AUTM 2016 Eastern Region Meeting

The AUTM 2016 Eastern Region Meeting will take place in Philadelphia, Pennsylvania. We will meet 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 such as the evolution of technology transfer offices, translational gap funds, intellectual property, tips on managing licensee relationships and much, much more!

Partnering at the 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!

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.

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University of Alabama Tuscaloosa

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The AUTM Eastern Region Meeting Is a Paperless Meeting

The AUTM 2016 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, 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.

Continuing Legal Education (CLE)

Approval for state credits is pending.

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

Thursday, September 29

8 – 9 a.m.  Continental Breakfast

8 a.m. – 5 p.m.  Registration and Exhibits

9 – 10 a.m.  Workshops

A1  Should Technology Transfer Offices Be Drivers of Economic Development?
Moderator:  Chase Kasper, University of Southern Mississippi
Speakers:  Julie Nagle, Kansas University
          Rodney Ridley, Wilkes University
          Heidjer Staecker, TreMonti Consulting LLC

The evolution of the technology transfer office in the past few years has been remarkable. Commercialization of useful discoveries has increased dramatically. It has been argued that the role of the technology transfer office is job creator, revenue generator, corporate recruiter or some combination of all of those. Many also believe university startups and licenses to area companies should be drivers of economic development at local, state and regional levels. If universities are mandated to drive economic development, what impact does this have on the office’s operations and performance metrics? Are these expectations reasonable? Can a technology transfer office be mandated to measure its contribution toward job creation? Or does this obstruct the true mission of the technology transfer office? Join us for what promises to be a lively discussion on the subject.

A2  Guerilla Marketing: How to Get Your Technologies Message Out When You Lack the Channels
Moderator:  Chadwick Riggs, St. Jude Children’s Research Hospital
Speakers:  Jennifer T. Caldwell, Oak Ridge National Laboratory
          Andy Howard, Georgia Technology Research Corporation
          Quentin Thomas, Emory University

This session will discuss various options and innovative techniques for using media, social media, personal accounts, networking and other means to get the message out when you may have limited access to some platforms.

10 – 10:15 a.m.  Networking Break
Meeting Agenda

Thursday, September 29  (continued)

10:15 – 11:15 am.  Workshops

B1  Case Study: Approach to Licensing Chemistry-Based Technologies – CLE Eligible
Moderator:  Joseph Slavin, Richman Chemical Inc.
Speakers:  Paul Roman Jr., Richman Chemical Inc.
          Todd Robinson, Ventures, LLC
This session is based on a case study to approaching licensing chemistry-based technologies. How proper technology assessment, process optimization and confirmation of commercial viability can greatly increase prospective licensing and royalty values of your intellectual property.

B2  Found in Translation: Making the Most of Gap Funding
Moderator:  Rebecca Stoughton, Fuentek LLC
Speakers:  Richard Chylla, Michigan State University
          Corine Farewell, University of Vermont
          Marc Sedam, University of New Hampshire
          Todd Sherer, Emory University
More and more universities are establishing translational gap funds to improve the odds for successful commercialization. The presenters will examine several established translational funding programs, and compare the advantages and risks of investments that promise to move embryonic technology farther along the innovation pipeline.

Are you looking to establish gap funds at your institution? Presenters from recently launched programs will share their experiences and provide useful tips. The panelists will describe the critical elements needed to establish a successful program, including proposal templates, composition of the judging panel, criteria for project selection, and requirements and accountability for the funded researchers. Attend this session to discover the most appropriate features for your unique situation.

11:15 – 1 p.m.  Networking Lunch
Sponsored by Elanco

1 – 2:15 p.m.  Plenary Session I: Maker Spaces
Speaker:  TBD
Meeting Agenda

Thursday, September 29 (continued)

2:15 – 2:30 p.m.  Networking Break

2:30 – 3:30 p.m.  Workshops

C1  After the Deal is Done
Moderator:  Katherine A. D. Krueger, Viksnins Harris & Padys PLLP
Speakers:  Paula A. DeGrandis, University of Iowa Research Foundation
          Sue S. Patow, Virginia Commonwealth University
          Ann S. Viksnins, Viksnins Harris & Padys PLLP

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, next year?

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.

C2  What Makes a Successful Executive in Residence Program?
Moderator:  Greg Coticchia, University of Pittsburgh Innovation Institute
Speakers:  Robert Creeden, University of Virginia
          Wade Fulghum, Venture Development, Office of Technology Transfer
          Katherine Gordon, Brown University
          Michael D. Poisel, University of Pennsylvania

Executives in Residence (EIR) were originally created by venture capital firms. The EIR position is
usually temporary and not formal. This is when an institution brings in an entrepreneur who is usually
in the process of starting or expanding their new company. The idea of EIRs in technology transfer
has come of age. Many programs are using part-time or full-time EIRs to help them with the workload,
evaluate new technologies and spin out companies. This session will discuss the nuts and bolts of a
good EIR program and how they it can work within any institution.

3:30 – 3:45 p.m.  Networking Break
Meeting Agenda

Thursday, September 29 (continued)

3:45 – 4:45 p.m.  **Workshops**

**D1**
**Negotiation Game – CLE Eligible**

Speakers:  
Felicia A. Metz, *University of Maryland*  
John Zurawski, *McCarter & English, LLP*

This interactive session will present a mock license negotiation exercise between a university and a company. We will seek volunteer participants to represent each side, and provide each participant with background information based on real world scenarios, motivating factors and term-sheet deal goals. The volunteers will then prepare for the negotiation privately. Meanwhile the session speakers will discuss strategies, negotiation ethics and ideal outcomes with the audience. The volunteers will then rejoin the group and conduct the negotiation before the audience. We’ll conclude the session with a discussion of negotiation techniques and tips for success.

**D2**
**Which U.S. Patent Applications Are Getting Granted?**  
**The Latest on Post-Alice §101 Rejections – CLE Eligible**

Speakers:  
Viviane Martin, *University of Pennsylvania*  
Philip Mazoki, *Hamilton, Brook, Smith & Reynolds, P.C.*  
Mary Lou Wakimura, *Hamilton, Brook, Smith & Reynolds, P.C.*

Since 2014, when the U.S. Supreme Court handed down their decision on Alice v. CLS Bank, the U.S. Patent Office has issued more subject matter rejections under §101 of the patent statutes. This session will explore which patent applications and claims are being rejected and the strategies that have been used to successfully overcome or prevent this type of rejection.

5 – 6:30 p.m.  **Welcome Reception**
Meeting Agenda

Friday, September 30

8 – 9 a.m.  Continental Breakfast

8 a.m. – 3 p.m.  Registration and Exhibits

9 – 10 a.m.  Workshops

E1  Fifty Shades of Grey: Popular Models for Industry-Sponsored Research Agreements – CLE Eligible

Moderator:  Michael F. Allen, Case Western Reserve University

Speakers:  Michael Haag, Case Western Reserve University
          Elizabeth Hope Adams, University of Virginia Patent Foundation
          Gary Kaplan, Kaplan Cook PLLC

This session will focus on constraints affecting the disposition of intellectual property (IP) created by universities in the course of sponsored research. With decreased success rates for funding from the U.S. Government Agencies, like the National Institutes of Health (NIH) and National Science Foundation (NSF), many institutions are turning to industry sponsored research for picking up the slack. Faculty may panic with the fear that a potential sponsor will walk away or find another university to perform the tasks. The Dean’s office and corporate relations officers may start to apply the pressure. So, why not use one of those new approaches to contracting an IP management that we’ve heard so much about? This means be prepared to bite the bullet and push your contracts far beyond your typical norms. In this session, we will look at this problem through alternative approaches to be sure that we identify what is legal, what is not and where the fifty shades of gray may lie. Join us to hear experienced combatants with a wide range of expertise provide much needed ammunition to fend off the panic attacks and provide possible solutions that are easier to swallow than those with which you may be familiar. Topics will include discussion of the limits of private benefit and private inurement, fiduciary duties and tax law obligations governing the stewardship, disposition of charitable assets, regulations governing the use of facilities financed with tax-exempt bonds, the Bayh-Dole Act, confidentiality relative to research exemption under export control, data uses and management, and conflict of interest concerns.
Meeting Agenda

Friday, September 30 (continued)

E2  
**Best Practices to Establish and Maintain a Proactive Royalty Compliance Program**

Moderator: **Lewis Stark**, *Eisner Amper LLP*

Speakers: **David Ball**, *Bracewell LLP*  
**Patrick Cheng**, *Mount Sinai Innovation Partners*  
**Kathryn A. Donohue**, *Penn Center for Innovation*

Discover why the compliance royalty function is an important process to protect intellectual property, safeguard essential information on your licensee’s activities, and maximize royalties. Join industry professionals as they share their experiences managing proactive royalty compliance programs. Learn best practices on establishing and maintaining a proactive program, the information that must be maintained, internal resources required for program management, and criteria for choosing an auditor or using internal resources. This session will present key considerations when prioritizing your licensees for audit, tips on managing those licensee relationships, and the vital contractual language needed to maximize royalties.

10 – 10:30 a.m.  
**Networking Break**

10:30 – 10:45 a.m.  
**AUTM Presidential Address**

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

Mary Albertson, AUTM’s President-elect will welcome you to Philadelphia, 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 plans for professional development courses and events.
Meeting Agenda

Friday, September 30 (continued)

10:45 – 11 a.m.  University Industry Innovation Network
Speaker: Thorsten Kliew, University Industry Innovation Network

11 a.m. – Noon  Industry Forum
Join us to hear industry participants discuss what they are seeking from university partners.

Noon – 1 p.m.  Networking Lunch

1 – 2:15 p.m.  Plenary Session II: The Philly Story: Economic Community Building
Sponsored by MedImmune
Speakers: Christopher Molineaux, University of Pennsylvania
          John Swartley, University of Pennsylvania
          Stephen Tang, University City Science Center

THE PHILADELPHIA STORY starring Stephen Tang, Christopher Molineaux and John Swartley in the leading roles. Set in the city of Brotherly Love and Sisterly Affection, this modern day documentary weaves a story of intrigue, suspense and challenges in the race to align all the elements required to support a vibrant life science community struggling to thrive in a hostile environment. You will be transported on a journey through the jungle of government red tape and adverse policies that stifle investment in innovation. Join the desperate search for risk capital among the increasingly risk averse angel and venture community. Explore the scientific jungle in a race against time to validate innovative technologies suitable for partnering and Commercialization. Finally, learn the secrets to success from experts who have led their community on the journey of economic development in the 21st Century.

2:15 – 2:45 p.m.  Networking Break
Meeting Agenda

Friday, September 30 (continued)

2:45 – 3:45 p.m.  Workshops

F1:  Research Tools Licensing: A fast-paced Program Facilitating Faculty
Moderator:  Gennaro J. Gama, University of Georgia
Speakers:  James Hoberg, Millipore Sigma
          Abhijit Afzalpurkar, Thermo Fisher Scientific

While the main focus of technology transfer offices typically resides with licensing of patented technologies, they also tend to originate from a small set of research groups, often not representative of the size, range and plurality of an institution's research faculty. The licensing of research tools, on the other hand, is seen as deserving of only minimal efforts by a technology transfer offices, due to perceived limited income potential. However, such activities have the potential to stimulate the engagement of those researchers not dedicated to applied “patentable” research into technology transfer activities. Research tools licensing may provide recognition, additional income, and new partnerships to researchers and their institutions. From the point of view of a technology transfer office, in addition to being an effective faculty outreach and engagement program, these activities also lead to additional licenses and launched products. This panel will discuss the implementation of such programs, their characteristics, priorities and success stories.

F2:  Startup Deal Structures: The Next Wave? – CLE Eligible
Moderator:  Christopher F. Wright, McCausland Keen & Buckman
Speakers:  Kirsten Leute, Osage University Partners
          Robert B. McGrath, Drexel University

With the growing emphasis on economic development at most universities, the number of startup licenses by technology transfer offices has also been increasing. Equity license transactions have been around for more than two decades, but in the past few years new equity deal structures and features have challenged traditional models and methods. Some of these newer concepts include safe equity, beneficial equity, participation payments, non-equity success fees and equity as a research kicker. Join this interactive session to hear the veteran panel explore the pros and cons of these new deal structures, and share your own encounters with the new bells and whistles of equity license transactions.

3:45 p.m.  Meeting Adjourn
General Information

Hotel
Westin Philadelphia
99 South 17th Street at Liberty Place
Philadelphia, PA 19103 USA
Reservations: +1-888-627-8153
Guest phone: +1-215-563-1600
Fax: +1-215-567-2822

Location
The Westin Philadelphia is located in the heart of a city rich with history. It is steps from upscale shopping, award-winning restaurants and conveniently connected to the offices at Liberty Place. The Westin provides guests with a premiere location. You can reenergize in the WestinWORKOUT® Fitness Studio or enjoy a handcrafted cocktail in The Lobby Bar.

Hotel Accommodations
AUTM has negotiated a discounted rate of $239 for single or double occupancy, plus applicable taxes. These rates will be available to attendees, based on availability, from Sunday, September 25, through Sunday, October 2, 2016. To reserve a room, call the hotel at +1-888-627-8153 and identify yourself as an AUTM meeting attendee to obtain the special rate. If you prefer, make your reservations online. Make reservations by Sunday, August 7, 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 4:00 p.m., and check-out is noon.

Airport Transportation Information
Philadelphia International Airport (PHL)
Westin Philadelphia is located about 4.5 miles from the airport and approximately a $30 taxi fare. You can also use the Go Airport Shuttle to get to and from the airport.

Car Rental
Avis Rent A Car System Inc. is the official car-rental service for the AUTM Eastern Region Meeting. 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 at www.avis.com.

Parking
Self and Valet parking is available onsite for $40 – $52 per day.

Attire and Weather
Attire for the AUTM Eastern Region Meeting is business casual. Philadelphia’s average daytime high temperature in September is 75°F (24°C); the average low temperature is 58°F (14°C).

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 http://www.travel.state.gov

Sponsorship Opportunities
Your sponsorship of the AUTM 2016 Eastern 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

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 (two 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 the Accompanying Person” line on the registration form and add the $150 fee to your total payment. AUTM may refuse any accompanying person registration for any reason.

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 September 14, 2016, to qualify for the discounted early rate. Registrations received after September 14, 2016 must be paid at the higher rate. To be considered preregistered, your registration, changes or substitutions must be received by September 14, 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 http://www.autm.net/get-involved/join-autm-(1)/.

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

Smart Power & Energy Storage Solutions
October 26 – 27
Case Western Reserve University
Cleveland, OH USA

2016 Courses
AUTM 2016 Compliance Course
AUTM 2016 Essentials of Academic Technology Transfer
AUTM 2016 Successful Practices in Small Technology Transfer Offices Course
AUTM 2016 Technology Operations and Organization Licensing Skills Course
October 3 – 5
The Hyatt Regency Baltimore
Inner Harbor
Baltimore, MD USA

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Advancing Discoveries for a Better World®