Plan Ahead

AUTM 2019 Annual Meeting
February 10 – 13
JW Marriott Austin ☑ Austin, Texas

AUTM 2020 Annual Meeting
March 8 – 11
Manchester Grand Hyatt San Diego
San Diego, California

AUTM 2021 Annual Meeting
March 14 – 17
Washington State Convention Center
Seattle, Washington
President’s Welcome

Charting a Course

It was an exciting year at AUTM, full of long-term strategic planning and action. Focused on the horizon, we ushered in new educational courses, beefed-up the technology transfer resources we provide to members, and doubled our advocacy efforts in Washington, D.C. All of these initiatives are focused on strengthening our critical profession. And here we are in Arizona to kick off another year of possibilities.

We’re committed to positioning the Association for tomorrow, supporting the health and longevity of AUTM as a strong representative of us all. To that end, we focused heavily in 2017 on refreshing the Association’s brand to reflect the evolution of our profession, which has moved well beyond core patent licensing and technology management activities. That theme will resonate this year with more important things to come: a new logo, new messaging, more partnering opportunities, expanded professional development and initiatives to better support member needs — changes tailored to make you more successful.

More than ever, AUTM’s programs and services are important to our members around the globe. While networking and industry/academic partnerships are a key driver for many of our members, the Association offers much more than a chance to connect. AUTM provides cutting-edge professional development to help you be the best, leadership in places around the world where tech transfer is still taking hold, and advocacy to keep patent rights strong. And while you’re here at the JW Marriott Desert Ridge Resort & Spa, let’s not forget, AUTM offers yoga. That’s right. Yoga. We’ve got you covered — mind and body.

So, as you sip coffee (and those specialty AUTM cocktails poolside) or listen to our esteemed speakers, consider what you can do to be part of the larger discussion, to help advise and educate others about the vital role that academic research plays in the evolving innovation landscape.

Enjoy your time in Arizona. We’re excited to engage with you here as we chart a course forward.

Sincerely,

Mary Albertson, CLP, RTTP
President
Association of University Technology Managers
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Thanks to Our 2018 Annual Meeting Sponsors
Presidential Series

These sessions are moderated by AUTM leadership and focused on advanced topics for senior technology professionals.

Monday, February 19, 10:45 a.m. – 12:15 p.m.

A1 Life After Technology Transfer — Retire or Rewire?

Location: Grand Canyon 9
Track: Other
Target Audience: Advanced
Moderator: Kathleen A. Denis, Rockefeller University
Speakers: Kathy Ku, Stanford University
Arundeep S. Pradhan, Apio Partners
Christopher Yochim, National Institute for Innovation in Manufacturing Biopharmaceuticals (NIIMBL)

Monday, February 19, 4 – 5:30 p.m.

C1 Communicating Your Impact

Location: Grand Sonoran F
Track: Advocacy and Internal Communications
Target Audience: Advanced
Moderator: John A. Fraser, Burnside Development & Associates LLC
Speakers: Steven M. Ferguson, National Institutes of Health (NIH)
Kenneth W. Porter, Innovate Calgary
Lori Pressman, Independent Consultant
Tony Raven, University of Cambridge Enterprise
Laura Savatski, BloodCenter of Wisconsin
Tuesday, February 20, 9 – 10:30 a.m.

**D1 Life After Death**

Location: Grand Sonoran F  
Track: IP Trends and Successful Practices  
Target Audience: Advanced  
Moderator: Ashley J. Stevens, Focus IP Group, LLC  
Speakers: John A. Fraser, Burnside Development & Associates LLC  
Alicia Loffler, Northwestern University  
Bryce Pilz, University of Michigan

Tuesday, February 20, 11:15 a.m. – 12:45 p.m.

**E1 Who Are We, What Are We Doing and Where Are We Going?**

Location: Grand Sonoran F  
Track: IP Trends and Successful Practices  
Target Audience: Advanced  
Moderator: Louis Berneman, Osage University Partners  
Speakers: Kathleen A. Denis, Rockefeller University  
Fred Farina, California Institute of Technology  
Robin L. Rasor, Duke University  
Todd Sherer, Emory University  
Jon Soderstrom, Yale University
## Special Interest Groups

Be sure to attend your favorite special interest group (SIG).

### Monday, February 19, 10:45 a.m. – 12:15 p.m.

**SIG-1  Industry Special Interest Group**

<table>
<thead>
<tr>
<th>Location:</th>
<th>Grand Sonoran A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track:</td>
<td>Industry/Academic Partnerships</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>All Audiences</td>
</tr>
<tr>
<td>Facilitator:</td>
<td>Sharon Semones, Eli Lilly and Company</td>
</tr>
</tbody>
</table>

### Monday, February 19, 1:45 – 3:15 p.m.

**SIG-2  Plant Special Interest Group**

<table>
<thead>
<tr>
<th>Location:</th>
<th>Grand Sonoran A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track:</td>
<td>Other</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>Intermediate</td>
</tr>
<tr>
<td>Facilitator:</td>
<td>Brent Marable, University of Georgia</td>
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</tbody>
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**SIG-3  New to Technology Transfer?**

<table>
<thead>
<tr>
<th>Location:</th>
<th>Grand Sonoran B</th>
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</thead>
<tbody>
<tr>
<td>Track:</td>
<td>Other</td>
</tr>
<tr>
<td>Target Audience:</td>
<td>Fundamental</td>
</tr>
<tr>
<td>Facilitator:</td>
<td>Kevin Dietz, Baker, Donelson, Bearman, Caldwell &amp; Berkowitz PC</td>
</tr>
</tbody>
</table>
Monday, February 19, 4 – 5:30 p.m.

**SIG-4  Small Office Special Interest Group**

Location: Grand Sonoran A  
Track: Other  
Target Audience: All Audiences  
Facilitator: Mike Rondelli, University of North Texas

**SIG-5  Where Are All the Women Inventors?**

Location: Grand Sonoran B  
Track: Special Interest Group  
Target Audience: Other  
Facilitator: Tamsen Barrett, Norton Rose Fulbright U.S. LLP

Tuesday, February 20, 9 – 10:30 a.m.

**SIG-6  Administrative Professionals Special Interest Group**

Location: Grand Sonoran A  
Track: Administrative/Operations  
Target Audience: All Audiences  
Facilitator: Amanda Ottaway, North Carolina State University

**SIG-7  Are You Ready for the Innovation Agenda?**

Location: Grand Sonoran B  
Track: Advocacy and Internal Communications  
Target Audience: Advanced  
Facilitator: David Ai, City University of Hong Kong
Tuesday, February 20, 11:15 a.m. – 12:45 p.m.

SIG-8  Accounting in Technology Transfer Offices

Location:  Grand Sonoran A
Track:  Other
Target Audience:  All Audiences
Facilitators:  Katherine Durkin, Moffitt Cancer Center
              Becky Wu, Stanford University

SIG-9  Software Special Interest Group

Location:  Grand Sonoran B
Track:  Nuts and Bolts of Technology Transfer
Target Audience:  All Audiences
Facilitator:  Lewis Humphreys, University of Arizona

Wednesday, February 21, 1 – 2:30 p.m.

SIG-10  Communications Media Special Interest Group

Location:  Grand Sonoran A
Track:  Marketing Successful Practices
Target Audience:  Intermediate
Facilitator:  Marina Blinova, Columbia Technology Ventures

SIG-11  The Value of Global Technology Transfer

Location:  Grand Sonoran B
Track:  Global Issues
Target Audience:  All Audiences
Facilitator:  Debra Davis, The MITRE Corp.
Wednesday, February 21, 3 – 4:30 p.m.

SIG-12  Engineering and Physical Science Special Interest Group

Location:  Grand Sonoran A
Track:  Other
Target Audience:  Intermediate
Facilitators:  Jim Deane, University of Oregon  
              Jon Gortat, University of Illinois at Chicago

SIG-13  Are Faculty Entrepreneurs Born or Made?

Location:  Grand Sonoran B
Track:  Startups and Gap Funding
Target Audience:  Intermediate
Facilitator:  Kevin Lei, Emory University
Tips for First-timers

If you are attending the AUTM Annual Meeting for the first time, here are some helpful tips from seasoned attendees:

- Wear a new member or first-time attendee ribbon on your badge. Mentors and AUTM leadership do their best to welcome and talk with everyone they see who is wearing this ribbon.

- Participate in the first-time attendee briefing and reception on Sunday, February 18, from 4 to 5 p.m.

- Attend the “New to Technology Transfer?” special interest group on Monday, February 19, from 1:45 to 3:15 p.m. or any of the many other special interest groups for an informal discussion on topics of interest.

- Meet new people in a casual atmosphere by attending the receptions.

- Use AUTM Connect to meet with people from other organizations or form a dinner group for informal networking. Visit the AUTM Connect Help Desk near the East Registration Desk or view the tutorial on the app.

- Visit AUTM booth #511 to learn how to get involved and meet Board members.

- Attend a variety of sessions including these recommended for first-timers:
  - A6 and B7: Understanding Equity and Equity-related Terms (Parts 1 & 2)
  - A8: Managing Your Time for Advancing Important Technologies
  - A9: Intellectual Property Protection for Plants: Reaping the Benefits
  - B2: Lessons for Technology Managers from the Front Lines of Litigation
  - B3: Issues to Consider When an Inventor Moves Between Institutions
  - B5: Do Sweat the Small Stuff!
  - C2: Career Development Forum: Get the 411 on a Gig in TT
  - C8: Sublicensing Income: Words Really Matter
  - C9: European Unitary Patent: Targeting a Large Market
  - F1 and G1: Business Side of the License (Parts 1 & 2)
  - F8: Best Practices in Technology Transfer Spinouts
  - G2: Decision Flow Chart for Protecting Software-based Technologies
  - SIG-1: Industry Special Interest Group
  - SIG-3: New to Technology Transfer?
General Information

Throughout the meeting, use our powerful online partnering and networking tool: AUTM Connect. Create detailed organizational and personal profiles, effortlessly find other attendees, send and receive messages, easily search for licensing and collaboration opportunities, and intelligently schedule one-on-one meetings. Visit the AUTM Connect Help Desk with any questions.

AUTM Connect Partnering Place

Use AUTM Connect to request a meeting space in the AUTM Connect Partnering Place located in Grand Sonoran G. The AUTM Connect Partnering Place is perfect for holding relaxed meetings or negotiations. Appointments can be made through AUTM Connect during the meeting.

AUTM Connect Partnering Place Hours:
Sunday, February 18 1 - 7 p.m.
Monday, February 19 7 a.m. - 6 p.m.
Tuesday, February 20 7 a.m. - 6 p.m.
Wednesday, February 21 7 a.m. - 4:30 p.m.

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 the Desert Conference Suite.
Registered Technology Transfer Professional (RTTP)

Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals (ATTP) website at www.attp.info or stop by the AUTM booth #511.

Registered Technology Transfer Professional (RTTP)

Complete 60 hours of relevant continuing education to be eligible for the RTTP certification.

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<th>Eligible Credit Hours Offered at the AUTM Annual Meeting</th>
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<td>AUTM Marketing Course</td>
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<td>AUTM Technology Valuation Course</td>
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<tr>
<td>AUTM Negotiation Course</td>
<td>4</td>
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<tr>
<td>AUTM Annual Meeting Attendance</td>
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</table>
Continuing Legal Education (CLE)
The AUTM 2018 Annual Meeting will offer continuing legal education (CLE) credit for attorneys. AUTM has applied for 18 hours of CLE accreditation in those states that require continuing legal education credits.
*In some states, credits may vary, approval pending
**No ethics credits will be available at the 2018 Annual Meeting

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

AUTM Live Learning Center
Annual Meeting attendees have free access to AUTM’s Live Learning Center. Experience Annual Meeting recorded workshops wherever and whenever you want — captured as true multimedia re-creations with synchronized slides, handouts and more — viewable online or as downloads in MP3 format for easy listening.*

*Includes AUTM Annual Meeting workshops only. Recordings do not include plenary sessions, special interest groups, networking events, Keynote Speaker, Fireside Chat, or the AUTM Marketing, Negotiation, I-Corps or Technology Valuation Courses.
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 ribbon wall in the registration area and help yourself.

Meeting Evaluations

The AUTM Annual Meeting Program Committee needs your input. This year you can rate speakers and individual sessions from the convenient AUTM Connect app. The overall evaluation of the meeting will be emailed to attendees as in past years. The Program Committee greatly appreciates your comments.

Exhibit Hall

Exhibits will be located in the Grand Saguaro Ballroom.

Sunday, February 18 6 – 8 p.m.
Monday, February 19 7 a.m. – 6:30 p.m.
Tuesday, February 20 8 – 11:30 a.m.

A complete listing of exhibitors begins on page 116.

Job Postings

Job seekers and employers — check out AUTM’s online job board at https://careercenter.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.
More Educational Opportunities
(additional fee required, seating limited)

Demystifying I-Corps for Technology Transfer
Sunday, February 18
7 a.m. – 5 p.m.
Desert Conference Suite IV

The I-Corps program has helped hundreds of university teams identify viable opportunities for commercialization. The outcomes attained from I-Corps are enabling stronger relationships with faculty and reducing the friction in getting technologies out the door. Some technology transfer offices have adopted new licensing models to accelerate the process. I-Corps methodologies in customer discovery and unearthing the technology's value proposition are also aiding in the intake and evaluation process. This course offers an overview of the I-Corps program, strategies for mapping I-Corps into the technology transfer office, and best practices for licensing and support for teams before and after I-Corps.

AUTM Marketing Course
Sunday, February 18
7 a.m. – 5 p.m.
Wildflower A

Although marketing takes many forms from one licensing office to the next, it is 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 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. The full-day course will focus on key marketing concepts with heavy emphasis on value proposition, market research and branding.
AUTM Technology Valuation Course

Sunday, February 18
7 a.m. – 5 p.m.
Wildflower B

The AUTM Technology Valuation Course offers the fundamentals of technology valuation as specifically applied to academic licensing. The first half of the course examines basic concepts such as valuation versus pricing and risk, and then covers a series of basic valuation methodologies, including cost, industry standards (comparables), rules of thumb, discounted cash flow and equity. The first segment concludes with a review of payment structures within a license.

The second half of the course consists of two case studies derived from real-world examples. The class will be divided into groups that will develop license term proposals for the two technologies, which will then be discussed by the class. If you have or will have responsibility for negotiating licenses, the AUTM Technology Valuation Course is for you. 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.

Certified Licensing Professional (CLP) Exam Review Course

Sunday, February 18
8 a.m. – 5 p.m.
Desert Conference Suite I

The CLP Exam Review 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 is required through the Licensing Executives Society (U.S.A. and Canada) Inc.

AUTM Negotiation Course

Tuesday, February 20
12:45 – 5 p.m.
Grand Canyon 10

Make the most of your participation in the AUTM Annual Meeting by attending the AUTM Negotiation Course. A must-attend for anyone involved in negotiations, this course will explore the art of negotiation with an emphasis on the practical tools and strategies essential for conducting successful negotiations.
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**: Fosters the dissemination of technology transfer study results obtained by academic researchers.
- **Administrative and Operations**: Designed for professionals responsible for the administration of a technology transfer office and the internal policies and procedures used to maximize the efficiency of day-to-day technology transfer activities and office structures.
- **Advocacy and Internal Communications**: Focuses on effectively communicating to the world our goals, roles and successes in the technology transfer field.
- **Global Issues**: Provides insights for international technology transfer transactions and agreements and compares viewpoints of practitioners outside the United States.
- **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 using the disparate skill sets common to the technology transfer professional.
- **Other**: Addresses specialized topics and knowledge bases not covered by standard technology transfer courses.
- **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.
Target Audiences

• **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 18**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7 a.m. – 7 p.m.</td>
<td>Registration</td>
<td>Grand Canyon Foyer</td>
</tr>
<tr>
<td>7 – 8 a.m.</td>
<td>Course Breakfast: I-Corps, Marketing and Technology Valuation</td>
<td>Grand Sonoran A</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>Demystifying I-Corps for Technology Transfer (additional fee, seating limited)</td>
<td>Desert Conference Suite IV</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>AUTM Marketing Course (additional fee, seating limited)</td>
<td>Wildflower A</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>AUTM Technology Valuation Course (additional fee, seating limited)</td>
<td>Wildflower B</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>CLP Exam Review Course (additional fee, advance registration required)</td>
<td>Desert Conference Suite I</td>
</tr>
<tr>
<td>Noon – 1 p.m.</td>
<td>Course Lunch: I-Corps, Marketing and Technology Valuation</td>
<td>Ballroom Lawn</td>
</tr>
<tr>
<td>1 – 7 p.m.</td>
<td>AUTM Connect Partnering Place Sponsored by NIAMBL Pfizer</td>
<td>Grand Sonoran G</td>
</tr>
<tr>
<td>1 – 7 p.m.</td>
<td>AUTM Connect Help Desk</td>
<td>East Registration Desk</td>
</tr>
<tr>
<td>3 – 3:30 p.m.</td>
<td>Introductory Overview of AUTM Connect</td>
<td>AUTM Connect Help Desk, East Registration Desk</td>
</tr>
<tr>
<td>4 – 5 p.m.</td>
<td>First-time Attendee Briefing and Reception Sponsored by Schwegman</td>
<td>Grand Sonoran F</td>
</tr>
<tr>
<td>5:30 – 6:30 p.m.</td>
<td>Fireside Chat featuring Joseph P. Allen President, Joseph Allen and Associates</td>
<td>Grand Canyon 6</td>
</tr>
<tr>
<td>6 – 8 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Grand Saguaro Ballroom</td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
<td>Location</td>
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<tr>
<td>6:30 – 6:45 p.m.</td>
<td>How to Manage Searches and Scheduling</td>
<td>AUTM Connect Help Desk, East Registration Desk</td>
</tr>
<tr>
<td>6:30 – 7:30 p.m.</td>
<td>Booths, Bites and Bubbles – Exhibit Hall Meet &amp; Greet Reception</td>
<td>Grand Saguaro Ballroom</td>
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</tbody>
</table>

*Sponsored by* [Lewis Roca Rothgerber Christie](https://www.lewisroca.com)
Meeting Schedule

Sunday, February 18

4 – 5 p.m.  First-time Attendee Briefing and Reception  
Location: Grand Sonoran F

This session is tailored for first-time attendees or those who have only attended a few times and is designed to make the most of the AUTM Annual Meeting experience. 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.

5:30 – 6:30 p.m.  Fireside Chat  
Featuring Joseph P. Allen, President, Joseph Allen and Associates
Location: Grand Canyon 6

Joseph Allen has been directly involved in creating and implementing the key U.S. technology transfer laws of the past 25 years. As a professional staffer on the U.S. Senate Judiciary Committee for Birch Bayh, D-Ind., Joe helped secure passage of the landmark Bayh-Dole Act. He then helped establish the office overseeing implementation of the act for all federal agencies. As president of the National Technology Transfer Center established by Congress, Joe has helped to promote industry/federal laboratory R&D partnerships. Joe has been recognized by AUTM for his tireless work championing the Bayh-Dole Act. He also writes a monthly column for IPWatchdog on technology management issues.

6:30 – 7:30 p.m.  Booths, Bites and Bubbles – Exhibit Hall Meet & Greet Reception
Location: Grand Saguaro Ballroom

Start off the meeting with this new reception for a first look at the Exhibit Hall. Connect with old friends and meet new attendees, exchange business cards and enjoy the refreshments at this networking event.
## Schedule at a Glance
### Monday, February 19

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>6:30 – 7:20 a.m.</td>
<td>Yoga (additional fee, space is limited)</td>
<td>Desert Conference Suite IV</td>
</tr>
<tr>
<td>7 a.m. – 7 p.m.</td>
<td>Registration</td>
<td>Grand Canyon Foyer</td>
</tr>
<tr>
<td>7 a.m. – 6:30 p.m.</td>
<td>Exhibits Open</td>
<td>Grand Saguaro Ballroom</td>
</tr>
<tr>
<td>7 – 8 a.m.</td>
<td>Breakfast with Exhibitors Sponsored by Michael Best</td>
<td>Grand Saguaro Ballroom</td>
</tr>
<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Partnering Place Sponsored by The National Institute for Innovation in Manufacturing Biopharmaceuticals</td>
<td>Grand Sonoran G Ballroom</td>
</tr>
<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Help Desk</td>
<td>East Registration Desk</td>
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<td>7:30 – 7:45 a.m.</td>
<td>Helpful Hints to Maximize AUTM Connect</td>
<td>AUTM Connect Help Desk, East Registration Desk</td>
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<tr>
<td>8 – 10 a.m.</td>
<td>Opening Keynote Address Dean Kamen Plenary and Awards Presentation</td>
<td>Grand Canyon 6</td>
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<tr>
<td>10 – 10:45 a.m.</td>
<td>Refreshment Break with Exhibitors Sponsored by Hamilton Brook Smith</td>
<td>Grand Saguaro Ballroom</td>
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<td>10:45 a.m. – 12:15 p.m.</td>
<td>Track A — Educational and Special Interest Group Sessions</td>
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<tr>
<td>A1</td>
<td>Presidential Series Life After Technology Transfer — Retire or Rewire?</td>
<td>Grand Canyon 9</td>
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<td>A2</td>
<td>How to Keep Your Sanity While Negotiating and Managing Material Transfer Agreements</td>
<td>Grand Canyon 1</td>
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<td>A3</td>
<td>What Do You Mean, I Don’t Own My Invention? CLE Eligible</td>
<td>Grand Canyon 3</td>
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<tr>
<td>Session</td>
<td>Title</td>
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<tr>
<td>A4</td>
<td>Creating a Comprehensive Partnering Strategy: Corporate Relations + Technology Transfer</td>
<td>Grand Canyon 12</td>
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<td>A5</td>
<td>Industry University Collaboration Models: Reinventing the Wheel</td>
<td>Grand Sonoran F</td>
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<td>A6</td>
<td>Understanding Equity and Equity–related Terms (Part 1)</td>
<td>Grand Sonoran E</td>
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<td>A7</td>
<td>Using Sponsored Research to Bridge the Licensing Gap</td>
<td>Grand Sonoran C</td>
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<td>A8</td>
<td>Managing Your Time for Advancing Important Technologies</td>
<td>Grand Sonoran H</td>
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<td>A9</td>
<td>Intellectual Property Protection for Plants: Reaping the Benefits</td>
<td>Grand Canyon 5</td>
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<tr>
<td>A10</td>
<td>Attacked from All Sides: Fighting for Technology Transfer</td>
<td>Grand Sonoran J</td>
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**SIG-1: Industry Special Interest Group**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>12:15 – 12:30 p.m.</td>
<td>Managing Searches in AUTM Connect</td>
<td>AUTM Connect Help Desk, East Registration Desk</td>
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<tr>
<td>12:15 – 1:45 p.m.</td>
<td>Lunch</td>
<td>Grand Canyon 6</td>
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<tr>
<td>12:15 – 1:45 p.m.</td>
<td>Sponsors’ Lunch (by invitation)</td>
<td>Wildflower Ballroom</td>
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<tr>
<td>1 – 1:45 p.m.</td>
<td>Dessert Reception in Exhibit Hall</td>
<td>Grand Saguaro Ballroom</td>
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Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. During this session you’ll quickly learn what type of technologies industry partners seek and the best way to contact them.

The following companies will be presenting in the first session:

<table>
<thead>
<tr>
<th>AbbVie</th>
<th>Eli Lilly and Company</th>
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<tr>
<td>Alacrita Consulting Inc</td>
<td>GSK</td>
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<tr>
<td>BASF</td>
<td>ICL Innovation</td>
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<td>Bayer</td>
<td>Inova Diagnostics</td>
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<tr>
<td>BD Biosciences</td>
<td>Intellia Therapeutics</td>
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<td>Boehringer Ingelheim Pharmaceuticals, Inc.</td>
<td>Merck</td>
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<tr>
<td>Dow AgroSciences</td>
<td>Onovo Inc</td>
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<tr>
<td>Eastman Chemical</td>
<td>StemCell Technologies, Inc</td>
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<td>Elanco</td>
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1:45 – 3:15 p.m. **Track B — Educational and Special Interest Group Sessions**

**B1** Beyond the Bottom Line: Justifying Your Existence With Administration  
Location: Grand Canyon 1

**B2** Lessons for Technology Managers from the Front Lines of Litigation  
CLE Eligible  
Location: Grand Canyon 3

**B3** Issues to Consider When an Inventor Moves Between Institutions  
Location: Grand Canyon 12

**B4** So You Want to Be (or Hire) an Expert Witness  
Location: Grand Canyon 5

**B5** Do Sweat the Small Stuff!  
Location: Grand Sonoran C

**B6** It’s ALL Branding  
Location: Grand Sonoran H
B7  Understanding Equity and Equity-related Terms (Part 2)
Location: Grand Sonoran E

B8  Business Development: Does It Impact the Bottom Line?
Location: Grand Sonoran J

B9  Physical Sciences Are from Venus, Life Sciences Are from Mars
Location: Grand Sonoran F

SIG–2  Plant Special Interest Group
Location: Grand Sonoran A

SIG–3  New to Technology Transfer?
Location: Grand Sonoran B

3:15 – 3:30 p.m.  AUTM Connect Scheduling Overview
AUTM Connect Help Desk, East Registration Desk

3:15 – 4 p.m.  Refreshment Break with Exhibitors
Sponsored by Grand Saguaro Ballroom

4 – 5:15 p.m.  Industry/Academia Connect and Collaborate (Part 2)
Sponsored by

Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. During this session you’ll quickly learn what type of technologies industry partners seek and the best way to contact them.

The following companies will be presenting in the second session:
Adobe  Reata Pharmaceuticals, Inc.
AstraZeneca  Sanofi
Chiesi  Stryker
MedImmune  Takeda Pharmaceuticals
MillporeSigma  Thermo Fisher
Pfizer  WiLAN Inc.
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<tr>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
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<tr>
<td>4 – 5:30 p.m.</td>
<td><strong>Track C — Educational and Special Interest Group Sessions</strong></td>
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<tr>
<td>C1</td>
<td><strong>Presidential Series</strong></td>
<td>Grand Sonoran F</td>
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<td><strong>Communicating Your Impact</strong></td>
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<td>C2</td>
<td><strong>Career Development Forum: Get the 411 on a Gig in TT</strong></td>
<td>Grand Canyon 1</td>
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<tr>
<td>C3</td>
<td><strong>Fair Use: The Innovation Machine</strong></td>
<td>Grand Canyon 3</td>
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<td><strong>CLE Eligible</strong></td>
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<tr>
<td>C4</td>
<td><strong>Managing Your Grant Support</strong></td>
<td>Grand Canyon 12</td>
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<td>C5</td>
<td><strong>Livestock and the Humanization of Pets: Booming Growth Ahead</strong></td>
<td>Grand Canyon 5</td>
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<tr>
<td>C6</td>
<td><strong>Outside Counsel: Friend, Foe or Force Multiplier?</strong></td>
<td>Grand Sonoran C</td>
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<td></td>
<td><strong>CLE Eligible</strong></td>
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<tr>
<td>C7</td>
<td><strong>Making the Most of Federal and State Resources to Accelerate Technology Transfer</strong></td>
<td>Grand Sonoran E</td>
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<tr>
<td>C8</td>
<td><strong>Sublicensing Income: Words Really Matter</strong></td>
<td>Grand Sonoran H</td>
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<td></td>
<td><strong>CLE Eligible</strong></td>
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<tr>
<td>C9</td>
<td><strong>European Unitary Patent: Targeting a Large Market</strong></td>
<td>Grand Sonoran J</td>
</tr>
<tr>
<td>SIG-4</td>
<td><strong>Small Office Special Interest Group</strong></td>
<td>Grand Sonoran A</td>
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<tr>
<td>SIG-5</td>
<td><strong>Where Are All the Women Inventors?</strong></td>
<td>Grand Sonoran B</td>
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</table>
5:30 – 6:30 p.m. **Industry/Academia Connect and Collaborate Exhibit Networking Reception**

Grand Saguaro Ballroom

Join us at the reception where you can meet with the industry partners and make solid connections for the future.

6:30 – 8 p.m. **Opening Reception**

Ballroom Lawn

Kick off the Annual Meeting in style. The Opening Reception is a great place to start your networking and make new friends.
Meeting Schedule

Monday, February 19

8 – 10 a.m. Opening Keynote Address
Dean Kamen
Plenary and Awards Presentation

Location: Grand Canyon 6

Dean Kamen is an American entrepreneur, inventor and tireless advocate for science and technology. His inventions include the revolutionary Segway personal transportation system and iBOT, a uniquely designed powered wheelchair that “walks” over curbs and stairs. At age 30, Dean sold his first company and in 1982 he founded DEKA Research & Development Corp. His roles as inventor and advocate are intertwined with his passion to focus on medical innovations aimed at improving lives around the world. In 1989 he founded FIRST (For Inspiration and Recognition of Science and Technology), an organization dedicated to motivating young people to understand, use and enjoy science and technology. Come hear about his push for big ideas, his cool gizmos, and his quest for the next generation of miracles.

Monday, February 19, 10:45 a.m. – 12:15 p.m.
A1 Presidential Series
Life After Technology Transfer — Retire or Rewire?

Location: Grand Canyon 9
Track: Other
Target Audience: Advanced
Moderator: Kathleen A. Denis, Rockefeller University
Speakers: Kathy Ku, Stanford University
Christopher Noble, Massachusetts Institute of Technology
Arundeepr S. Pradhan, Apio Partners
Christopher Yochim, National Institute for Innovation in Manufacturing Biopharmaceuticals (NIIMBL)

To be successful in our field of technology transfer, we must work well across political, cultural and professional lines. These are skills that would serve us well in a number of roles and professions. Join us for a discussion among seasoned members of our AUTM community in roles that build on their experience in technology transfer to answer the questions, “Is there life after technology transfer?”
A2  How to Keep Your Sanity While Negotiating and Managing Material Transfer Agreements

Location: Grand Canyon 1
Track: Administrative/Operations
Target Audience: All Audiences
Moderator: Kim Weiderhold, Baylor College of Medicine
Speakers: Lisa S. Chen, Stanford University
Stephanie L. Kelich, Indiana University
Jean Zwier, Michigan State University

We’ll discuss proactive ways to manage the hundreds of material transfer agreements (MTAs) exchanged each year between academic and research partners. Different interests and perspectives can lead to different opinions regarding intellectual property and ownership rights, publication, confidentiality, reporting obligations and even the definition of the “materials” themselves. This session will provide an overview of the most heavily negotiated terms and supply examples of effective solutions and alternatives. We’ll also touch on expectation management — from the providers to the labs, which view the prolonged negotiation of challenging MTAs as a barrier to research.

A3  What Do You Mean, I Don’t Own My Invention?

CLE Eligible

Location: Grand Canyon 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: Melissa Silverstein, University of Texas at El Paso
Speakers: Zachary Miles, University of Nevada, Las Vegas
Alan Naidoff, Princeton University

In a university setting, issues of intellectual property (IP) ownership commonly arise when there are collaborators from other institutions, company-sponsored research agreements, and consulting agreements with university faculty members. We’ll discuss who has an automatic obligation to assign IP, administrative rules governing ownership, inventorship versus authorship, ownership of student inventions, ownership issues with visiting scholars, collaborations with other institutions and industry, industry expectations of ownership in sponsored research agreements, awareness of mundane contracts that give away ownership such as nondisclosure agreements, release of ownership rights, copyright ownership of course curricula, and practical advice to university outside counsel (e.g., assign early before co-inventors graduate).
A4  Creating a Comprehensive Partnering Strategy: Corporate Relations + Technology Transfer

Location: Grand Canyon 12
Track: Industry/Academic Partnerships
Target Audience: Intermediate
Moderator: James R. Zanewicz, Tulane University
Speakers: Ellen Christo, University of New Hampshire
Cameron McCoy, Lehigh University
Arno Meerman, University Industry Innovation Network (UIIN)

Companies seek talent, intellectual property, research expertise and much more from higher education. The Network of Academic Corporate Relations Officers (NACRO), an international network of corporate relations professionals, has benchmarked nearly 200 academic research institutions. In so doing, NACRO identified five essential elements of successful corporate relations efforts that create value for university and industry partners, and can be adopted and tailored to create a unique corporate relations program. In this session, we’ll cover recent trends in private sector–academic engagement and share strategies for leveraging advancement, research development and technology commercialization offices in concert with one another. The ideas presented will help you maximize the flow of all corporate resources to both support the university’s mission and ensure an optimal enterprise experience for the corporate partner.

A5  Industry University Collaboration Models: Reinventing the Wheel

Location: Grand Sonoran F
Track: Industry/Academic Partnerships
Target Audience: Advanced
Moderator: Dipanjan (DJ) Nag, The Ohio State University
Speakers: Lita Nelsen, formerly Massachusetts Institute of Technology
Suguna Rachakonda, Cleveland Clinic Innovations
Jay Schrankler, University of Minnesota
Gayatri Varma, MedImmune

Less than 10 percent of a typical university research budget is industry-sponsored. So how do we create that “easy button” to allow industry to work more closely with universities and shift some of the research dollars toward them? We’ll discuss the models that industry has adopted to enrich
relationships with universities. We’ll address the nuances of a technology access fee model, use of non-bond-funded buildings to avoid issues with tax-exempt bonds, use of a pre-competitive model to attract consortia members, use of public-private partnerships to leverage industry dollars, and early engagement of industry venture funds.

A6 Understanding Equity and Equity-related Terms (Part 1)

Location: Grand Sonoran E
Track: Startups and Gap Funding
Target Audience: Intermediate
Moderator: Linara Axanova, University of Pennsylvania
Speakers: Michael Poisel, University of Pennsylvania
Marc Singer, Osage University Partners

During this session, we’ll take a deep dive into equity-related provisions, covering types of equity, convertible notes, SAFEs, stock options and warrants, cap table structures, types of anti-dilution rights, long-term effects of terms related to pre-emptive rights, registration rights, tag-alongs and drag-alongs. We’ll discuss the most problematic terms for universities as well as startups, and what licensing professionals need to consider when structuring and negotiating equity-related agreements.

A7 Using Sponsored Research to Bridge the Licensing Gap

Location: Grand Sonoran C
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Danielle McCulloch, Fuentek LLC
Speakers: Brian Kraft, Washington State University
Todd Sherer, Emory University

We’ll cover how to use sponsored research agreements (SRAs) to get “unstuck” when a company expresses interest in a technology but isn’t ready to sign a license. When companies fund successful R&D advances (e.g., prototyping, testing, scalability demonstrations), they are more likely to license the end technology. This bridges the gap without having to tap into the university’s gap fund. We’ll focus on some of the traditional obstacles (such as organizational structures that separate licensing personnel from sponsored research
departments) and how to overcome them formally (restructuring) or informally (enhanced interdepartment communication and cooperation). We will also discuss how to identify which technologies and inventors are well-suited to this approach. Whether your job focus is on licenses or SRAs, this session will give you practical strategies to implement when you return to the office.

A8  Managing Your Time for Advancing Important Technologies

Location:  Grand Sonoran H
Track:  Licensing Successful Practices
Target Audience:  Intermediate
Moderator:  James A. Severson, Pinnacle Reach
Speakers:  Page Heller, Hopes Creek
Karen Kaehler, University of Minnesota
Brian Shedd, Louisiana State University

You manage a huge portfolio of technologies. You don’t have enough time to give them all justice. The loudest inventors get the service. Complaints about a black hole come streaming in. Sound familiar? It doesn’t have to be this way. Learn how to manage your portfolio so that important cases are advanced.

A9  Intellectual Property Protection for Plants: Reaping the Benefits

Location:  Grand Canyon 5
Track:  Global Issues
Target Audience:  All Audiences
Moderator:  Melissa Schwaller, Ramey & Schwaller, LLP
Speakers:  Joonhyung Cho, University of North Carolina at Chapel Hill
Janie Hurley, Texas A&M University

Strategies for the protection of plant-based innovations in various countries will be addressed. Forms of protection include utility patents, plant patents, protection provided under the International Union for the Protection of New Varieties of Plants, trademark protection of variety names, trade secrets, genetic resource rights and contracts.
**A10  Attacked from All Sides: Fighting for Technology Transfer**

Location: Grand Sonoran J
Track: Advocacy and Internal Communications
Target Audience: All Audiences
Moderator: Jennifer Gottwald, Wisconsin Alumni Research Foundation
Speakers: Joseph P. Allen, Joseph Allen and Associates
Lori Pressman, Independent Consultant
Leef Smith Barnes, AUTM

Technology transfer is built on a foundation of many supports. Our ability to shepherd the development of ideas into useful products depends on: funding for basic research, strong patent law, engaged professors and university administrators, clear government policies such as Bayh-Dole, investment capital, industry partners able to sell their products for a fair profit and much more. These supports face serious challenges. Recent examples include looking to Bayh-Dole to control drug pricing. We all need to be telling the story of how successful technology transfer happens, remembering to emphasize the roles of all partners involved. We’ll discuss current technology transfer issues and suggest ways we all can share our passion for technology transfer through stories and statistics. Most importantly, we’ll learn how we can defend, preserve and grow the system that has contributed so much to public well-being. We’ll have plenty of time for audience interaction.

**SIG-1  Industry Special Interest Group**

Location: Grand Sonoran A
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Facilitator: Sharon Semones, Eli Lilly and Company

This open and interactive session with industry leaders representing a wide variety of fields such as IT, biotechnology, and health care life sciences will focus on popular new models or strategies for driving industry-academic collaborations, with emphasis on long-term commitments. Join the discussion about which collaborative models are best, the pros and cons, and internal challenges associated with each. We’ll look at up-and-coming models, new geographic areas for collaborations and the different approaches of various companies. A handful of industry reps will discuss a specific topic, followed by the majority of the session focused on an open Q&A.
1:45 – 3:15 p.m. Industry/Academia Connect and Collaborate (Part 1)

Sponsored by

Location: Grand Canyon 9

Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. You'll quickly learn what type of technologies industry partners seek and the best way to contact them. Meet representatives from AbbVie, Adobe, Alacrita Consulting, AstraZeneca, BASF, Bayer, BD Biosciences, Boehringer Ingelheim Pharmaceuticals, Chiesi, Dow AgroSciences, Eastman Chemical, Elanco, Eli Lilly & Company, GSK, ICL Innovation, Inova Diagnostics, Intellia Therapeutics, MedImmune, Merck, MilliporeSigma, Onovo Inv., Pfizer, Reata Pharmaceuticals, Inc., Sanofi, StemCell Technologies, Inc., Stryker, Takeda Pharmaceuticals, Thermo Fisher and WiLAN Inc.

Monday, February 19, 1:45 – 3:15 p.m.

B1 Beyond the Bottom Line: Justifying Your Existence With Administration

Location: Grand Canyon 1
Track: Administrative/Operations
Target Audience: Advanced
Moderator: John T. Perchorowicz, Triage Masters LLC
Speakers: Holly Meadows, University of Alabama at Birmingham
          Rekha Paleyanda, University of Massachusetts
          Laura Savatski, BloodCenter of Wisconsin

Most technology transfer offices (TTOs) are not cash flow positive from commercialization activities, yet institutions continue to support them. Given the funding realities facing many institutions, leadership is looking for cost savings that may include questioning the need for TTOs altogether. Lower-cost alternatives being considered are intra-institutional partnering, outsourcing, royalty sharing modification and outright elimination. We’ll discuss the challenges and how they’re being addressed.
B2 Lessons for Technology Managers from the Front Lines of Litigation
CLE Eligible

Location: Grand Canyon 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: Daniel Zaheer, Kobre & Kim LLP
Speakers: Jeffrey E. Depp, University of Pittsburgh
          Adam J. Gill, Covariant Capital LLC
          Patrick J. McElhinny, K&L Gates
          Michael Rosen, Kobre & Kim LLP

The landscape for technology managers is constantly shifting because of legislative changes, evolving case law and new resources. Intellectual property managers make important decisions about patenting, licensing and litigation in the shadow of these changes. We’ll provide the perspectives of litigators who have seen how new developments are playing out in court. This panel will cover evolving areas of patent law including sovereign immunity, patent eligibility and the validity of inter partes review. We’ll also provide insights on licensing best practices in light of recent developments, as well as new resources that expand options for technology managers, such as litigation financing.

B3 Issues to Consider When an Inventor Moves Between Institutions

Location: Grand Canyon 12
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Eric Ginsburg, University of Chicago
Speakers: Hannah Carbone, California Institute of Technology
          Jennifer Lee, Pacific Northwest National Laboratory

When researchers relocate from one institution to another, what happens to their intellectual property portfolios, which are now spread across multiple institutions with some patents and copyrights solely owned and some jointly owned? How should the respective TTOs handle licensing, compliance and other obligations to sponsors, and the prosecution of related patents lacking common ownership? What if the move is across international borders, or to or from industry? We’ll explore the highways and byways of working with these wandering souls and provide a tool for ensuring a smooth move.
B4  So You Want to Be (or Hire) an Expert Witness

Location:  Grand Canyon 5
Track:  Other
Target Audience:  Advanced
Moderator:  Nathaniel Bualat, Crowell & Moring LLP
Speakers:  Louis Berneman, Texelerate LLC
           Gregory Call, Crowell & Moring LLP
           Jon Soderstrom, Yale University

Expert witnesses can play an important role in university technology transfer disputes. Experts might testify about estimated damages, explain what would have occurred if the parties had negotiated a resolution, opine on the industry understanding of certain contract provisions, and explain the technology transfer process. We’ll address key questions about experts: What do people look for in an expert? How do you become an expert witness? What are the rules regarding the use of experts? What can experts testify about? How is an expert opinion developed? We’ll also discuss what being an expert is like, including the uniqueness of each case, what people learn from the experience and how to manage being an expert with other technology transfer obligations.

B5  Do Sweat the Small Stuff!

Location:  Grand Sonoran C
Track:  Licensing Successful Practices
Target Audience:  Fundamental
Moderator:  Sadhana Chitale, New York University Medical Center
Speakers:  Colm Lawler, Partners Healthcare Innovation
           Scott Macfarlane, The State University of New York, Upstate Medical Center

The successful completion of licenses is all about sweating over the details. In this session, we’ll share examples of how the handling of seemingly small things can have a significant, immediate and long-term impact on the outcome of a license. The panel will focus on aspects of the commercialization process whose straightforward and unassuming appearance can mask complexities that undermine license agreements. Take-home suggestions will be offered to help you avoid these pitfalls.
B6  It’s ALL Branding

Location: Grand Sonoran H
Track: Marketing Successful Practices
Target Audience: All Audiences
Moderator: Paul Tumarkin, University of Arizona
Speaker: Sara Dagen, University of Florida

What is branding, and why is building an office brand essential? In this interactive and fun session, we’ll share success and horror stories, allowing you to gain an understanding of the mindset, strategies and activities that contribute to building a strong reputation for your organization. Don’t wake up and find yourself “branded” — take ownership and strategize.

B7  Understanding Equity and Equity–related Terms (Part 2)

Location: Grand Sonoran E
Track: Startups and Gap Funding
Target Audience: Intermediate
Moderator: Linara Axanova, University of Pennsylvania
Speaker: Michael Poisel, University of Pennsylvania

We’ll continue the discussion begun in session A6 (Part 1). We will cover the materials in more depth and provide real-world examples using an actual term sheet from a venture–backed company.

B8  Business Development: Does It Impact the Bottom Line?

Location: Grand Sonoran J
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Alicia Loffler, Northwestern University
Speakers: James Hoberg, MilliporeSigma
Ian McClure, University of Kentucky
Nichole Mercier, Washington University in St. Louis
Robert Wooldridge, Carnegie Mellon University

In the evolving landscape of innovation, what should the role of a technology transfer office (TTO) be in the scope of business development? This panel, which represents both industry and academia, will discuss how the TTO’s role has been evolving and what strategies are yielding successful outcomes. We’ll
consider the best practices needed to integrate, build and leverage internal and external competencies to build flexible business development capabilities, how we diversify our revenue sources to provide financial flexibility to the institution, and whether traditional business development activities (investment conferences, scouts, etc.) result in successful outcomes.

**B9**

**Physical Sciences Are from Venus, Life Sciences Are from Mars**

**Location:** Grand Sonoran F  
**Track:** Licensing Successful Practices  
**Target Audience:** Advanced  
**Moderator:** Ashley J. Stevens, Focus IP Group, LLC  
**Speakers:** David Lund, George Mason University  
Kristin Neuman, MPEG LA, LLC  
Matteo Sabattini, Ericsson

Physical sciences licensing often involves standards, with patent pools licensed nonexclusively on fair, reasonable and nondiscriminatory (FRAND) terms, while life sciences inventions are licensed exclusively, and each company licenses the multiple platforms it needs to achieve freedom-to-operate from the individual owners. The powerful gene editing technology CRISPR may be changing this. A patent pool has been proposed and is gaining some support. In this panel, patent pool licensing in both sectors will be discussed by experts in these fields.

**SIG-2**

**Plant Special Interest Group**

**Location:** Grand Sonoran A  
**Track:** Other  
**Target Audience:** Intermediate  
**Facilitator:** Brent Marable, University of Georgia

This is an interactive meeting of plant licensing professionals and others who share an interest in plant (and agricultural) licensing and intellectual property protection. We'll gather in a round-table format, offering you a chance to introduce a topic to explore solutions and to make announcements that could be relevant to those attending. If you are new to plant licensing and IP protection, background materials will be provided.
SIG-3  New to Technology Transfer?
Location: Grand Sonoran B
Track: Other
Target Audience: Fundamental
Facilitator: Kevin Dietz,
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

This special interest group is an opportunity to meet with peers in a low-risk environment to share the challenges and opportunities of your new role in technology transfer. In this open format, you’ll be able to share the topics that interest you while gaining insights from other technology transfer professionals from around the world. In addition, we’ll cover career development, office dynamics and tips of the trade.

4 – 5:30 p.m.  Industry/Academia Connect and Collaborate (Part 2)
Location: Grand Canyon 9

Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. You’ll quickly learn what type of technologies industry partners seek and the best way to contact them. Meet representatives from AbbVie, Adobe, Alacrita Consulting, AstraZeneca, BASF, Bayer, BD Biosciences, Boehringer Ingelheim Pharmaceuticals, Chiesi, Dow AgroSciences, Eastman Chemical, Elanco, Eli Lilly & Company, GSK, ICL Innovation, Inova Diagnostics, Intellia Therapeutics, MedImmune, Merck, MilliporeSigma, Onovo Inv., Pfizer, Reata Pharmaceuticals, Inc., Sanofi, StemCell Technologies, Inc., Stryker, Takeda Pharmaceuticals, Thermo Fisher and WiLAN Inc.
Monday, February 19, 4 – 5:30 p.m.

C1 Presidential Series
Communicating Your Impact

Location: Grand Sonoran F
Track: Advocacy and Internal Communications
Target Audience: Advanced
Moderator: John A. Fraser, Burnside Development & Associates LLC
Speakers: Steven M. Ferguson, National Institutes of Health (NIH)
Kenneth W. Porter, Innovate Calgary
Lori Pressman, Independent Consultant
Tony Raven, University of Cambridge Enterprise
Laura Savatski, BloodCenter of Wisconsin

We’ll discuss how successful technology transfer professionals communicate the value and impact of their work. You’ll be exposed to methods already in use to educate our community and outside stakeholders in the United States and elsewhere. Individual offices can adopt a customized approach or use these methods in their own communications.

C2 Career Development Forum: Get the 411 on a Gig in TT

Sponsored by

Location: Grand Canyon 1
Track: Other
Target Audience: All Audiences
Moderator: Anna Solowiej, National Institutes of Health
Speakers: Kirsten Leute, Osage University Partners
Lisa Lin, University of Arizona
Stefani Shek, Stanford University
Charles Vorndran, Smith, Gambrell & Russell, LLP
Wendi Yajnik, Sanofi

Technology transfer professionals include a diverse group of colleagues with backgrounds and training in many different fields: science, engineering, medicine, finance, business and law. This highly interactive session, presented by experienced practitioners in the field, will examine these varied backgrounds, as well as our complex roles and responsibilities that keep evolving and expanding in technology transfer. Part of the discussion will focus on the value and experience gained by fluid transitioning among academia, industry, and venture space, which is becoming a common career path. Presenters and participants will have time to engage in open and dynamic conversations about
challenges and opportunities at every career level — from early to advanced. If you are thinking about your professional goals or are new to the profession and want to know about options within the field, this session is for you.

**C3**  
**Fair Use: The Innovation Machine**  
**CLE Eligible**

Location: Grand Canyon 3  
Track: IP Trends and Successful Practices  
Target Audience: All Audiences  
Moderator: Charles C. Valauskas, Valauskas Corder LLC  
Speakers: Beth Anderson, Arkitek Scientific  
Robert Sikoryak, Artist

It has been long recognized that new creations and innovations are developed from what came before. The Copyright Act and other laws provide a flexible legal framework that facilitates such development. This workshop will explain that legal framework. We'll discuss what constitutes legally permissible inspired creativity and innovation: how and under what circumstances the copyright subject matter, data, trademarks and patented property owned by others can be used to develop new creations and innovations. We'll also discuss how fair use–like principles can be used for software and other digital properties to create new properties made available through open source licenses and freely accessible public repositories. The session will feature the work of Robert Sikoryak, a well-known artistic contributor to The New Yorker, Nickelodeon Magazine, Wired and other publications. To develop his new work, Sikoryak illustrated the entire Apple iTunes Terms and Conditions electronic license with drawings inspired by nearly a century of art.

**C4**  
**Managing Your Grant Support**

Location: Grand Canyon 12  
Track: Other  
Target Audience: Intermediate  
Moderator: Viviane Martin, University of Pennsylvania  
Speakers: Kathy Ku, Stanford University  
Amy F. Ryan, Arnold & Porter Kaye Scholer

With National Institutes of Health funding dropping, grants from foundations are becoming more important. This funding, however, is not without financial ties or administrative burdens. We'll look at how technology transfer offices manage foundation patent policy contracts and bring in the perspective of foundations.
**C5**  
**Livestock and the Humanization of Pets: Booming Growth Ahead**

Location: Grand Canyon 5  
Track: Industry/Academic Partnerships  
Target Audience: All Audiences  
Moderator: Tracey Truitt, Armstrong Teasdale LLP  
Speakers: Nathan Chubb, Zoetis Inc.  
Bret Ford, Kansas State University  
Zach Mills, Boehringer Ingelheim  
Bruce Taillon, Elanco Animal Health, a Division of Eli Lilly and Company

We’ll discuss how an increasing global population, combined with the rise of the global middle class (more protein in the diet and more household pets), will affect the demand for food and animal health products. Our panel of experts from leading animal health companies and universities will explain how industry-academia collaborations can help meet this opportunity head-on.

**C6**  
**Outside Counsel: Friend, Foe or Force Multiplier?**  
**CLE Eligible**

Location: Grand Sonoran C  
Track: Administrative/Operations  
Target Audience: All Audiences  
Moderator: John P. Davis, Wood, Herron & Evans L.L.P.  
Speakers: Jeffrey Jackson, University of California at Santa Cruz  
Janet L. Kisinger, University of Arizona  
Felicia Metz, University of Maryland

In times of ever-increasing budgetary pressures, the fees and cost involved in using outside intellectual property counsel can often have a chilling effect on many technology transfer offices. You want a good product, but also at a good price. These objectives can sometimes turn outside counsel from friend to foe. We’ll examine a tertiary approach to this problem: Outside counsel, far from being a drain on your limited resources, will become a force multiplier, allowing you to do more with less.
C7  Making the Most of Federal and State Resources to Accelerate Technology Transfer

Location: Grand Sonoran E  
Track: Startups and Gap Funding  
Target Audience: All Audiences  
Moderator: Robert Vinson, National Institutes of Health  
Speakers: Maria Labreveux, Kentucky Science and Engineering Foundation  
Amy Moore, University of Minnesota  
Tom Wavering, University of Oklahoma

We’ll discuss how to best use funding and non-funding resources to support technology transfer through the $2.5 billion annual Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) programs. Our government panelists will provide insights into the many ways universities can be, and have been, involved in the SBIR/STTR programs — through startup funding, the licensing of technologies to small businesses, job opportunities for students and postdocs, and lesser-known programs such as the FAST (Federal and State Technology) Partnership program for technical assistance to science- and technology-driven small businesses. We’ll also provide perspectives on leveraging SBIR/STTR through state matching funds and other partnership models. The session will include important program details and insights on participating agencies, and feature practical tips on how SBIR/STTR fits into a larger landscape of government resources. The session will offer an opportunity for engagement between the tech transfer community and government representatives managing programs aimed at supporting the community.

C8  Sublicensing Income: Words Really Matter

CLE Eligible  
Location: Grand Sonoran H  
Track: Licensing Successful Practices  
Target Audience: Intermediate  
Moderator: Emily T. Kuwahara, Crowell & Moring LLP  
Speakers: Erik Lium, Mount Sinai Hospital  
James McNamara, University of Massachusetts Medical School

Two economic realities point to the importance of sublicensing income provisions in agreements: Many licenses are entered into with small companies that need to do a sublicense transaction if an invention is to be sold; and the vast majority of university revenue from inventions is generated by a few
inventions. How an agreement defines sublicense income can determine whether a university receives millions of dollars in payments. Back for a third year, this session will provide updates from arguments made in court and explore specific contract language, how it has been interpreted, and key questions such as: Are payments within the definition of sublicense income? How does the original license define sublicense income? And how do certain provisions create incentives for licensees to avoid paying sublicense income?

C9 European Unitary Patent: Targeting a Large Market

Location: Grand Sonoran J
Track: Global Issues
Target Audience: All Audiences
Moderator: Marjut Lattu-Hietamies, Berggren Oy
Speakers: Joy Goswami, University of Delaware
          Sebastian Tegethoff, 24IP Law Group
          Outi Virtaharju, Berggren Oy

The European Patent Office provides a centralized process for patent applications, but maintenance fees and enforcement increase the patenting costs. Europe is looking to change this with a new Unitary European Patent. We’ll discuss how, for a patent holder, this significantly simplifies the process by removing the need for country-by-country patents and enforcement. Instead of the earlier bundle of national patents, Europe will have a single patent, renewal fee, ownership, object of property and court (the Unified Patent Court). Most importantly, it will be possible to license rights for a part or the whole of the unitary territory. This is likely to increase licensing opportunities in Europe.

SIG-4 Small Office Special Interest Group

Location: Grand Sonoran A
Track: Other
Target Audience: All Audiences
Facilitator: Mike Rondelli, University of North Texas

We’ll discuss the issues faced by technology transfer professionals working in small offices. This will be a conversation among those who attend.
SIG-5  Where Are All the Women Inventors?
Location: Grand Sonoran B
Track: Special Interest Group
Target Audience: Other
Facilitator: Tamsen Barrett, Norton Rose Fulbright U.S. LLP

Women professors at universities submit their work to technology transfer offices at a lower rate than their male counterparts. Research shows that this may have less to do with the patentability of their work than with social norms, networks and support. We’ll highlight these concerns and discuss ways the situation can be righted. Comments, suggestions and debate will be welcomed.

5:30 – 6:30 p.m.  Industry/Academia Connect and Collaborate Exhibit Networking Reception

Location: Grand Saguaro Ballroom

Join us at the reception where you can meet with the industry partners and make solid connections for the future. Relax with friends and colleagues, and expand your network while mingling with representatives from AbbVie, Adobe, Alacrita Consulting, AstraZeneca, BASF, Bayer, BD Biosciences, Boehringer Ingelheim Pharmaceuticals, Chiesi, Dow AgroSciences, Eastman Chemical, Elanco, Eli Lilly & Company, GSK, ICL Innovation, Inova Diagnostics, Intellia Therapeutics, MedImmune, Merck, MilliporeSigma, Onovo Inv., Pfizer, Reata Pharmaceuticals, Inc., Sanofi, StemCell Technologies, Inc., Stryker, Takeda Pharmaceuticals, Thermo Fisher and WiLAN Inc.

6:30 – 8 p.m.  Opening Reception

Location: Ballroom Lawn

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!
## Schedule at a Glance

### Tuesday, February 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location/Details</th>
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<tbody>
<tr>
<td>6:30 – 7:20 a.m.</td>
<td>Yoga</td>
<td>Desert Conference Suite IV (additional fee, space is limited)</td>
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<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Partnering Place</td>
<td>Grand Sonoran G (Sponsored by Nimble, Pfizer)</td>
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<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Help Desk</td>
<td>East Registration Desk</td>
</tr>
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<tr>
<td>8 a.m. – 2 p.m.</td>
<td>Registration</td>
<td>Grand Canyon Foyer</td>
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<tr>
<td>8 – 11:30 a.m.</td>
<td>Exhibits Open</td>
<td>Grand Saguaro Ballroom</td>
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<tr>
<td>8 – 9 a.m.</td>
<td>Central Region Breakfast</td>
<td>Wildflower Ballroom</td>
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<tr>
<td>8 – 9 a.m.</td>
<td>Western Region Planning Committee Breakfast</td>
<td>Desert Conference Suite I</td>
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<tr>
<td>8 – 9 a.m.</td>
<td>Breakfast with Exhibitors</td>
<td>Grand Saguaro Ballroom</td>
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<tr>
<td>9 – 10:30 a.m.</td>
<td><strong>Track D — Educational and Special Interest Group Sessions</strong></td>
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<tr>
<td><strong>D1</strong></td>
<td>Presidential Series</td>
<td>Grand Sonoran F</td>
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<tr>
<td><strong>D2</strong></td>
<td><strong>An International Perspective: Writing a Patent Application for Global Examination and Licensing</strong> CLE Eligible</td>
<td>Grand Sonoran E</td>
</tr>
<tr>
<td><strong>D3</strong></td>
<td><strong>It’s All About Your Money: How to Get What You Negotiated</strong></td>
<td>Grand Canyon 1</td>
</tr>
<tr>
<td><strong>D4</strong></td>
<td><strong>Fill the Gap: Staffing Up with Volunteers</strong></td>
<td>Grand Canyon 5</td>
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<tr>
<td><strong>D5</strong></td>
<td><strong>Toolkits and Best Practices to Increase Female Involvement in the Innovation Process</strong></td>
<td>Grand Canyon 3</td>
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</tbody>
</table>
D6  Medical Devices Industry Courting Academia for Innovation  
Location: Grand Canyon 12

D7  Building Your Startup Ecosystem  
Location: Grand Sonoran C

Location: Grand Sonoran H

D9  Front Row: IP Licensing Dispute Mock Mediation  
CLE Eligible  
Location: Grand Sonoran J

D10  How Washington Views Us and Why It Matters to You  
Location: Grand Canyon 10

D11  The Role of Customer Discovery in Technology Commercialization  
Location: Grand Canyon 9

SIG–6  Administrative Professionals Special Interest Group  
Location: Grand Sonoran A

SIG–7  Are You Ready for the Innovation Agenda?  
Location: Grand Sonoran B

10:30 – 11:15 a.m.  Refreshment Break with Exhibitors  
Sponsored by BAKER DONELSON  
Grand Saguaro Ballroom

11:15 a.m. – 12:45 p.m.  Track E — Educational and Special Interest Group Sessions

E1  Presidential Series  
Who Are We, What Are We Doing and Where Are We Going?  
Location: Grand Sonoran F

E2  IP at the Crossroads: The Intersection of Art, Data and Design  
Location: Grand Canyon 1

E3  The Intersection of University Inventions and Practice Before the PTAB  
CLE Eligible  
Location: Grand Canyon 10
<table>
<thead>
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<tbody>
<tr>
<td>E4</td>
<td>Turning Ideas into Web and Mobile Apps: Avoiding the Top Mistakes in Custom Software</td>
<td>Grand Canyon 3</td>
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<tr>
<td>E5</td>
<td>Preparing for the Paperless Office</td>
<td>Grand Canyon 12</td>
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<tr>
<td>E6</td>
<td>Internal Marketing: Awakening the Sleeping Giant</td>
<td>Grand Sonoran C</td>
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<tr>
<td>E7</td>
<td>Accelerating the Accelerators: Founding and Growing Startup Incubators and Accelerators</td>
<td>Grand Sonoran H</td>
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<tr>
<td>E8</td>
<td>IPR Immunity for Public Universities: Leveraging in Licensing Negotiations</td>
<td>Grand Sonoran E</td>
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<tr>
<td>E9</td>
<td>Packaging and Pricing Health Information Technology for the Market</td>
<td>Grand Sonoran J</td>
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<tr>
<td>E10</td>
<td>International Collaboration Models for Technology Transfer</td>
<td>Grand Canyon 5</td>
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<tr>
<td>SIG-8</td>
<td>Accounting in Technology Transfer Offices</td>
<td>Grand Sonoran A</td>
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<tr>
<td>SIG-9</td>
<td>Software Special Interest Group</td>
<td>Grand Sonoran B</td>
</tr>
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</table>

12:45 p.m. | Day in the Desert  
Sign up to take the Desert Jeep Tour or enjoy this time to relax by the pool, play tennis, golf, explore the grounds of this fabulous location or discover Phoenix.

12:45 – 1:30 p.m. | Lunch on your own/free afternoon
12:45 – 1:30 p.m. | Negotiation Course Lunch | Grand Canyon 9 – 13 Foyer
12:45 – 2 p.m. | Eastern Region Planning Committee Lunch | Desert Conference Suite III
12:45 – 2 p.m. | Central Region Planning Committee Lunch | Desert Conference Suite I
12:45 – 2 p.m. | Communications Committee Lunch | Desert Conference Suite II
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>12:45 – 2 p.m.</td>
<td>Canadian Lunch</td>
<td>Wildflower</td>
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<td>*Sponsored by <a href="#">Bereskin &amp; Parr</a></td>
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<tr>
<td>1:30 – 5 p.m.</td>
<td>Negotiation Course</td>
<td>Grand Canyon 10</td>
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<td><em>(additional fee, seating limited)</em></td>
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<tr>
<td>1:30 – 5:30 p.m.</td>
<td>Jeep Tour</td>
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<td><em>(additional fee, seating limited)</em></td>
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<tr>
<td>2 – 3:30 p.m.</td>
<td>Canadian Program</td>
<td>Wildflower</td>
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<td>*Sponsored by <a href="#">AIRD McBURNLEY</a></td>
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<tr>
<td>2 – 3:30 p.m.</td>
<td>The Software and Data Licensing Solution: Not Your Dad’s UBMTA</td>
<td>Grand Canyon 1</td>
</tr>
<tr>
<td>2 – 3:30 p.m.</td>
<td>What You Should Know About Recent and Future Patent Cooperation Treaty</td>
<td>Grand Canyon 3</td>
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<td></td>
<td>Treaty Developments</td>
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The good news is that one of your inventions is going to make it to market and be big. Royalties will flow. But how does this change the culture within the institution? Does it suddenly become about the money when previously it was about faculty service and public benefit? And what happens as patent expiration approaches and the good times are about to end? Do you monetize and take one enormous, game-changing hit? The questions abound: “What have you done for me lately?” “What do you mean, there’s no follow-on?” How do you prepare the institution for this? Or do you just retire and let someone else deal with the fallout? We’ll discuss the options.

When drafting a patent application, it is crucial to consider where it may eventually be filed and prosecuted. Most universities aim to license their technology before national examination starts, and licensees often wish to file widely, including in the United States, Europe and Asia. We’ll discuss the
issues that regularly come up during the examination of U.S.-originating patent applications and how they may be mitigated. The focus will be on strategies that will help applicants secure useful and valuable intellectual property protection in the U.S., Europe and China. Using real-life examples, the session will highlight the jurisdictional differences in patentable subject matter (for both biology-type subject matter and software inventions); tactics for avoiding added matter objections; how to handle the requirement of supporting data and sufficient disclosure; and the state of U.S. patent law and the question of patent-eligible subject matter.

D3  It’s All About Your Money: How to Get What You Negotiated
Location: Grand Canyon 1
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Debora Stewart, InvotexIP
Speakers: Daniel Castro, Partners HealthCare
Yalverton Luckain, Cornell University

Let’s face it, compliance is not glamorous. As licensors, we spend considerable time and effort protecting our intellectual property and drafting and negotiating license agreements. But usually we spend far less time and effort ensuring that we reap the full benefits of our agreements. In this workshop, we’ll discuss best practices for implementing a simple and robust license compliance program that will help you get exactly what you negotiated — every milestone payment, every fee and accurate royalty payments. We’ll walk you through the program step-by-step. We’ll demonstrate how making even small changes to your routine business and finance practices, as well as tweaks to the licensing template, can result in major financial rewards down the line.

D4  Fill the Gap: Staffing Up with Volunteers
Location: Grand Canyon 5
Track: Other
Target Audience: Intermediate
Moderator: Joseph Wright,
South Dakota School of Mines & Technology
Speakers: Marina Blinova, Columbia Technology Ventures
Corine Farewell, University of Vermont
Spencer Walker, University of Utah

Technology transfer offices (TTOs) have historically been understaffed, and in many cases underresourced. As a result, many TTOs recruit volunteers to
They may include undergraduate interns, law students, MBA students, engineering and science graduate students, members of industrial advisory boards, successful alumni and entrepreneurs-in-residence. We'll discuss where to find those who can best be recruited and the types of work they perform. We will highlight the success of institutions (large and small) that have been creative in attracting and leveraging volunteers, and will engage all attendees in sharing best practices and lessons learned. You'll come away with a survey of programs and processes that best use volunteers, and an appreciation of how to apply those practices in your own TTO.

**D5**  
**Toolkits and Best Practices to Increase Female Involvement in the Innovation Process**

*Location:* Grand Canyon 3  
*Track:* Other  
*Target Audience:* All Audiences  
*Moderator:* Kathleen Sohar,* *University of Florida*  
*SPEAKERS:* Mercedes Meyer,* *Drinker, Biddle and Reath*  
Jennifer Shockro,* *California Institute of Technology*  

Women are significantly underrepresented in the innovation process. During this session, the AUTM Women Inventors Committee and the Intellectual Property Owners Association’s Women in IP Committee will combine their knowledge to expand the awareness of this issue and share strategies that can help increase gender parity in innovation. Research shows that increasing diversity results in higher return on investment in multiple areas including disclosures, commercialization and startup revenue.

**D6**  
**Medical Devices Industry Courting Academia for Innovation**

*Location:* Grand Canyon 12  
*Track:* Industry/Academic Partnerships  
*Target Audience:* All Audiences  
*Moderator:* Jennifer Dyer,* *University of Southern California*  
*SPEAKERS:* James Kaiser,* *HOYA Corp.*  
Jamie Kemler,* *Striker Corp.*  

The medical device industry is turning to academia as a source for innovation. There are vast differences between therapeutic and medical device licensing. Our panel of experts, from top-tier medical device companies, will share their interest and methods to drive collaboration and investment.
D7  Building Your Startup Ecosystem

Location: Grand Sonoran C
Track: Startups and Gap Funding
Target Audience: Intermediate
Moderator: Brendan Rauw, Oregon Health & Science University
Speakers: Douglas Hockstad, University of Arizona
Kirsten Leute, Osage University Partners
Dipanjan (DJ) Nag, The Ohio State University
Kenneth W. Porter, Innovate Calgary

Technology transfer offices (TTOs) outside established startup hubs are increasingly faced with the challenges of both helping their companies succeed and contributing to local economic development. We’ll focus on what TTOs can do to change their local external environment to encourage entrepreneurship. We’ll discuss providing entrepreneurship education, attracting early stage capital, building incubation and commercial lab space, finding experienced management talent, and leveraging policy initiatives to encourage new companies. If you’re a senior leader in technology transfer and business development trying to create a more favorable startup ecosystem, this is the session for you.


Location: Grand Sonoran H
Track: Industry/Academic Partnerships
Target Audience: Intermediate
Moderator: James R. Zanewicz, Tulane University
Speakers: Cristine Cooper, Oculus
Rohit Israni, Intel Corp.
Pavel Khrimian, MedImmune
Han Lim, Atomwise

When industry experts across different sectors engage with academic institutions, we can observe both common themes and some key differences. Understanding the needs of each type of industry partner will help you develop the ideal environment for collaboration, and hearing real-world success stories and lessons learned will provide valuable “take-away” information. Basic key concepts will be provided in a moderated panel format, which then opens up to an interactive experience in which you can ask questions and get specific
feedback from the industry experts themselves on any challenges faced in your collaborations. Questions could range from detailed issues (such as licensing, partnering agreement terms and sponsored research) to broader strategic alliance concepts. We’ll also cover how our industry colleagues are evaluated in their positions, so we can help one other be as successful as possible.

D9  Front Row: IP Licensing Dispute Mock Mediation  
CLE Eligible
Location:  Grand Sonoran J
Track:  Licensing Successful Practices
Target Audience:  Intermediate
Moderator:  Adam Rattray,  
World Intellectual Property Organization
Speakers:  Pam Cox, Marshall, Gerstein & Borun LLP  
Russell Levine, Kirkland & Ellis LLP  
John Ritter, Princeton University  
Charles C. Valauskas, Valauskas Corder LLC

With the rise in the number of technology and intellectual property (IP) transactions has come an increased number of disputes. Although an IP dispute can be brought before a court, litigation is not always well-suited to the task. In the context of IP, alternative dispute resolution (ADR) procedures (such as mediation and arbitration) can be particularly advantageous, especially for IP-related contractual disputes involving parties from different jurisdictions. The session will include a mock mediation between a university and a business, followed by a presentation on the essential features of mediation and ADR pros and cons compared with court litigation.

D10  How Washington Views Us and Why It Matters to You
Location:  Grand Canyon 10
Track:  Advocacy and Internal Communications
Target Audience:  Advanced
Moderator:  Michael Waring, University of Michigan
Speakers:  Eric W. Guttag, Eric W. Guttag IP Law Office  
Robert B. Hardy, Council on Governmental Relations  
Jessica Sebeok, Association of American Universities

Decisions made by Congress, the White House and federal agencies have a huge impact on technology transfer offices and their ability to meet their objectives. We’ll discuss the latest news on issues important to our profession and how you can play a role in protecting and growing technology transfer in the future.
D11  The Role of Customer Discovery in Technology Commercialization

Location:  Grand Canyon 9  
Track:  Nuts and Bolts of Technology Transfer  
Target Audience:  Intermediate  
Moderator:  Steven Wood, The State University of New York  
Speakers:  Jim Aloise, Columbia Technology Ventures  
Steven Konsek, National Science Foundation  
Christina Pellicane, University of Delaware

We’ll explore how and why customer discovery, a method pioneered by Steve Blank in his Lean LaunchPad program at Stanford University and championed by the National Science Foundation’s I–Corps program, is empowering academic researchers and inventors to engage with industry and establish a virtuous cycle of productizing inventions and growing research programs. I–Corps and similar programs have made tremendous gains in popularity in the United States and internationally, and have taken root across most of the federal agencies offering Small Business Innovation Research and Small Business Technology Transfer grant programs. You’ll learn from a panel of experts who practice and teach customer discovery methods at various programs, as well as academic researchers and inventors who have benefited from these programs.

SIG–6  Administrative Professionals Special Interest Group

Location:  Grand Sonoran A  
Track:  Administrative/Operations  
Target Audience:  All Audiences  
Facilitator:  Amanda Ottaway, North Carolina State University

Are you looking for ways to develop your administrative position into a more influential technology transfer role? New and experienced administrative professionals will discuss ways to grow within the profession. Join the conversation. Share your thoughts on the future of the administrative role and the technology transfer profession.

SIG–7  Are You Ready for the Innovation Agenda?

Location:  Grand Sonoran B  
Track:  Advocacy and Internal Communications  
Target Audience:  Advanced  
Facilitator:  David Ai, City University of Hong Kong

We have seen the emergence of chief innovation officer on university
Whether or not your system has one, there is a clear trend for all universities to set up a more strategic, innovation agenda not based on transactions. On the inside, this may mean an advocacy, education and ecosystem-building role for technology transfer offices. Externally, such a new function should mean a single point of contact for industry collaborators and sponsors. Or should it? There are additional expectations of boosting local “innovation genes” and even local economic development. Against these diverse expectations, what are the do’s and don’ts? How do we measure success? Join this special interest group where we’ll discuss best practices, what’s working (or not) and what to avoid.

10:30 – 11:15 a.m. Refreshment Break with Exhibitors
Location: Grand Saguaro Ballroom
Sponsored by BAKER DONELSON

Tuesday, February 20, 11:15 a.m. – 12:45 p.m.
E1 Presidential Series Who Are We, What Are We Doing and Where Are We Going?
Location: Grand Sonoran F
Track: IP Trends and Successful Practices
Target Audience: Advanced
Moderator: Louis Berneman, Osage University Partners
Speakers: Kathleen A. Denis, Rockefeller University
Fred Farina, California Institute of Technology
Robin L. Rasor, Duke University
Todd Sherer, Emory University
Jon Soderstrom, Yale University

A distinguished group of AUTM past presidents will tackle some of the most vexing challenges faced by technology transfer offices (TTOs). Join the lively discussion as the panel addresses myriad topics, including: measuring the impact of proof-of-concept funding; the rise of university seed funds; startup assistance programs; licensing patented and unpatented software to startups; licensing to startups financed and located in China; crowdfunding for startups; lessons learned working with venture mentoring programs, accelerators and incubators; TTO budgets for staff, operations and patents; and the evolution of technology transfer with new services provided by research institutions to mitigate risk, develop embryonic technologies, and identify, create, staff, launch and finance startups.
E2  IP at the Crossroads: The Intersection of Art, Data and Design

Location: Grand Canyon 1
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: Daniel Dardani, Massachusetts Institute of Technology
Speaker: Charles C. Valauskas, Valauskas Corder LLC

New technologies are born at the edges where science meets art, design encapsulates data, and form and fashion interweave. These edges are the new frontiers that test the very limits of traditional intellectual property (IP) and contractual protection. But these edges also produce a cascade of new challenges and opportunities for development and adoption by society. We'll examine the protection and agreements that assist with the commercialization of wearables, data, software, fashion, performance and culinary arts. We'll also discuss the challenges of commercializing these technologies and the tools applied to the task.

E3  The Intersection of University Inventions and Practice Before the PTAB

CLE Eligible

Location: Grand Canyon 10
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Steven Schwarz, Venable LLP
Speakers: Scott Boalick, U.S. Patent and Trademark Office
Dustin E. Lee, University of Maryland, Baltimore
Andrew J. Maas, Louisiana State University

The America Invents Act created the Patent Trial and Appeal Board (PTAB), which oversees inter partes review (IPR), post-grant review and covered business method proceedings. These administrative proceedings offer patent challengers the ability to contest the validity of granted U.S. patents before patent judges who are steeped in technology and patent practice. Since its inception, the PTAB has become the most active forum for patent disputes. Attend this session for an overview of practice before the PTAB. You'll get updated on recent PTAB cases, including ones that held that university-owned patents are immune from IPR challenge. Gain insights from a PTAB judge and two university technology transfer representatives into how the PTAB and its recent events affect university tech transfer practices.
E4  Turning Ideas into Web and Mobile Apps: Avoiding the Top Mistakes in Custom Software

Location:  Grand Canyon 3
Track:  Other
Target Audience:  All Audiences
Moderator:  Kaj Gronholm, Woodridge Software

Technology transfer programs are undergoing rapid change. As the internet and associated applications evolve and create value, technology transfer departments are beginning to branch out from their normal licensing and patenting deals. They’re now seeing software applications as real invention centers. Even better, they’re seeing revenues grow as these applications sell across the country. Many inventions coming from universities are now ideas and concepts that are best delivered via web or mobile application, or the invention requires a web or mobile application to create real value. Often a prototype is available but a production version is needed to bring the application to market. We’ll address the key challenges and opportunities of building custom software, including vetting projects; conducting fast feasibility studies; licensing and selling software; software as ancillary product to traditional inventions; and pricing software inventions.

E5  Preparing for the Paperless Office

Location:  Grand Canyon 12
Track:  Administrative/Operations
Target Audience:  All Audiences
Moderator:  Monya Dunlap, University of Florida
Speakers:  Chelsea A. Loughran, Wolf, Greenfield & Sacks, P.C.  Adrienne L. Padgett, University of Florida

Is your institution ready for the paperless office? This program will address key questions to help you prepare for the inevitable. Do you know your institution’s retention policy for paper and electronic files? Has your office moved to an electronic filing and paperless environment? Do you save files electronically on a shared drive or email patent documentation and privileged communications into your database? Do you save all of your old emails electronically? How many of your institutions have had litigation or potential litigation matters since going paperless and received a request to produce? Join this discussion so you can put a plan in place that covers all the bases.
E6 Internal Marketing: Awakening the Sleeping Giant
Location: Grand Sonoran C
Track: Marketing Successful Practices
Target Audience: All Audiences
Moderator: Edward Diehl, Medical College of Wisconsin
Speakers: Alana O. Fernandez, LSU AgCenter
Nichole Mercier, Washington University in St. Louis

External marketing of intellectual property (IP) has evolved over the years and has been discussed in many AUTM venues. However, internal marketing continues to be a significant challenge. Fundamental IP development issues (disclosure, confidential disclosure agreements, etc.) are understood by a minority of the faculty, staff and students involved in the identification and development of IP for licensing and startup opportunities. Creating strategies to promote understanding of these issues increases the number of quality disclosures from newer faculty, as well as more senior faculty members who suddenly find themselves with a product concept. Teaching potential inventors that a new product can take the form of a new reagent or product improvement also results in more disclosures and sponsored research projects. Promoting awareness of the role of technology offices to noninventors, especially administrators, has implications for funding and additional internal outreach opportunities. Join this discussion to learn about successful internal marketing programs and leave empowered to strengthen your own programs.

E7 Accelerating the Accelerators: Founding and Growing Startup Incubators and Accelerators
Location: Grand Sonoran H
Track: Startups and Gap Funding
Target Audience: All Audiences
Moderator: Henry Daley, Venable LLP
Speakers: Wesley D. Blakeslee, Blakeslee Inc.
Mike Alvarez Cohen, University of California, Berkeley
Dushyant Pathak, Venture Catalyst
Caroline Winnett, SkyDeck

Universities are increasingly playing a leadership role in fostering startup incubators, accelerators and ecosystems in and around their campuses. This trend is gaining enthusiasm from state and local governments due to the economic and cultural vitality that these startups and ecosystems bring to their communities. These startup programs and initiatives are also gaining momentum because they bolster university research and education. This interactive panel and audience discussion will leverage experiences from University of California, Berkeley, University of California, Davis, Johns Hopkins...
and other universities. We'll compare and contrast incubator, accelerator and ecosystem best practices that vary across a range of campus characteristics including public versus private universities, urban versus rural settings, and robust versus emerging regional startup cultures.

E8  IPR Immunity for Public Universities: Leveraging in Licensing Negotiations
CLE Eligible

Location:  Grand Sonoran E
Track:  Licensing Successful Practices
Target Audience:  Intermediate
Moderator:  Alfonso Garcia Chan, Shore Chan DePumpo
Speakers:  Gerald Hrycyszyn, Wolf Greenfield & Sacks, PC
           Jim O’Connell, University of Florida
           Teri Schultz, University of Texas at Arlington

The Patent Trial and Appeal Board recently held that state universities are immune from inter partes review (IPR) proceedings (and presumably other patent office proceedings) due to sovereign immunity. This means that the validity patents owned by state institutions cannot be challenged at the patent office after issuance. This holding could increase the value of intellectual property from state institutions and be used as leverage in licensing negotiations. The session will include case studies of how this IPR immunity for public universities affects licensing negotiations or aids marketing efforts.

E9  Packaging and Pricing Health Information Technology for the Market

Location:  Grand Sonoran J
Track:  Licensing Successful Practices
Target Audience:  Intermediate
Moderator:  Thad Meese, Cleveland Clinic Innovations
Speakers:  Stephen Kinsey, MedStar Institute for Innovation
           Hassan R. Naqvi, Johns Hopkins University
           Robert J. “Joe” Turk, IBM

Today’s health care organizations are developing innovative information technology solutions every day to tackle a wide variety of challenges. Commercialization professionals know all too well that those solutions cannot be marketed by simply putting a bow on top. We’ll discuss specific techniques to discern the true economic value of these solutions including clinical and operational workflow validation, usability and scalability analyses, and other approaches that inform a pricing strategy. Panelists will also discuss the art of communicating this value to inventors and licensees.
E10  International Collaboration Models for Technology Transfer

Location: Grand Canyon 5
Track: Global Issues
Target Audience: All Audiences
Moderator: Phyl Speser, Foresight Science & Technology
Speakers:
  David Ai, City University of Hong Kong
  Nares Damrongchai, Thailand Center of Excellence for Life Sciences
  Shawn Hawkins, St. Jude Children’s Research Hospital
  Konstantin Izvolsky, Foresight Science & Technology
  Eliza Stefaniw, King Mongkut’s University of Technology Thonburi

With Asian, African and South American institutions joining North America and Europe in technology transfer, cross-border collaborations among technology transfer offices will continue to increase. In this workshop we look at various models for these collaborations, including sponsored research and licensing of jointly owned intellectual property to foreign firms; gap funding for startups and small firms in other countries; and offshore investment from angels, venture capitalists, and government research and development programs. Learn from the people who have worked on these collaborations as they explore the structure and legal framework of these partnerships, and how you can overcome hurdles and improve the odds of success for your international collaboration.

SIG–8  Accounting in Technology Transfer Offices

Location: Grand Sonoran A
Track: Other
Target Audience: All Audiences
Facilitators:
  Katherine Durkin, Moffitt Cancer Center
  Becky Wu, Stanford University

This interactive roundtable session will discuss accounting and finance issues from distributions, accounts receivables and royalty sharing agreements to computer systems and patent expenses. Share your practices on inventor-licensee relationships and equity valuation. Something you’re doing may help someone else more efficiently tackle challenges and opportunities in their office. Let us share our ideas and promote an opportunity for independent success and growth.
SIG-9  
**Software Special Interest Group**  
Location: Grand Sonoran B  
Track: Nuts and Bolts of Technology Transfer  
Target Audience: All Audiences  
Facilitator: Lewis Humphreys, University of Arizona

Are you looking for guidance on copyright issues? Or need an update on the latest court decisions affecting patenting software? You'll find a lively discussion on these topics and more at the annual Software SIG. Lewis Humphreys, with attorney Michael Greenbaum, will lead a general discussion on software licensing.

**12:45 p.m.**  
Day in the Desert

Sign up to take the Desert Jeep Tour or enjoy this time to relax by the pool, play tennis, golf, explore the grounds of this fabulous location or discover Phoenix.

**12:45 – 1:30 p.m.**  
Negotiation Course Lunch  
Location: Grand Canyon 9-13 Foyer

**12:45 – 2 p.m.**  
Eastern Region Planning Committee Lunch  
Location: Desert Conference Suite III

**12:45 – 2 p.m.**  
Central Region Planning Committee Lunch  
Location: Desert Conference Suite I

**12:45 – 2 p.m.**  
Communications Committee Lunch  
Location: Desert Conference Suite II

**12:45 – 2 p.m.**  
Canadian Lunch  
Location: Wildflower  
*Sponsored by* Bereskin & Parr

**1:30 – 5 p.m.**  
Negotiation Course  
Location: Grand Canyon 10-11

**2 – 3:30 p.m.**  
Canadian Program  
Location: Wildflower  
*Sponsored by* AIRD McBURNey
2 – 3:30 p.m.  The Software and Data Licensing Solution: Not Your Dad’s UBMTA

Location: Grand Canyon 1  
Track: Other  
Target Audience: All Audiences  
Moderator: Arvin Paranjpe, Oregon Health & Science University  
Speakers: Frank Curci, Ater Wynne LLP  
Melissa Haendel, Oregon Health & Science University  
Charles Williams, University of Oregon

Big data is an open frontier, and it’s quickly expanding. However, transaction costs and legal barriers stand squarely in the way of meaningful, far-reaching data integration. We’ll grapple with the issues regarding a large-scale data integration project across humans, model and non-model organisms. Without pointing fingers, we’ll also share a few highlights from the (Re)usable Data Project, which outlined a five-part rubric to evaluate data licenses with respect to clarity and the reuse and redistribution of data. In addition, the topic raises the question: How well-suited are off-the-shelf software and data licenses for universities? Data scientists and software programmers are all too quick to pick one when they release their technology on GitHub. What should technology transfer professionals recommend? We’ll discuss the usefulness and attributes of a uniform software and data license for university researchers and software programmers.

2 – 3:30 p.m. What You Should Know About Recent and Future Patent Cooperation Treaty Developments

Location: Grand Canyon 3  
Track: IP Trends and Successful Practices  
Target Audience: All Audiences  
Moderator: Matthew Bryan, World Intellectual Property Organization

The Patent Cooperation Treaty (PCT), an indispensable tool when seeking potential multinational patent protection, continues to develop and evolve. New amendments to the PCT regulations entered into force in July 2017. Make sure your understanding of PCT practice is up to date. In this session, an expert from the World Intellectual Property Organization will share PCT best practices, provide an update on the most recent developments, and discuss the PCT’s future development plans. We encourage your questions.
Schedule at a Glance

Wednesday, February 21

6:30 – 7:20 a.m. Yoga (additional fee, space is limited) Desert Conference Suite IV

7 – 11 a.m. AUTM Connect Help Desk East Registration Desk

7:30 a.m. – 4:30 p.m. AUTM Connect Partnering Place Sponsored by Grand Sonoran G

7:30 a.m. – 3:30 p.m. Registration Grand Canyon Foyer

9 – 10 a.m. Continental Breakfast Grand Saguaro Ballroom

10 a.m. – Noon Roundtable Discussion: The Economic Imperative for Diversity in Innovation Plenary and Awards Presentation Sponsored by Grand Canyon 6

Noon – 12:45 p.m. Lunch Grand Saguaro Ballroom

Noon – 2 p.m. Annual Meeting Program Committee Lunch Wildflower A

1 – 2:30 p.m. Pitch and Play — The AUTM Venture Challenge (Part 1) Sponsored in part by Grand Canyon 9

1 – 2:30 p.m. Track F — Educational and Special Interest Group Sessions

F1 Business Side of the License (Part 1)
Location: Grand Sonoran F

F2 Latest Trends in Cell-, Gene- and Regenerative Medicine–based Commercialization
Location: Grand Canyon 1

F3 Patent Enforcement: Strategies and Cost Options CLE Eligible
Location: Grand Sonoran E
F4  There Are No Fairy Godmothers: The Realities of Operational Cleanup
Location: Grand Canyon 5

F5  Creative Models to De-risk Early Stage Biomedical Technology Development
Location: Grand Canyon 3

F6  Bringing Technology Transfer into Classroom Curriculum
Location: Grand Canyon 12

F7  Alternative Models for Early Commercialization of Academic Life Sciences Research
Location: Grand Sonoran C

F8  Best Practices in Technology Transfer Spinouts
Location: Grand Sonoran H

F9  The Prickly Points of License Termination
Location: Grand Sonoran J

SIG-10  Communications Media Special Interest Group
Location: Grand Sonoran A

SIG-11  The Value of Global Technology Transfer
Location: Grand Sonoran B

2:30 – 3 p.m.  Refreshment Break
Sponsored by  MPEGLA
Grand Canyon Foyer

3 – 4:30 p.m.  Pitch and Play — The AUTM Venture Challenge (Part 2)
Sponsored in part by  SMITH MOORE LEATHERWOOD
Grand Canyon 9

3 – 4:30 p.m.  Track G — Educational and Special Interest Group Sessions

G1  Business Side of the License (Part 2)
Location: Grand Sonoran F

G2  Decision Flow Chart for Protecting Software-based Technologies
Location: Grand Canyon 5

G3  Transforming Discoveries into Products Through Project Management
Location: Grand Sonoran E
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<td>Implications of Tax Bonds for Academic Technology Transfer CLE Eligible</td>
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**4:30 – 6 p.m. Closing Reception**

Sponsored in part by SANOFI

Ballroom Lawn
Meeting Schedule

Wednesday, February 21

10 a.m. – Noon

Roundtable Discussion:
The Economic Imperative for Diversity in Innovation

Moderator: Jane Muir
Speakers: Matthew Bryan
          Holly J. Falk-Krzesinski
          Victor W. Hwang

Plenary and Awards Presentation

Location: Grand Canyon Ballroom

Sponsored by

Only 20 percent of all patents have women inventors listed, while less than
10 percent of U.S. patents have women as the lead inventor. Corporations
acknowledge that less than 18 percent of top leadership positions are held by
women, and federal grant agencies struggle to increase female participation.
Diversity is a key driver of innovation and a critical component of success on a
global scale. Technology transfer offices are well-positioned to effect change.
Listen as the panel addresses strategies to foster greater inclusion.

Matthew Bryan
Director of Patent Cooperation
Treaty Legal Division
World Intellectual Property
Organization

Holly J. Falk-Krzesinski
Vice President for Research
Elsevier

Victor W. Hwang
Vice President of Entrepreneurship
Kauffman Foundation

Jane Muir
Advocate,
Past President of AUTM
Wednesday, February 21, 1 – 2:30 p.m.

1 – 2:30 p.m.  Pitch and Play – The AUTM Venture Challenge (Part 1)
Location: Grand Canyon 9
Sponsored in part by

Moderator: Robert E. Alderson, Jacobacci & Partners SpA
Judges: Rick Barber, Excelsius Surgical, LLC
        Kirsten Leute, Osage Partners
        Charlie Lewis, Arizona State University

New company creation and development has been an integral component of academic technology commercialization for decades. To promote this important goal, AUTM holds the Pitch and Play Venture Challenge each year to allow academic-affiliated start-ups to present their business plans while competing for a $10,000 cash prize. This year the AUTM Venture Challenge includes two separate sessions allowing attendees more time to hear from and interact with some of the top institutional and corporate venture investors in the country. The first session will consist of the business plan competition pitches from the four finalists. These finalists survived two rounds of rigorous reviews from over 50 initial Venture Challenge applicants. The finalists are competing for a $10,000 cash prize that will help them move their company forward. Following a networking coffee break this first session will be supplemented with a second session. See the description of Part 2 on page 88 of this Program Guide.

F1 Business Side of the License (Part 1)
Location: Grand Sonoran F
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderators: Jennifer Dyer, University of Southern California
            Traci Libby, Beckman Coulter Diagnostics

Explore the business issues of university patent licenses. Participate in a 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 by the panel and audience. Topics will include: starting the business terms negotiation on the right foot and ending 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; and milestone payments and control issues.
F2  Latest Trends in Cell-, Gene- and Regenerative Medicine-based Commercialization

Location: Grand Canyon 1
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Mark Taylor, University Health Network
Speakers: Patrick Bedford, Centre for Commercialization of Regenerative Medicine
Stefan Koehler, University of Michigan
Shawn Singh, Vistagen Therapeutics Inc.

The recent growth in the number of cell-, gene- and regenerative medicine-based deals is once again showing that opportunities lie in this area for technology transfer offices (TTOs). Products are entering trials, and early successes are emerging, further fueling the importance of research, development and investment in this space. A deeper understanding of the commercialization landscape is key to maximizing these opportunities for TTOs. In this session, we’ll explore the latest trends and experiences in the licensing of these technologies and their further development, trials and eventual productization. In particular, a focus will be on identifying and sharing opportunities where TTOs can participate, in addition to straight licensing activities.

F3  Patent Enforcement: Strategies and Cost Options

CLE Eligible

Location: Grand Sonoran E
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Ray Harris, Fennemore Craig PC
Speakers: Dan Cleveland, Fennemore Craig PC
Jennifer Gottwald, Wisconsin Alumni Research Foundation
Anne Stratman, University of Arizona

In this session, we’ll analyze alternative fee arrangements. We’ll also share recently published statistics and convert them into metrics for successful relationships between technology transfer offices and law firms doing contingency or modified contingency patent enforcement work. Topics will include the impact of the number of infringers on the efficiency and success of enforcement programs; the impact of developing case law on enforcement programs; and insights on evaluating and managing enforcement programs.
F4  
**There Are No Fairy Godmothers: The Realities of Operational Cleanup**

Location: Grand Canyon 5  
Track: Other  
Target Audience: Advanced  
Moderator: Jennifer Folger, Michigan State University  
Speaker: Richard Chylla, Michigan State University  

Directors, are you frustrated with slow record cleanup efforts? Are you able to assess work to be completed? Do you wonder why it still isn’t finished?

Operations staff, are you concerned about expectations for getting records cleaned? Are you able to communicate your challenges? Do you need help to explain why you aren’t done yet?

We all know the benefits of clear communication, detailed records and robust transactional histories. We also know there are serious challenges from both management and operational sides to move beyond data black holes and get records organized.

Join our director and operations staff member to get your questions answered. We’ll cover the challenges of quantifying the work to be done and tracking progress; required resources and costs; balancing cleanup operations with daily office operations; managing expectations within your organization; the order of operations; employing temporary help vs. permanent staff; and safeguarding future reliability.

F5  
**Creative Models to De-risk Early Stage Biomedical Technology Development**

Location: Grand Canyon 3  
Track: Industry/Academic Partnerships  
Target Audience: All Audiences  
Moderator: Lewis Stark, Prager Metis CPAs, LLC  
Speakers: Kaushik Ghoshal, BioMotiv  
Karen Heidelberger, Deerfield Management  
Clinton Rubin, Stony Brook University  

Transforming scientific discoveries from academia into products and solutions that benefit society is a common vision driving technology transfer. Unfortunately there are numerous risks and challenges to overcome, especially in the early stages of development. How can academia reduce these risks in order to continue and expand development while attracting commercial interest? Where and how can universities access the necessary resources, expertise and capital to advance its technology and create commercial
opportunities? This session will highlight unique models and organizations that are helping universities overcome these issues. Explore what’s working, what isn’t and the best practices that are emerging to enable more academic innovation and the commercialization thereof.

**F6  Bringing Technology Transfer into Classroom Curriculum**
Location: Grand Canyon 12  
Track: Administrative/Operations  
Target Audience: Intermediate  
Moderator: Becky Stoughton, Fuentek, LLC  
Speakers: Justin Anderson, Wisconsin Alumni Research Foundation  
Steven M. Ferguson, National Institutes of Health  
Lesley Millar-Nicholson, Massachusetts Institute of Technology

We’ll explore how technology transfer offices (TTOs) can plug into business, law and engineering schools for mutual benefit. When TTOs collaborate with academic departments, students can learn key principles for commercialization and technology-based entrepreneurship. The collaboration also provides an opportunity to augment the TTO’s in-house expertise and labor force. We’ll describe several models for such cooperation, including business school degrees or specializations in technology management or commercialization; using technology assessment and business plan development as MBA projects; TTO internship programs; and guest lectures from technology transfer professionals. We’ll also discuss how these various models were established, program characteristics that have been key to their success, and advice for initiating a program.

**F7  Alternative Models for Early Commercialization of Academic Life Sciences Research**
Location: Grand Sonoran C  
Track: Startups and Gap Funding  
Target Audience: All Audiences  
Moderator: Atul Varadhachary, Fannin Innovation Studio  
Speaker: Brian Phillips, Seattle Children’s Research Institute

In this session, we’ll present lessons learned from alternative models for commercializing life sciences research. University of Texas M.D. Anderson Cancer Center will share how it catalyzed a wave of commercialization outcomes ranging from startups and joint ventures to straight licenses and
strategic, multi-asset collaborations. Houston Methodist Research Institute will discuss its investment in building and staffing state-of-the-art current good manufacturing practice (cGMP) manufacturing and good laboratory practice (GLP) toxicity facilities to overcome the high cost of cGMP manufacture and GLP toxicity studies. Texas Children’s Hospital and Baylor College of Medicine will describe their three-pronged attack to overcome the high cost of traditional medical device development: leveraging hospital consortium to identify unmet needs and commit funding; partnering with engineering schools to develop prototypes; and leveraging a pooled management team to spread out costs. Fannin Innovation Studio partnered with institutions to spin out science and technologies while keeping academic investigators actively engaged.

F8  Best Practices in Technology Transfer Spinouts
Location:  Grand Sonoran H
Track:  Licensing Successful Practices
Target Audience:  Intermediate
Moderator:  Melissa Hunter-Ensor, Greenberg Traurig LLP
Speakers:  Michelle Booden, Salk Institute
Trevor Chaplick, Greenberg Traurig LLP
Erik Lium, Mount Sinai Hospital

We’ll discuss the issues underlying formation of new companies in connection with the license of intellectual property from universities and other research institutions. We’ll also share best practices for those in technology transfer responsible for the development of research partnerships with industry.

F9  The Prickly Points of License Termination
Location:  Grand Sonoran J
Track:  Licensing Successful Practices
Target Audience:  All Audiences
Moderator:  Andrew Watson, Oregon Health & Science University
Speakers:  Frank Curci, Ater Wynne LLP
Carlos Encinas, Arizona State University
Ron Epperson, Intellectual Energy LLC

When discussing licensing arrangements, people tend to focus on the deal terms, including the grant scope and financial terms. While these provisions are clearly important, licensing professionals may pay less attention to termination clauses, when and how licenses can be terminated, how termination clauses can affect valuation, how the clauses affect intellectual property strategy, and other consequences flowing from the termination. In this session, experienced
licensing professionals from academia, industry and law will address several challenges and critical items you should be mindful of when negotiating provisions affected by the license termination. You’ll also learn the key considerations for licensors and licensees should one of these parties act upon its termination right. The panel will use real-life examples. Bring your termination stories and questions.

**SIG-10 Communications Media Special Interest Group**

**Location:** Grand Sonoran A  
**Track:** Marketing Successful Practices  
**Target Audience:** Intermediate  
**Facilitator:** Marina Blinova, Columbia Technology Ventures

In this discussion, we'll explore the communication options available to you and the best methods to promote the impact your institution makes through its technology transfer program. We'll also discuss ways we can promote one another and technology transfer professionals around the globe.

**SIG-11 The Value of Global Technology Transfer**

**Location:** Grand Sonoran B  
**Track:** Global Issues  
**Target Audience:** All Audiences  
**Facilitator:** Debra Davis, The MITRE Corp.

This special interest group will explore the value of global technology transfer: moving innovation and know-how around the world through investments, people and networks that support technology transfer

**2:30 – 3 p.m. Refreshment Break**

*Sponsored by* [MPEGLA](#)
Wednesday, February 21, 3 – 4:30 p.m.

3 – 4:30 p.m.  **Pitch and Play — The AUTM Venture Challenge (Part 2)**

Location: Grand Canyon 9

Sponsored in part by

Moderator: Robert E. Alderson, Jacobacci & Partners SpA

Judges: Rick Barber, Excelsius Surgical, LLC
        Kirsten Leute, Osage Partners
        Charlie Lewis, Arizona State University

This second session of the Venture Challenge will allow attendees to hear from and interact with the institutional and corporate venture investors who participated in the first session. In a moderated question-and-answer session the VC panel will help academic institutions and their affiliated new ventures better understand the venture capital perspective in order to work together more effectively to build value in our university-affiliated technology companies. The panel will discuss their thought processes for evaluating the finalists' applications and pitches. They also will discuss more generally the type of information they look for and how it should be presented in order to provide feedback for the Venture Challenge participants. The winner of this year's Pitch and Play Venture Challenge will be announced toward the end of this session. For a description of the Part 1 of Pitch and Play, turn to page 82 of this Program Guide.

G1  **Business Side of the License (Part 2)**

Location: Grand Sonoran F

Track: Licensing Successful Practices

Target Audience: Intermediate

Moderators: Jennifer Dyer, University of Southern California
            Traci Libby, Beckman Coulter Diagnostics

Explore the business issues of university patent licenses. Participate in a 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 by the panel and audience. Topics will include: starting the business terms negotiation on the right foot and ending 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; and milestone payments and control issues.
Software innovations come in many shapes and sizes. Some are fundamental to a commercial venture or product. Some provide research tools to be distributed within the academic community. Some are small applications for mobile devices. Some require deep databases to support functionality. Some are too complex to infer how they work by observing their results, while the programming for others is evident once their inputs and outputs are revealed. We’ll explore how and whether to protect these and other categories from the point of view of the technology manager who is presented with a technology. A decision tree will capture current best practices.

Milestone-driven project management has emerged as a key success factor in transforming emerging technologies into successful product development projects.

A network of six biomedical proof-of-concept centers has merged the strengths of 30 high-impact research institutions with federal and private-sector partners to transition innovations into de-risked, commercially viable product development projects. Active project management is one of the network’s primary strengths. In this environment, innovators work with project managers experienced in milestone-driven, early-stage product development,
and project managers collaborate with investigators to identify and manage key activities and studies that are critical to increasing commercial viability.

In this session, we'll share best practices gathered from nearly 150 academic projects, and presenters will walk through a case study. We'll also review the following resources: project responsibilities; best practices; product development plans and target profiles; software; metrics and reporting; and other useful project management resources.

**G4 Intentional Inclusive Investment to Drive Innovation**

**Location:** Grand Canyon 1  
**Track:** Other  
**Target Audience:** All Audiences  
**Moderator:** Jennifer Shieh, U.S. Small Business Administration  
**Speakers:** Arlan Hamilton, Backstage Capital  
T. Allen Morris, University of Louisville  
Jeffrey A. Robinson, Rutgers University

To truly transform the world with innovation, the environment must be inclusive of all promising talent, leveraging diversity of all types including gender, race, ethnicity and disability. Gender-diverse companies are 15 percent more likely to financially outperform less diverse companies. Ethnically diverse companies are 35 percent more likely. This session will connect individuals and organizations with a common goal to innovate around the challenge of building a more inclusive technology transfer and entrepreneurial ecosystem. You'll learn about existing efforts, resources, programs and progress made to grow a diverse and inclusive innovation ecosystem, with a particular focus on funding and resources for innovators. We'll hear perspectives from venture capital and federal Small Business Innovation Research/Small Business Technology Transfer programs, and discuss university-based pilot programs, including AWARE (Advancing Women And underRepresented Entrepreneurs), a National Science Foundation–funded pilot, and the Minority Business Development Agency Inclusive Innovation Initiative supporting federal technology transfer.
G5  Intellectual Property and Licensing Terms Across Various Academic–Industry Research Agreements
CLE Eligible

Location: Grand Canyon 3
Track: Industry/Academic Partnerships
Target Audience: Intermediate
Moderator: Stefani Shek, Stanford University
Speaker: Magdalena K. Morgan, Virginia Commonwealth University

Agreeing upon intellectual property (IP) and licensing terms in research agreements with industry can be a challenge. In this session, you’ll gain an understanding of the different types of research collaborations between academia and industry; the IP and licensing terms that make sense for each type of collaboration; the consequences when certain IP and licensing terms are included in a research agreement; and the role that IP and licensing play in the larger research goals of a university. Participate in exercises where you can play the role of contract officer, licensing officer, principal investigator/inventor or university administrator.

G6  Digitalization: The Future of Technology Licensing

Location: Grand Canyon 12
Track: Administrative/Operations
Target Audience: Intermediate
Moderator: Paul J. Seabright, Cambridge Enterprise
Speakers: Paul Cox, Cambridge Enterprise
Michael Yeomans, University of Pittsburgh Innovation Institute

We all depend on faculty for a constant supply of inventions and innovative ideas. A recent internal survey of faculty at the University of Cambridge showed that word of mouth following a positive customer experience was the most effective way of marketing technology transfer services to university faculty. Increased levels of engagement depend on understanding our faculty’s service experiences and delivering customer satisfaction consistent with best practices, for example, giving greater control to the customer. Over the past year, Cambridge Enterprise has been developing self-service elements combined with customer relationship management and integrated marketing platforms. The session will showcase the advantages of information technology integration: delivering real-time data, improved workflows and exemplary customer experiences.
As venture capital moves further downstream in identifying companies for investment, angel investors are increasingly stepping up to fill the early stage funding void. The rise of angel networks presents a unique opportunity for universities, whose alumni often contain numerous accredited investors with an affinity for their alma mater and a desire to engage with the university in a way that supports entrepreneurship and creates opportunities for building an equity investment portfolio. To capitalize on the growing sophistication of angel investors, improved early stage investment vehicles, and the increasing entrepreneurial activity both on campuses and among our alumni, many universities are either creating alumni angel investor networks directly or working with alumni investor networks that have formed independent of the institution. We’ll cover the distinctions between these models and highlight the role of technology transfer in supporting and working with these networks. The panel will also address university “sidecar funds” to support these networks.

This session will help you maximize your marketing efforts by applying proven strategies to move your technologies from the marketing phase into license negotiations. We’ll discuss the top five marketing tactics that generate the most responses from potential licensees. These include complex techniques, such as utilizing industry mergers and acquisition trends and leveraging past deals, as well as simple techniques such as organizing email content.
Translating research into something useful to society can be full of challenges. Licensing associates are expected to understand the technology and translate research into commercializable products. In essence, licensing associates are expected to identify a path for revenue generation and align the technology with the licensee’s business model. The first step in satisfying those expectations requires licensing associates to streamline their marketing strategies, and those successful marketing tactics will generate higher response rates and increase the number of potential licensees.

**G9**  
**Implications of Tax Bonds for Academic Technology Transfer**  
**CLE Eligible**

*Location:* Grand Sonoran J  
*Track:* Global Issues  
*Target Audience:* Intermediate  
*Moderator:* Linara Axanova, University of Pennsylvania  
*Speakers:*  
Kimberly C. Betterton, Ballard Spahr LLP  
Kathryn A. Donohue, University of Pennsylvania  
Heather Pittman, University of California  
Antonio C. Russo, PricewaterhouseCoopers LLP

Technology transfer professionals often deal with the restrictions of the tax-exempt bonds and nonprofit status of their university. In this session you’ll gain a deeper understanding of the regulations associated with tax bonds. We’ll answer key questions regarding your institution’s tax-exempt bonds and nonprofit status. What do you need to know and do to stay out of trouble and still promote partnerships with corporations? How do various universities deal with this issue? When would taxable bonds be appropriate? How do you manage the use of buildings financed with tax-exempt bonds?

**SIG-12**  
**Engineering and Physical Science Special Interest Group**

*Location:* Grand Sonoran A  
*Track:* Other  
*Target Audience:* Intermediate  
*Facilitators:*  
Jim Deane, University of Oregon  
Jon Gortat, University of Illinois at Chicago

If you work with innovations in the engineering, physical or applied science realms, this session is ideal for you. The “unconference” format offers you dynamic discussion of current topics and issues that arise when working with intellectual property assets — from architectural designs to zeolite, including the
more common categories of aerospace, clean technology, analytical chemistry, computer science, construction materials, optics, remote imaging and more. This format balances networking with content so that by the end of the session you’ll have met everyone in the room, shared ideas with colleagues, and be inspired to try something new when you return to your home institution.

SIG–13 Are Faculty Entrepreneurs Born or Made?
Location: Grand Sonoran B
Track: Startups and Gap Funding
Target Audience: Intermediate
Facilitator: Kevin Lei, Emory University

The critical roles that faculty entrepreneurs play in startup success are beyond debate, but finding them is often a challenge. Some people believe entrepreneurs are a rare breed, while others maintain that they need to be developed. Two major gaps impede the success of faculty startups. One is the lack of entrepreneurial thinking by faculty of the idea-to-market pathway and their role in it. The other is the shortfall among faculty of the skills needed to create and grow startups. To bridge these gaps, some universities have created programs to train researchers in the innovation and entrepreneurial mindset. However, other technology transfer front-runners believe that teaching faculty to become good entrepreneurs may be a bit of a fool’s errand. This special interest group offers a stage to meet like-minded peers, hear different thoughts and entertain an open debate.

4:30 – 6 p.m. Closing Reception
Location: Ballroom Lawn
Sponsored in part by SANOFI

Close out the AUTM 2018 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 goodbye to Phoenix.
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AUTM Foundation

Founded by leaders of its parent organization, the Association of University Technology Managers, the AUTM Foundation is charged with creating awareness, building relationships and securing financial support for initiatives and programs that benefit the association and the profession.

Led by experts in science, technology, business and economic development, as well as intellectual property and licensing, the Foundation is a philanthropic agent and relationship builder. The Foundation’s focus is to continually assess global needs in technology transfer and identify strengths and opportunities within the AUTM community that can make a positive impact.

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Annual Meeting Site Chair
Kyle N. Siegal, Arizona Technology Enterprises LLC

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Linara Axanova, University of Pennsylvania
Sadhana Chitale, New York University Medical Center
Joonhyung Cho, University of North Carolina at Chapel Hill
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Linda Kesselring, Emory University
Pavel Khrimian, MedImmune LLC
Jenna N. Matheny, Dana–Farber Cancer Institute
Alla McCoy, University of Maryland
Brian Phillips, Seattle Children’s Research Institute
Suguna Rachakonda, Cleveland Clinic Innovations
Marie–Christine P. Reames, Children’s Healthcare of Atlanta
Leslie M. Smith, Pennington Biomedical Research Center
Anna Solowiej, National Human Genome Research Institute
Michael J. Villalobos, Vanderbilt University
Bayh–Dole Award

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

2018  Ragan Robertson  2005  Ako Nishizawa
2017  Lori Pressman    James A. Severson
2016  Eric W. Guttag  2004  Niels Reimers
2015  Michael Waring  2002  Maria Freire
2014  Jon Soderstrom  2001  Katharine Ku
2013  W. Mark Crowell  Lita Nelsen
2012  Marjorie Forster  2000  Terence A. Feuerborn
Jean A. Mahoney
Eugene Schuler
2011  Robert B. Hardy  1999  Joseph P. Allen
2010  Janna C. Tom  1998  Joyce Brinton
1996  Edward L. MacCordy
2008  Andrew Cohn  1995  Roger G. Ditzel
1993  Norman J. Latker
2007  Ashley J. Stevens  1980  Howard W. Bremer
2006  Council on  Governmental Relations
Patricia Weeks
President’s Award

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

2018  Andrew Cohn
2017  Monya Dunlap
      Ray Wheatley
2016  Lita Nelsen
2015  Mary Albertson
      John A. Fraser
2014  Christopher Yochim
2013  Howard W. Bremer
2012  Anne DiSante
      Jude Wilkinson
2011  Fred H. Reinhart
2010  John T. Perchorowicz
2009  Dana Bostrom
2008  The AUTM Band,
      The Infringers
2007  Kevin W. L. Croft

2006  Marjorie Forster
2005  Robin L. Rasor
2004  Steve Sammut
2003  Survey, Statistics and
      Metrics Committee
2001  Lori Pressman
      Sally Hines
2000  Kathleen Denis
      Karen Hersey
1999  Jon Sandelin
1998  Teri F. Willey
1997  Dan Massing
1992  Vladimir Dvorkovitz
Volunteers are the lifeblood of our organization. The Association is truly grateful for their hard work and devotion. The following have received the AUTM Volunteer of the Year Award in recognition of their substantial contributions to the AUTM community.

2018  Audit Committee
2017  Stephen P. Auvil
2016  Peter C. Gonczlik
2015  Hassan R. Naqvi
2014  Monya Dunlap
2013  Michael Waring
2012  Nicole Baute Honorée
2011  Alan R. Bentley
       Yatin S. Karpe
2010  Frances Galvin
       Jennifer Gottwald
       Sally Hines
       Joshua Powers
       Laura Savatski
       Stephen J. Susalka
       Jude Wilkinson
       Fred H. Reinhart
Volunteer Service Award

AUTM recognizes outstanding volunteer contributions to activities within AUTM's various program portfolios.

2018  
Andrew J. Maas, Professional Development – Valuation Course  
Audit Committee – Pauline Booth, Kyle Salazar, Antonis Tsakotellis  
Brion Berman, Public Policy Legal Task Force  
Hannah Carbone, Western Region Meeting Planning Committee  
Joy Goswami, Finance Committee  
Kashif Haque, Partnering Forum Committee  
Kristin Rencher, Professional Development — Essentials Course  
Linda Kesselring, Website Committee  
Mark Weber, Canadian Region Meeting Planning Committee  
Pauline Booth, Audit Committee

2017  
Stephen P. Auvil, Professional Development — TOOLS Course  
Daniel Dardani, Professional Development — Software Course  
Jim Henderson, Online Professional Development Committee  
Yatin Karpe, Professional Development — Small Office Course  
Kevin Kercher, Membership Development Committee  
Patrick Reed, Annual Meeting Planning Committee  
Abhishek Sangal, Annual Meeting Planning Committee  
Gayatri Varma, Annual Meeting Planning Committee  
Ray Wheatley, Professional Development — Essentials Course
2016  
Peter C. Gonczlik, *Communications and Marketing*
Patrick Reynolds, *Communications and Marketing*
Ragan Robertson, *Communications and Marketing*
Graham Morton, *Finance*
Sharmila Shearing, *Professional Development*
Linda S. Kawano, *Membership*
Susan Patow, *Meeting Development*
Kenneth W. Porter, *Membership*
Kathleen Sohar, *Membership*

2015  
Janna C. Tom, *Advocacy*
Hassan R. Naqvi, *Annual Meeting*
Lisa Matragrano, *Communications and Marketing*
Nikki J. Borman, *Finance*
Graham Morton, *Finance*
Takafumi Yamamoto, *Membership, Eastern Hemisphere*
Kevin Dietz, *Membership, Western Hemisphere*
Catherine Geci, *Metrics and Surveys*
John M. Christie, *Professional Development Programs*

2014  
Robert B. Hardy, *Advocacy*
Gayatri Varma, *Annual Meeting*
Clifford Michaels, *Communications and Marketing*
Paul C. B. Liu, *Membership, Eastern Hemisphere*
Doug Aguilera, *Finance*
Alan R. Bentley, *Metrics and Surveys*
Ashley J. Stevens, *Metrics and Surveys*
Laura McKnight, *Professional Development*
Baidehi Luna Mukherjee, *Membership, Western Hemisphere*
2013  
Peter C. Gonczlik, *Communications and Marketing*
Amy Goot, *Finance*
Sarah Howe, *Membership*
John Miner, *Metrics and Surveys*
John Molloy, *AUTM in Canada*
Christopher Noble, *Professional Development*
Stephen Snider, *Annual Meeting*
John Zurawski, *Strategic Alliances*

2012  
Claire T. Driscoll, *Annual Meeting*
Eric W. Guttag, *Advocacy*
Khera L. Douglass, *Professional Development*
Laura McKnight, *Professional Development*
Nikki J. Borman, *Communications and Marketing*
Stephen G. Harsy, *Metrics and Surveys*
Charles C. Valauskas, *Region Meetings*
John A. Micah, *Membership Committee*
John T. Perchorowicz, *Finance*
Canadian Award

AUTM recognizes the outstanding service these people have provided to the Canadian technology transfer community.

2018  Gina V. Funicelli
2017  Dan Polonenko
       Micheline Gravel
2016  Sean Flanigan
2015  Adi Treasurywala
2014  D. Joe Irvine
2013  John P. Malloy
2012  Tanya G. Glavicic-Théberge
2011  Terry Donaghue
2010  David J. King
2009  Marcel D. Mongeon
2008  Angus Livingstone
2007  Janet E. Scholz
2004  Margaret Caughey
2000  James Wolf Murray
Howard Bremer Scholarship

The Howard Bremer Scholarship supports students and professionals who are new to the field and pursuing a career in technology transfer. Named to honor our esteemed colleague, a pioneering AUTM member and past president of the association (1978 – 1979), the scholarship is awarded to those — like Bremer — who wish to bring creativity and innovation to the academic technology transfer profession.

2018
Sandra Cochrane
Swati Dadhich–Mandal
Tripta Dixit
Sarah Farr
John Nicosia

2017
Zeinab Abouissa
Saunders Ching
Rozzy Finn
Kenneth Karanja
Vishalakshi Krishnan

2016
Brian Bender
Dana M. Hutchison
Laura T. Prestia
Norman Kuok Teong Ong
Jennifer P. Richards

2015
Farnaz R. Bakhshi
Shannon Fraser
Cory Ungles Lago
Artie Carlyle Rogers
Dustin J. Shilling

2014
Ramika Bansli
Mrinmoy Chakrabarti
Masood Ahammed
Machingal
Suguna Rachakonda
Qian Zhang

2013
Ramzi Asfour
Neil Bajpayee
Chalonda Handy
Mary Beth Hughes
Campbell
Michelle Johnson

2012
Linara Axanova
Derek Francis
Angela Garrison
Norell Hadzimichalis
Nisha Narayan

2011
Amit Kumar
Jacob Rooksby
Brian Shedd
Kaitlyn Turo
Wendy Zimbone
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<td>Milton Lore</td>
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<td>N’Goundo Magassa</td>
<td>Shoji Takahashi</td>
<td>Karl Fultz</td>
<td>Joel Goertz</td>
<td>Mikael Herlevsen</td>
<td>Alethea Pounds</td>
<td>Natalia Agisheva</td>
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<td>Jeremy Nelson</td>
<td>Judy Lille Tidwell</td>
<td>Kathryn Nguyen</td>
<td>Dipanjan Nag</td>
<td>Baidehi Luna Mukherjee</td>
<td>Sita Pappu</td>
<td>Vivek Ramakrishnan</td>
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Scholarships for New Technology Transfer Professionals from Developing Economies

These scholarships are awarded to technology transfer professionals just beginning their careers in countries where the profession is emerging.

2018  
**Luan Africa**, Stellenbosch University  
**Tafadzwa Kachara**, University of the Free State  
**Mariana Mora Eusse**, Universidad EAFIT  
**Nkululeko Zenzele Neville Ndlovu**, University of the Western Cape  
**Evah Phago**, Water Research Commission

2017  
**Sherif Hegazy**, Helwan University Technology Transfer Office  
**Roxanne Llamzon**, University of the Philippines Manila

2016  
**Frederick R. Bezuidenhout**, North-West University  
**William J. Cloete**, Innovus Technology Transfer (Pty) Ltd., Stellenbosch University  
**Dr. Jeena Joseph**, Rajiv Gandhi Centre for Biotechnology  
**Fredrick Matongo**, University of Fort Hare  
**Naazlene Patel**, Nelson Mandela University

2015  
**Revel Iyer**, University of Cape Town  
**Songphon Munkongsujarit**, National Science and Technology Development Agency  
**Francois Oosthuizen**, University of Cape Town  
**Ignacio Sartori**, Consejo Nacional de Investigaciones Cientificas y Tecnicas

2014  
**Marianela Cortés-Muñoz**, University of Costa Rica  
**Anne Onalethata Gabathuse**, University of KwaZulu Natal  
**Philip D. Hoekstra**, University of Cape Town  
**Ilya Khromov**, Sevastopol National Technical University  
**Kowisa Pimolpan**, National Science and Technology Development Agency
2013  Icic Arguc,  Sabanci University
Elias Drummond,
Universidade Estadual de Campinas–Campinas State University
Zulfaqaur Dudhia,  Nelson Mandela Metropolitan University
Ronan Izcovich,
Consejo Nacional de Investigaciones Cientificas y Tecnicas
JD Labuschagne,  Stellenbosch University

2012  Paulo Roberto Francischini de Carvalho,
UNESP Universidade Estadual Paulista
Camila da Costa Pinto,  University of the State of Amazonas
Mary–Ann Chetty,  Nelson Mandela Metropolitan University
Tesfaye Abebe Amdie,  Hawassa University
Bongani Masombuka,  Council for Scientific and Industrial Research

2011  Aleck Ncube,  National University of Science and Technology
Andres Ordoñez,  Antonio Nariño University
Nuannapa Santipruksawong,  Chulalongkorn University Intellectual Property Institute
Alexander Urrutia,  Inis Biotech SA
Nondwe Zama,  South African Medical Research Council

2010  Preeda Khositpanich,  Chulalongkorn University Intellectual Property Institute
David Nguru,  Kenya Medical Research Institute
Doris Mary Ellen Peters,  Stellenbosch University
Phumuza Edward Langa,  Council for Scientific and Industrial Research

2009  Justin Machini,  VACID Africa

2008  Carlos Aguiar,  Aggeu Magalhaes Research Center
Jacqueline Barnett,  Nelson Mandela Metropolitan University
Guillermo Augusto Mendez R.,  CreaTech SA
Aletta Johanna Nel,  Stellenbosch University
Marcelo Vasquez,  Fundación Chile
2007  Rabogajane Busang, The Medical Research Council of South Africa
Nguyen Thi Thu Hoai, Institute of Agricultural Genetics
Akkharawit Kanjana–Opas, Prince of Songkla University
Saberi Marais, The Medical Research Council of South Africa
Kajohnsak Rattanajareet, Chulalongkorn University Intellectual Property Institute

2006  Anurak Bannasak, Chulalongkorn University Intellectual Property Institute
Fadia Homaidan, American University of Beirut
Julia Illera, Federación Nacional de Cafeteros
Paola Gamboa, University of Costa Rica
Newton Abel Temu, Mikocheni Agricultural Research Institute
Jane Payumo, Philippine Rice Research Institute

2005  Yingjie Wu, Shanghai Institutes for Biological Sciences, Chinese Academy of Sciences
Adelani Ogunrinade, University of Technology Jamaica
Mariana Berenstein, Genesica SA
Julianne Nadler–Visser, University of Cape Town
Mauricio Javier Gonzalez Paredes, GeneraUC Marketing y Corretaje Tecnológico, DICTUC, Pontificia Universidad
## Exhibitors

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<td>Innovate IP Inc</td>
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<td>International Technology Transfer Network</td>
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<td>InvotexIP LLC</td>
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<td>IP Korea Center Inc.</td>
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<td>IP Pragmatics Ltd &amp; IPRIS</td>
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