

AUTM 2018 Software Course



May 10-11, 2018
Omni William Penn Hotel
Pittsburgh, PA



www.autm.net



AUTM 2018 Software CourseSM

About the AUTM 2018 Software CourseSM

The AUTM 2018 Software Course is designed specifically for university licensing professionals who work with software and other information assets. Ideal for both newcomers and experienced practitioners, the course provides an overview of basic principles and a study of best practices, emerging models and actual cases. You will leave with the tools to handle basic to complex software asset management and licensing situations.

About AUTM

AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals throughout their careers, and to support the development of academic research that changes the world. AUTM's community is comprised of more than 3,200 members who work in more than 800 universities, research centers, hospitals, businesses and government organizations around the globe.

**AUTM thanks the
Software Course
Sponsors:**



Carnegie Mellon University

AUTM 2018 Software CourseSM is Paperless

The AUTM 2018 Software Course 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, where all handouts submitted by speakers will be posted prior to 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.

Certified Licensing Professionals (CLP)

Certified Licensing Professionals are required to demonstrate continued competence in their field to maintain their certification status. Individuals who hold the CLP designation can renew their credential by earning at least 40 continuing education (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 for more information on the recertification requirements.

The Software course will provide 13 hours of continuing education credits for those who attend the entire meeting.

AUTM 2018 Software Course Program Committee

Program Co-chairs:

Tara Branstad, RTTP, *Carnegie Mellon University*
Andrew Morrow, CLP, *University of Minnesota*

Program Committee:

Drew Bennett, *University of Michigan*
Daniel Dardani, CLP, *Massachusetts Institute of Technology*
Laura Dorsey, *University of Washington*
Alexander Ducruet, *University of Pittsburgh*
Gail Dykstra, *University of Washington*
Evan Facher, MBA, PhD, *University of Pittsburgh*
Christopher Ghere, MBA, *University of Minnesota*
Imelda Oropeza, *Stanford University*
Ning-Shiuan Snoeberger, PhD, *Massachusetts Institute of Technology*
Svetlana Sowers, PhD, *University of Illinois*
Charles Williams, JD, PhD, *Oregon State University*
Robert Wooldridge, MBA, CLP *Carnegie Mellon University*

Meeting Agenda

Thursday, May 10

7 a.m. – 5 p.m. Registration

Location: Lawrence Welk Foyer

7:30 – 8:15 a.m. Breakfast

Location: Bob and Dolores Hope

8:15 – 8:45 a.m. Welcome and Introduction

Location: Lawrence Welk

Speakers: Tara Branstad, *Carnegie Mellon University*
Andrew Morrow, *University of Minnesota*
Gary Fedder, *Carnegie Mellon University*

Kick things off with a brief overview of the two-day course and the AUTM organization.

8:45 – 10:15 a.m. Anatomy of a Software License

Speakers: Wendy Zimbone, *Talem IP Law LLP*
Sean Combs, *Talem IP Law LLP*

Examine and analyze the essentials of a digital-based technology licensing. Attendees will take a deep dive into a software license template. Suggested best practices will be provided along with common terms in any software license. Topics will include how to handle a software hybrid license directed to multiple intellectual properties. You will leave this session better equipped to draft and negotiate these licenses.

10:15 – 10:30 a.m. Networking Break

Location: Lawrence Welk Foyer

10:30 – Noon Software Patent Perspectives

Location: Lawrence Welk

Moderator: Christina McDonough, *Fish & Richardson*

Panelist: Ryan McCarthy, *Fish & Richardson*

Coming out of Alice in Wonderland: In this session, we explore best practices for “Alice proof” software patents – in both the patent office and the courts. We will also discuss the patentability of Artificial Intelligence (AI), machine-learning, Internet of Things (IoT) data processing and “big data” techniques. Finally, we’ll discuss relevant factors to consider before filing a software patent and discuss strategic considerations with a “hands-on” case study.

Noon – 1:30 p.m. Lunch

Sponsored by **FISH.**
FISH & RICHARDSON

Location: Bob and Dolores Hope

1:30 – 2:30 p.m. Artificial Intelligence (AI) Terminology Review

Location: Lawrence Welk

Speakers: Ruslan Salakhutdinov, *Apple Inc.*, *Carnegie Mellon University*
Cindy Chepanoske, *Carnegie Mellon University*

Terminology in Artificial Intelligence (AI) research can be challenging when working with faculty to understand their latest developments. This presentation will review the common terms in the AI field, including machine learning, deep learning, and natural language processing, and how they are related and dependent. Finally, we’ll introduce some common architectures and AI platforms such as TensorFlow.

2:30 – 2:45 p.m. Networking Break

Location: Lawrence Welk Foyer

2:45 – 4:30 p.m. Concurrent Sessions

Session 1: Small Group Discussions

Location: Bob and Dolores Hope

Participants will select a topic of interest and gather in groups of 10 – 12. Each topic will be concurrent and moderated by a member of the 2018 AUTM Software Committee. Each group leader will provide a topic overview and perspective, followed by open discussion. Topics will include:

- Equity only software startup licensing
- Background IP diligence
- Standard copyright Inter-Institutional Agreement
- Painful learnings
- Fending off internal competition
- Patents: less important than we think?

Session 2: Ask the Experts

Location: Lawrence Welk

You asked for it; now ask us! The 2018 Software Planning Committee members will be available for one-on-one discussions to answer your most burning software-related tech transfer questions.

5 p.m. Networking Reception: Riverboat cruise

Set sail for a cruise on the Gateway Clipper and enjoy fabulous views of the Pittsburgh skyline!

Gateway Clipper
Boarding will be at the David L. Convention Center
1000 Fort Duquesne Blvd.

Tickets available through registration.

Meeting Agenda

Friday, May 11

7:30 – 8:15 a.m. Breakfast

Location: Bob and Dolores Hope

8:15 – 9:45 a.m. The Pittsburgh Health Data Alliance – Putting Healthcare Information to Work

Moderator: Evan Facher,
University of Pittsburgh Innovation Institute

Panelists: Jeff Depp,
University of Pittsburgh Innovation Institute
Robert Hartman,
University of Pittsburgh Medical Center
Joe Marcs,
Carnegie Mellon School of Computer Science
Don Taylor, *University of Pittsburgh*

The Pittsburgh Health Data Alliance represents an unprecedented collaboration between Carnegie Mellon University, The University of Pittsburgh and the University of Pittsburgh Medical Center. By working together, these three organizations are turning data into improved human health to change the practice of medicine. Not only is this alliance unique, but so are the challenges it presents in bringing together three large, separate organizations to work across the fields of computer science, medical research, deep data and clinical care. Panelists representing the three organizations will discuss the partnership and provide learnings from their first few years of working together in this rapidly changing field.

9:45 – 10 a.m. Networking Break

Location: Lawrence Welk Foyer

10 – 11:30 a.m. Evolving Issues in Open Source

Location: Lawrence Welk

Moderator: Svetlana Vranic-Sowers,
University of Illinois, Urbana-Champaign

Panelists: Chris Ghery, *University of Minnesota*
Drew Bennett, *University of Michigan*
Nicole Snoeberger,
Massachusetts Institute of Technology

This session will provide a brief introduction to the basics of open source software, including different types of open source licenses, what to be mindful of when using or contributing to open source repositories, and a discussion on management and marketing for open source software. We'll dive deeper into how different technology transfer offices support and manage best practices of their open source software and other copyrightable materials, and we'll also provide examples of commercializing and monetizing open source. You'll gain a good understanding of a few appropriate open source licenses for your software, due diligence considerations, and commercialization options.

11:30 a.m. – 12:30 p.m. Faculty Experiences and Q & A

Location: Lawrence Welk

Moderator: Robert Wooldridge,
Carnegie Mellon University

Join us as we welcome a group of experienced faculty as they discuss their software commercialization efforts. Learn about their work and how they have partnered with the university in a variety of commercialization models.

12:30 – 2 p.m. Lunch

Location: Bob and Dolores Hope

2 – 3:30 p.m. Non-Traditional Licensing Models

Location: Lawrence Welk

Moderator: Tara Branstad, *Carnegie Mellon University*

Speakers: Cindy Chepanoske,
Carnegie Mellon University
Laura Dorsey, *University of Washington*
Andrew Morrow, *University of Minnesota*

We'll discuss various non-traditional models for licensing software; both non-traditional software and non-traditional licenses. Specific topics covered will include standard term non-exclusive licenses for fully developed software; licensing creative works and curriculum; and research only software licenses.

3:30 – 3:45 p.m. Networking Break

Location: Lawrence Welk Foyer

3:45 – 5 p.m. Concurrent Sessions

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Session 2: Ask the Experts

Location: Lawrence Welk

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5 p.m. Course Adjourns