



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

A photograph of the Milwaukee skyline at dusk, viewed from across a body of water. The sky is a mix of blue and purple. Several buildings are lit up, including the tall, white, grid-patterned tower on the left and the distinctive, illuminated, white, sail-like structure of the Milwaukee Art Museum on the right. The foreground is dominated by large, light-colored rocks along the water's edge. The water reflects the lights from the buildings and the sky.

AUTM 2016 Central Region Meeting

July 18 – 20, 2016

The Pfister Hotel • Milwaukee, WI USA

www.autm.net



AUTM Central Region Meeting

The AUTM 2016 Central Region Meeting will be held at The Pfister Hotel, Milwaukee, Wisconsin, USA. The AUTM Central Region Meeting builds upon a tradition of successful past Central Region meetings. Attendees can expect excellent content, engaging speakers, networking and friendly conversation. Join us for an opportunity to connect, exchange ideas, ask questions and gain valuable contacts. The meeting is expected to host more than 200 leaders in academic research and technology transfer initiatives.

PARTNERING at the AUTM Central Region Meeting

The AUTM Central Region Meeting will feature a powerful online partnering and networking tool, including a mobile application for iPhone and Android. The program will enable 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!



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 3,300 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.

AUTM 2016 Central Region Meeting Program Committee

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Wisconsin Alumni Research Foundation



AUTM 2016 Central Region Sponsors

Platinum Sponsors



HUSCH BLACKWELL



Gold Sponsors



Silver Sponsors



Scholarship Provider



Lunch with the Industry Experts

Join us for a special lunch session on Tuesday, July 19, from noon to 1:30 p.m. Industry leaders will lead an informal table discussion on specific topics related to academic industry interactions. Sign up at the registration desk when you arrive. Preferred seating is limited.

AUTM Central Region Meeting Is a Paperless Meeting

The AUTM 2016 Central 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, where all handouts submitted by speakers will be posted prior to the meeting.

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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) 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 for more information on the recertification requirements.

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



Meeting Agenda

Sunday, July 17

4 – 5 p.m. **Registration**

5 – 6 p.m. **Early Bird Reception**

Sponsored by  **SCHWEGMAN**
LUNDBERG-WOESSNER

Monday, July 18

7:30 – 9 a.m. **Continental Breakfast**

7:30 a.m. – 5 p.m. **Registration**

9 – 10:30 a.m. **Workshops**

A1 **Industry-Sponsored Research Models**

Moderator: **TBD**

Speaker: **TBD**

A2 **Where Should Your Money Go? A Down and Dirty Patent Budget Exercise**

Moderators: **James Scott Elmer**, *St. Jude Children's Research Hospital*
Michael J. Moore, *University of North Dakota*

Speaker: **TBD**

Making decisions on at-risk filings is at the heart of what technology transfer is all about. You can only file so many and the costs that go into each step to evaluate and pursue each new disclosure are substantial. Should I do a quick patentability assessment with outside counsel? How about a market assessment? Is that expensive? Or should I just put all my money into filing an application? Should I file it as a provisional or a regular utility application?

This session will be completely interactive with attendees put into groups, provided with a set budget and asked how to allocate the money to address the expected volume of new disclosures and existing applications. You will be tasked with coming together as a group to decide how much to spend on each step. Each group will have the opportunity to present their rationale for how they decided to spend. Respectful hooting and hollering is recommended. Bring your perspective on how to allocate these funds and hear what your colleagues think.

Meeting Agenda

Monday, July 18 (continued)

10:30 – 11 a.m. **Networking Break**

11 a.m. – Noon **Workshops**

B1 **Fundamentals of Due Diligence – CLE Eligible**

Moderators: **Jean C. Baker**, *Quarles & Brady LLP*
Mark W. Staudt, *Wisconsin Alumni Research Foundation*

Speakers: **Mark T. Ehrmann**, *Quarles & Brady LLP*
Nate Ruey, *RSM US LLP*

B2 **True Confessions about eCompliance**

Moderator: **Anne C. DiSante**, *Michigan State University*

Speaker: **Tamara Wilgers**, *University of Missouri St. Louis*

Do you cringe when you hear iEdison. Do the endless notification messages make you want to scream? Are you actually in compliance? Join us for an interactive session where you can anonymously get all of your iEdison and government frustrations off your chest and see how your experiences compare to others. With survey clickers and moderated questions, the discussion will be directed by audience responses. Survey results will be used to design useful follow-up AUTM Central Region Meeting sessions. You don't want to miss this!

Noon – 1:30 p.m. **Lunch**

1:30 – 3 p.m. **Workshops**

C1 **After the Deal Is Done – CLE Eligible**

Moderator: **Ann S. Viksnins**, *Viksnins Harris & Pady PLLP*

Speakers: **Sue Patow**, *Virginia Commonwealth University*
Iris Tzafrir, *Syngenta*

The deal has been signed and the celebration begins because the work is over – NOT! This session will discuss that stage in a deal's life cycle that occurs after the ink has dried on the signatures and the deal "gets real." While preparing for a deal and negotiating it, you become accustomed to working with a business case, milestones and product sales projections. After the deal closes, what happens the next day, next month and subsequent years?

Come to this session to learn and share tips for getting a deal off to a good start and setting the right tone. Speakers include a patent attorney and professionals from academic university technology transfer and industry. You'll hear perspectives from all sides on the key ingredients and strategies to a mutually beneficial on-going relationship throughout the lifetime of the license.

Meeting Agenda

Monday, July 18 (continued)

C2 **Commercialization of “High-Risk/High-Reward” Life Science Technologies: Perspectives on the Past, Present and Future of University Startups**

Moderator: **Jim Antczak**, *Medical College of Wisconsin*

Speaker: **John Neis**, *Venture Investors LLC*

In 1980, the Genentech IPO and passage of the Bayh-Dole Act heralded a sea change in the environment for private-sector investment in high-risk/high-reward life science technologies and the availability of such technologies arising from academic research for commercial development. In the following decades, academic research led to the establishment of hundreds of startup companies developing novel medical and non-medical biotechnologies that ultimately provided substantial financial returns to investors, academic founders and their institutions. The reality is that, during the same period, thousands of such startups failed, many after multiple rounds of investment of millions of dollars over many years.

A panel of successful investors and entrepreneurs will describe the characteristics of ventureable high-risk/high-reward life science technologies, provide historical perspectives, share experiences, describe lessons learned, offer insights into their decision making processes, and consider the future of high-risk/high-reward startup companies based on life science inventions by academic scientists. Join us in discussing ways investors, entrepreneurs, academic scientists and university technology transfer professionals can work together to more effectively identify promising, ventureable, early-stage technologies and collaborate in their successful commercialization.

3 – 3:30 p.m. **Networking Break**

3:30 – 5 p.m. **Plenary Session I – AUTM Central Region Trivia: The Contest That Made Milwaukee Famous**

Sponsored by  **VIKSNINS HARRIS & PADYS** LLP
GLOBAL IP

Moderator: **TBD**

Speaker: **TBD**

Back for its 11th year, the trivia contest gives you a chance to make new friends and wow everyone with your knowledge of information stored in the deep recesses of your brain. Participants will be assembled into random teams of five to compete for the coveted title of Trivia Champion and all the glory and fame that goes with it, not to mention a nice trophy that may or may not fit in an overhead bin. Chuck Valauskas will challenge you with questions on a variety of topics related to technology transfer, the Central Region or our host city and state. Come for the fun! Leave with new friends and maybe a trophy!

5:30 – 7 p.m. **Opening Reception**

Meeting Agenda

Tuesday, July 19

7:30 – 9 a.m. **Continental Breakfast**

7:30 a.m. – 5 p.m. **Registration**

9 – 10:30 a.m. **Workshops**

D1 **Fishbowl Fights 2: Even Betta!**

Moderators: **Eagle Robinson**, *Norton Rose Fulbright US LLP*
Tamara Wilgers, *University of Missouri St. Louis*

Speakers: **Dan Broderick**, *BioGenerator*
Steve H. Kanzer, *Accredited VC, LLC*
John Neis, *Venture Investors LLC*

Technology transfer offices are increasingly tasked with helping position their faculty startups for investment and successful exits. The new and improved Fishbowl Fights give you an engaging, interactive experience as real academic startup companies pitch their ventures to a panel of investors. Hear the Big Fish investors discuss the pitch presentations as they choose the investment-worthy companies and give real-time feedback on what makes a great pitch and a fundable venture. Question and answer time allows attendees to throw out their toughest questions and for the investors to provide feedback and guidance on how technology transfer offices (TTO'S) can best guide technology development and intellectual property (IP) strategy to increase their startup's chances for funding success and possible acquisition.

10:30 – 11 a.m. **Networking Break**

11 a.m. – Noon **Workshops**

E1 **What Do You Mean You Have a Difficult Inventor?**

Moderator: **M. Angela Parsons**, *Fish & Richardson PC*

Speakers: **Linda Suzu Kawano**, *Group Optima*
Karen H. Ohlfest, *University of Minnesota*

We've all experienced them. Whether you work in a technology transfer office or in a law firm, you've experienced the difficult inventor. We'll share some horror stories and some hysterical stories during this session, but we'll also provide guidance and practical tips regarding how to work with various types of problem people and how to mitigate, minimize or manage the problems they can cause.

Meeting Agenda

Tuesday, July 19 (continued)

E2 **Using Others' Creative Materials: Copyright Rights and Wrongs – CLE Eligible**

Moderator: **Charles Valauskas**, *Valauskas Corder LLC*

Speaker: **TBD**

Where is the line between the constitutionally permitted, inspired creativity and the lazy, good-for-nothing infringing derivation? This workshop will identify the contours of protection that copyright provides to an owner. The workshop will show how a copyright work can be developed, including through the acquisition of some of the text, images and data from different sources as well as the ownership consequences of such creative efforts. Other topics covered in this session include: definition of the public domain; comparison of the protection accorded to data in the United States and Europe; the handling of images containing pictures of people and requirements for a privacy release; the use of faculty members' names, images, etc. to identify a technology and the right of publicity; and terms used to establish trademark rights for the institution or terms that are trademarks owned by another.

Noon – 1:30 p.m. **Lunch with Industry Experts**

Speaker: **Tamara Wilgers**, *University of Missouri St. Louis*

1:30 – 3 p.m. **Workshops**

F1 **Patentability – CLE Eligible**

Moderator: **Jeffrey D. Peterson**, *Michael Best & Friedrich LLP*

Speakers: **Lisa L. Mueller**, *Michael Best & Friedrich LLP*
 Christal Sheppard, *U.S. Patent and Trademark Office*

Patent owners, who are fortunate enough to obtain granted claims are often frustrated with the narrow scope of protection obtained. In many instances, the claims can be easily designed around by competitors. Other patent owners find themselves in the unfortunate situation of being unable to enforce their patents because the claims require multiple actors to perform all the steps of a claimed method. As a result, there is tremendous concern in the life sciences industry that the lack of a clear path to proper patent protection may reduce investment into new and innovative technologies and in turn, could stifle the development of this vitally important industry.

This session will examine the current state of the law regarding subject matter eligibility in life sciences. Topics to be discussed include recent USPTO guidance, Patent Trial and Appeal Board (PTAB) decisions and Federal Circuit case law. Strategies will be provided to maximize success for obtaining granted claims that (1) have breadth and present challenges to design around; (2) are able to withstand a post-grant or validity challenge; and (3) can be enforced.

F2 **Security, Mock Deposition – CLE Eligible**

Moderator: **TBD**

Speaker: **TBD**

3 – 3:30 p.m. **Networking Break**

Meeting Agenda

Tuesday, July 19 (continued)

3:30 – 5 p.m. **Plenary Session II – Food and Beverage (FAB)**

Sponsored by **HUSCHBLACKWELL**

Hosted by: **Vic Grassman**, *Center for Dairy Research*

Shelly Watson, *Miller Coors*

The plenary session will highlight innovation in the food and beverage industry where our speakers will represent the three pillars of the Wisconsin food chain - cheese, beer and sausage!

6:30 – 9 p.m. **Offsite Reception - Discovery World, Great Lakes Room and Aquarium**

Wednesday, July 20

7:30 – 9 a.m. **Continental Breakfast**

7:30 – 10 a.m. **Registration**

9 – 10 a.m. **Workshops**

G1 **Engaging the Next Generation**

Moderator: **TBD**

Speaker: **TBD**

G2 **So Happy Together: Working with Law Firms – CLE Eligible**

Moderator: **Jeffrey Myers**, *Michigan State University*

Speakers: **Chase Kasper**, *University of Southern Mississippi*

Sean Solberg, *Davis Brown Law Firm*

Zev Sunleaf, *University of Iowa Research Foundation*

You have a bunch of invention disclosures and you're ready to pursue patent protection. How do you pick your law firms and how do you work with them? This session will discuss best practices for selecting and working with your law firms, from the perspectives of both the technology transfer office and the law firm.

10 – 10:30 a.m. **Networking Break**

Meeting Agenda

Wednesday, July 20 (continued)

10:30 a.m. – Noon **Howard Bremer Plenary Session III - Startups and the Focus of AUTM**

Sponsored by  DAVISBROWN
LLP

Moderator: **TBD**

Speaker: **TBD**

Noon **Meeting Adjourns**

General Information

Hotel

The Pfister Hotel Milwaukee

424 E. Wisconsin Avenue
Milwaukee, WI 53202
Hotel Phone: +1-414-273-8222
Reservations: +1-800-472-4403
Fax: +1-414-273-5025
<http://www.thepfisterhotel.com/>

Location

The Pfister Hotel is an icon in the city of Milwaukee and we invite you to come experience the style and character. Take a step up to the 23rd floor to the Blu martini and wine bar and get a beautiful view of Lake Michigan. You are steps away from the Milwaukee Art Museum, the theater, shopping and various restaurants.

Hotel Accommodations

AUTM has negotiated a discounted rate of \$189.00 for single or double occupancy, plus applicable taxes. These rates will be available to attendees, based on availability, from Wednesday, July 13, through Saturday, July 23, 2016. **Reserve a room online** or call the hotel at +1-800-472-4403 and identify yourself as an AUTM meeting attendee to obtain the special rate. Make reservations by June 21, 2016. Discounted room rates may not apply after this date. A credit card guarantee is required to hold your reservation. The hotel will charge the equivalent of one night's room and tax if cancellation notice is not provided to the hotel by noon at least 48 hours before scheduled arrival. Hotel check-in is 3 p.m. and check-out is noon.

Airport Transportation Information

The Pfister Hotel is located about 10 miles, and about 15 minutes from the General Mitchell International Airport (MKE). It is approximately a \$30 taxi fare. Shuttle service is available at the airport from **Go Riteway Shuttle** Service. One way rate (shared ride). You can **book online** to speak with a customer service representative. You are encouraged to book your reservation three days in advance; however, they do allow walk ups at their booth and will get you out as soon as possible.

Car Rental

Avis Rent A Car System Inc. is the official car-rental service for AUTM meetings. Avis agents can provide the best available rates during your stay. For reservations, call +1-800-331-1600 and reference the AUTM Avis Worldwide discount number J867535 to receive special pricing. If you prefer, **make your reservation online**.

Parking

Valet parking is \$31 per day plus tax with in and out privileges and self-parking is available for \$27 per day with in and out privileges. Rates are subject to change.

Attire and Weather

Attire for AUTM meetings is business casual. Average daytime high temperature in Milwaukee in July is 81°F (27°C); the average low temperature is 62°F (17°C). Because meeting room temperatures sometimes fluctuate, AUTM recommends bringing a light sweater or jacket.

International Visas

Travelers coming from qualified countries to the United States for tourism or business for 90 days or less may be eligible to visit the United States without a visa. For additional information visit www.travel.state.gov

Sponsorship Opportunities

Your sponsorship of AUTM Central Region Meeting underscores your involvement in the technology transfer field and helps AUTM keep registration fees low - allowing technology transfer professionals from all backgrounds and skill levels to attend. A wide range of sponsorship opportunities are available. For details, contact Madhuri Carson by phone at +1-847-686-2362, or via email at mcarson@autm.net.

Registration Information

Full meeting registration includes admission to all meeting workshops and group meal functions.

Student Registration

Student registration includes admission to all educational sessions, group meal functions and social events. Proof of full-time student status, such as a signed and dated letter from a professor, is required to register at the student rate of \$185.

Accompanying Persons

Each person who registers for the full meeting (three-day registration) may register a guest at the rate of \$150. This guest registration is limited to individuals who are not practicing professionals in the technology transfer or intellectual property field. Accompanying person registration includes admission to group meals and receptions only. To register your guest, complete the "Name of Accompanying Person" line on the registration form and add the \$150 fee to your total payment.

Processing Registrations

AUTM will process course registrations only when they are accompanied by a check or include credit card information. Please note: Registration forms, with fees paid, must be postmarked (if mailed) or received by fax by June 30, 2016, to qualify for the discounted early rate. Registrations received after June 30 must be paid at the higher rate. To be considered preregistered, your registration, changes or substitutions must be received by June 30, 2016.

Exclusion from Registration Lists

When you register you have the option to opt out of registration lists shared with fellow attendees and meeting sponsors. Pre- and post-registration lists include your name, company, mailing address, email and phone number. The pre-registration list is posted to the meeting website for all registered attendees to access. The pre- and post-registration lists are shared with meeting sponsors and only include mailing address information. When you select "do not post my name on the registration list" your name and contact information will be excluded from the pre-registration list posted on the website and removed from lists shared with sponsors.

AUTM Membership

AUTM membership entitles you to deep discounts on meeting registrations throughout the year. To learn more about the benefits of membership, or to become an AUTM member, visit the membership section of the AUTM website.

Questions

If you have questions about registration, contact Lauren Rich at AUTM headquarters via email at lrich@autm.net or by phone at +1-847-686-2351 or fax at +1-847-686-2253.

Go online to register



Save the Date

Annual Meetings

2017

March 12 – 15
Diplomat Resort & Spa
Hollywood, FL USA

2018

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

2019

February 10 – 13
JW Marriott Austin
Austin, TX USA

2020

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

2021

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

2016 Region Meetings

Eastern Region Meeting

September 29 – 30
The Westin Philadelphia
Philadelphia, PA USA

Western Region Meeting

November 1 – 4
Waikiki Beach Marriott Resort & Spa
Honolulu, HI USA

2016 Partnering Forums

Crop Productivity and Food Processing Technologies

September 28 – 29
Radisson Hotel Saskatoon
Saskatoon, Saskatchewan, Canada

Smart Power & Energy Storage Solutions

October 26 – 27
Tinkham Veale University Center
Cleveland, OH USA



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