The AUTM Track System

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

• **Academic Studies**: Serves to foster the dissemination of technology transfer study results obtained by academic researchers.

• **Administrative**: This track is designed for professionals responsible for the administration of a technology transfer office.

• **Advocacy and Internal Communications**: Focuses on effectively communicating to the world our goals, our roles and our successes in the field of technology transfer.

• **Global Issues**: This track provides insights for international technology transfer transactions and agreements and compares viewpoints of practitioners in other countries.

• **Industry/Academic Partnerships**: Provides keys to working with industrial partners to build effective collaborations, with a focus on managing and then meeting the expectations of all parties.

• **IP Trends and Successful Practices**: Provides the latest changes to the intellectual property (IP) landscape and their impact on strategies for protection of various forms of IP.

• **Licensing Successful Practices**: Introduces various approaches for addressing common licensing issues and optimizing licensing strategies for academic innovations.

• **Marketing Successful Practices**: Focuses on positioning technologies so that they are visible to a target audience and examines how to use existing and emerging networks and media to market available technologies.

• **Nuts and Bolts**: Covers core strategies and best practices for utilizing the disparate skill sets common to the technology transfer professional.

• **Startups and Gap Funding**: Addresses a variety of issues relevant to building and sustaining new ventures, and to bridging the valley of death, both in an academic setting and in a related startup environment.

• **Operations**: Focuses on internal policies and procedures used to maximize the efficiency of day-to-day technology transfer activities and office structures.

• **Other**: Addresses specialized topics and knowledge bases not covered by standard technology transfer courses.
Target Audience Description

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

**SCHEDULE AT A GLANCE (Schedule subject to change)**

**Sunday, February 14**

7 – 8 a.m. Course Breakfast: Marketing and Technology Valuation  
7 – 9 a.m. Course Registration: Marketing and Technology Valuation  
8 a.m. – 5 p.m. AUTM Marketing Course (additional fee, seating limited)  
8 a.m. – 5 p.m. AUTM Technology Valuation Course (additional fee, seating limited)  
Noon – 1 p.m. Course Lunch: Marketing and Technology Valuation  
1 – 7 p.m. AUTM Registration  
1 – 7 p.m. AUTM Connect Partnering Place  
4 – 7 p.m. Internet Café  
4 – 5 p.m. AUTM Career Development Forum  
5 – 6 p.m. First Class for First Timers Networking Event  
Sponsored by [ ]  
6 – 7 p.m. Fireside Chat with TBD  
7 – 8 p.m. Presidents’ Reception (by invitation)  
Sponsored by [ ]

**Monday, February 15**

7 – 8 a.m. Continental Breakfast in the Exhibit Hall  
Sponsored by [ ]  
7 a.m. – 5 p.m. Internet Café  
7 a.m. – 5 p.m. AUTM Registration  
7 a.m. – 6 p.m. AUTM Connect Partnering Place  
Sponsored by [ ]  
7 a.m. – 6 p.m. Exhibit Hall Open  
8 – 10 a.m. Keynote Address, Plenary and Awards Presentation  
10 – 10:30 a.m. Refreshment Break in the Exhibit Hall  
Sponsored by [ ]  
10:30 a.m. – Noon AUTM Mini-course: **Business Side of the License** (registration required, seating limited)
10:30 a.m. – Noon  Track A – Educational and Special Interest Group Sessions

A1  Patentability at the EPO: Avoiding the Therapy Trap
Track:  IP Trends and Successful Practices
Target Audience:  Intermediate
Moderator:  Sebastian Tegethoff, 24IP Law Group

A2  Export Controls: The Good, the Bad & the Ugly for University Technology Transfer Offices
Track:  Other
Target Audience:  Appropriate for All Audiences
Moderator:  Lisa Goble, University of North Carolina at Greensboro

A3  Regular, Clever, and Tricky Marketing Tactics
Track:  Marketing Successful Practices
Target Audience:  Fundamental
Moderator:  Pasquale Ferrari, University of Maryland

A4  Cultivating Innovation Districts Surrounding the Research Institution
Track:  Startups and Gap Funding
Target Audience:  Intermediate
Moderator:  Denichiro Otsuga, EnConnect

A5  Where is My Crystal Ball When I Need It? Good Deals Gone Bad: A Case Study in Structuring License Agreements to Survive the Convulsions of Commerce
Track:  Nuts and Bolts of Technology Transfer
Target Audience:  Fundamental
Moderator:  Ada Nielsen, Foodexus LLC

A6  Understanding Successes in Technology Transfer
Track:  Operations
Target Audience:  All Audiences
Moderator:  Nels Pearsall, ERS Group

A7  If You Don't Do It, No One Will
Track:  Advocacy and Internal Communications
Target Audience:  Advanced
Moderator:  Michael Waring, University of Michigan
A8  Open Source and Commercialization: How to Navigate Software Commercialization in the Land of Open Source!

Track: Licensing Successful Practices  
Target Audience: All Audiences  
Moderator: Drew Bennett, University of Michigan  

PD-1 Business Side of License

Track: Mini-course  
Target Audience: All Audience  
Moderator: Christopher Noble, RTTP Massachusetts Institute of Technology

SIG1 MTA SIG - Those Difficult Industry-University MTAs

Track: Industry/Academic Partnerships  
Target Audience: All Audiences  
Moderator: Stephen Harsy, University of Wisconsin-Madison

SIG2 Industry SIG

Track: Industry/Academic Partnerships  
Target Audience: All Audience  
Facilitator: TBD

SIG3 Administrative Professionals SIG

Track: Administrative  
Target Audience: All Audiences  
Facilitator: Monya Dunlap, University of Florida

Noon – 12:45 p.m.  
Lunch  
Sponsored by [ ]

Noon – 1:30 p.m.  
Sponsors’ Lunch (by invitation)

12:45 – 1:30 p.m.  
Dessert Reception in the Exhibit Hall  
Sponsored by [ ]

1:30 a.m. – 3 p.m.  
AUTM Mini-course: Business Side of the License (continued)  
The Conversation: A Dialogue for Leaders in the Field (registration required, seating limited)

1:30 – 3 p.m.  
Track B – Educational and Special Interest Group Sessions

B1 Driving Academic Innovation Through Systematic Start Up Formation
Track: Startups and Gap Funding
Target Audience: All Audiences
Moderator: Malcolm Skingle, GlaxoSmithKline

B2 University Technology Transfer/Industry/State Economic Development Partnerships in Economic Development

Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Peter Pellerito, Biotechnology Industry Organization

B3 Protection of Plant Varieties Around the Globe

Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Paul Savereide, University of Minnesota

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

Track: Operations
Target Audience: Advanced
Moderator: Robert Patino, J.D. Southern Illinois University

B5 Industry Talks Back: War Stories From Technology Transfer Office Marketing Efforts. What Flies, What Fails, and How We Can Do Our Jobs Better

Track: Marketing Successful Practices
Target Audience: Advanced
Moderator: Margy Elliott, Columbia Technology Ventures

B6 Analysing a License Agreement for Financial & Non-Dollar Terms and Obligations Owed

Track: Administrative
Target Audience: Appropriate for All Audiences
Moderator: Jacqueline Saporito, M.Ed. The Children's Hospital of Philadelphia Research Institute

B6 Analysing a License Agreement for Financial & Non-Dollar Terms & Obligations Owed

Track: Administrative
Target Audience: Appropriate for All Audiences
Moderator: Katherine Durkin, Moffitt Cancer Center

B7 Checklist for License Agreements
Track: Licensing Successful Practices
Target Audience: Fundamental
Moderator: Sadhana Chitale, New York University

B8 Patient Samples: To Transfer or Not to Transfer?

Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Hilary Eaton, Dana-Farber Cancer Institute

PD-1 Business Side of License (continued)

Track: Mini-course
Target Audience: Intermediate
Instructors: Ken Levin, U.S. Department of Veterans Affairs
Traci Libby, Thermo Fisher Scientific
Christopher Noble, Massachusetts Institute of Technology

The Conversation: A Dialogue for Leaders in the Field
Target Audience: Advanced
Moderator: James R. Zanewicz, Tulane University

SIG4 Physical Science/Engineering Special Interest Group un-Conference

Track: Other
Target Audience: All Audiences
Moderator: Jim Deane, Tekcapital, LLC

SIG 5 It's the Economy, Stupid

Track: Advocacy and Internal Communications
Target Audience: Advanced
Moderator: John Fraser, Burnside Development & Associates, LLC

Forum INDUSTRY/ACADEMIA FORUM

3 – 3:45 p.m. Refreshment Break in the Exhibit Hall
Sponsored by [MPEG LA LLC LOGO]

3:45 – 5:15 p.m. Track C – Educational and Special Interest Group Sessions
C1  Improving Collaboration and Communication Between University Sponsored Programs, Technology Transfer Offices and University Offices Responsible for Corporate Engagement
Track:  IP Trends and Successful Practices
Target Audience:  All Audiences
Moderator:  Ben Frey, Northwestern University

C2  Diagnostics: Patent Eligibility and the Industry Perspective
Track:  IP Trends and Successful Practices
Target Audience:  All Audiences
Moderator:  John Cosmopoulos, Tufts University

C3  The Role of Academic Medicine in Creating New Medical Devices
Track:  Industry/Academic Partnerships
Target Audience:  All Audiences
Moderator:  Ashley Stevens, Focus IP Group, LLC

C4  Best Practices for Supporting Entrepreneurial Technology Commercialization
Track:  Startups and Gap Funding
Target Audience:  Advanced
Moderator:  Don Rose, Univ. of North Carolina

C5  The Absolute Essentials of Bayh-Dole Compliance!
Track:  Administrative
Target Audience:  Fundamental
Moderator:  David Englert, University of Rochester

C6  The Art of Negotiating Non-licensing Agreements: CDAs, MTAs, SRAs, IIA
Track:  Administrative
Target Audience:  All Audiences
Moderator:  Fong-Mei (Sharon) Lu, Ph.D., University of Florida

C7  Sublicensing Income: Contract Language, Incentives and Opportunities
Track:  Licensing Successful Practices
Target Audience:  Intermediate
Moderator:  Gregory Call, Crowell & Moring

C8  IP Management
AUTM 2016 Annual Meeting – Schedule at a Glance (subject to change)

Track: Nuts and Bolts of Technology Transfer
Target Audience: Fundamental
Moderator: Felicia Metz, University of Maryland

The Conversation: A Dialogue for Leaders in the Field
Target Audience: Advanced
Moderator: James R. Zanewicz, Tulane University

SIG 6
Plant Special Interest Group
Track: Other
Target Audience: All Audiences
Moderator: Brent Marable, University of Georgia

SIG 7
International SIG
Track:
Target Audience: All audience
Moderator: Kevin Cullen, University of New South Wales

3:45 – 5:15 p.m. Industry/Academia Partnering Forum
Sponsored by []

5:15 – 6:30 p.m. Industry/Academia Networking Reception and Exhibits
Sponsored by []

5:15 – 6:30 p.m. International Reception (by invitation)
Sponsored by []

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

Tuesday, February 16

7 a.m. – 5 p.m. Internet Café
7 a.m. – 6 p.m. AUTM Connect Partnering Place
Sponsored by []

8 – 9 a.m. Continental Breakfast in the Exhibit Hall
8 – 9 a.m. AUTM Central Region Meeting Breakfast
Sponsored by []

8 – 9 a.m. Public Policy Breakfast (by invitation)
8 a.m. – 3:30 p.m. Exhibit Hall Open
8 a.m. – 2 p.m. AUTM Registration
9 – 10:30 a.m. AUTM Venture Forum: Venture Capital Panel Discussion
Sponsored by [LOGO]

9 – 10:30 a.m. Track D – Educational and Special Interest Group Sessions
D1  Industry Views on Emerging University-Industry Collaborations
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Roy Zwahlen, Biotechnology Industry Organization

D2  Understanding Global Cultures: Inventors and Licensees
Track: Global Issues
Target Audience: All Audiences
Moderator: Jessica Silvaggi, UWM Research Foundation, Inc.

D3  Thinking Outside of the Box: New Perspectives and Innovative Approaches for Licensing Patents to Industry
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Paul Meyer, Intel Corporation

D4  Advanced Bayh-Dole Compliance Discussion
Track: Administrative
Target Audience: Advanced
Moderator: Michele O'Shea, Borman and Company LLC

D5  Understanding MTAs: What Are the Terms and What Can You Do About Them?
Track: Nuts and Bolts of Technology Transfer
Target Audience: Advanced
Moderator: Janet Shepler, Dartmouth College

D6  Data Sharing and Management under Federally Funded Research
Track: Operations
Target Audience: All Audiences
Moderator: John Kim, National Institutes of Health (NIH)

D7  New Model for Marketing and Licensing
Track: Marketing Successful Practices
Target Audience: All Audiences
Moderator: Gayatri Varma, Ph.D., University of Maryland

D8  Need Title
Track: Industry/Academic Partnerships  
Target Audience: All Audience  
Moderator: Louis Berneman, EdD, CLP, RTTPOsage Partners

D9 Bridging the Communication Gap Between the Technology Transfer Office and Its Internal Institutional Clients to Maximize Efficiency and Increase Business Opportunities

Track: Advocacy and Internal Communications  
Target Audience: All Audiences  
Moderator: Elena Vaillancourt, Dana-Farber Cancer Institute

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

Track: Operations  
Target Audience: Advanced Topic Session  
Moderator: Ragan Robertson, UCLA

SIG 8 AUTM Women Inventors Committee

Track: Industry/Academic Partnerships  
Target Audience: All Audiences  
Moderator: Jennifer Gottwald, WARF

SIG 9 Accounting in Technology Transfer Offices

Track: Other  
Target Audience: All Audiences  
Moderator: Katherine Durkin, Moffitt Cancer Center  
Becky Wu, Stanford University

11 a.m. – 12:30 p.m. Track E – Educational and Special Interest Group Sessions

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

Track: Startups and Gap Funding  
Target Audience: Advanced  
Moderator: Andrew Maas, Louisiana State University

E2 Working with David & Goliath: The Importance and Interpretation of Diligence Provisions in Licenses with Big and Small Companies
<table>
<thead>
<tr>
<th>Track: Licensing Successful Practices</th>
<th>Track: Other</th>
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<tbody>
<tr>
<td>Target Audience: All Audiences</td>
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<tr>
<td>Moderator: Tari Suprapto, <em>The Rockefeller University</em></td>
<td>Moderator: Christoph Koeller, <em>G&amp;K</em></td>
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<tr>
<td>E3 Managing Impact from Social Sciences and Humanities</td>
<td>E4 Entrepreneurs-in-Residence: Permeant Residents or Just Passing Through?</td>
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<tr>
<td>Moderator: Joseph Wright, <em>South Dakota School of Mines &amp; Technology</em></td>
<td>Moderator: Michael Lin, <em>Marks &amp; Clerk</em></td>
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<td>E5 IP Valuation for Academia</td>
<td>E6 University Protection and Licensing of Software in a Post-Alice World</td>
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<td>Track: Nuts and Bolts of Technology Transfer</td>
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<td>Target Audience: All Audiences</td>
<td>Target Audience: Intermediate</td>
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<td>Moderator: Michael Lin, <em>Marks &amp; Clerk</em></td>
<td>Moderator: Jeffrey Peterson, <em>Michael Best &amp; Friedrich LLP</em></td>
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<td>E7 Marketing and Communications</td>
<td>E8 Marketing Successful Practices</td>
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<td>Track: IP Trends and Successful Practices</td>
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<td>Moderator: Jeffrey Peterson, <em>Michael Best &amp; Friedrich LLP</em></td>
<td>Moderator: Kristin Rencher, <em>Apio Partners, LLC</em></td>
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<td>Track: Global Issues</td>
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<td>Target Audience: Advanced</td>
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<tr>
<td>Moderator: Hassan R. Naqvi, Ph.D., <em>Vanderbilt University</em></td>
<td>Moderator: Diganjan Nag, <em>IP Shakti</em></td>
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AUTM 2016 Annual Meeting – Schedule at a Glance (subject to change)

SIG10
Let's Talk Financials: Royalties & Distribution of License Income
Track: Operations
Target Audience: All Audiences
Moderator: Jennifer Folger, Michigan State University

SIG11
Small Office SIG
Track:
Target Audience: All Audience
Moderator: Yatin S. Karpe, Lehigh University

12:30 – 1:30 p.m. AUTM Negotiation Course Lunch
12:30 – 2 p.m. AUTM Negotiation Course Registration
12:30 – 2 p.m. Eastern Region Planning Committee Lunch (by invitation)
12:30 – 2 p.m. Central Region Planning Committee Lunch (by invitation)
12:30 – 2 p.m. Western Region Planning Committee Lunch (by invitation)
12:30 – 2 p.m. Communications Lunch (by invitation)
12:30 – 2 p.m. Canadian Lunch (by invitation)
1:30 – 5 p.m. AUTM Negotiation Course (additional fee, seating limited)
2 – 3:30 p.m. Technology Transfer Trivia!
Sponsored by []
3:30 – 7 p.m. AUTM Casino Night (additional fee, seating limited)

Wednesday, February 17

7:30 a.m. – 3:30 p.m. Internet Café
7:30 a.m. – 3:30 p.m. AUTM Connect Partnering Place
Sponsored by []
8-9 a.m. Continental Breakfast
7 a.m. – 5 p.m. AUTM Registration
9 – 11 a.m. Industry Innovation Roundtable, Plenary and Awards Presentation
11 – 11:30 a.m. Refreshment Break
11:30 a.m. – 1 p.m. AUTM Mini-course: Strategies, Methods, and Tools for Commercialization of Creative Works (registration required, seating limited)

F1
The Tidal Wave of Campus Entrepreneurship, Part II: Start-up Licensing Best Practices
Track: Licensing Successful Practices
Target Audience: Advanced
Moderator: Brendan Rauw, UCLA
F2  Unlocking and Harnessing the Power of Industry-Academic Partnerships: Realising The Journey Along the Triple Helix Of Research, Resources and Results For Development

Track:  Industry/Academic Partnerships
Target Audience:  All Audiences
Moderator:  Cheryle Tewarie, The University of the West Indies

F3  Apps Across America

Track:  IP Trends and Successful Practices
Target Audience:  All Audiences
Moderator:  Lewis Humphreys, Tech Launch Arizona

F4  Free or Minimal Cost Tools and Strategies for In-House Patent Prosecution Searches

Track:  Nuts and Bolts of Technology Transfer
Target Audience:  Fundamental
Moderator:  Shu Hui Chen, Ph.D., NIAID/NIH

F5  Evidence-based Evaluation of Marketing Strategies - 2016

Track:  Marketing Successful Practices
Target Audience:  All Audiences
Moderator:  Ron Franck, University of California Office of the President

F6  Let's Talk Financials: Improving Legal Expense Review, Approval and Invoicing

Track:  Operations
Target Audience:  All Audiences
Moderator:  Amanda Ottoway, NCSU

F8  Increasing Visibility in an Overstimulated World

Track:  Marketing Successful Practices
Target Audience:  Intermediate
Moderator:  Daniel Hussey, The University of Texas at Austin

F9  The Big 90 Minute Brainstorm II - The Sequel - Chance of Storms 100%

Track:  Other
Target Audience:  Appropriate for All Audiences
Moderator:  Kirsten Leute, Stanford University

F10  Partnering Without Borders: Accelerating Global Treatments to Patients
Track: Global Issues
Target Audience: Appropriate for All Audiences
Moderator: Julia Barnes-Weise, Global Healthcare Innovation Alliances

SIG12 Spring Cleaning Your Life Science Patent Portfolio in View of the Changing Landscape of Patentable Subject Matter

Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Carissa Childs, LeClairRyan

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

Track: Mini-Course
Target Audience: Intermediate
Instructors: Andrew Morrow, University of Minnesota
Christopher Ghere, University of Minnesota

G1 You’re Not in Kansas Anymore: Lessons From a Former Licensing Manager in Industry

Track: Licensing Successful Practices
Target Audience: All Audiences
Moderator: Robert Sleeper, J.D. University of Arizona

G2 Beyond “Alternative Dispute Resolution”: Managing Conflict with External Partners Before and After the Contract is Signed

Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Conna Weiner, Conna Weiner ADR

G3 Using the FDA and Patent Overlap to Protect Market Exclusivity

Track: IP Trends and Successful Practices
Target Audience: Advanced
Moderator: Tamsen Valoir, BOULWARE & VALOIR

G5 Drug Discovery and Development Primer for more effective technology commercialization

Track: Other
Target Audience: Appropriate for All Audiences
Moderator: Isabelle Gorrillot, Areon Biosciences
G6 How To Survive and Thrive After Being Reorged, Turnedaround, Downsized or Just Plain Blamed
Track: Operations
Target Audience: All Audiences
Moderator: Susan Hanlon Daudelin, University of Massachusetts Boston

G7 The Great Divide: Research and Licensing Negotiating IP Rights in Industry Sponsored Research Agreements
Track: Industry/Academic Partnerships
Target Audience: Intermediate
Moderator: Kate Lewis, University of California, Berkeley

G8 How to Attract Investments from China for University Startups
Track: Startups and Gap Funding
Target Audience: All Audiences
Moderator: Jason Wen, Boston College

Track: IP Trends and Successful Practices
Target Audience: Advanced
Moderator: Michael Goldman, LeClairRyan

SIG13 Technology Transfer Office Administrative Professionals SIG
Track: Administrative
Target Audience: Appropriate for All Audiences
Moderator: Lauren Holder, Wake Forest Innovations

SIG14 Mobile and More - The World of Software & Copyright Licensing
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: Doug Hockstad, University of Arizona

PD-2 Strategies, Methods, and Tools for Commercialization of Creative Works (continued)
Track: Mini-course
Target Audience: Intermediate
Instructors: Andrew Morrow, University of Minnesota
Christopher Ghere, University of Minnesota
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<tr>
<th>Time</th>
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<tr>
<td>4 – 5:30 p.m.</td>
<td>Microbrew Tasting Event (additional fee, limited availability)</td>
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<tr>
<td>6:30 – 8 p.m.</td>
<td>Closing Reception</td>
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