans Affairs  
Traci Libby, Thermo Fisher Scientific  
Christopher Noble, RTTP, Massachusetts Institute of Technology |
| PD-2    | The Conversation — An AUTM Leadership Forum | Mission Beach – Level 3 | Mini-course | Advanced | Elaine Hamm, Ph.D., Biopharma, Inc.  
James R. Zanewicz, RTTP, Tulane University |
Schedule at a Glance

Monday, February 15

**SIG 4**  Physical Science/Engineering Special Interest Group
-Unconference

Location: Solana Beach – Level 3
Track: Other
Target Audience: All Audiences
Facilitators:
James R. Deane, Ph.D., M.B.A., CLP, University of Oregon
Jon Gortat, University of Illinois at Chicago
Whitney Hough, University of Alabama

**SIG 5**  It’s the Economy, Stupid

Location: Promenade A/B – Level 3
Track: Advocacy and Internal Communications
Target Audience: Advanced
Facilitator:
John Fraser, CLP, RTTP,
Burnside Development & Associates, LLC

3:15 – 4 p.m.  Refreshment Break in the Exhibit Hall
4 – 5:30 p.m.  Track C – Educational and Special Interest Group Sessions

**C 1**  Improving Collaboration Among the University’s Sponsored Programs, Technology Transfer Offices and Corporate Engagement Offices

Location: Harbor A – Level 2
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator:
Ben Frey, Northwestern University

**C 2**  Diagnostics: Patent Eligibility and the Industry Perspective
*CLE Eligible*

Location: Harbor B – Level 2
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator:
John Cosmopoulos, MSc., M.B.A., CLP, Tufts University
## Schedule at a Glance

### Monday, February 15

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<tr>
<th>Session</th>
<th>Title</th>
<th>Location</th>
<th>Track</th>
<th>Target Audience</th>
<th>Moderator</th>
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<tbody>
<tr>
<td>C3</td>
<td>The Role of Academic Medicine in Creating New Medical Devices</td>
<td>Harbor C – Level 2</td>
<td>Industry/Academic Partnerships</td>
<td>All Audiences</td>
<td>Ashley Stevens, D.Phil. (Oxon), CLP, Focus IP Group, LLC</td>
</tr>
<tr>
<td>C4</td>
<td>Best Practices for Supporting Entrepreneurial Technology Commercialization</td>
<td>Harbor D – Level 2</td>
<td>Startups and Gap Funding</td>
<td>Advanced</td>
<td>Don Rose, University of North Carolina</td>
</tr>
<tr>
<td>C5</td>
<td>The Absolute Essentials of Bayh-Dole Compliance!</td>
<td>Harbor E – Level 2</td>
<td>Administrative</td>
<td>Fundamental</td>
<td>David Englert, University of Rochester</td>
</tr>
<tr>
<td>C6</td>
<td>The Art of Negotiating Non-licensing Agreements</td>
<td>Harbor F – Level 2</td>
<td>Administrative</td>
<td>All Audiences</td>
<td>Fong-Mei (Sharon) Lu, Ph.D., Esq., University of Florida</td>
</tr>
<tr>
<td>C7</td>
<td>Sublicensing Income: Contract Language, Incentives and Opportunities</td>
<td>Harbor G – Level 2</td>
<td>Licensing Successful Practices</td>
<td>Intermediate</td>
<td>Gregory Call, Ph.D., J.D., Crowell &amp; Moring</td>
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*CLE Eligible*
## Schedule at a Glance

### Monday, February 15

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<th>Intellectual Property Management</th>
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<tr>
<td>Location:</td>
<td>Harbor I – Level 2</td>
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<tr>
<td>Track:</td>
<td>Nuts and Bolts of Technology Transfer</td>
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<tr>
<td>Target Audience:</td>
<td>Fundamental</td>
</tr>
<tr>
<td>Moderator:</td>
<td><strong>Felicia Metz,</strong> University of Maryland</td>
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<tr>
<th>PD-2</th>
<th>The Conversation — An AUTM Leadership Forum</th>
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<tbody>
<tr>
<td>Location:</td>
<td>Mission Beach – Level 3</td>
</tr>
<tr>
<td>Track:</td>
<td>Mini-course</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>Advanced</td>
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</table>
| Moderators: | **Elaine Hamm, Ph.D., Biopharma, Inc.**  
**James R. Zanewicz, RTTP,** Tulane University |

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<tr>
<th>SIG 6</th>
<th>Plant Special Interest Group</th>
</tr>
</thead>
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<tr>
<td>Location:</td>
<td>Solana Beach – Level 3</td>
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<tr>
<td>Track:</td>
<td>Other</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>All Audiences</td>
</tr>
<tr>
<td>Facilitator:</td>
<td><strong>Brent Marable,</strong> University of Georgia</td>
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<table>
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<tr>
<th>SIG 7</th>
<th>International Special Interest Group</th>
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<tr>
<td>Location:</td>
<td>Promenade A/B – Level 3</td>
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<tr>
<td>Track:</td>
<td>Global Issues</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>All Audiences</td>
</tr>
</tbody>
</table>
| Facilitators: | **Kevin E. Cullen, Ph.D., RTTP,** UNSW Innovations  
**Kirsten J. Leute, M.B.A., CLP, RTTP,** Osage University Partners |

### 4 – 5:30 p.m.  Industry/Academia Partnering Forum  Part 2  
Sponsored by  

### 5:30 – 6:30 p.m.  Industry/Academia Networking  Reception and Exhibits  
Sponsored by  

### 6:30 – 8 p.m.  Opening Reception  
Sponsored by

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#autm2016  www.autm.net/2016
Meeting Schedule

Monday, February 15, 10:45 a.m. – 12:15 p.m.

A1  Patentability at the European Patent Office: Avoiding the Therapy Trap
*CLE Eligible

Location: Harbor A – Level 2
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Sebastian Tegethoff, 24IP Law Group
Speakers: Robert Alderson, Jacobacci & Partners
Catherine B. Martineau, Esq., J.D., MacMillan Sobanski & Todd, LLC
Maura O’Connell, Ph.D., FRKelly

An application that is intended to enter into the regional phase at the European Patent Office (EPO) from a Patent Cooperation Treaty (PCT) filing might require amendment of the claims to current practice before the EPO. Claims directed to a method for the treatment of the human or animal body by surgery, therapy or diagnostic methods are eligible in the U.S., but Article 53 c) of the European Patent Convention (EPC) states that patents shall not be granted for methods for the treatment of the human or animal body by surgery or therapy, and diagnostic methods practiced on the human or animal body shall not be regarded as inventions which are susceptible of industrial application. At the same time, it is possible to obtain protection for products, in particular substances, or compositions for use in methods for the treatment of the human or animal body by surgery, therapy or diagnostic methods. This workshop aims at explaining and preparing exemplary allowable claims under the EPC regarding therapy and diagnostics. A checklist will be provided, taking the latest EPO case law into consideration. Finally, the differentiation between claims that are allowable, because they are directed to products, or pharmaceutical compositions for the U.S. in therapy or diagnostics, from claims violating the ban of therapy or diagnostic claims will be worked out. Avoid the therapy trap in Europe!
Meeting Schedule

Monday, February 15, 10:45 a.m. – 12:15 p.m.

A2  Export Controls: The Good, the Bad and the Ugly for University Technology Transfer Offices  
*CLE Ethics Eligible

Location: Harbor B – Level 2
Track: Other
Target Audience: All Audiences
Moderator: Lisa Goble, Ph.D., University of North Carolina at Greensboro
Speakers: Donald Fischer, Fischer & Associates
          Dava Casoni, University of Southern California

The U.S. government regulates the transfer of information, commodities, technology and software considered to be strategically important to the nation’s security, economic or foreign policy concerns. Export Controls are the federal regulations intended to prevent the transfer of sensitive items and technology to foreign nations, organizations and individuals, in the interest of safeguarding national security. These regulations could potentially limit the research opportunities of university faculty, their students and staff, as well as stymie international research collaborations in some fields. Compliance with these regulations is imperative, as non-compliance with export controls can result in severe monetary and criminal penalties against both an individual as well as the university, and can result in the loss of research contracts, governmental funding and the ability to export items. In this session, we discuss best practices, strategic operations and strategies for compliance, with case studies of non-compliance and how they were addressed.

A3  Regular, Clever and Tricky Marketing Tactics

Location: Harbor C – Level 2
Track: Marketing Successful Practices
Target Audience: Fundamental
Moderator: Pasquale Ferrari, University of Maryland
Speakers: Mark Maynard, University of Michigan
          Abhishek Sangal, MS, M.B.A., Cedars-Sinai Medical Center

Join this discussion to learn a variety of clever and tricky marketing tactics that will help you reach upper level decision makers. First you’ll learn the basics that every licensing officer should know — from crafting an effective value proposition to engaging research sponsors, attending relevant trade shows, googling company licensing contacts and utilizing university databases. Then the panelists will share their clever, quirky tactics — from social media stalking to go-for-broke cold calling. When clever takes you only so far, a tricky tactic may win the day. Panelists share their eureka moments when a tricky approach yielded surprising results. Join this
Meeting Schedule

Monday, February 15, 10:45 a.m. – 12:15 p.m.

Session to add to your marketing toolbox or share your own clever or tricky tactic that made the connection or got the deal done.

A5 Good Deals Gone Bad: A Case Study in Structuring License Agreements to Survive the Convulsions of Commerce

Location: Harbor E – Level 2
Track: Nuts and Bolts of Technology Transfer
Target Audience: Fundamental
Moderator: Ada Nielsen, CLP, Foodexus LLC
Speakers: Wes Blakeslee, CLP, Blakeslee, LLC
Matthew McNeill, Rite-Holding Company
Lesley Millar-Nicholson, CLP, University of Illinois
Joseph T. Miotke, Wisconsin Intellectual Property Association
Brian P. O'Shaughnessy, Ratner Prestia

This is not your father’s lecture. This is an original presentation from the Licensing Executive Society (USA & Canada) IP Improv Theater. It begins with a term sheet for entering into a negotiation. Then we watch the assumptions hit the wall when meeting the reality of the other side. The term sheet that looked so clear, respectful and ultimately reasonable is met with the other party’s term sheet, assumptions, deliverables, culture and individual personalities. Although this is a fictitious tale, it is modeled on a real-life story that includes a series of expectations, events, ups-and-downs and unexpected outcomes of an early stage university life sciences discovery, including licensing agreements and key terms. Experience the twists and turns of the startup and the miscalculation of money flow. This session also emphasizes the value in paying close attention to terms and conditions and definitions in early agreements. Audience participation is encouraged. You will rediscover the art of “active listening” and the importance of running the “what-ifs” of scenario analysis in preparation. It is like real life — surprises abound, but so does learning.
Meeting Schedule

Monday, February 15, 10:45 a.m. – 12:15 p.m.

A6 Understanding Successes in Technology Transfer
Location: Harbor F – Level 2
Track: Operations
Target Audience: All Audiences
Moderator: Nels Pearsall, M.A., ERS Group
Speakers: Steven J. Kubisen, Ph.D., George Washington University
         Dorothy J. Miller, Ph.D., University of California
         Rosemarie Truman, The Center for Advancing Innovation

Over the past 35 years the total number of institutional technology transfer offices, as well as scope of offerings, accessibility to emerging technologies and economic contributions have seen unprecedented growth. Yet there remain few established metrics by which successes can be quantified and compared. As a result, reported measures of technology transfer office performance tend to be oversimplified, inefficient or one dimensional. This session addresses numerous reporting metrics often cited as measures of commercial success and highlights strengths and weaknesses associated with each metric. Specifically, the session will cover topics including implications of revenue generation versus entrepreneurship; measures of return on research funding, staffing, number of patents and exclusive dealings; efficiency comparisons; economic impact studies; and, very generally, establishment of recognized comparability between technology transfer offices.

A7 If You Don’t Do It, No One Will
Location: Harbor G – Level 2
Track: Advocacy and Internal Communications
Target Audience: Advanced
Moderator: Michael Waring, University of Michigan
Speakers: Jane Muir, RTTP, University of Florida
          Jay Schrankler, University of Minnesota
          Bill Andresen, University of Pennsylvania

This session will focus on the need for technology transfer officers to communicate with policymakers and their government relations officers about what technology transfer is, how it works and why proposed legislation or regulations could have a positive or negative impact on the industry. Learn how you can be an important part of your university’s effort to make sure the legislation and regulations promote — rather than hinder — the work your technology transfer office does.
Meeting Schedule
Monday, February 15, 10:45 a.m. – 12:15 p.m.

A8 How to Navigate Software Commercialization in the Land of Open Source!

Location: Harbor H – Level 2
Track: Licensing Successful Practices
Target Audience: All Audiences
Moderator: Drew Bennett, J.D., University of Michigan
Speakers: Michael Atlass, Qualcomm
Christopher Ghere, University of Minnesota
Wendy Zimbone, J.D., CLP, Talem IP Law LLP

It is hard to discuss software development today without open source being mentioned. Open source software is a driving force in software innovation worldwide, but it is unfortunately not “free source code.” Open source licenses come in different shapes and sizes with a variety of rules and restrictions. Come learn about the basics of open source, the different types of open source licenses and how they all work together. We will discuss the details of permissive free software licenses and copyleft licenses. Then we will go over in detail open source license compatibility and the nuances which can render different licenses and versions incompatible with each other. We will also go over what can be done to commercialize these different software innovations. We will cover what can be commercialized when third-party open source software has been integrated into university source code and also when solely developed university code has been released open source due to grant obligations and other reasons. You will leave this session with confidence to tackle open source and still achieve successful software commercialization.
Meeting Schedule

Monday, February 15, 10:45 a.m. – 12:15 p.m.

PD-1 Business Side of the License – Part 1
Location: Harbor I – Level 2
Track: Mini-Course
Target Audience: Intermediate
Instructors: Ken Levin, Ph.D., U.S. Department of Veterans Affairs
Traci Libby, CLP, Thermo Fisher Scientific
Christopher Noble, CLP, RTTP, Massachusetts Institute of Technology

Explore the business issues of university patent licenses. Deepen your experience and understanding of the opportunities, objectives and tools needed for success. Participate in an active discussion of the business issues behind agreements and the various terms found in licenses and other agreements using real-world case studies. This mini-course is intended for intermediate and advanced licensing professionals. Attendees are encouraged to bring their own cases for discussion by the panel and audience.

Topics will include:
• How to start the business terms negotiation on the right foot, and end there as well
• Licensing to established companies vs. startups
• The relationship between license fee, maintenance fees and royalty terms
• When and how to set diligence terms
• When and how to take equity in the licensee
• Milestone payments
• Control issues
Meeting Schedule

Monday, February 15, 10:45 a.m. – 12:15 p.m.

SIG1

- **MTA SIG - Those Difficult Industry-University MTAs**
- **Location:** Cortez Hill – Level 3
- **Track:** Industry/Academic Partnerships
- **Target Audience:** All Audiences
- **Facilitator:** Stephen Harsy, Ph.D., University of Arizona

What are the barriers to transferring research materials from industry to university researchers? Join the discussion of the key terms that can make these transfer agreements difficult and the creative approaches to overcoming these sticking points. The conversation will be jointly led by industry and academic leaders. Topics to be covered include: payment of royalties to license inventions made by university researchers using the materials; the meaning of “freedom to operate”; sublicensing no-cost licenses; payment of patent costs by company provider; controlling patent prosecution; accessing materials created by the university as a result of its use of the material; rights to inventions outside the allowed scope of work; and agreements by the university to keep the structure or identity of the material secret.

SIG2

- **Industry Special Interest Group**
- **Location:** Solana Beach – Level 3
- **Track:** Industry/Academic Partnerships
- **Target Audience:** All Audiences
- **Facilitators:** Jarrod Borkat, MedImmune
  Li Wang, Astrazeneca
  Christopher Yochim, Easy Rider

Join us for a discussion on open innovation: Industry facilitating academic collaboration. Industry recognizes that great ideas come from many sources. In fact, most biomedical innovation occurs outside company laboratories. To push the boundaries of science and deliver new medicines to patients, pharma and biotech need to create a more permeable research environment, collaborating with academia and government and foundations. Identification of innovative science requires us all to work in more open and creative ways.

Goals of Open Innovation:
- Connecting and exploring each other’s strengths, priorities and visions, and then determining how we can partner for mutual benefit.
- Providing a robust but simple process to link expertise, experience, resources, and technology with those of external experts and exploring prospective partnerships.
- Making our knowledge and compounds more accessible to academic investigators.
Meeting Schedule

Monday, February 15, 1:45 – 3:15 p.m.

- Partnering across all stages from the early idea to early clinical development.
- Collaborating to push the boundaries of science to deliver life-changing medicines to patients with otherwise intractable diseases.

SIG3 Professional Development: Administrative Professionals
Special Interest Group

Location: Promenade A/B – Level 3
Track: Administrative
Target Audience: All Audiences
Facilitator: Monya Dunlap, RTTP, University of Florida

This special interest group provides a forum for new and experienced administrative professionals. Join this exploration of professional development opportunities within the technology transfer profession. Engage in an open and dynamic conversation regarding the vital role of administration professionals and the future challenges and opportunities within the industry.
Meeting Schedule
Monday, February 15, 1:45 – 3:15 p.m.

**B1**

**Driving Academic Innovation Through Systematic Startup Formation**

**Location:** Harbor A – Level 2  
**Track:** Startups and Gap Funding  
**Target Audience:** All Audiences  
**Moderator:** Malcolm Skingle, CBE, D.Sc., Ph.D., GlaxoSmithKline  
**Speakers:** Ida Deichaite, Ph.D., UCSD Moores Cancer Center  
Carolyn Buser-Doepner, Ph.D., GlaxoSmithKline  
Catriona Jamieson, MD, Ph.D., USCD  
Jay Lichter, Ph.D., Avalon Ventures

Pharmaceutical companies are constantly looking for effective ways to access and package university derived technology to develop new medicines. This session will describe a novel arrangement to accelerate technology transfer through systematic NewCo formation. Since 2011 GlaxoSmithKline plc (GSK) has been partnering with academic institutes to undertake collaborative drug discovery through the Discovery Partnerships with Academia initiative. To extend this model, GSK has entered into an innovative relationship with Avalon Ventures to progress ideas from academic groups through the establishment of jointly funded NewCos. This highly integrated arrangement maximizes the synergy between the dynamic small biotech environment and the long-term medicinal version of large pharma. Avalon Ventures finds the technology, provides management and ensures the fledgling companies meet their milestones. GSK provides expertise in drug development and clinical testing which is often lacking in NewCos. The NewCos already in place cover a diverse range of therapeutic areas and are executed within the “incubator” of COI Pharmaceuticals in La Jolla, California. This approach increases the diversity of options that allows industry to work with academic groups to translate innovative ideas into medicines that benefit patients. The fund of up to $495 million aims to take university-derived technology into up to ten new startup companies. Join us to learn the benefits of this novel innovative arrangement from the perspective of the venture capitalist, the entrepreneurial academic and the pharmaceutical company.
Meeting Schedule
Monday, February 15, 1:45 – 3:15 p.m.

B2 Industry-Academia Partnership: Developing the Right Message for State and Federal Government

Location: Harbor B – Level 2
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Peter Pellerito, Biotechnology Industry Organization
Speaker: James Woodell, Association of Public & Land-grant Universities (APLU)

There is growing awareness by stakeholders in industry and academic research communities that joint messages to state and federal officials are essential, especially in supportive early-stage commercialization policy measures in building the entrepreneurship culture in communities.

This session will highlight cooperative public-private best practices being conducted by national university and industry associations and regional economic development officials that focus on communicating the value of early stage commercialization in the innovation ecosystem.

B3 Protection of Plant Varieties Around the Globe
*CLE Eligible

Location: Harbor C – Level 2
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Paul Savereide, Ph.D., J.D., University of Minnesota
Speakers: Julie Gavreau, Goudreau Gage Dubuc S.E.N.C.R.L. - L.L.P.
James Weatherly, J.D., Cochran Freund & Young LLC
Mike Wiwchar, Cochran Freund & Young LLC
Lindsey Woolley, Mewburn Ellis LLP

Join us to hear from a U.S. practitioner and practitioners from outside the U.S. who will provide basic information on requirements for protection of plant varieties in each country. The presentations will include information on legal requirements to obtain protection, how to handle and protect varieties during the breeding and evaluation of new varieties and timing of application filing.
Meeting Schedule

Monday, February 15, 1:45 – 3:15 p.m.

B4  Restructuring a Technology Transfer Office and Drinking from a Fire Hose

Location: Harbor D – Level 2
Track: Operations
Target Audience: Advanced
Moderator: Robert Patino, Ph.D., J.D., Southern Illinois University
Speakers: Robert Brown, J.D., Louisiana State University
         Stephanie Kimzey, M.B.A., St. Louis University
         Robert S. MacWright, Ph.D., Esq., UMass Amherst

When the present Office of Technology Transfer needs an overhaul, several key issues need to be addressed, including determining shortcomings of the previous office administrators to understanding the goals of the upper administration. Once those are assessed, formulating and executing a strategy is highly dependent on understanding the assets at your disposal and getting your staff buy in to your vision. The amount of work that needs to go into transforming a technology transfer office while trying to keep up with the normal course of business is comparable to drinking from a fire hose. Keeping your sanity and your staff from jumping ship can be a tall order when you are in the middle of executing your turnaround strategy.

B5  Industry Perspective on TTO Marketing Efforts: What Flies, What Fails and How TTOs Can Do Better

Location: Harbor E – Level 2
Track: Marketing Successful Practices
Target Audience: Advanced
Moderator: Margy Elliott, MPH, Columbia Technology Ventures
Speakers: Isabelle Gorrillot, Ph.D., Areon Bio
         Jane Muir, RTTP, University of Florida
         John Reid, University Health Network
         Donna See, Allied Minds

Join us to hear industry experts share what has worked for them, or what their dream marketing outreach from technology transfer offices would look like. We will discuss: appropriate print and leave-behind materials; web and email marketing strategies; and partnering and networking approaches. We all want to do our jobs better. This session will give you some real market feedback on how to appropriately engage your audience and share your message.
Meeting Schedule

Monday, February 15, 1:45 – 3:15 p.m.

B6                   Analyzing a License Agreement for Obligations and Monies Owed
Location:            Harbor F – Level 2
Track:               Administrative
Target Audience:     All Audiences
Moderators:          Katherine Durkin, Moffitt Cancer Center
                      Jacqueline Saporito, M.Ed., The Children’s Hospital of Philadelphia Research Institute

Financial management related to license agreements is a critical function of any technology transfer office. Working through a sample license agreement, this group discussion will demonstrate how to identify critical clauses in a license agreement that prompt action for ensuring that a university receives each obligation owed by its licensee, including both financial and non-dollar related items. The session will also explore the processes that should be implemented to ensure invoicing, reports and tasks are properly in place for years to come for these obligations and monies owed to the institution.

B7                   Checklist for License Agreements
Location:            Harbor G – Level 2
Track:               Licensing Successful Practices
Target Audience:     Fundamental
Moderator:           Sadhana Chitale, Ph.D., M.B.A., New York University
Speakers:            Colm Lawler, Ph.D., CLP, Tufts University
                      Scott MacFarlane, M.B.A., SUNY Upstate Medical University

How many times have you wished that you were able to have or make your own checklist for any particular licensing negotiation scenario? The presenters have taken their cue from Dr. Atul Gawande's book, The Checklist Manifesto: How to Get Things Right. They have compiled a checklist for different types of license agreements based on their cumulative experience. This session will encourage the crowdsourcing of ideas to add to this checklist and the presenters will post the updated checklist on the AUTM website for attendees.
Meeting Schedule
Monday, February 15, 1:45 – 3:15 p.m.

B8  Patient Samples: To Transfer or Not to Transfer?
Location:  Cortez Hill – Level 3
Track:  Nuts and Bolts of Technology Transfer
Target Audience:  All Audiences
Moderator:  Hilary Eaton, Dana-Farber Cancer Institute
Speaker:  Susie Airhart, Jackson Labs
          Barbara Gamez-Sims, Mayo Clinic

Many institutions have recently established policies or guidelines regarding the transfer of human tissue or patient-derived materials to external parties (both academic and industry) for research use, and technology transfer offices must conform to these in negotiating Material Transfer Agreements (MTAs), collaboration agreements and the like. During this interactive session, panelists from technology transfer offices affiliated with research hospitals and nonprofit institutes will discuss ethical and financial guidelines for handling outgoing patient sample transfer to industry partners. The discussion will include the particular challenges the institutions have encountered in structuring agreements and compensation for such transfers. Audience participation is encouraged. Join us for this hot topic!

PD-1  Business Side of the License – Part 2
Location:  Harbor I – Level 2
Track:  Mini-course
Target Audience:  Intermediate
Instructors:  Ken Levin, Ph.D., U.S. Department of Veterans Affairs
             Traci Libby, CLP, Thermo Fisher Scientific
             Christopher Noble, RTTP, Massachusetts Institute of Technology

Explore the business issues of university patent licenses. Deepen your experience and understanding of the opportunities, objectives and tools needed for success. Participate in an active discussion of the business issues behind agreements and the various terms found in licenses and other agreements using real-world case studies. This mini-course is intended for intermediate and advanced licensing professionals. Attendees are encouraged to bring their own cases for discussion by the panel and audience. Topics will include:
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• When and how to take equity in the licensee
• Milestone payments
• Control issues
Meeting Schedule

Monday, February 15, 1:45 – 3:15 p.m.

PD-2 The Conversation — An AUTM Leadership Forum
Location: Mission Beach – Level 3
Track: Mini-course
Target Audience: Advanced
Moderators: Elaine Hamm, Ph.D., Biopharma, Inc.
James R. Zanewicz, RTTP, Tulane University
Speakers: Robert Keynton, University of Louisville
Maja Larson, The Allen Institute for Brain Science
Loren Looger, Ph.D., Howard Hughes Medical Institute
Paul Roben, University of California, San Diego
Joanne Theurich, Howard Hughes Medical Institute
James Woodell, Association of Public & Land-grant Universities (APLU)

The Conversation is a high level forum for seasoned technology transfer professionals from around the world. This moderator-driven forum connects university professionals with industry (and other) colleagues to openly discuss ways to take a leadership role in accelerating research and commercialization. PowerPoints will not be the focus in these fast-paced 45-minute topic segments, where you will actively participate and identify tactics to advance the technology transfer profession.

SIG4 Physical Science/Engineering Special Interest Group - Unconference
Location: Solana Beach – Level 3
Track: Other
Target Audience: All Audiences
Facilitators: James R. Deane, Ph.D., M.B.A., CLP, University of Oregon
Jon Gortat, University of Illinois at Chicago
Whitney Hough, University of Alabama

This is a can’t-miss session if you manage physical science-based technologies or just want to learn more about that side of the shop. The un-conference format offers a free and open-ended discussion about issues that are encountered when trying to commercialize anything from software to semiconductors, including advanced materials, clean tech, healthcare IT, etc. The goal is an even balance of networking and content. By the end of the session you will have met everyone else attending the session (something hard to accomplish at panel/speaker style sessions), have shared ideas with colleagues on relevant physical sciences-focused technology transfer issues, and be better connected to the physical sciences. Don’t miss out on the session everyone is sure to be talking about for the rest of the meeting!
Meeting Schedule

Monday, February 15, 4 – 5:30 p.m.

SIG5  It’s the Economy, Stupid
Location:  Promenade A/B – Level 3
Track:  Advocacy and Internal Communications
Target Audience:  All Audiences
Facilitator:  John Fraser, CLP, RTTP,

_Burnside Development & Associates, LLC_

Universities need to muster their arguments for the spin-off economic impact benefits of basic research that technology transfer brings. But what is economic impact? How do you measure and present it? This session will build on a packed SIG at the 2015 Annual Meeting. It will discuss potential guidelines to measure and present economic impact and present case studies from the United States and Europe where this has been done successfully.
Meeting Schedule

Monday, February 15, 4 – 5:30 p.m.

C1 Improving Collaboration Among the University’s Sponsored Programs, Technology Transfer Offices and Corporate Engagement Offices

Location: Harbor A – Level 2
Track: IP Trends and Successful Partners
Target Audience: All Audiences
Moderator: Ben Frey, Northwestern University
Speakers: Adrian Cyhan, J.D., Foley & Lardner LLP
Matt McNair, J.D., The Ohio State University
Michael Straightiff, University of Virginia

Increasingly universities are focusing on companies as funding sources for research. This trend has hastened the need for a comprehensive, coherent, effective approach to managing intellectual property considerations across all relevant offices early in the corporate engagement process. While it has long been important to address intellectual property (IP) ownership, license rights, rights to background IP and prosecution mechanics in the context of the sponsored research agreement, the increased complexity of university intellectual property portfolios coupled with changing industry norms have elevated the need to manage expectations and negotiate effective solutions that address the current needs of both parties. All offices at a university involved in securing industry funding must work together to assess and valuate IP risks and opportunities, preferably with designated individuals liaising between the offices and interfacing with the corporate sponsor. Join us to share perspectives on best practices in connecting sponsored programs, technology transfer and corporate relations offices in the context of engaging industry sponsors.

C2 Diagnostics: Patent Eligibility and the Industry Perspective

*CLE Eligible

Location: Harbor B – Level 2
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: John Cosmopoulos, M.Sc., M.B.A., CLP, Tufts University
Speakers: Haskell T. Adler, Ph.D., M.B.A., Moffitt Cancer Center
Michael C. Cerio, Signal Genetics, Inc.
Melissa Hunter-Ensor, Saul Ewing LLP

Patent eligibility of diagnostic, pre-clinical and clinical methods in the United States has become much more limited over the last several years. Recent U.S. case law — from AMP v. Myriad to Mayo v. Prometheus — has made a significant impact on patent eligibility of diagnostics. This session will help you navigate new USPTO
Meeting Schedule

Monday, February 15, 4 – 5:30 p.m.

Guidelines on patent eligible subject matter. You'll gain a better understanding of patent eligibility requirements in the United States as well as other jurisdictions. Learn the best strategies for pursuing patent protection around biomarkers. This session will also provide an industry perspective on the most appealing diagnostic innovations for licensing. Discover the types of data and validation that are critical for you to successfully commercialize these technologies.

C3 The Role of Academic Medicine in Creating New Medical Devices
Location: Harbor C – Level 2
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Ashley J. Stevens, D.Phil. (Oxon), CLP, Focus IP Group, LLC
Speaker: Alan Bentley, Vanderbilt University
Elias Caro, Wallace H. Coulter Foundation
Stephen G. Harsy, Ph.D., University of Arizona

In 2011, a paper in the New England Journal of Medicine showed the significant role that academic institutions have played in the discovery of new drugs: 153 new drugs and vaccines; 9.3 percent of all new drug applications in an 18 year period; and 21.1 percent of the most innovative drugs. A new study is now looking at the role of academic medicine in creating new medical devices, and is finding that the role is even greater. Virtually every major new category of medical devices was created by a practicing M.D. somewhere — working in community settings to academic medical centers. Many were patented by the M.D. in his or her own name — the “back door.” Join us for an advance look at the results of the study, a look at some major device developments and an examination of the issue of the “back door.”

C4 Best Practices for Supporting Entrepreneurial Technology Commercialization
Location: Harbor D – Level 2
Track: Startups and Gap Funding
Target Audience: Advanced
Moderator: Don Rose, University of North Carolina
Speakers: Karin Immergluck, Ph.D., UCSF Office of Innovation, Technology & Alliances
Jack Miner, University of Michigan

Commercialization of university research through spin-out companies is becoming more popular and represents an increasingly important path for technology transfer. In the past, entrepreneurial activities of faculty founders were, at best tolerated, and at worst, discouraged. As universities embrace innovation and entrepreneurship
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Monday, February 15, 4 – 5:30 p.m.

across campus, technology transfer offices are beginning to support research-based startups, either from within their offices or by working with other groups across campus (e.g. business schools). This panel will focus on best practices among leading research universities, addressing the following: establishing an effective proof-of-concept/technology development funding mechanism to help enhance a technology and help launch the startup; developing funding beyond proof of concept (e.g. a venture fund) to help get companies investor-ready; supporting Small Business Innovation Research (SBIR) grants for early-stage companies; and streamlining the licensing process for startups. The panel will also explore the extent universities should be actively involved in incorporating companies; establishing incubation to support companies and balancing incubation with conflicts of interest and intellectual property protection; engaging outside entrepreneurs in the startup process when there is very little money to pay them; and engaging outside investors to encourage their investment in university startups. For the past five years, Carolina KickStart has built many of these support mechanisms. In doing so, we have interacted with a number of universities to understand best practices in this area.

C5  The Absolute Essentials of Bayh-Dole Compliance!
Location:  Harbor E – Level 2
Track:  Administrative
Target Audience:  Fundamental
Moderator:  David Englert, University of Rochester
Speaker:  Rolande Johndro, Massachusetts Institute of Technology

We all know what an important job reporting federally-funded inventions is. Many administrators have no idea how the job gets completed; they just expect it to be done in a timely manner and accurately. Are you the person responsible for Bayh-Dole compliance in your office? Have you documented all of the steps involved so that someone else can fill in and handle this extremely important job? Do you have other colleagues who could answer your questions? Join us and hear from experience why and how others had to determine and document the absolute essentials of basic Bayh-Dole compliance for their office. This is a session you won’t want to miss!
Meeting Schedule

Monday, February 15, 4 – 5:30 p.m.

C6  The Art of Negotiating Non-licensing Agreements
Location: Harbor F – Level 2
Track: Administrative
Target Audience: All Audiences
Moderator: Fong-Mei (Sharon) Lu, Ph.D., Esq., University of Florida
Speakers: Jenna N. Matheny, Esq., Tulane University
Wendy D. Streitz, University of California
Kevin Stewart, University of California, Santa Barbara

Administrative professionals in technology transfer offices can play a significant role in the review and negotiation of Confidential Disclosure Agreements, Material Transfer Agreements, Sponsored Research Agreements and Inter-Institutional Agreements (for joint invention management). Join us as we demystify key contract terms and guide you on the mechanics of reviewing and negotiating common terms in these agreements. Learn more about how to identify unacceptable terms, the strategies for negotiating alternative language and communicating with faculty investigators who often only see these agreements as an obstacle to their research. Learn about the implications of ambiguity. Join the discussion on when it makes sense to be silent on a clause. Hear suggestions for reaching mutual acceptance on contentious provisions. This session will include a number of exercises that will provide participants with real world examples. This session is ideal for administrative professionals and entry-level licensing professionals who are just learning to negotiate these agreements.

C7  Sublicensing Income: Contract Language, Incentives and Opportunities
*CLE Eligible
Location: Harbor G – Level 2
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Gregory Call, Ph.D., J.D., Crowell & Moring
Speakers: Sybil A. Lombillo, Ph.D., J.D., Mount Sinai Innovation Partners
Emily Waldron Loughran, M.B.A., University of California, Los Angeles

Join us for an in-depth look at sublicensing income provisions in university and medical research center license agreements. Because many university and medical research center inventions are licensed to small companies that seek to develop the technology but lack the resources to market and sell the technology, a second
Meeting Schedule

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transaction between the original licensee and a larger company takes place. Frequently the transaction will take the form of a sublicense. Our discussion will explore the typical terms in sublicensing income provisions and other provisions commonly found in agreements related to a second transaction; the types of incentives created by these provisions; and potential opportunities for licensees to avoid further payments by attempting to structure a transaction to fall outside of the sublicensing income provisions or other provisions related to a second transaction.

The panel will also discuss how these provisions have been interpreted; the courts’ willingness to look past what a second transaction is called to consider what its economic reality is; the decisions that have interpreted what constitutes sublicensing income; and the impact of the contract language on those decisions. Finally, the panel will also cover the provisions related to a possible second transaction be drawn up to be neutral regarding the structure of a second transaction, and the language that should be included in a sublicensing income provision.

C8 Intellectual Property Management
Location: Harbor I – Level 2
Track: Nuts and Bolts of Technology Transfer
Target Audience: Fundamental
Moderator: Felicia Metz, University of Maryland
Speakers: Justin Anderson, Wisconsin Alumni Research Foundation
          Paul Matri, J.D., Mount Sinai School of Medicine

Whether you are new to technology transfer, forming or reorganizing an office, or looking to improve patent-management practices for any size portfolio, join intellectual property managers and practitioners for a discussion of patent management basics, including tracking deadlines and bar dates, setting up a database, learning how to prioritize, optimizing a patent budget, improving procedures and implementing other best practices for better decision-making.
Meeting Program

Meeting Schedule

Monday, February 15, 4 – 5:30 p.m.

PD-2  The Conversation — An AUTM Leadership Forum
Location: Mission Beach – Level 3
Track: Mini-course
Target Audience: Advanced
Moderators: Elaine Hamm, Ph.D., Biopharma
James R. Zanewicz, RTTP, Tulane University
Speakers: Robert Keynton, University of Louisville
Maja Larson, The Allen Institute for Brain Science
Loren Looger, Ph.D., Howard Hughes Medical Institute
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The Conversation is a high level forum for seasoned technology transfer professionals from around the world. This moderator-driven forum connects university professionals with industry (and other) colleagues to openly discuss ways to take a leadership role in accelerating research and commercialization. PowerPoints will not be the focus in these fast-paced 45-minute topic segments, where you will actively participate and identify tactics to advance the technology transfer profession.

SIG6  Plant Special Interest Group
Location: Solana Beach – Level 3
Track: Other
Target Audience: All Audiences
Facilitator: Brent Marable, University of Georgia

The Plant Special Interest Group hosts this vibrant, interactive meeting among plant professionals and others who share an interest in plants. The Plant SIG is held in a roundtable format, offering attendees a chance to introduce a topic and explore solutions. If you are new to the topic, background materials will be provided. Attendees will hear an update on efforts to obtain and publish statistics related to university plant breeding programs, including economic and social impacts. The conversation doesn’t stop after the Annual Meeting; attendees are invited to join the SIG’s email list and be part of the conversation between meetings.
Join us to discuss how AUTM can assist international technology transfer professionals. This session explores the unmet needs and potential solutions for Asian and other international technology transfer professionals. Learn how international technology transfer professionals can benefit from existing AUTM member services. Hear the success stories of those who have already discovered these resources. This session will be especially beneficial to international technology transfer professionals with unmet needs as well as AUTM leadership and members who would like to know more about how the AUTM community can meet the needs of these professionals who work outside the U.S.
## Schedule at a Glance

**Tuesday, February 16**

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<td>Grand Hall B – D Lobby Level</td>
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<td>8 – 9 a.m.</td>
<td>Central Region Meeting Breakfast</td>
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<td>8 – 9 a.m.</td>
<td>Public Policy Breakfast (by invitation)</td>
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<td>Western Region Planning Committee Breakfast (by invitation)</td>
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<td>Exhibit Hall Open</td>
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<tr>
<td><strong>D1</strong></td>
<td>Top 10 Court Cases of 2015 Affecting Licensing</td>
<td>Harbor A – Level 2</td>
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<tr>
<td><strong>D2</strong></td>
<td>Understanding Global Cultures: Inventors and Licensees</td>
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<tr>
<td><strong>D3</strong></td>
<td>Thinking Outside of the Box: New Perspectives and Innovative Approaches for Licensing Patents to Industry</td>
<td>Harbor C – Level 2</td>
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*CLE Eligible*
# Schedule at a Glance

## Tuesday, February 16

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<td>D4</td>
<td>Advanced Bayh-Dole Compliance Discussion</td>
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<td>Administrative</td>
<td>Advanced</td>
<td>Michele O’Shea, Borman and Company LLC</td>
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<td>D5</td>
<td>Understanding MTAs: What Are the Terms and What Can You Do About Them?</td>
<td>Harbor E – Level 2</td>
<td>Nuts and Bolts of Technology Transfer</td>
<td>Advanced</td>
<td>Janet Shepler, Ph.D., J.D., Dartmouth College</td>
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<td>D6</td>
<td>Data Sharing and Management under Federally Funded Research</td>
<td>Harbor F – Level 2</td>
<td>Operations</td>
<td>All Audiences</td>
<td>John Kim, National Institutes of Health (NIH)</td>
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<td>D7</td>
<td>New Model for Marketing and Licensing</td>
<td>Harbor G – Level 2</td>
<td>Marketing Successful Practices</td>
<td>All Audiences</td>
<td>Gayatri Varma, Ph.D., University of Maryland</td>
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Schedule at a Glance
Tuesday, February 16

Location: Cortez Hill – Level 3
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Orin Herskowitz, Columbia Technology Ventures

D10 Meaningful Metrics: What They Are, How We Collect Them, and How We Use Them
Location: Mission Beach – Level 3
Track: Operations
Target Audience: Advanced
Moderator: Ragan Robertson, Ph.D., University of California, Los Angeles

SIG 8 AUTM Women Inventors Special Interest Group
Location: Solana Beach – Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Facilitator: Jennifer Gottwald, Ph.D., CLP, Wisconsin Alumni Research Foundation (WARF)

SIG 9 Accounting in Technology Transfer Offices SIG
Location: Ocean Beach – Level 3
Track: Other
Target Audience: All Audiences
Facilitators: Katherine Durkin, Moffitt Cancer Center
Becky Wu, Stanford University

SIG 16 Technology Transfer Offices and Foundations: Developing a Synergistic Partnership
Location: Promenade A/B – Level 3
Track: Other
Target Audience: All Audiences
Facilitators: Felice Lu, University of California System
Karen Sotnik, University of Pennsylvania

10:30 – 11:15 a.m. Refreshment Break in the Exhibit Hall
Grand Hall B – D Lobby Level
# Schedule at a Glance

**Tuesday, February 16**

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<tr>
<td>11:15 a.m. – 12:45 p.m.</td>
<td>AUTM Venture Forum: Business Plan Competition</td>
<td>Harbor H – Level 2</td>
<td>Track E – Educational and Special Interest Group Sessions</td>
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<tr>
<td>11:15 a.m. – 12:45 p.m.</td>
<td>Track E – Educational and Special Interest Group Sessions</td>
<td></td>
<td>E1 Best Practices for Running a University Based Proof-of-Concept Funding Mechanism</td>
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<td>Andrew Maas, J.D. EE, Louisiana State University</td>
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<td>E2 David and Goliath: The Importance and Interpretation of Diligence Provisions in Licenses with Big and Small Companies</td>
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<td>E2</td>
<td></td>
<td>Tari Suprapto, The Salk Institute for Biological Studies</td>
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<td></td>
<td>E3 Managing Impact from Social Sciences and Humanities</td>
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<td>E3</td>
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<td>Christoph Koeller, Goergen &amp; Koeller GmbH</td>
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<td>E4 Entrepreneurs-in-Residence: Permanent Residents or Just Passing Through?</td>
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<td>Joseph Wright, J.D., South Dakota School of Mines &amp; Technology</td>
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<td></td>
<td>E5 Intellectual Property Valuation for Academia</td>
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<td>E5</td>
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<td>Stephen Blake, Marks &amp; Clerk</td>
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*Sponsored by* [Image] [Image] [Image]

#autm2016       www.autm.net/2016
Schedule at a Glance
Tuesday, February 16

**E6**  
University Protection and Licensing of Software in a Post-Alice World  
*CLE Eligible*  
Location: Harbor I – Level 2  
Track: IP Trends and Successful Practices  
Target Audience: Intermediate  
Moderator: Jeffrey Peterson, Michael Best & Friedrich LLP

**E7**  
Marketing and Communications  
Location: Harbor E – Level 2  
Track: Marketing Successful Practices  
Target Audience: All Audiences  
Moderator: Kristin Rencher, M.B.A., RTTP, University of Northern Colorado

**E8**  
Word on the Street – How to Assess and Answer Criticisms of Technology Transfer and How to Get Your Own Word Out  
Location: Harbor F – Level 2  
Track: Advocacy and Internal Communications  
Target Audience: All Audiences  
Moderator: Peter C. Gonczlik, M.B.A., University of Albany

**E9**  
The Rapidly Evolving World of Digital Health: How to Find Value in New Collaboration Models  
Location: Cortez Hill – Level 3  
Track: Industry/Academic Partnerships  
Target Audience: All Audiences  
Moderator: Hassan R. Naqvi, Ph.D., Vanderbilt University

**E10**  
A Bridge Not Too Far: Building a Global Innovation Ecosystem  
Location: Mission Beach – Level 3  
Track: Global Issues  
Target Audience: Advanced  
Moderator: Dipanjan Nag, Ph.D., M.B.A., CLP, RTTP, Prediqtus
## Schedule at a Glance

### Tuesday, February 16

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<th>Let's Talk Financials: Royalties and Distribution of License Income</th>
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<tr>
<td>Track:</td>
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<td>Target Audience:</td>
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<tr>
<td>Facilitator:</td>
<td>Jennifer Folger, Michigan State University</td>
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<td>Location:</td>
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<td>Track:</td>
<td>Nuts and Bolts of Technology Transfer</td>
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<td>Target Audience:</td>
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<tr>
<td>Facilitator:</td>
<td>Yatin Karpe, Ph.D., Lehigh University</td>
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<tr>
<th>SIG 17</th>
<th>So You Want To Host a Partnering Forum</th>
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<td>Location:</td>
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<tr>
<td>Track:</td>
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<td>Target Audience:</td>
<td>All Audiences</td>
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<tr>
<td>Facilitator:</td>
<td>Brian Wright, Ph.D., RTTP, CLP, Auburn University</td>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>12:45 – 1:30 p.m.</td>
<td>AUTM Negotiation Course Lunch</td>
<td>Seaport G/H – Level 2</td>
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<td>12:45 – 2 p.m.</td>
<td>Eastern Region Planning Committee Lunch (by invitation)</td>
<td>Torrey Hills A – Level 3</td>
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<tr>
<td>12:45 – 2 p.m.</td>
<td>Central Region Planning Committee Lunch (by invitation)</td>
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<td>12:45 – 2 p.m.</td>
<td>Communications Lunch (by invitation)</td>
<td>Hillcrest A/B – Level 3</td>
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<td>12:45 – 4 p.m.</td>
<td>Canadian Lunch (by invitation) <strong>Sponsored by</strong> Bereskin &amp; Parr Intellectual Property Law</td>
<td>Seaport F – Level 2</td>
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<tr>
<td>1:30 – 5 p.m.</td>
<td>AUTM Negotiation Course (additional fee, seating limited)</td>
<td>Harbor G – Level 2</td>
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<tr>
<td>2 – 3:30 p.m.</td>
<td>Technology Transfer Trivia! <strong>Sponsored by</strong> Valuencias Corridor LLC</td>
<td>Harbor A – Level 2</td>
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<tr>
<td>3:30 – 7 p.m.</td>
<td>AUTM Casino Night (additional fee, seating limited) <strong>Sponsored in part by</strong> Gowlings</td>
<td>Seaport A – Level 2</td>
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Meeting Schedule

Tuesday, February 16, 9 – 10:30 a.m.

D1  Top 10 Court Cases of 2015 Affecting Licensing
Location: Harbor A – Level 2
Track: Other
Target Audience: All Audiences
Moderator: Russell E. Levine, P.C., Kirkland & Ellis LLP

This session will identify the top 10 court decisions during the past year affecting licensing. We will discuss the implications of these decisions on the drafting and negotiating of license agreements. The presentation will focus on cases that impact the way we negotiate and draft patent license agreements and how we initiate patent license negotiations.

D2  Understanding Global Cultures: Inventors and Licensees
Location: Harbor B – Level 2
Track: Global Issues
Target Audience: All Audiences
Moderator: Jessica Silvaggi, Ph.D., CLP, UWM Research Foundation, Inc.
Speakers: John Gilmore, Bald Eagle Energy Consulting, LLC
         Leslie Goff, Ph.D., KDL Solutions, LLC
         Jennifer Hodas, Ph.D., Pacific Northwest National Lab
         Paul Stewart, M.B.A., CLP, PASCO Ventures LLC

With international travel and commerce, the world has become a much smaller place. Each day we deal with colleagues, customers and potential business partners of numerous nationalities. Are you aware of the cultural practices of your inventors and potential licensees? Do you know how deals are done in other countries? Has your technology transfer office staff experienced different responses related to the nationality of your researchers? In many cases, a deal or relationship can fail due to your lack of experience or cultural awareness. In this session panelists will provide insight into the best practices for interacting with contacts from various countries including those in Asia, Europe and the Middle East.
Meeting Schedule

Tuesday, February 16, 9 – 10:30 a.m.

D3  Thinking Outside of the Box: New Perspectives and Innovative Approaches for Licensing Patents to Industry
    *CLE Eligible

Location: Harbor C – Level 2
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Paul Meyer, J.D., Intel Corporation
Speaker: Nader Mousavi, Sullivan & Cromwell

Join us for an overview of innovative programs and structures that have been or could be implemented by universities and their industry partners for making patent rights available to industry partners. The overview will include a discussion of the basic constructs for certain programs or structures and the problems they are meant to solve. The session will also explore the associated strategic considerations and their basic terms and provisions. For example, we will discuss co-exclusive licensing, patent pool programs, patent subscription programs, patent licensing auctions and transactions with patent assertion entities (PAEs) and patent monetization vehicles.

D4  Advanced Bayh-Dole Compliance Discussion

Location: Harbor D – Level 2
Track: Administrative
Target Audience: Advanced
Moderator: Michele O'Shea, Borman and Company LLC
Speaker: Rebecca Hernandez, Caltech

One of the most frustrating jobs in technology transfer can be trying to get your institution up-to-date with all of your government reporting into iEdison. First you have all of the current inventions to report. You’ve probably also found inventions from your institution that should be in iEdison but are not. Then there are the endless notification messages and the messages related to inventions that should not even be in iEdison. Then you have the messages related to incorrect government support clauses that will take a Certificate of Correction to change and on top of that, messages indicating multiple years of utilization reporting now being owed. Where and how do you even start to get a mess like this cleaned up? The speakers will provide you with best tips. It’s a session you won’t want to miss!
Meeting Schedule
Tuesday, February 16, 9 – 10:30 a.m.

D5        Understanding MTAs: What Are the Terms and What Can You Do About Them?
Location:  Harbor E – Level 2
Track:     Nuts and Bolts of Technology Transfer
Target Audience: Advanced
Moderator:  Janet Shepler, Ph.D., J.D., Dartmouth College
Speakers:  Jane Massey Licata, Ph.D., J.D., Licata & Tyrrell PC
          Sally Sullivan, Ph.D., J.D., Lathrop & Gage

Material Transfer Agreements (MTAs) are important documents that technology transfer professionals must deal with daily. While significant progress has been made in regards to standardization of such agreements between not-for-profit institutions, the primary challenge lies in managing MTAs between universities and the industry. This session will focus on university-industry MTA agreements. Technology transfer professionals need an understanding of the scope and import of these terms in order to prepare for negotiations and facilitate informed decisions on whether or not to proceed with an MTA. We will provide attendees with practical suggestions to help determine what is important for given circumstances. Join this session and learn how to negotiate better terms in reasonable and fair agreements.

D6        Data Sharing and Management Under Federally Funded Research
Location:  Harbor F – Level 2
Track:     Operations
Target Audience: All Audiences
Moderator:  John Kim, National Institutes of Health (NIH)
Speakers:  Amy Friedlander, Ph.D., National Science Foundation (NSF)
          Elizabeth Kittrie, MSc, U.S. Department of Health and Human Services (HHS)
          Dina N. Paltoo, Ph.D., MPH, National Institutes of Health (NIH)

On February 22, 2013, the White House Office of Science and Technology Policy (OSTP) released a memorandum entitled “Increasing Access to the Results of Federally Funded Scientific Research.” In this memorandum, OSTP Director, John Holdren, directed Federal agencies with more than $100 million in research and development expenditures to develop plans to make the published results of federally funded research freely available to the public within one year of publication and requiring researchers to better report and manage the digital data resulting from federally funded scientific research. The final policy reflects substantial inputs from scientists and scientific organizations, publishers, members of Congress, and other
Meeting Schedule
Tuesday, February 16, 9 – 10:30 a.m.

members of the public—over 65 thousand of whom recently signed a “We the People” petition asking for expanded public access to the results of taxpayer-funded research. As federal agencies implement their respective public access plans, federal funding recipients will be expected to address data management and sharing plans as part of their funding applications.

D7  New Model for Marketing and Licensing
Location:  Harbor G – Level 2
Track:  Marketing Successful Practices
Target Audience:  All Audiences
Moderator:  Gayatri Varma, Ph.D., University of Maryland
Speaker:  Brian Wright, Ph.D., RTTP, Auburn University

I-Corps™ is more often thought to be a process where one makes a go/no-go decision on formation of a startup. However, some universities have begun to use the process for marketing and licensing of disclosures not intended for a startup path. Actively participate and hear case studies and commercialization success stories from implementing the I-Corps™ model within a technology transfer office.

D8  What Can We Learn From Our International Colleagues? Is the U.S. Technology Transfer Office Model Stuck?
Location:  Harbor I – Level 2
Track:  Industry/Academic Partnerships
Target Audience:  Advanced
Moderator:  Louis Berneman, Ed.D., CLP, RTTP, Osage University Partners
Speakers:  Thomas Hockaday, Isis Innovation Ltd, University of Oxford
Scott Inwood, M.B.A., B.Sc., University of Waterloo
Orli Tori, BIRAD Ltd, Bar Ilan University
Paul Van Dun, KU Leuven Research & Development

While productivity and sophistication of U.S. technology transfer offices continue to improve, we can learn much from top performing intellectual property (IP) commercialization organizations in the UK, Europe, Canada and Israel. Leaders of top functioning groups will discuss licensing and startup business development strategies and license terms, availability and use of university-affiliated investment funds, organizational structure and staffing as influenced by different IP ownership/sharing policies, the emergence of student entrepreneurial support programs, opportunities for sub-contracting and more.
Meeting Schedule

Tuesday, February 16, 9 – 10:30 a.m.


Location:  Cortez Hill – Level 3
Track:  Nuts and Bolts of Technology Transfer
Target Audience:  All Audiences
Moderator:  Orin Herskowitz, Columbia Technology Ventures
Speakers:  Linda Chao, M.B.A., CLP, Stanford University  
Mick Sawka, Harvard University

In Spring 2015, 25 institutions (including large universities such as Columbia, Stanford, Harvard, Johns Hopkins, University of Michigan, UCLA and others) collaborated on a benchmarking study focused on identifying patent filing strategy best practices within our industry. In particular, the study looked at patent filing, conversion and foreign filing decision ratios both for the portfolio overall and specifically for “high tech” assets (software / IT hardware / semiconductor) vs. biopharma assets. The panel discussion will review the results of the survey, discuss the surprising patent filing strategies observed and also share some possible rationales for each strategy as provided by the directors of the various offices. While the first part of the session will be a review of the data, we very much hope that the session will evolve into a group discussion of the pros and cons of various strategies for managing our collective patent assets going forward.

D10  Meaningful Metrics: What They Are, How We Collect Them, and How We Use Them

Location:  Mission Beach – Level 3
Track:  Operations
Target Audience:  Advanced
Moderator:  Ragan Robertson, Ph.D., University of California, Los Angeles
Speakers:  Mary Albertson, Stanford University  
Ben Rogers, MaRS Innovation

This group conversation, targeted at senior leadership, will focus on the data we collect on a day-to-day basis and what new and meaningful data we may want to consider collecting. Ever more frequently we are asked to find and report on additional measures for economic development as well as data that measures the societal impact of technology transfer. This group will brainstorm together and discuss what new data we should continue to seek and collect to help us demonstrate the benefits of our work to university leadership, faculty, policy makers and the general public.
Meeting Schedule
Tuesday, February 16, 9 – 10:30 a.m.

SIG8 AUTM Women Inventors Special Interest Group
Location: Solana Beach – Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Facilitator: Jennifer Gottwald, Ph.D., CLP, Wisconsin Alumni Research Foundation (WARF)

The AUTM Women Inventors Committee is a group of volunteers passionate about generating ideas and implementing changes to increase the participation of women in innovation. We are forming alliances with other advocacy organizations, such as Fast Forward/Quantum Leaps (national NGO promoting women’s business formation), that will help showcase the positive work AUTM is pursuing in this arena. We are identifying meaningful metrics to measure women’s participation in innovation and encouraging technology transfer offices to track those. We are synthesizing information about why women are underrepresented and offering ideas AUTM members can implement to change this. Because of AUTM’s worldwide recognition, we have the potential to implement changes that will empower more women to participate and take leadership roles in all stages of transferring new discoveries to the market. While this has the potential to encompass a very broad spectrum of activities, we focus on those activities wherein because of AUTM member’s core knowledge and strengths, we are uniquely suited to affect change. Please join us at our SIG to hear what we’ve learned, share your own experiences and ideas, and join this effort to ensure that our institutions and economies are benefitting from contributions from all scientists and technologists.

SIG9 Accounting in Technology Transfer Offices SIG
Location: Ocean Beach – Level 3
Track: Other
Target Audience: All Audiences
Facilitators: Katherine Durkin, Moffitt Cancer Center
Becky Wu, Stanford University

Join your accounting peers in a roundtable interactive session to discuss current issues, patent expenses, software systems, inventor distributions, equity, and all things accounting that make your job a challenge. Share your knowledge and experience with the group, and be a resource for others. Meet those SIG members you heard on the Accounting SIG calls.
Meeting Schedule
Tuesday, February 16, 9 – 10:30 a.m.

SIG 16  Technology Transfer Offices and Foundations: Developing a Synergistic Partnership
Location: Promenade A/B – Level 3
Track: Other
Target Audience: All Audiences
Facilitators: Maureen Japha, FasterCures
Felice Lu, University of California System

Research contracts with non-profit foundations have evolved to include a greater number of increasingly complex intellectual property terms that come into play during the commercialization and licensing process. This SIG provides a forum for university technology managers to discuss ways to work with foundations to build synergistic partnerships. We will discuss the progress made during recent meetings with foundations, and also generate ideas for addressing university and foundation concerns in licensing so that universities and foundations can work together more productively.
Meeting Schedule
Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

E1  Best Practices for Running a University-Based, Proof-of-Concept Funding Mechanism

Location: Harbor A – Level 2  
Track: Startups and Gap Funding  
Target Audience: Advanced  
Moderator: Andrew Maas, J.D., EE, Louisiana State University  
Speakers: Arthur Cooper, J.D., EE, Louisiana State University  
Paul J. Corson, Sustainable Startups  
Rosibel Ochoa, Ph.D., UCSD Von Liebig Center  

Ever since the Kauffman Foundation issued its report “Proof-of-Concept Centers: Accelerating the Commercialization of University Innovations,” many universities have launched or developed proof-of-concept funding mechanisms. However, there is a need to understand best practices in how a meaningful proof-of-concept fund or center should run — for both the large scale and the small scale. Join us to explore developments at multiple universities and the pathway that has resulted in the best success.

E2  David and Goliath: The Importance and Interpretation of Diligence Provisions in Licenses with Big and Small Companies

Location: Harbor B – Level 2  
Track: Licensing Successful Practices  
Target Audience: All Audiences  
Moderator: Tari Suprapto, The Rockefeller University  
Speakers: Abhijit Afzalpurkar, Ph.D., M.B.A., CLP, Thermo Fisher Scientific  
Mark Benedyk, Ph.D., Telephus Medical LLC  
Christopher Noble, CLP, RTTP, Massachusetts Institute of Technology  

Many license agreements include diligence provisions but why are they there? Why are they important to the academic licensor? What do they look like depending on the potential licensee? How does your commercial partner view diligence if they are a large established company, a startup or university spinout company? How do you establish diligence terms for a startup company that has not yet defined its business plan? Will you be able to come to agreement on diligence, and if so, how? Assuming the license is then signed, how will the licensor and licensee ensure diligence is performed in compliance with the agreement? Join this session to get the answers to these and other questions. This session will examine the issues of diligence pre- and post-execution of the license from the perspective of academic licensors and licensees from both large and small corporations.
Meeting Schedule

Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

E3  
Managing Impact from Social Sciences and Humanities

Location:  
Harbor C – Level 2

Track:  
Other

Target Audience:  
All Audiences

Moderator:  
Christoph Koeller, Goergen & Koeller GmbH

Speaker:  
Steven F. Tan, M.B.A., MSc., RTTP,  
VU University Amsterdam and  
VU University Medical Center Amsterdam

Requests for demonstrating the impact of research are arising all over the world and they are not limited to the “exact sciences.” Researchers from social sciences, humanities and the arts (SSH) are also increasingly forced to create and prove their impact in society and the economy; furthermore, knowledge and technology transfer offices need to find solutions for supporting them in a systematic and efficient way. On the other hand, much of SSH research today already finds its way into applications outside of academic circles but these are most frequently presented anecdotally. This general lack of visibility on the SSH’s impact needs to be addressed.

Based on project examples and cases, you will learn about appropriate ways to identify and demonstrate the relevance of SSH for society and economy. The workshop will include small group discussions to explore topics such as making SSH’s impact more visible, identifying key indicators, selecting appropriate media and the role of SSH research. By applying the results of the workshop you will receive input on how to adapt your service portfolio to the needs of SSH researchers.
Meeting Schedule

Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

E4 Entrepreneurs-in-Residence: Permanent Residents or Just Passing Through?
Location: Harbor D – Level 2
Track: Other
Target Audience: Advanced
Moderator: Joseph Wright, J.D., South Dakota School of Mines & Technology
Speakers: Greg Coticchia, University of Pittsburgh
          Jordan Kaufman, University of Iowa
          James E. Thompson, University of Utah

Recently, numerous universities’ technology transfer offices have launched various iterations of “in-residence” programs. With all the “in-residence” activity in technology transfer offices around the country, the questions are twofold. First, how are the programs structured? Second, are these programs a success? Join us to hear from universities with differing “in-residence” models. We will compare, contrast and identify best practices.

E5 Intellectual Property Valuation for Academia
*CLE Eligible
Location: Harbor G – Level 2
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Stephen Blake, Marks & Clerk
Speakers: David Ai, City University of Hong Kong
          Kelvin King, Esq., Valuation Consulting LLP
          Brion St. Amour, Indiana University

Intellectual Property (IP) Valuation is essential to ensure that licensors and technology transfer in general receive full value for their technology. Yet this step is often overlooked in the licensing and venturing process. Typically licensors default to the 25 percent rule, a standard 3 percent royalty, or other industry folklore and generic methods for determining the royalty rate such as just guessing. While this may be expedient and easy, these methods can significantly underestimate the value of the technology or destroy incentive, leaving unclaimed money on the table. This interactive session will include a discussion of the basics of IP Valuation and its similarities and differences from traditional valuation methods. Examples of successful valuations will be discussed including practical advice about how to do it and lessons learned. Come prepared to share your experience and ask questions of the experts and the audience. After this session you will have a better understanding of how to value your IP and will no longer have to guess!
Meeting Schedule

Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

E6        University Protection and Licensing of Software in a Post-Alice World
*CLE Eligible
Location: Harbor I – Level 2
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Jeffrey Peterson, Michael Best & Friedrich LLP
Speakers: David Hadley, MBS, M.B.A., University of Utah
          Michael Morley, Michigan Technological University

On June 19, 2014, the United States Supreme Court issued its decision in Alice Corp. v. CLS Bank International. The Supreme Court ruled that abstract ideas are patent ineligible and effectively changed the software licensing and patent industry. Now that the rules have been in effect for over a year, this session will explore how universities are now approaching software patenting and licensing. In particular what are the current trends in higher education licensing for software? How are universities dealing with protections on software? How are they evaluating software invention disclosures? What different licensing structures are they using for software inventions?

E7        Marketing and Communications
Location: Harbor E – Level 2
Track: Marketing Successful Practices
Target Audience: All Audiences
Moderator: Kristin Rencher, M.B.A., RTTP, University of Northern Colorado
Speakers: Lisa L. Matragrano, Ph.D., M.B.A., Emory University
          Jay Schrankler, University of Minnesota
          Paul Tumarkin, University of Arizona

Come prepared with your marketing questions, problems, and concerns. This session is designed as a clinic, a working session staffed by a team of marketing experts. We’ll help participants to analyze their marketing problems, devise concrete solutions, and advise on appropriate tools to help you get the job done.

Our experts have seen it all. No problem is too big or too small. And, if anyone manages to bring a question that stumps our team you’ll get a reward: an “I Stumped the Marketing Experts” ribbon to add to your lanyard!
Meeting Schedule

Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

E8  Word on the Street – How to Assess and Answer Criticisms of Technology Transfer and How to Get Your Own Word Out
Location: Harbor F – Level 2
Track: Advocacy and Internal Communications
Target Audience: All Audiences
Moderator: Peter C. Gonczlik, M.B.A., University of Albany
Speakers: Joseph P. Allen, Joseph Allen & Associates
          Kevin E. Noonan, Ph.D., J.D., McDonnell Boehnen Hulbert & Berghoff, LLP

The university technology transfer profession has grown and evolved since the passage of the Bayh-Dole Act in 1980. During this time, technological and economic forces have significantly changed the strategic landscape for university technology transfer practice. We should be proud that our profession has the attention of academic scholars, foundations, think tanks and policy makers. All of these groups (and more) are keenly interested in related issues such as patent reform, patent litigation, entrepreneurship, free agency and the price of health care.

So what do you do when you see a scholarly article, position paper, newspaper editorial or a National Public Radio story that supports the conclusion that patents hinder innovation or that universities shouldn’t be making money from their research? In this session we’ll talk with advocacy and communications experts about how to assess and answer these stories. We’ll also discuss how to get our own stories out effectively. AUTM has great resources for our members to help advocate, and you’ll learn about them as well. This session complements A7: If You Don’t Do It, No One Will, an advocacy session focused on working with your government relations people to present effective arguments and data on Capitol Hill, and here you will learn how to join and win the battle of the word on the street and online as well.

E9  The Rapidly Evolving World of Digital Health: How to Find Value in New Collaboration Models
Location: Cortez Hill – Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Hassan R. Naqvi, Ph.D., Vanderbilt University
Speaker: Karin Immergluck, Ph.D., University of California, San Francisco

The rapidly evolving world of digital health, including content development, digital communication, digital sensors, data analysis and data systems integration, is colliding at top speed with the world of healthcare and life sciences. The digital industry is turning to hospitals, physicians and life scientists to tap into their know-
Meeting Schedule

Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

how and expertise on a range of topics — from developing healthcare content to accessing data, developing meaningful ways to analyze big data, validating new tools, and understanding hospital information flows so as to develop better integrated data ecosystems. At the same time, hospitals, physicians and life scientists are looking to the digital industry on a range of issues, including designing, supporting and marketing apps; creating more efficient digital communication systems such as patient-physician or physician-physician; designing and implementing sensor-effector healthcare systems; and analyzing in a meaningful and useful manner the exploding amount of “omics” and other data. Join us to explore new models for academia-industry collaborations in the digital health space. This session will discuss the value proposition for each partner— from financial benefits such as revenue-generating models, exchange of in-kind services and overall healthcare system cost-savings to non-financial benefits such as increased efficiencies in data translation, expanded public relations and marketing opportunities, and improved patient services.

E10 A Bridge Not Too Far: Building a Global Innovation Ecosystem

Location: Mission Beach – Level 3
Track: Global Issues
Target Audience: Advanced
Moderator: Dipanjan Nag, Ph.D., M.B.A., CLP, RTTP, IP Shakti
Speakers: Lily Chan, Ph.D., NUS Enterprise
Kevin Cullen, Ph.D., RTTP, UNSW Australia
Leszek Grabarczyk, J.C., National Center for Research and Development
David Gulley, Ph.D., RTTP, CLP, Puerto Rico Science, Technology and Research Trust
Keith Jones, Ph.D., Khalifa University
Masakazu Kimura, Shizuoka University
Cristina M. Quintella, FORTEC
Abdilda Shamenov, MSc., Technology Commercialization Center LLC
Fazilet Vardar, Ebiltem

Building an efficient technology commercialization ecosystem in any economy is complicated and requires various players in that region to contribute and work in tandem. This session will delve into balancing academic and business objectives of an ecosystem, understanding the specific market needs and engaging financial partners. Expert panelists will present case studies and best practices adopted in their country to spotlight the variety of approaches taken across the globe in tackling ecosystem challenges. The panelists share their expertise in policymaking, planning
Meeting Schedule
Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

and execution of the various facets of technology transfer to demystify the roles of government, academia, industry and non-profit organizations in the successful creation of an innovation ecosystem.

SIG10 Let’s Talk Financials:
Royalties and Distribution of License Income
Location: Solana Beach – Level 3
Track: Operations
Target Audience: All Audiences
Facilitator: Jennifer Folger, Michigan State University

Each technology transfer office has its own policies and procedures for distributing licensing or royalty income to inventors and their departments as well as how information is provided to the principal investigator (PI) around distribution time. Taking care of this administrative task in a fair, consistent and timely manner may not always generate accolades from recipients of the income. However, failure to distribute licensing income properly will likely generate unfavorable responses from the stakeholders of the income. This group will discuss the framework as well as useful tools that can help technology transfer professionals smoothly carry out this important task.

SIG11 Small Office Special Interest Group
Location: Promenade A/B – Level 3
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Facilitator: Yatin Karpe, Ph.D., Lehigh University

Join this open discussion of the issues specific to smaller offices. Everyone will be invited to discuss relevant topics such as funding for the small office, marketing and gaining traction on campus with disclosures. Join the conversation on building long-term plans for your office, growing your office, staffing and other key issues. Gather with other small office professionals who face similar issues and challenges in this great networking session.
Meeting Schedule

Tuesday, February 16, 11:15 a.m. – 12:45 p.m.

SIG 17  So You Want To Host a Partnering Forum  
Location: Ocean Beach – Level 3  
Track: Other  
Target Audience: All Audiences  
Facilitator: Brian Wright, Ph.D., RTTP, CLP, Auburn University

Since 2014, AUTM has hosted several Partnering Forums around the country, each focusing on a specific industry. These meetings provide technology transfer professionals from industry and universities a unique opportunity to network in a particular technology sector and explore opportunities to form collaborations in areas such as intellectual property licensing, research and other areas. The forums are intended to be small events, with approximately 50-75 attendees, to foster more robust networking opportunities. Past events have focused on medical imaging, medical devices, oil & gas, aerospace and animal health. 2016 events are scheduled for communications and crops. These full day events include presentations and panels that address technology transfer perspectives from both industry and academia, as well as plenty of opportunities for networking and one-on-one partnering.

Does your university have an interest in helping to create such an event? Proposals are welcome from both universities and companies, or applications from multiple organizations that plan to co-host an event. This informal discussion will include several organizers of past and future partnering forums, who can provide insight into factors to consider when putting together a Partnering Forum proposal to help guide you to a successful event.
Meeting Schedule

Tuesday, February 16, 12:45 – 4 p.m.

Canadian Luncheon and Afternoon Program (by invitation)

Location: Seaport F Ballroom – Level 2

New for 2016, the Canadian Lunch will feature keynote speakers followed by programming which will focus on the unique challenges Canadian technology transfer offices are facing. Programming will include:

Luncheon
Sponsored by: Bereskin & Parr

Welcome
Micheline Gravelle, Bereskin & Parr LLP
Ken Porter, AUTM Assistant Vice President, Canada

2014 Canadian Licensing Survey Results
Catherine Geci, University of Ottawa

AUTM in Canada 2015
Ken Porter, AUTM Assistant Vice President, Canada

Agriculture Partnering Forum, 2016
Oksana Akhova, University of Saskatchewan

Message from the Canadian Consulate
 Frederic Fournier, Consul and Trade Commissioner, Consulate of Canada

Canadian Award
Joe Irvine, University of Ottawa
Meeting Schedule

Tuesday, February 16, 12:45 – 4 p.m.

Afternoon Program

Introduction: Dan Polonenko, Gowling Lafleur Henderson LLP
Moderator: Janet E. Scholz, Past President, AUTM, former CEO, ACCT Canada

Cross Canada Round-Up

Atlantic Canada: Chris Mathis, Springboard Atlantic
Quebec: Jacques Simoneau, Univalor, Quebec
Ontario: Mike Szarka, University of Waterloo
Western Canada: Darren Fast, University of Manitoba

Tri-Council updates:

CIHR: Kathleen Marsman – Changes in CIHR Open Suite of Programs – impacts on tech transfer and commercialization
NSERC: Bettina Hamelin – Update on strategic plan with impact on technology transfer/partnership and I2I

Breakout Sessions

Discussion on current activities in academic technology transfer and suggestions/recommendations for future programming facilitated through AUTM and otherwise addressing current issues.
## Schedule at a Glance

**Wednesday, February 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</table>
| 7:30 a.m. – 3:30 p.m. | AUTM Connect Partnering Place  
*Co-Sponsored by* [Mijin, Seobashi, Allied Minds] | Grand Hall A – Lobby Level |
| 7:30 a.m. – 3:30 p.m. | AUTM Registration                                                    | Palm Foyer – Level 2      |
| 8 – 9 a.m.         | Continental Breakfast                                                | Grand Hall B/C – Level 2  |
| 9 – 11 a.m.        | Industry Innovation Roundtable, Plenary and Awards Presentation      | Seaport Ballroom – Level 2|
| 11 – 11:30 a.m.    | Refreshment Break                                                    | Seaport Foyer – Level 2   |
| 11:30 a.m. – 1 p.m. | Track F – Educational and Special Interest Group Sessions            |                           |
| **F1**             | The Tidal Wave of Campus Entrepreneurship, Part II: Startup Licensing Best Practices |                           |
| Location:          | Harbor A – Level 2                                                   |                           |
| Track:             | Licensing Successful Practices                                       |                           |
| Target Audience:   | Advanced                                                             |                           |
| Moderator:         | Brendan Rauw, Ph.D., M.B.A., UCLA                                   |                           |
| **F2**             | Research Management and Technology Transfer Offices – A Shared Enterprise |                           |
| Location:          | Harbor B – Level 2                                                   |                           |
| Track:             | Operations                                                           |                           |
| Target Audience:   | All Audiences                                                       |                           |
| Moderator:         | J. Michael Slocum,  
*Society of Research Administrators International* |                           |
| **F3**             | Apps Across America                                                  |                           |
| Location:          | Harbor C – Level 2                                                   |                           |
| Track:             | IP Trends and Successful Practices                                   |                           |
| Target Audience:   | All Audiences                                                       |                           |
| Moderator:         | Lewis Humphreys,  
*Tech Launch Arizona* |                           |
| **F4**             | Free or Minimal Cost Tools and Strategies for In-house Patent Prosecution Searches |                           |
| Location:          | Harbor D – Level 2                                                   |                           |
| Track:             | Nuts and Bolts of Technology Transfer                                |                           |
| Target Audience:   | Fundamental                                                          |                           |
| Moderator:         | Shu Hui Chen, Ph.D.,  
*National Institutes of Health* |                           |

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Schedule at a Glance

Wednesday, February 17

F5  Evidence-based Evaluation of Marketing Strategies
Location: Harbor E – Level 2
Track: Marketing Successful Practices
Target Audience: All Audiences
Moderator: Ron Franck, M.B.A., University of California System

F6  Let's Talk Financials: Improving Legal Expense Review, Approval and Invoicing
Location: Harbor F – Level 2
Track: Operations
Target Audience: All Audiences
Moderator: Amanda Ottoway, GACP, NCSU

F7  Mining Value in Design Patents: A Review of Patentability and Implications for an Alternative Patent Market
Location: Harbor G – Level 2
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: John A. Zurawski, Esq., Pepper Hamilton, LLP

F8  Increasing Visibility in an Overstimulated World *CLE Eligible
Location: Harbor H – Level 2
Track: Marketing Successful Practices
Target Audience: Intermediate
Moderator: Daniel Hussey, M.D., The University of Texas at Austin

F9  The Big 90-Minute Brainstorm II - The Sequel - Chance of Storms 100%
Location: Solana Beach – Level 3
Track: Other
Target Audience: All Audiences
Moderator: Kirsten Leute, M.B.A., CLP, RTTP, Osage University Partners
## Schedule at a Glance

### Wednesday, February 17

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Location</th>
<th>Track</th>
<th>Target Audience</th>
<th>Facilitator(s)</th>
</tr>
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<tbody>
<tr>
<td><strong>F10</strong></td>
<td>Partnering Without Borders: Accelerating Global Treatments to Patients</td>
<td>Cortez Hill – Level 3</td>
<td>Global Issues</td>
<td>All Audiences</td>
<td>Julia Barnes-Weise, Global Healthcare Innovation Alliances</td>
</tr>
<tr>
<td><strong>SIG15</strong></td>
<td>DoD STTR Policies Hinder University-led Entrepreneurship?</td>
<td>Ocean Beach – Level 3</td>
<td>Operations</td>
<td>All Audiences</td>
<td>Bradley Guay, Army Research Office</td>
</tr>
</tbody>
</table>
| **PD-3** | Strategies, Methods and Tools for Commercialization of Creative Works - Part 1 | Harbor I – Level 2 | Mini-course | Intermediate | Gail Dykstra, University of Washington  
Christopher Ghere, University of Minnesota  
Andrew Morrow, University of Minnesota  
Charles R. Williams, Ph.D., J.D., University of Oregon |

### Lunches

- **Noon – 1:30 p.m.**
  - AUTM Annual Meeting Program Committee Lunch (by invitation)
  - America’s Cup A – C Level 4
- **1 – 2 p.m.**
  - Lunch
  - Grand Hall B/C Lobby Level
# Schedule at a Glance

**Wednesday, February 17**

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<tr>
<th>Time</th>
<th>Track G – Educational and Special Interest Group Sessions</th>
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</table>
| 2 – 3:30 p.m. | Beyond Alternative Dispute Resolution: Managing Conflict with External Partners Before and After the Contract is Signed  
*CLE Eligible* |
| Location:     | Harbor B – Level 2                                      |
| Track:        | Nuts and Bolts of Technology Transfer                   |
| Target Audience: | All Audiences                                        |
| Moderator:    | Conna Weiner, Esq., Conna Weiner ADR                    |

| G3            | Using the FDA and Patent Overlap to Protect Market Exclusivity  
*CLE Eligible* |
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<tbody>
<tr>
<td>Location:</td>
<td>Harbor C – Level 2</td>
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<tr>
<td>Track:</td>
<td>IP Trends and Successful Practices</td>
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<tr>
<td>Target Audience:</td>
<td>Advanced</td>
</tr>
<tr>
<td>Moderator:</td>
<td>Tamsen Valoir, BOULWARE &amp; VALOIR</td>
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<thead>
<tr>
<th>G4</th>
<th>Impact of Recent Court Decisions on Claim Drafting Strategies for Life Science Inventions in Canada and the United States</th>
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<tbody>
<tr>
<td>Location:</td>
<td>Harbor D – Level 2</td>
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<tr>
<td>Track:</td>
<td>IP Trends and Successful Practices</td>
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<tr>
<td>Target Audience:</td>
<td>All Audiences</td>
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<tr>
<td>Moderator:</td>
<td>Dan Polonenko, Ph.D., Gowling Lafleur Henderson LLP</td>
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<tr>
<th>G5</th>
<th>Drug Discovery and Development Primer for More Effective Technology Commercialization</th>
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<tr>
<td>Location:</td>
<td>Harbor E – Level 2</td>
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<tr>
<td>Track:</td>
<td>Other</td>
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<tr>
<td>Target Audience:</td>
<td>All Audiences</td>
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<tr>
<td>Moderator:</td>
<td>Isabelle Gorrilloat, Ph.D., Areon Biosciences</td>
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<tr>
<th>G6</th>
<th>Effective Partnering in Innovation Districts: Small College Towns with High Level Entrepreneurship</th>
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<tr>
<td>Location:</td>
<td>Harbor F – Level 2</td>
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<tr>
<td>Track:</td>
<td>Startups and Gap Funding</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>Intermediate</td>
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<tr>
<td>Moderator:</td>
<td>Denichiro Otsuga, Ph.D., RTTP, EnConnect</td>
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<tr>
<td>G7</td>
<td>The Great Divide: Negotiating Intellectual Property Rights in Industry Sponsored Research Agreements</td>
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<td></td>
<td>Location: Harbor G – Level 2</td>
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<td></td>
<td>Track: Industry/Academic Partnerships</td>
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<td></td>
<td>Target Audience: Intermediate</td>
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<td>Moderator: Kate Lewis, MA, M.B.A., University of California, Berkeley</td>
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<tr>
<th>G8</th>
<th>How to Attract Chinese Investments in U.S. Startups</th>
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<td></td>
<td>Location: Harbor H – Level 2</td>
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<td></td>
<td>Track: Startups and Gap Funding</td>
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<td>Target Audience: All Audiences</td>
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<td></td>
<td>Moderator: Jason Wen, Ph.D., M.B.A., CLP, RTTP, Boston College</td>
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<tr>
<th>G9</th>
<th>Managing of Post Issuance Patent Proceedings</th>
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<td></td>
<td>Location: Mission Beach – Level 3</td>
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<td></td>
<td>Track: IP Trends and Successful Practices</td>
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<td>Target Audience: Advanced</td>
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<td>Moderator: Michael Goldman, J.D., LeClairRyan</td>
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<tr>
<th>SIG13</th>
<th>Technology Transfer Office Administrative Professionals SIG</th>
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<tr>
<td></td>
<td>Location: Solana Beach – Level 3</td>
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<tr>
<td></td>
<td>Track: Administrative</td>
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<td>Target Audience: All Audiences</td>
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<td>Facilitator: Noel Burmeister, University of Florida Innovation Hub</td>
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<tr>
<th>SIG14</th>
<th>Mobile and More - The World of Software &amp; Copyright Licensing</th>
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<td>Location: Promenade A/B – Level 3</td>
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<td></td>
<td>Track: IP Trends and Successful Practices</td>
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<td>Target Audience: All Audiences</td>
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<td>Facilitator: Doug Hockstad, University of Arizona</td>
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### Schedule at a Glance

**Wednesday, February 17**

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<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>4 – 5:30 p.m.</td>
<td>Craft Beer Tasting Event (additional fee, limited availability)</td>
<td>Bayview Terrace (32nd Floor Seaport</td>
<td>INTELLECTUAL VENTURES®</td>
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<td><strong>Sponsored by</strong></td>
<td>Sponsored by Tower Elevators</td>
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<td><strong>Moderators:</strong></td>
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<td></td>
<td>Gail Dykstra, University of Washington</td>
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<td>Christopher Ghere, University of Minnesota</td>
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<td>Andrew Morrow, University of Minnesota</td>
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<td>Charles R. Williams, Ph.D., J.D., University of Oregon</td>
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<tr>
<td>6:30 – 8 p.m.</td>
<td>Closing Reception</td>
<td>Seaport Ballroom – Level 2</td>
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Meeting Schedule

Wednesday, February 17, 11:30 a.m. – 1 p.m.

F1  
The Tidal Wave of Campus Entrepreneurship: Startup Licensing Best Practices  
Location: Harbor A – Level 2  
Track: Licensing Successful Practices  
Target Audience: Advanced  
Moderator: Brendan Rauw, Ph.D., M.B.A., University of California, Los Angeles  
Speakers: Evan Facher, Ph.D., M.B.A., University of Pittsburgh  
Fred Farina, M.S., Caltech  
Orin Herskovitz, M.B.A., Columbia Technology Ventures  
Emily Loughran, M.B.A., University of California, Los Angeles

Join us for a deeper dive into the negotiation and licensing practices around startups. Topics will include: cultivation and evaluation of startup opportunities; the role and value of “express licenses”; valuation and prioritization of startup terms, especially “fixed deals”; managing faculty involvement and expectations; grooming outside counsel; and building relationships with early-stage angel and venture investors.

F2  
Research Management and Technology Transfer Offices — A Shared Enterprise  
Location: Harbor B – Level 2  
Track: Operations  
Target Audience: All Audiences  
Moderator: J. Michael Slocum, Society of Research Administrators International

The business of a university or other research institution is the generation and distribution of knowledge. The management of the research enterprise inevitably leads to new discoveries and an increase in the knowledge to be shared by an institution. The process in most organizations is the shared responsibility of the research management office (e.g., the Office of Sponsored Programs) and the technology transfer activity.

Join us to explore how these two offices may best cooperate to advance the mission of the institution, the diffusion of knowledge, and the overall increase in social good that arises from spreading the information developed in the research institution into business, industry, and the wider society.
Meeting Schedule

Wednesday, February 17, 11:30 a.m. – 1 p.m.

F3  
Apps Across America  
Location: Harbor C – Level 2  
Track: IP Trends and Successful Practices  
Target Audience: All Audiences  
Moderator: Lewis Humphreys, Tech Launch Arizona  
Speakers: Katherine Fibiger, University of California, Los Angeles  
          Jai Hari Rajendran, Oklahoma State University  
          Karen Sotnik, University of Pennsylvania  

Mobile apps developed by faculty and students increasingly require technology transfer offices to strategically respond to demand for technical, financial and marketing support. This session brings together some of the country's most innovative universities to discuss their approaches to app technology transfer.

F4  
Free or Minimal Cost Tools and Strategies for In-house Patent Prosecution Searches  
Location: Harbor D – Level 2  
Track: Nuts and Bolts of Technology Transfer  
Target Audience: Fundamental  
Moderator: Shu Hui Chen, Ph.D., National Institutes of Health  
Speakers: Robert Garces, Ph.D., Van Andel Institute  
          John D. Hewes, Ph.D., National Institutes of Health  
          Hina Mehta, Ph.D., George Mason University  
          Nidhi Sabharwal, Ph.D., Rockefeller University  

What’s new and hot for searching? I know that Google is my go-to search engine. With that said, Google does not know everything! In this session, senior technology transfer personnel will show where they search and what strategies have worked for them at universities, institutes and even federal labs. Most organizations work on limited budgets and can find useful information without great expenses for in-house initial prior art searches for evaluation of Employee Discovery and Invention Reports (EIRs) or new technologies that come across their desks.
Meeting Schedule
Wednesday, February 17, 11:30 a.m. – 1 p.m.

F5 Evidence-based Evaluation of Marketing Strategies
Location: Harbor E – Level 2
Track: Marketing Successful Practices
Target Audience: All Audiences
Moderator: Ron Franck, M.B.A., University of California System
Speakers: Lisa L. Matragrano, Ph.D., M.B.A., Emory University
Julie Nagel, Ph.D., The University of Kansas
Julia Roberts, University of Central Florida

This is an all-new session that will provide specific suggestions for data-driven, quantitative techniques to measure and improve the effectiveness of your marketing strategies, but with a highly interactive format. Hear from technology transfer professionals with extensive marketing experience at universities known for their innovation and leadership. They will describe the tools and methods they have used for data collection and analysis in several marketing areas, including their results from the most recently available data. Hear real examples of improvements they have made to their marketing strategies based on the data.

F6 Let’s Talk Financials: Improving Legal Expense Review, Approval and Invoicing
Location: Harbor F – Level 2
Track: Operations
Target Audience: All Audiences
Moderator: Amanda Ottoway, GACP, NCSU
Speakers: Kimberly Dunn, GACP, Thomas Horstemeyer LLP
Becky Wu, Stanford University

One of the most difficult tasks related to technology transfer is managing and controlling patent expenditure. We really don’t like surprises! There are various methods that can be utilized to help technology transfer offices with this process, such as implementing good habits with service providers, requesting estimates and setting caps for commissioned work. Service Level Agreements or Guidelines can also help to formalize this process. Join us to discuss practical ways to simplify and improve the legal invoice review process to allow case managers to focus on licensing rather than being bogged down reviewing legal expenses. You will leave with fresh ideas on how to improve this process in your own institution.
Meeting Schedule
Wednesday, February 17, 11:30 a.m. – 1 p.m.

F7 Mining Value in Design Patents: A Review of Patentability and Implications for an Alternative Patent Market

Location: Harbor G – Level 2
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: John A. Zurawski, Esq., Pepper Hamilton, LLP
Speakers: Patrick M. Sheldrake, Esq., CNH Industrial America, LLC
Daniel Gajewski, Esq., Sterne, Kessler, Goldstein & Fox PLLC

Design patents have become a more salient component of intellectual property portfolios as the patentability of utility patent applications has been challenged at a US federal court level. At the same time, the U.S. federal courts have validated the commercial value of design patents as companies such as Apple have succeeded in enforcing their design patents on a relatively broad scale (Apple Inc. v. Samsung Electronics Co., Ltd. (Fed. Cir. 2015)). Given the lower cost to prepare and file design patent applications, knowing more about the work and strategy going into robust design protection may be a benefit to intellectual property managers. This session will focus on design patent basics, understanding the upsurge of design patent relevance in the patent system, uncovering what international rules may influence ex-US patent protection, and prosecution strategies.

F8 Increasing Visibility in an Overstimulated World

*CLE Eligible

Location: Harbor H – Level 2
Track: Marketing Successful Practices
Target Audience: Intermediate
Moderator: Daniel Hussey, M.D., The University of Texas at Austin
Speakers: Neil Berkley, GSK
Carin Canale-Theakston, Canale Communications Inc.
Sanjeev Munshi, Ph.D., Merck
Mark Staudt, Ph.D., Wisconsin Alumni Research Foundation (WARF)

Attention can be hard to come by these days. This is especially true for the decision makers at companies you would like as partners. The limited time and attention of business development professionals is the main barrier to getting a technology properly evaluated as a partnering opportunity. This session covers strategies and tactics for overcoming this barrier. Included will be direct feedback from industry veterans, and specific tips for improving the impact of initial outreach emails, technology summaries and pitch decks. This session aims to not only help
Meeting Schedule

Wednesday, February 17, 11:30 a.m. – 1 p.m.

Licensing professionals capture the attention of potential licensees, but also make communications more efficient. Improving communication in this way will increase the quality of evaluations which will in turn increase the likelihood of getting deals done and bringing technologies to market.

F9  The Big 90-Minute Brainstorm II - The Sequel - Chance of Storms 100%
Location: Solana Beach – Level 3
Track: Other
Target Audience: All Audiences
Moderator: Kirsten Leute, M.B.A., CLP, RTTP, Osage University Partners
Speakers: Robert Alderson, Jacobacci & Partners
          John Ritter, M.B.A., J.D., Princeton University
          Amanda Zeffman, Ph.D., Cambridge Enterprises

Come join your fellow annual meeting attendees to address challenges facing all of us. At the same time, network and learn some useful brainstorming skills! The session begins with a brief introduction to the brainstorming process and will include a few comments on how brainstorming sessions have been used at Cambridge University. Thereafter, groups of five will brainstorm on solutions to relevant technology transfer topics. Mentors will help the groups with the process to ensure that all voices participate and are heard. Each group will spend part of the brainstorming time generating ideas and part of the time selecting and refining the best of those ideas. Near the end of the session, the groups will present their particular challenges and their proposed solutions. Each group also will be encouraged to share how their particular brainstorming processes progressed. The participants will vote for the top ideas with the expectation that at least a couple of ideas may evolve into continuing AUTM initiatives or other working groups. In addition, we will explore common brainstorming practices and techniques among the groups voted as having generated the best ideas.
Meeting Schedule

Wednesday, February 17, 11:30 a.m. – 1 p.m.

F10

Partnering Without Borders: Accelerating Global Treatments to Patients

Location: Cortez Hill – Level 3

Track: Global Issues

Target Audience: All Audiences

Moderator: Julia Barnes-Weise, J.D., CLP, Global Healthcare Innovation Alliances

Speakers: Mark Crowell, University of Virginia
Steven M. Ferguson, CLP, National Institutes of Health (NIH)
Catherine Hennings, PATH
Ana Santos Rutschman, Duke University

Hear these experienced licensing professionals share their knowledge of novel agreement and partnership models for multi-party alliances which are currently speeding biomedical products to global markets. The discussion will examine the implications for industry-university partnerships and business development relationships. These alliances help accelerate therapies to market and lower the risk threshold of developing products that address global health needs. Learn how licensing professionals can replicate and improve on the methods used to form these existing alliances in order to create high impact deals which accelerate promising therapies to the market. We will also address negotiating strategies for reaching agreements between diverse parties in industry-university partnerships. Cultural differences among countries and companies, universities and other partners will also be addressed. The audience will have the opportunity to question the panel and provide input from their own experiences. These discussions will help develop educational materials on the subject for licensing executives and university tech transfer offices.
Meeting Schedule

Wednesday, February 17, 11:30 a.m. – 1 p.m.

**PD-3**
Strategies, Methods and Tools for Commercialization of Creative Works – Part 1

**Location:** Harbor I – Level 2
**Track:** Mini-course
**Target Audience:** All Audiences
**Instructors:** Gail Dykstra, *University of Washington*
Christopher Ghere, *University of Minnesota*
Andrew Morrow, *University of Minnesota*
Charles R. Williams, Ph.D., J.D., *University of Oregon*

This mini-course answers creative works commercialization questions. From disclosures to license management, this course dives into the strategies, models, methods and tools to bring creative works to commercial life. For many years, the instructors have focused on building a creative works portfolio and will share their successes, failures, and the key learnings from work during that period. Whether you’re from a large office with deep resources, or a small one with only a limited budget, a vibrant creative works program can improve your technology transfer office’s relations across all departments, increase disclosure counts and generate new revenue within a short time frame. After this course, you'll leave with the confidence, resources and knowledge to jump-start your creative works activities.

**SIG 12**
Patentable Subject Matter: Spring Cleaning Your Life Science Patent Portfolio

**Location:** Mission Beach – Level 3
**Track:** IP Trends and Successful Practices
**Target Audience:** All Audiences
**Facilitator:** Carissa R. Childs, *LeClairRyan*

Historically, anything under the sun made by man has been considered eligible for patent protection. However, recent Supreme Court decisions have reigned in what is considered made by man, creating new challenges to obtaining patents for biological therapeutics, diagnostic methods and related technologies. This new body of case law calls into question the validity of certain claims in thousands of issued patents in these areas. Universities with large, diverse patent portfolios undoubtedly own patents containing claims of questionable validity under this new regime. How does this affect a university’s ability to license or maintain licenses to these patents? Is a review of the patent portfolio warranted? Should a university invest resources in remediating problematic patents or wait until a third party challenges their validity? This group will discuss what the state of the law for patentable subject matter means for your patent portfolio, what procedures are available for correcting patents and strategies for obtaining commercially valuable and valid claims in the biotech space.
Meeting Schedule

Wednesday, February 17, 11:30 a.m. – 1 p.m.

SIG15 DoD STTR Policies Hinder University-Led Entrepreneurship?
Location: Ocean Beach – Level 3
Track: Operations
Target Audience: All Audiences
Facilitator: Bradley Guay, Army Research Office

The Department of Defense (DoD) funds cooperative R&D between small businesses and research institutions through the Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR) Programs. Research Institutes, however, complain that certain DoD policies and practices (e.g., those related to ITAR, publication restrictions, foreign persons, and so on) confuse and actually inhibit university participation in these technology innovation programs. The aim of this Special Interest Group is to solicit and discuss with university technology managers their experiences and perspectives, and to explore future policy recommendations that would promote university participation.
G2

Beyond Alternative Dispute Resolution: Managing Conflict with External Partners Before and After the Contract is Signed

*CLE Eligible

Location: Harbor B – Level 2
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Conna Weiner, Esq., Conna Weiner ADR
Speakers: Christopher Byrd, Ph.D., Wilson Soncini
Matthew Hurley, Esq., Mintz Levin

Contract disputes among collaboration partners can create tremendous business, financial and legal risks for academic, industry and other participants. It is critical that disputes be anticipated as a normal part of any business relationship and incorporated into planning. Adequate time needs to be devoted to these subjects before and after a contract is executed. The full range of tools available to address collaboration conflict should be understood by all the players. The discussion of this topic will encourage licensing professionals to strive to negotiate agreements emphasizing real world implementation over the long term and to work internally and externally to establish a start-to-finish, systematic approach to conflict management using appropriate internal resources or external neutral resources. This session will explore a variety of techniques that can aid collaboration participants in preventing disputes from arising or spinning out of control once they do, including a survey of past company conflicts and dispute resolution techniques and clauses, negotiation and partnering techniques and a sophisticated understanding of the full range of dispute minimization, escalation and resolution mechanisms that can be used to bridge gaps. The session will also explore the most significant sources of conflicts in collaborations (with facilitated audience participation on this point) and techniques for avoiding these common pitfalls; protocols for minimizing and quickly resolving disputes after the ink has dried on the contract; and protocols for sensibly dealing with litigation should it unfortunately arise.
Meeting Schedule
Wednesday, February 17, 2 – 3:30 p.m.

G3

Using the FDA and Patent Overlap to Protect Market Exclusivity
*CLE Eligible

Location: Harbor C – Level 2
Track: IP Trends and Successful Practices
Target Audience: Advanced
Moderator: Tamsen Valoir, Boulware & Valoir
Speaker: Margaret Sampson, Baker Botts, LLP

There are few professionals aware of both patent law and US Food and Drug Administration (FDA) law, but understanding the overlap between these two areas of law allows one to design the optimal strategy for protecting market exclusivity. Join us for a discussion on the basics of both areas of law, and learn how the two fit together. We will provide exemplary strategies for maximizing protection of different product types.

G4

Impact of Recent Court Decisions on Claim Drafting Strategies for Life Science Inventions in Canada and the United States

Location: Harbor D – Level 2
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: Dan Polonenko, Gowling Lafleur Henderson LLP
Speakers: Micheline Gravelle, BSc., MSc., Bereskin & Parr LLP
Sally Sullivan, Ph.D., J.D., Lathrop & Gage LLP

Recent court decisions in the United States and Canada have impacted the scope of allowable claims for life science technologies such as diagnostic assays, therapeutic molecules, and sequences (nucleotide, amino acid, peptide). The panel will present and discuss current claiming strategies for these technologies for prosecution in Canada and the United States in reference to commercial value from an industry perspective. A case study will be presented to illustrate the differences and similarities in the claiming strategies.
Meeting Schedule

Wednesday, February 17, 2 – 3:30 p.m.

G5 Drug Discovery and Development Primer for More Effective Technology Commercialization

Location: Harbor E – Level 2
Track: Other
Target Audience: All Audiences
Moderator: Isabelle Gorrillot, Ph.D., Areon Biosciences
Speakers: Thomas Campi, DVM, MPVM, Elanco
          Ines Holzbaur, Ph.D., Amorchem
          Alan Naidoff, DMD, J.D., CLP, Princeton University

Many universities and research centers are investing in “acceleration” programs, which means that technology transfer officers are increasingly going to need to truly understand the early phases of medical product development and their requirements. Such knowledge is critical to effectively interact with inventors in fine-tuning their reduction-to-practice phase so that they generate preliminary (i.e. non GMP) data that is worthy, but also to effectively structure development license agreements with reasonable expectations. Preparing a strong discovery package (pre-GMP) can substantially build confidence with a potential partner, and contribute to mitigating risk. This is also valuable information for patent scoping and filing strategy because an increasing number of forward-thinking investors favor companies that can bridge animal and human product development in order to mitigate development cost and corporate development risk. Join us for an overview of the road to medical product regulatory approval, with an emphasis on the preclinical development phase and the preclinical-to-clinical hinge (IND process) both for human and animal drug development, as well as the regulatory path for diagnostics and medical devices, and the orphan drug designation process in the United States and European Union.
Meeting Schedule

Wednesday, February 17, 2 – 3:30 p.m.

G6 Effective Partnering in Innovation Districts:
Small College Towns with High Level Entrepreneurship

Location: Harbor F – Level 2
Track: Startups and Gap Funding
Target Audience: Intermediate
Moderator: Denichiro Otsuga, Ph.D., RTTP, EnConnect
Speakers: Kathryn Tallman, University of Colorado
Brian Wall, Oregon State University
Mary Walshok, University of California, San Diego

According to the Kauffman Foundation study in 2013, the top 10 cities with a high density of entrepreneurship per capita included the usual suspects: Silicon Valley, Research Triangle regions, and the Boston area. But, three other unexpected cities also made the list: Boulder, Colorado (#1), Fort Collins, Colorado (#2), and Corvallis, Oregon (#6, tie). What tangible and intangible assets and resources in these up-and-coming entrepreneurial and innovative cities enable them to impact regional economy? What role do universities play in the region for startup company success? Discussions based on the existing entrepreneurial ecosystem such as San Diego will be led with historical data and analysis.

In this intermediate level course, panel members will share the careful balancing act of choosing the areas they actively support and the areas they are purposefully getting out of the way of in the ecosystem. There will be time for discussion with the audience regarding: the role of university and technology commercialization groups in the regional ecosystem; the relationship between regional entrepreneurial culture and economic development; strategies for establishing a positive and productive relationship with the community; and ways to communicate and show ROI to the regional ecosystem. Potentially important factors will be identified based on historical analysis of San Diego and other mature entrepreneurial regions.
Meeting Program

Meeting Schedule

Wednesday, February 17, 2 – 3:30 p.m.

G7

The Great Divide: Negotiating IP Rights in Industry Sponsored Research Agreements
Location: Harbor G – Level 2
Track: Industry/Academic Partnerships
Target Audience: Intermediate
Moderator: Kate Lewis, MA, M.B.A., University of California, Berkeley
Speakers: Eric Giegerich, MA, University of California, Berkeley
Sally O’Neil, Stanford University

Industry contracting officers in universities negotiate intellectual property (IP) language in sponsored research agreements that set the stage for commercialization and licensing. Companies commonly seek detailed IP terms in research agreements that broaden their rights to IP or specify financial details for future inventions. The licensing office will inherit these terms in the event of an invention, which means campus industry contracting officers must regularly interact with licensing staff to ensure the contract language suits the research field as well as the commercialization strategies of the university and the industry sponsor. In this session, representatives from industry contracting offices and technology transfer licensing offices discuss important considerations and perspectives when negotiating IP language, including pre-negotiating select licensing terms in sponsored research agreements. The panelists will also explore the ramifications of both limited and detailed IP language when it comes to licensing research results. Join this session to learn best practices, time-tested methods, new trends and common issues that arise in these negotiations.

G8

How to Attract Chinese Investments in U.S. Startups
Location: Harbor H – Level 2
Track: Startups and Gap Funding
Target Audience: All Audiences
Moderator: Jason Wen, Ph.D., M.B.A., CLP, RTTP, Boston College
Speakers: Xin Bu, Xi’an Sairest Consulting Inc
Qingjiu (Tom) Tao, Ph.D., Madison Green Growth Group
Yuquan Wang, Haiyin Venture Partners

Securing initial funding for university startups is a key issue if your university does not have its own seed fund or just not enough to sustain the NewCo. Meanwhile, picky venture capital firms or corporate venture funds in the United States normally have little interest in early stage technologies or startups. Fortunately, on the other side of the planet, China has a lot of money looking for business opportunities, particularly in U.S. technologies. As the world’s second largest economy, China is
not only a giant manufacturing country but also a huge market with extraordinary capital for investments and a talented labor force. The booming venture capital industry in China is hungry to invest in U.S. technologies and university startups and even acquire U.S. high-tech companies. This session will explore the investment landscape in China, the technologies that are most needed in China, investment strategies and criteria, decision making process for Chinese firms and the role of due diligence from venture capital firms. The panelists will will share their tricks and tips for navigating Chinese investment in U.S. startups. Join this session and discover how you can find Chinese investors and overcome language and cultural barriers to make deals.

G9 Managing of Post Issuance Patent Proceedings
Location: Mission Beach – Level 3
Track: IP Trends and Successful Practices
Target Audience: Advanced
Moderator: Michael Goldman, J.D., LeClairRyan
Speakers: Abram Goldfinger, M.B.A., New York University
J. Dana Hubbard, J.D., EMD Millipore Corporation

One of your scientists has developed technology which is both clinically important and commercially exciting. You have negotiated a deal to exclusively license your recently issued U.S. patent to one of several competing companies. You have just received notice of a petition for inter parties review of your patent in the U.S. filed by a company who wanted but did not receive the license. What do you do now?

The America Invents Act revamped the post-issuance procedures for challenging patents in the United States Patent and Trademark Office. While many entities view these procedures as viable, cost-effective alternatives to district litigation for challenging patent validity, many universities view these procedures with angst, because they are costly, may result in an unpatentability ruling, and have the potential to encumber licensing opportunities.

This presentation will discuss the post-issuance procedures that are available to patent challengers within the United States, including an overview of how entities are using these procedures. A panel discussion will address tactics for insulating your patents from these procedures, as well as strategies for defending your patents if they do become a target. The panel will provide perspectives and examples from university technology transfer professionals, industry professionals and U.S. intellectual property counsel.
Meeting Schedule

Wednesday, February 17, 2 – 3:30 p.m.

PD-3  Strategies, Methods and Tools for Commercialization of Creative Works – Part 2

Location: Harbor I – Level 2
Track: Mini-course
Target Audience: All Audiences
Instructors: Gail Dykstra, University of Washington
Christopher Ghere, University of Minnesota
Andrew Morrow, University of Minnesota
Charles R. Williams, Ph.D., J.D., University of Oregon

This mini-course answers creative works commercialization questions. From disclosures to license management, this course dives into the strategies, models, methods and tools to bring creative works to commercial life. For many years, the instructors have focused on building a creative works portfolio and will share their successes, failures, and the key learnings from work during that period. Whether you’re from a large office with deep resources, or a small one with only a limited budget, a vibrant creative works program can improve your technology transfer office’s relations across all departments, increase disclosure counts and generate new revenue within a short time frame. After this course, you’ll leave with the confidence, resources and knowledge to jump-start your creative works activities.

SIG13  Best Practices: Administrative Professionals

Location: Solana Beach – Level 3
Track: Administrative
Target Audience: All Audiences
Facilitator: Noel Burmeister, M.S., University of Florida

Join this forum for new and experienced administrative professionals for a discussion of the unique challenges, opportunities and priorities facing technology transfer administrative professionals. Don’t miss this opportunity to share tips and best practices to streamline internal processes, declutter office environments, increase efficiencies and improve the overall operations of technology transfer offices.
Meeting Schedule

Wednesday, February 17, 2 – 3:30 p.m.

SIG14  Mobile and More - The World of Software & Copyright Licensing
Location:  Promenade A/B – Level 3
Track:  IP Trends and Successful Practices
Target Audience:  All Audiences
Facilitator:  Doug Hockstad, University of Arizona

Bring your issues, problems, experience and advice with you! This SIG addresses beginner to expert level issues related to the protection, marketing and licensing of software (whether or not patents are involved) and other digital and copyright-related materials. While a common thread often revolves around how institutions are handling mobile applications, topics span protecting, marketing and licensing digital and copyright intellectual property, as well as unique programs institutions have created in this area. This highly interactive gathering generally focuses on specific issues raised during the session, so this is your chance to ask the tough questions you are facing, and share the insightful answers you’ve learned. You’ll walk away from the meeting entertained, enthused and with the answers needed to succeed.
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Award Recipients

Bayh-Dole Award Recipients

AUTM has presented its Bayh-Dole Award to the following individuals in recognition of their untiring efforts to foster and promote intellectual property activities on behalf of the university and nonprofit community.

1980   Howard W. Bremer
1983   Norman J. Latker, J.D.
1995   Roger G. Ditzel
1996   Edward L. MacCordy
1997   Karen Hersey, J.D.
       Katharina Phillips
1998   Joyce Brinton
1999   Joseph P. Allen
2000   Terence A. Feuerborn
2001   Katherine Ku
       Lita Nelsen, RTTP
2002   Maria Freire, Ph.D.
2004   Niels Reimers
2005   Ako Nishizawa
       James A. Severson, Ph.D.
2006   Council on Governmental Relations (COGR)
       Patricia Weeks, RTTP
2007   Ashley J. Stevens, D. Phil. (Oxon), CLP, RTTP
2008   Andrew Cohn
2009   James H. Turner, Jr.
2010   Janna C. Tom
2011   Robert B. Hardy, J.D.
2012   Marjorie Forster
       Jean A. Mahoney
       Eugene Schuler
2013   W. Mark Crowell
2014   Jon Soderstrom, Ph.D.
2015   Michael Waring
2016   Eric W. Guttag, J.D.
Award Recipients

President's Award Recipients

The following individuals have received the President’s Award in recognition of their outstanding and lasting contributions to the AUTM organization.

1992  Vladimir Dvorkovitz
1997  Dan Massing
1998  Teri F. Willey
1999  Jon Sandelin, M.B.A.
2000  Kathleen Denis, Ph.D., RTTP
      Karen Hersey, J.D.
2001  Lori Pressman
      Sally Hines
2003  Survey, Statistics and Metrics Committee
2004  Steve Sammut, M.B.A.
2005  Robin L. Rasor, CLP, RTTP
2006  Marjorie Forster
2007  Kevin W.L. Croft
2008  The AUTM Band, The Infringers
2009  Dana Bostrom
2010  John T. Perchorowicz, Ph.D., RTTP
2011  Fred H. Reinhart, M.B.A.
2012  Anne Di Sante, M.B.A., M.S., CLP
      Jude Wilkinson, J.D.
2013  Howard W. Bremer
2014  Christopher Yochim
2015  Mary Albertson
      John A. Fraser, CLP, RTTP
2016  Lita Nelsen, RTTP
Award Recipients

AUTM Volunteer of the Year Award

Volunteers are the lifeblood of our organization and we are truly grateful for the hard work and devotion of our many AUTM volunteers. The following individuals have received the AUTM Volunteer of the Year Award in recognition of their substantial contributions to AUTM.

2010  Frances Galvin, M.B.A.
      Jennifer Gottwald, Ph.D.
      Sally Hines
      Joshua Powers, Ph.D.
      Laura Savatski, M.B.A.
      Stephen Susalka, Ph.D.
      Jude Wilkinson, J.D.
      Fred Reinhart, M.B.A.

2011  Alan R. Bentley
      Yatin S. Karpe, Ph.D.

2012  Nicole Baute Honoree, RTTP

2013  Michael Waring

2014  Monya Dunlap, RTTP

2015  Hassan R. Naqvi, Ph.D.

2016  Peter C. Gonczlik, M.B.A., BSIE

Canadian Award Recipients

The following individuals have received the Canadian Award in recognition of outstanding service to the Canadian technology transfer community.

2000  James Wolf Murray, Ph.D.
2004  Margaret Caughey
2007  Janet E. Scholz
2008  Angus Livingstone
2009  Marcel D. Mongeon, LL.B., M.B.A., CLP, RTTP
2010  David J. King, M.B.A.
2011  Terry Donaghue
2012  Tanya G. Glavicic-Theberge, M.B.A.
2013  John P. Malloy
2014  D. Joe Irvine, M.B.A., RTTP
2015  Adi Treasurywala, Ph.D.
2016  Sean Flanigan, LLB, RTTP
Award Recipients

AUTM 2016 Volunteer Service Awards

AUTM’s Volunteer Service Awards are given in recognition of outstanding volunteer contributions to activities within AUTM’s various program portfolios.

Peter Gonczlik, M.B.A., BSIE
Patrick Reynolds
Ragan Robertson, Ph.D.
Graham Morton, RTTP
Sharmila Shearing
Linda S. Kawano, Ph.D., RTTP
Kathy Sohar, Ph.D.
Kenneth W. Porter, Ph.D., RTTP
Susan Patow, M.B.A.

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Communications and Marketing
Communications and Marketing
Finance
Finance
Membership
Membership
Membership
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**Annual Meetings**

**2017**
March 12 – 15
Diplomat Resort & Spa
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

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**2016 Region Meetings**

**Central Region Meeting**
July 18 – 20
The Pfister Hotel
Milwaukee, WI USA

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

**Western Region Meeting**
*(Contract Pending)*
November 2 – 3
Waikiki Beach Marriott Resort & Spa
Honolulu, HI USA

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**2016 Partnering Forums**

**Communication Technologies**
April 19 – 20
Hilton Garden Inn – Midtown
Atlanta, GA USA

**Agriculture Technologies**
*(Contract Pending)*
September 28 – 29
Radisson Hotel Saskatoon
Saskatoon, Saskatchewan, Canada

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**Save the Date**

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