



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

# **AUTM 2017**

## **Eastern Region Meeting**

**October 2 – 3, 2017**

**The Sheraton Boston • Boston, MA USA**

[www.autm.net/ERM2017](http://www.autm.net/ERM2017)



**#AUTMERM2017**



# AUTM 2017 Eastern Region Meeting

The AUTM 2017 Eastern Region Meeting will take place in Boston, Massachusetts. We will gather to discuss practices and strategies for industry-academia partnerships that culminate in successful product commercialization through company formation, licensing and other agreements. The meeting will also cover many other topics including managing your intellectual property portfolio, protecting software inventions, the top ten licensing mistakes and much, much more!



## About AUTM

The Association of University Technology Managers (AUTM) is a nonprofit organization dedicated to bringing research to life by supporting and enhancing the global academic technology transfer profession through education, professional development, partnering and advocacy. AUTM's more than 3,000 members represent managers of intellectual property from more than 350 universities, research institutions and teaching hospitals around the world, as well as numerous businesses and government organizations.



*Sponsored by*



## Partnering at AUTM Eastern Region Meeting

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



## AUTM 2017 Thanks Eastern Region Titanium Sponsor



Wolf Greenfield is the largest Boston-based law firm focused solely on intellectual property law. The firm's lawyers support leading companies, inventors and research facilities with a full range of intellectual property services in the fields of biotechnology, chemical and materials technologies, pharmaceuticals, electrical and computer and mechanical technologies.

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## AUTM 2017 Thanks Eastern Region Platinum Sponsors



At Elanco, we provide those who raise and care for animals with solutions that empower them to advance a vision of food and companionship enriching life.



Nutter is a full-service, Boston-based law firm representing an international roster of innovative clients with strategic intellectual property assets. Our team has a long track record of working with clients throughout the patent lifecycle to achieve their legal and business objectives, including managing complex prosecution, litigation, IPRs, international and licensing matters.



Mintz Levin represents academic and medical research institutions in developing patent portfolios for some of their most important biotech, high tech, medical device and pharmaceutical innovations. We work directly with researchers, as well as through administrative offices, to develop protections for innovations and advise on their monetization.



Universities devote significant resources to research and development, but often struggle to generate meaningful revenue from their intellectual property - revenue that could be used to advance their mission. Longford Capital provides financial assistance to universities to help them realize the full value of their intellectual property without burdening their budgets.



## AUTM Thanks 2017 Eastern Region Sponsors

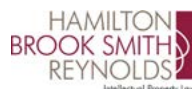
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## AUTM Eastern Region Meeting Is Paperless

Handouts will not be distributed at any educational session. All registrants can access handouts before, during and after the meeting. Visit [www.autm.net](http://www.autm.net), where all handouts submitted by speakers are posted prior to the meeting.

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## Continuing Legal Education (CLE)

All attorneys attending the meeting are encouraged to apply for CLE credits in the state(s) where they are licensed. Instructions for self-reporting will be available at the meeting.

## Registered Technology Transfer Professional (RTTP)

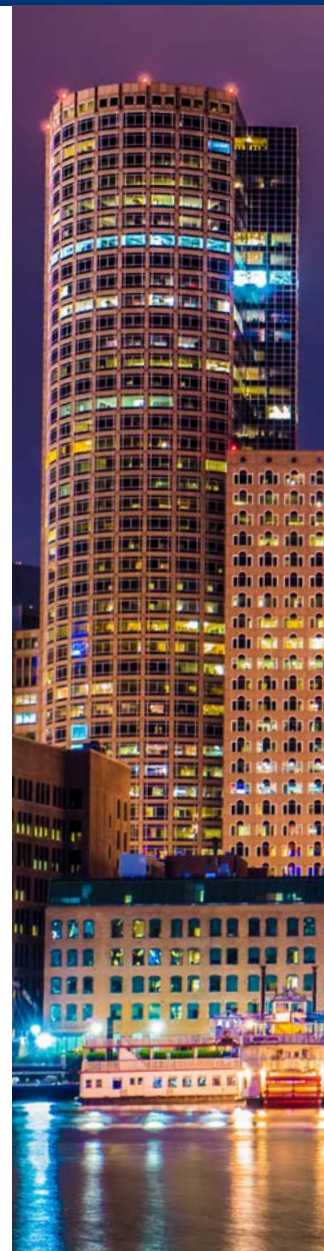
Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your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

## Certified Licensing Professionals (CLP)

### Continuing Education

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

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



## Meeting Agenda

### Monday, October 2

8 – 9 a.m.	<b>Continental Breakfast</b>
Location:	<b>Back Bay Ballroom C</b>
8 a.m. – 5 p.m.	<b>Registration and Exhibits</b>
Location:	<b>Back Bay Ballroom Foyer</b>
9 – 10 a.m.	<b>Workshops</b>
A1	<b>High-volume, Low-margin Licensing of Unpatented Research Tools: Can an Academic Technology Transfer Office Make Money Selling Unpatented Biological Reagents Like Cheap Furniture or Used Cars?</b> <b>*CLE Eligible</b>
Location:	<b>Republic Ballroom</b>
Moderator:	<b>Claire Driscoll,</b> <i>National Institutes of Health</i>
Speakers:	<b>Robert Bondaryk, Ximbio</b> <b>Eggerton Campbell,</b> <i>National Institutes of Health</i> <b>Nidhi Sabharwal,</b> <i>Rockefeller University</i>

The panelists will discuss the various strategies each of their organizations has successfully implemented to both increase the number of low royalty-generating licenses executed for unpatented research tools such as transgenic animal models, antibodies and cell lines while also streamlining the amount of staff time and office resources dedicated to the negotiation and monitoring of these licenses. Hint: conducting research tool inventories via regular lab visits by technology transfer professional staff, development of (mostly) non-negotiable standard licensing terms for certain reagents or categories of research tools and the use of third-party distributors and advertising via AUTM's Global Technology Portal (GTP) all will be discussed. Bottom line taking an IKEA or CarMax-like approach to the vexing problem of "small potatoes" licenses could pay off for your office if done well.

A2	<b>Prioritize Your Intellectual Property Portfolio: A Where-to-Start Strategy</b>
Location:	<b>Back Bay Ballroom D</b>
Moderator:	<b>Laura A. Schoppe, Fuentek</b>
Speakers:	<b>René Meadors, Georgia Tech</b> <b>Nichole Mercier,</b> <i>Washington University, St. Louis</i>

Do your technology managers have overwhelming caseloads? Are patent costs outpacing growth in licensing revenues? Are departments underreporting new inventions given their research dollars? If your answer to any of these questions is "yes" (or even "I don't know"), then this is the session for you. This session will present best practices in getting the intellectual property portfolio under control, which in turn increases staff productivity, minimizes patent costs and positions the technology transfer office to achieve greater success.

Drawing on the real-world experiences at several universities, panelists will share successful strategies to optimize intellectual property portfolios. Examples will illustrate how these strategies helped technology transfer office staff focus on high-potential innovations; achieved substantial cost savings by eliminating unproductive patents; and revealed the portfolio's strengths, weaknesses and overall strategic value. Presenters will provide advice on how to plan for strategically examining every technology in the intellectual property portfolio.

This session is ideal for technology transfer offices with a backlogged or legacy portfolio of unprocessed disclosures as well as for those whose ongoing operations need a boost in efficiency or effectiveness.

10 – 10:15 a.m.	<b>Networking Break</b>
Location:	<b>Republic Ballroom Foyer</b>



## Meeting Agenda

### Monday, October 2

10:15 – 11:15 a.m.      **Workshops**

**B1**      **Sovereign Immunity and Inter Partes Reviews (IPRs): What State Universities Need to Know**  
**\*CLE Eligible**

**Location:**      **Republic Ballroom**

**Moderator:**      **Gerald Hryczyszyn,**  
*Wolf, Greenfield & Sacks, P.C.*

**Speakers:**      **Alfonso Chan,**  
*Shore Chan DePumpo, LLP*  
**David Day,**  
*Southeast BioInvestors Forum*  
**Richard F. Giunta,**  
*Wolf, Greenfield & Sacks, P.C.*  
**Rodney Sparks,**  
*University of Virginia Licensing & Ventures Group*

Though it has long been understood that sovereign immunity provides a measure of protection from litigation to state universities and other state entities, only recently has the question arisen of whether sovereign immunity applies to Patent Trial and Appeal Board (PTAB) proceedings, particularly inter partes reviews (IPRs).

A recent PTAB decision — Covidien LP v. University of Florida, Research Foundation, Inc. — found that sovereign immunity does indeed apply to IPRs. Since then, two other state universities have sought IPR dismissal on the same basis, with surely more to follow.

This session will delve into all related IPRs to date, and the significant consequences of these decisions for both state universities and related entities that are patent owners, and private entities looking to challenge their patents. We will discuss factors considered in determining whether an entity is entitled to sovereign immunity, including arm of the state factors, and suggest how university entities can be set up to take advantage of sovereign immunity while balancing other business issues. The panel will facilitate an interactive discussion with the audience about how these landmark developments may enhance the value of their patent portfolios.

**B2**

**Protecting and Commercializing Software Inventions**

**Location:**      **Back Bay Ballroom D**

**Moderator:**      **David Powsner,**  
*Nutter, McClennen & Fish, LLP*

**Speaker:**      **Daniel Dardani,**  
*Massachusetts Institute of Technology*

Software, data and information assets are the backbone of the digital economy with the potential to impact nearly every technology sector. Despite this, identifying effective measures to protect software and digital assets is a challenge, particularly since consistent and reliable government guidelines related to software and digital assets are elusive. This panel will provide an overview of the past, present and future of protecting and commercializing software inventions and code.

Topics include:

- U.S. copyright law as it pertains to software code and data;
- Relevant court decisions on patenting software;
- Current review standards at the USPTO;
- Tried-and-effective recommendations for patenting software in the post-Alice world;
- Strategies for protecting your digital assets (algorithms, code, data and trade secrets);
- Open source; and
- Prognostications for what the future holds for this area.

11:15 – 11:30 a.m.

**Networking Break**

**Location:**

**Republic Ballroom Foyer**



## Meeting Agenda

### Monday, October 2

11:30 a.m. – 12:30 p.m. **Workshops**

**C1** **Top 10 Mistakes That Kill Startup University Opportunities**  
\*CLE Eligible

Location: **Republic Ballroom**

Moderator: **Wade Fulghum,**  
*North Carolina State University*

Speakers: **Roman Lubynsky,**  
*MIT Venture Mentoring Service*  
**Michael Poisel,**  
*University of Pennsylvania*

Launching startup companies based on research, where the researcher will play a role in the company, presents many challenges. Years of experience has taught us that certain mistakes can be identified and managed. The discussion panel seeks to provide a framework for identifying the top ten situations that could present failure paths during the process of launching and scaling a company and some suggested strategies on overcoming these challenges.

**C2** **Litigation 101 for University Technology Transfer and Intellectual Property Managers**

Location: **Back Bay Ballroom D**

Moderator: **Chelsea Loughran,**  
*Wolf, Greenfield & Sacks, P.C.*

Speaker: **Nathan Speed,**  
*Wolf, Greenfield & Sacks, P.C.*

It is now well understood that universities and those at the helm of university intellectual property development offices cannot focus solely on patent prosecution, negotiations with startups/spin-offs, licensing campaigns, and eager-to-publish researchers. Today more than ever, litigation is a real possibility—even for the most non-litigious university clients. This presentation will walk through the nuts and bolts of preparing your university for the possibility of patent litigation. Panelists will draw upon recent trends in case law to highlight areas of most concern: when to bring suit, how to navigate questions of standing, how to best defend against patent troll activity, and how to manage the public relations questions that inevitably arise when a university participates in patent litigation. Best practices, informed by guidance directly from the courts, will be provided.

12:30 – 1:45 p.m.

Location:

1:45 – 2:45 p.m.

**D1**

Location:

Moderator:

Speakers:

**Lunch**

Sponsored by 

**Back Bay Ballroom C**

**Workshops**

**How Do I Go from Bench to Product in the Life Sciences Sector**  
\*CLE Eligible

Location: **Republic Ballroom**

Moderator: **Rory Pheiffer,**  
*Nutter, McClennen & Fish LLP*

Speakers: **Jonathan Fleming,**  
*Oxford Bioscience Partners*  
**Bennett Rockney,**  
*Massachusetts Institute of Technology*  
**Armon Sharei, SQZ Biotech**

While moving technology from research labs to companies can be a long, arduous process, there have been many success stories related to platform technologies coming out of university labs and finding their way into the mainstream. The life sciences industry, particularly in this region, presents numerous opportunities for this type of success. This panel will explore different stages of the journey, from the lab to commercialization, so you can arm yourself with the tools and resources to help your “next big thing” find its way into the marketplace. The panel will include real-world examples of technology that has come out of the university lab by founding spin-out companies, a discussion about licensing strategies to help achieve the necessary development, and information from real-world investors about what aspects of a company and its technology make it the most attractive.

**D2**

Location:

Moderator:

Speakers:

**How Research Advancement is Changing Technology Transfer**

Location: **Back Bay Ballroom D**

Moderator: **Mike Rondelli,**  
*University of North Texas*

Speakers: **Joonhyung Cho,**  
*University of North Carolina*  
**Kirsten Leute,**  
*Osage University Partners*  
**Rodney Ridley, Wilkes University**

Technology transfer is changing; the job function is growing to include managing incubators, impacting economic

## Meeting Agenda

### Monday, October 2

development and attracting corporate sponsored research projects. How does research advancement change the Technology Transfer Office? How does adding research advancement impact and alter goal setting? How does research advancement get trained? How does research advancement impact the types of new hires for your office? Attend this session for answers to these questions and much more.

2:45 – 3 p.m.

#### **Networking Break**

Location:

**Republic Ballroom Foyer**

3 – 4:15 p.m.

#### **Plenary Session**

**Tools for Success: Unexpected Way the Human Genome Project Spawned a Profitable Biotech**

*Sponsored by* **MINTZ LEVIN**  
Mintz Levin Cohn Ferris Glovsky and Popeo P.C.

Location:

**Republic Ballroom**

Moderator:

**David Page, Whitehead Institute**

David Page, MD, is Director of the Whitehead Institute and a human geneticist who has devoted his life to the study of the Y chromosome. He has spent his entire post-graduate career at Whitehead, where he played an instrumental role in the Human Genome Project. Whitehead's Center for Genome Research contributed over one-third of the human genome sequence. While much intellectual property was filed during this time, David will discuss one research tool invention that was the foundation of a startup that had a \$100M exit and whose license yields significant revenue to this day.

5 – 7 p.m.

#### **Top of the Hub & Skywalk Offsite Reception**

*Sponsored by* **Wolf Greenfield**  
INTELLECTUAL PROPERTY LAW

Join us 52 floors above the Back Bay. Top of the Hub's award winning cuisine and sophisticated ambiance offers Boston's best skyline views to deliver a truly one-of-a-kind experience.

### Tuesday, October 3

8 – 9 a.m.

Location:

**Continental Breakfast**

**Back Bay Ballroom C**

8 a.m. – 3:15 p.m.

**Registration and Exhibits**

9 – 10 a.m.

**Workshops**

E1

**Innovating Outside the Patent: Copyrights, Trademarks and Software**

**\*CLE Eligible**

Location:

**Republic Ballroom**

Moderator:

**Rekha Paleyanda,**  
*University of Massachusetts*

Speakers:

**Chris Harris,**  
*University of New Hampshire*  
**Mary Lou Wakimura,**  
*Hamilton, Brook, Smith & Reynolds, P.C.*

The panel will discuss best practices in licensing of non-patent intellectual property (IP), with a focus on copyrightable materials. There will be an introduction to the similarities and differences in protecting, managing and licensing these types of IP, contrasted with standard patentable technologies. The discussion will also address software, including open source models, consortia and other arrangements that have long-term benefits to institutions.

The panel will provide an overview of managing patents, copyrights and trademarks under one umbrella. This will include university ownership mechanisms in patents and copyrighted works, as well as the opportunity to increase the number of disclosures and total revenue. Case studies will include licensing university-owned images; "academic know-how" such as a helmetless tackling program; trademark licensing of university-branded beers; and "blended licensing models" which incorporate copyrights, trademarks, software and know-how.



## Meeting Agenda

Tuesday, October 3

**E2** **Title Founders and Initial Equity Distribution for Startups**

**Location:** **Back Bay Ballroom D**

**Moderator:** **William Rosenberg,**  
*Startup Consultant*

**Speakers:** **Irene Abrams,**  
*Boston Children's Hospital*  
**Abigail Barrow,**  
*Massachusetts Technology Transfer Center*  
**John Hession,**  
*Morse Barnes - Brown Pendleton*

The panel will explore equity distribution among universities, founders, management and employees at the time of new company formation. It will also look at the impact this distribution can have on the company's success including management at the Board level, impact on forming company strategy and the ability to attract financing.

**10 – 10:15 a.m.** **Networking Break**

**Location:** **Republic Ballroom Foyer**

**10:15 – 10:30 a.m.** **AUTM Presidential Address**

**Location:** **Republic Ballroom**

**Speaker:** **Mary Albertson,** *Stanford University*


Mary Albertson, AUTM's President, will welcome you to Boston, share her vision for AUTM and discuss the issues AUTM plans to address in the coming years – from advocacy initiatives to increased partnering opportunities and strategic planning progress.

**10:30 – 11:45 a.m.** **Industry Forum**

**Location:** **Republic Ballroom**

**Speakers:** **Chris Joyce,** *Gusher Co.*  
**Aaron Schwartz,** *Novo Nordisk Inc.*  
**Jeanne Wilson,**  
*Intellia Therapeutics, Inc.*

Join us to hear industry participants discuss what they are seeking from university partners.

**11:45 a.m. – 1 p.m.** **Networking Lunch**  
*Sponsored by  Nutter*

**Location:** **Back Bay Ballroom C**

1 – 2 p.m.

**F1**

**Location:**

**Moderator:**

**Speakers:**

### Workshops

**Stacking the Deck: How to De-risk and Market Your Next Medical Technology**  
**\*CLE Eligible**

**Republic Ballroom**

**Mary Kander,** *Cleveland Clinic*

**Irene Abrams,**  
*Boston Children's Hospital*  
**Gaylene Anderson,**  
*Boehringer-Ingelheim*  
**Michael Austriaco,** *Cleveland Clinic*  
**Steven Girouard,**  
*Securus Medical Group*  
**Jamie Kemler,** *Stryker*  
**Jane Rhodes,** *Biogen*  
**Mike Wright,** *Cleveland Clinic*

You are an innovator with a medical technology that's been vetted, protected, prototyped, tested and ready to be marketed as a license. What's next? Where do you look? Do you knock on doors, or sit back and wait? What do you do if you get a nibble? A bite? Experts on this panel will give attendees a primer on how to cultivate a market for a license, and give real-life examples of strategies that have worked and failed.

**F2**

**Location:**

**Moderator**

**Speaker:**

### Transfers of Human Material and Data

**Back Bay Ballroom D**

**Victoria Malia,**  
*New York Genome Center*

**Sam Servello,**  
*Hospital for Special Surgery Office*

The goal of the Precision Medicine Initiative is to tailor treatment and prevention strategies to people's unique characteristics, including their genome sequence, microbiome composition, health history, lifestyle and diet. In order to achieve the scientific advancements necessary to realize the Initiative, research institutions must understand how to efficiently and properly collect, store, use and transfer material and data derived from humans. Specifically, institutions must understand the issues associated with genomic information that is derived from human material and data. This session will provide an overview of the current U.S. laws and regulations relating to human material and genomic data, as well as a brief discussion of proposed changes



## Meeting Agenda

### Tuesday, October 3

to such laws. The panel will also discuss international approaches to this subject matter and provide practical tips, checklists, sample agreement provisions, and a list of resources for further information.

2 – 2:15 p.m.      **Networking Break**  
Location:          **Republic Ballroom Foyer**

2:15 – 3:15 p.m.      **Workshops**

G1:                    **“Out-of-box” Partnerships**  
                         **\*CLE Eligible**

Location:          **Republic Ballroom**

Moderator:        **Luna Mukherjee,**  
                         *Biotechnology Ventures*

Speakers:         **James Capistran,**  
                         *University of Massachusetts*  
                         *Innovation Institute*  
                         **Tracey Dodenhoff,**  
                         *Northeastern University*  
                         **Jon Gilbert,**  
                         *Massachusetts Institute of*  
                         *Technology*

Partnerships between academics and industry are critical for the commercialization of intellectual property. Some partnerships can be more challenging than others and may require a unique approach. These partnerships overcome different obstacles and tend to generate greater results. This panel will discuss such partnerships, challenges encountered, unique approaches taken and success stories of “out-of-box” relationships.

G2:                    **Advancing the University’s Mission**  
                         **Through the Monetization of**  
                         **Intellectual Property**

Location:          **Back Bay Ballroom D**

Moderator:        **Russell Genet,**  
                         *Longford Capital Management, LP*

Speakers:         **Farnaz Bakhshi,**  
                         *Partners Healthcare*  
                         **Theresa Latham,**  
                         *Massachusetts Institute of*  
                         *Technology*  
                         **Seth Levy, Nixon Peabody LLP**  
                         **Michael Nicolas,**  
                         *Longford Capital Management, LP*  
                         **George Summerfield,**  
                         *K&L Gates, LLP*

Universities devote significant resources to research and development, and to safeguarding the inventions created from this work with intellectual property protections. At the same time, universities often struggle to generate meaningful revenue from their valuable intellectual property rights – revenue that could be used to advance the core mission of the university. This panel will discuss strategies for monetizing a university’s intellectual property rights, navigating potential challenges associated with a monetization effort, and financing an effective monetization campaign without burdening the university’s budget.

3:15 p.m.              **Meeting Adjourns**





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

# Save the Date

for these future meetings

## Annual Meetings

### 2018

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

### 2019

February 10 – 13  
JW Marriott Austin  
Austin, TX USA

### 2020

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

### 2021

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

## Region Meetings

### Western Region Meeting

October 11 – 13  
Santa Clara Marriott  
Santa Clara, CA USA

### Central Region Meeting

July 9 – 11, 2018  
Renaissance Minneapolis Hotel,  
The Depot  
Minneapolis MN USA

### Eastern Region Meeting

September 13 – 14, 2018  
Hyatt Regency Baltimore Inner Harbor  
Baltimore MD USA

## Partnering Forums

**Advanced Manufacturing:  
Shaping and Joining Technologies**  
October 18 – 19  
Detroit MI USA

## Professional Development

### Compliance Course

November 1 – 3  
Hyatt Regency Bethesda  
Bethesda, MD USA

### Contracts Administrator Agreement Compliance Course

November 1 – 3  
Hyatt Regency Bethesda  
Bethesda, MD USA

**NEW**

### Patent Administrator Intellectual Property Management Course

November 1 – 3  
Hyatt Regency Bethesda  
Bethesda, MD USA

**NEW**