AUTM ANNUAL MEETING 2019

WHERE AUTM MEETS AUSTIN

FEB 10-13

#AUTM2019
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CHAIR’S WELCOME
We’re Evolving with You

AUTM has undergone a major metamorphosis in the past year. From unveiling a modern, more intuitive website to embracing a more inclusive name that represents us all — simply “AUTM” — the Association is working to support the broader, evolving role of technology transfer and every one of its members.

Whether you work here in North America or overseas, whether you do licensing, support business development or manage start-up formation, the Association is focused sharply on your diverse professional needs. We’re listening and we’re acting on your behalf, from Washington, DC, where we’re influencing policymakers, to the Board room where we’re developing new ways to better connect academia and industry to promote collaboration and deal-making.

It’s been a brilliant year, full of long-term strategic planning focused in large part on the breadth of our engagement reflecting the jobs we do today and the international context in which we operate. In Spain in early September, we hosted a first-ever international knowledge-technology transfer summit to gather feedback on the important issues facing the profession. This week we’ll host several panels centered on those same themes. We hope you’ll attend and share your perspectives.

What’s next? The Board is committed to ensuring that the Association remains vibrant, delivering the kinds of programs that are meaningful to all our members, with an eye on sustainability. In the coming year, in addition to our core events, we’ll see AUTM Asia hosted in Israel and we’ll be exploring an enriched engagement with industry members.

So welcome to Austin, where creativity is part of the city’s DNA and anything seems possible. It’s the perfect place to kick off a new year for the Association and get you excited about what lies ahead.

We’ve created lots of opportunities to interact with colleagues old and new. I hope you make the most of them.

Alison Campbell, OBE, PhD, RTTP
Chair
AUTM

www.autm.net/2019
DISCOVER WHERE AUTM MEETS AUSTIN

Austin is still weird. It’s just more wired now, too.

On any given night, music from more than 250 live music venues echoes throughout Austin’s streets. Can you hear it? Don’t worry, you will.

The quirky state capital is home to urban hiking trails, legendary barbecue, food truck parks (how weird is that?), one of the country’s largest universities and a bursting start-up community. In fact, Austin has consistently ranked among the most entrepreneurial of any metro area, producing a monthly average of 600 entrepreneurs for every 100,000 working adults.

As one business insider described it, “It’s got the music, the university scene, the hippies and the rule-breakers...It’s an incredibly innovative city.” And the perfect place to host this year’s Annual Meeting.

So, get in the spirit and follow Armie Dillo, our unofficial mascot, on a tour of the city. Or, in true Austin fashion, carve your own path. Rent a scooter. Hail a pedicab or hoof it. But whatever you do...get weird.

For more great things to do and see in Austin, visit autm.net/GetWeird.
So this is why Austin claims it’s the world’s Live Music Capital.

Hook ‘em Horns! Visited UT Austin. But where’s Bevo?

Took a dip to cool aching paws at Barton (hot) Springs.

Back to hangin’ with fellow tech transfer cronies at the JW Marriott.

Stretched (four) legs along Lady Bird Lake.

Rocked out at South Austin’s granddaddy of live music.

Scared-up a cocktail at the “haunted” Driskill Hotel. Delish!

Standing in line at Franklin’s for award-winning BBQ.

Armadillos are way cooler than birds. Grudgingly agreed that Duck Tour was fun.

Standing in line at Franklin’s for award-winning BBQ.

Scared-up a cocktail at the “haunted” Driskill Hotel. Delish!

So this is why Austin claims it’s the world’s Live Music Capital.
Plan Ahead

AUTM 2020 Annual Meeting
March 8 – 11
Manchester Grand Hyatt San Diego
San Diego, California

AUTM 2021 Annual Meeting
March 14 – 17
Washington State Convention Center
Seattle, Washington
THANKS TO OUR
2019 ANNUAL MEETING SPONSORS

www.autm.net/2019
LEADERSHIP SERIES

These sessions are moderated by AUTM leadership and focused on topics for senior technology professionals.

Monday, Feb. 11, 10:45 a.m. – 12:15 p.m.

1H  Our Evolving Profession: Who Are We?
Location: Lone Star H, Level 3
Track: Advocacy and Internal Communications
Target Audience: All Audiences
Moderator: Richard Chylla, Michigan State University
Speakers: Martin Raditsch, Innovectis
          James Zanewicz, Tulane University

Monday, Feb. 11, 1:45 – 3:15 p.m.

2F  Market-Driven Technology Transfer: Critical Implications for Academic Tech Transfer
Location: Lone Star F, Level 3
Track: Licensing Successful Practices
Target Audience: Advanced
Moderator: Mark Crowell, Academy Innovation Advisors
Speakers: Nikki Borman, Borman & Co. LLC
          Mark Chussil, Advanced Competitive Strategies, Inc.
          Lita Nelsen, Retired Director of MIT Technology Licensing Office; Consultant
          Joseph O’Shea, Commercial Innovation LLC
Monday, Feb. 11, 4 – 5:30 p.m.

3E How Do You Actually Measure the ROI for Research and Then Communicate the Results?

Location: Lone Star E, Level 3
Track: Other
Target Audience: Advanced
Moderators: John A. Fraser, Burnside Development & Associates LLC
Robert Hardy, Council on Governmental Relations
Speakers: Walter Copan, National Institute of Standards and Technology
Kevin Cullen, King Abdullah University of Science and Technology

Tuesday, Feb. 12, 11:15 a.m. – 12:45 p.m.

4H Counting Success: Why Metrics Don’t Work Anymore

Location: Lone Star H, Level 3
Track: Other
Target Audience: Advanced
Moderator: Alison Campbell, Knowledge Transfer Ireland
Speakers: Kevin Cullen, King Abdullah University of Science and Technology
Sean Fielding, University of Exeter
Marc Sedam, University of New Hampshire
Roundtable Discussions

Be sure to attend your favorite roundtable discussions on topics of special interest.

Monday, Feb. 11, 10:45 a.m. – 12:15 p.m.

1I Administrative Professionals
Location: Room 301, Level 3
Track: Administrative/Operations
Target Audience: All Audiences
Facilitator: Monya Dunlap, University of Florida

1J New to Tech Transfer?
Location: Room 302, Level 3
Track: Other
Target Audience: All Audiences
Facilitator: Kevin Dietz, Baker, Donelson, Bearman, Caldwell & Berkowitz PC

1K The Value of Global Technology Transfer — Opportunities to Leverage International Investments
Location: Room 303/304, Level 3
Track: Global Issues
Target Audience: All Audiences
Facilitator: Debi Davis, The MITRE Corp.

Monday, Feb. 11, 1:45 – 3:15 p.m.

2I Accounting in Technology Transfer Offices
Location: Room 301, Level 3
Track: Administrative/Operations
Target Audience: All Audiences
Facilitators: Katherine Durkin, H. Lee Moffitt Cancer Center & Research Institute
Eric See, Cedars-Sinai Medical Center
2J  Gene Editing and Gene Therapies: Helping Patients and Getting Paid
Location: Room 302, Level 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Facilitator: Janine Ladislaw, Foley Hoag LLP

Monday, Feb. 11, 4 – 5:30 p.m.
3I  Plant Licensing and IP Protection
Location: Room 301, Level 3
Track: Other
Target Audience: Intermediate
Facilitator: Brent Marable, University of Georgia

3J  Physical Sciences and Engineering
Location: Room 302, Level 3
Track: Other
Target Audience: All Audiences
Facilitators: Jim Deane, University of Oregon
Jon Gortat, University of Illinois at Chicago

3K  Trade Secret and Know-How Licensing
Location: Room 303/304, Level 3
Track: Licensing Successful Practices
Target Audience: Intermediate
Facilitator: Robert Brown, Louisiana State University
Tuesday, Feb. 12, 11:15 a.m. – 12:45 p.m.

4I Elevate Your Administrative Professionals: Use Professional Development to Increase Office Function and Efficiency
Location: Room 301, Level 3
Track: Administrative/Operations
Target Audience: Fundamental
Facilitator: Sabrina Darnell, University of Kentucky

4J Nine Points to Fostering Diversity in Innovation
Location: Room 302, Level 3
Track: Global Issues
Target Audience: All Audiences
Facilitator: Jennifer Gottwald, Wisconsin Alumni Research Foundation

4K Real-Time Discussion of Partnership Challenges
Location: Room 303/304, Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Facilitator: Sharon Semones, Eli Lilly and Co.

Wednesday, Feb. 13, 12:45 – 1:45 p.m.

7I From Paperwork to Paperless: Widening the MTA Web System
Location: Room 301, Level 3
Track: Other
Target Audience: Fundamental
Facilitator: Katsuya Fukami, Kyushu University

www.autm.net/2019
7J  Software
Location: Room 302, Level 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Facilitator: Drew Bennett, University of Michigan

7K  Cultivating CEOs in Underserved Regions
Location: Rooms 303/304, Level 3
Track: Nuts and Bolts of Technology Transfer
Target Audience: Advanced
Facilitator: Robert Brown, Louisiana State University

Wednesday, Feb. 13, 2 – 3 p.m.
8I  Getting to Valuation Inflection Points for Free
Courtesy of NIH
Location: Room 301, Level 3
Track: Start-ups and Gap Funding
Target Audience: Advanced
Facilitator: Ethel Rubin, National Institutes of Health

8J  Developing Effective Mentoring Relationships
Location: Room 302, Level 3
Track: Other
Target Audience: All Audiences
Facilitator: Michael B. Dilling, Baylor College of Medicine

8K  Changes in China and Your IP and
Tech Transfer Strategy
Location: Rooms 303/304, Level 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Facilitator: Albert Wai-Kit Chan,
United States-China Intellectual Property Institute Inc.
Wednesday, Feb. 13, 3:30 – 4:30 p.m.

9I University Start-up Strategies
Location: Room 301, Level 3
Track: Start-ups and Gap Funding
Target Audience: All Audiences
Facilitator: Tony Stanco, National Council of Entrepreneurial Tech Transfer

9J Licensing Technologies to IT Start-ups
Location: Room 302, Level 3
Track: Licensing Successful Practices
Target Audience: Advanced
Facilitator: Florian Kirschenhofer, Max Planck Innovation GmbH

9K Telling (and Selling) Your Stories: Achieving Success in Public Relations
Location: Rooms 303/304, Level 3
Track: Marketing Successful Practices
Target Audience: All Audiences
Facilitator: Paul K. Tumarkin, University of Arizona
TIPS FOR FIRST-TIMERS

If you are attending the AUTM Annual Meeting for the first time, here are some helpful tips from seasoned attendees:

• Wear a new member or first-time attendee ribbon on your badge. Mentors and AUTM leadership do their best to welcome and talk with everyone they see who is wearing this ribbon.

• Participate in the First-time Attendee Briefing and Reception on Sunday, Feb. 10, in Lone Star E from 4 to 5 p.m.

• Attend the “New to Tech Transfer?” roundtable on Monday, Feb. 11, in Room 302, from 10:45 a.m. to 12:15 p.m. or any of the many other roundtable discussions for an informal discussion on topics of interest.

• Meet new people in a casual atmosphere by attending the receptions.

• Use AUTM Connect to meet with people from other organizations or form a dinner group for informal networking. Visit the AUTM Connect Help Desk located in the JW Grand Ballroom Foyer, or view the tutorial on the app.

• Visit AUTM booth #319/419 to learn how to get involved and meet Board members.

• Attend a variety of sessions to get a feel for the diverse programming content offered at the AUTM Annual Meeting. The program guide indicates a suggested level for each session (fundamental, intermediate, advanced, all audiences) and is organized into 11 tracks found on page 25.

• Here are two sessions you should plan to attend:
  o 7A: Career Development Forum: Get the 411 on a Gig in TT
  o 8J: Roundtable: Developing Effective Mentoring Relationships
GENERAL INFORMATION

Throughout the meeting, use our powerful online partnering and networking tool: AUTM Connect. Download the app to create detailed organizational and personal profiles, effortlessly find other attendees, send and receive messages, easily search for licensing and collaboration opportunities, and conveniently schedule one-on-one meetings. Still have questions? Visit the AUTM Connect Help Desk in the JW Grand Ballroom Foyer.

Sponsored by

AUTM Connect Partnering Place

Sponsored by

Use AUTM Connect to request a meeting space in the AUTM Connect Partnering Place located in the JW Grand Ballroom 1 – 4, Level 4. The AUTM Connect Partnering Place is perfect for holding relaxed meetings or negotiations. Appointments can be made through AUTM Connect during the meeting.

AUTM Connect Partnering Place Hours:

Sunday, Feb. 10 1 – 7 p.m.
Monday, Feb. 11 7 a.m. – 6 p.m.
Tuesday, Feb. 12 7 a.m. – 6 p.m.
Wednesday, Feb. 13 7 a.m. – 4:30 p.m.
The Meeting Place Conference Rooms

Sponsored by

For your convenience, rooms are available for AUTM committee meetings on a first-come, first-served basis. Sign-up sheets will be posted outside the meeting rooms on Level 2.

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 or stop by the AUTM booth #319/419.

RTTP Certification

Complete 60 hours of relevant continuing education to be eligible for the RTTP certification.

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<td>Marketing Course</td>
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<tr>
<td>Start-up Business Development Course</td>
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<td>Technology Valuation Course</td>
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Continuing Legal Education (CLE)
The AUTM 2019 Annual Meeting will offer continuing legal education (CLE) credit for attorneys. AUTM has applied for 16 hours of CLE accreditation (1.5 of which is ethics) in states that require continuing legal education credits. Attendees will be able to earn up to 9 hours of credit.* Visit the CLE table near the registration desk for more information.

* In some states, credits may vary, approval 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 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 licensingcertification.org for more information about recertification requirements.

Annual Meeting Library
Annual Meeting attendees have free access to AUTM’s Annual Meeting Library. Experience Annual Meeting recorded workshops wherever and whenever you want — captured as true multimedia re-creations with synchronized slides, handouts and more — viewable online or as downloads in MP3 format for easy listening.**

** Includes AUTM Annual Meeting workshops only. Recordings do not include plenary sessions, roundtable discussions, networking events, Keynote Speaker, Fireside Chat, or the AUTM Marketing, Negotiation, I-Corps, Start-up or Technology Valuation Courses.

Badge Ribbons
Show off your AUTM involvement to other attendees by adorning your meeting badge with colorful ribbons that tell others more about you. Visit the ribbon wall in the registration area and help yourself.
Meeting Evaluations
The AUTM Annual Meeting Program Committee needs your input. This year you can rate speakers and individual sessions from the convenient AUTM Connect app. The overall evaluation of the meeting will be emailed to attendees as in past years. The Program Committee greatly appreciates your comments.

Exhibit Hall
Exhibits will be located in the Griffin Hall, Level 2.

- Sunday, Feb. 10: 6 – 8 p.m.
- Monday, Feb. 11: 7 a.m. – 6:30 p.m.
- Tuesday, Feb. 12: 8 – 11:30 a.m.

A complete listing of exhibitors begins on page 128.

Job Postings
Job seekers and employers: Check out AUTM’s online job board at careercenter.autm.net.

Interested in finding the next great job? Or recruiting new staff? The AUTM Career Center is where applicants go to find the right tech transfer jobs, and where employers go to find the highest quality tech talent. Job seekers can find their specialty, get resumes reviewed by experts, and set up customized job alerts so they know when their dream job is posted. AUTM members can post resumes for free, search the site anytime or check AUTM’s Twitter feed daily for the latest job posts.

Solicitation
Solicitations by unauthorized persons are strictly prohibited. Sales and promotional activities are restricted to exhibitors and must take place in their own exhibit booths.
MORE EDUCATIONAL OPPORTUNITIES
(additional fee required, seating limited)

Demystifying I-Corps for Technology Transfer Course

Sunday, Feb. 10
8 a.m. – 5 p.m.
Lone Star A, Level 3

The I-Corps program has helped hundreds of university teams identify viable opportunities for commercialization. The outcomes are enabling stronger relationships with faculty and reducing the friction experienced in getting technologies out the door. Some technology transfer offices have adopted new licensing models to accelerate the process. I-Corps methodologies in customer discovery and unearthing the technology’s value proposition are also aiding in the intake and evaluation process. This course offers an overview of the I-Corps program, tips for building and supporting I-Corps teams, and strategies for using the I-Corps methods for IP evaluation.

Highlights:
• I-Corps overview — How it works and who funds it
• I-Corps team building — The role of technology transfer offices (TTOs) in building a diverse and inclusive pipeline
• Reflections from past I-Corps teams
• By the numbers — I-Corps data and impact metrics
• Mapping I-Corps to TTOs — From customer discovery to licensing best practices
• Beyond I-Corps — How to manage the go/no-go, investors and spinoffs
Marketing Course
Sunday, Feb. 10
8 a.m. – 5 p.m.
Lone Star B, Level 3

Before you can discuss a patent with an inventor or negotiate a license for a technology, you need to bring those audiences to the table to start the conversation about your products or services. And getting them in the door is what branding and marketing are all about.

This course offers a view into the importance and impact of results-driven marketing strategies that you can start applying right away.

In this one-day, intensive session, instructors cover a full range of topics, including:

- An overview of marketing and branding concepts
- Strategies for branding the technology transfer office
- Practices for marketing individual technologies
- Planning, executing and measuring marketing effectiveness

Through presentations, stories and hands-on group work, you will return to your office with the start of a branding and marketing plan tailored to fit your organization’s needs and goals.

Start-up Business Development Course
Sunday, Feb. 10
8 a.m. – 5 p.m.
Lone Star G, Level 3

Start-ups are a key mechanism through which university researchers can make a societal and economic impact on the world. However, nearly 75 percent of start-ups fail in the first five years. This course will guide technology managers and start-up team supporters on how to maximize a start-up’s odds for success. Topics include facilities, funding, mentors, programs and policies. This day of interactive speakers and panels is designed for both newcomers just starting out and veterans who want to scale their efforts for increased impact. Join us for content-rich topics and collaborative discussions to learn how you can effect change and support start-ups at your institution.
Technology Valuation Course
Sunday, Feb. 10
8 a.m. – 5 p.m.
Lone Star C, Level 3

Sponsored by Locke Lord

Our Technology Valuation Course offers the fundamentals as specifically applied to academic licensing. The first half of the course examines concepts such as valuation versus pricing and risk, and then covers a series of valuation methodologies, including cost, industry standards (comparables), rules of thumb, discounted cash flow and equity. The first segment concludes with a review of payment structures within a license.

The second half of the course consists of two real-world case studies. The class will be divided into groups to develop license term proposals for the two technologies that will be discussed by the class. If you have, or will have, responsibility for negotiating licenses, the Valuation Course is for you. You should have a basic familiarity with the structure and payment mechanisms used in a license and be proficient in web searching and Excel spreadsheets. As a prerequisite to the course, attendees will have access to the Technology Valuation four-part series webinar package, a $525 value.

Certified Licensing Professional (CLP) Exam Review Course
Sunday, Feb. 10
8 a.m. – 5 p.m.
Room 311, Level 3

The CLP Exam Review Course prepares you for the CLP exam. Taught by experienced CLP-certified professionals, the course emphasizes the eight CLP domains and the practice exam questions. The one-day review also includes access to the Virtual Knowledge Community, which provides more than 12 hours of content preparation, collaborative groups, interactive quizzes, discussion forums and expert faculty Q&A. Advance registration is required through the Licensing Executives Society (U.S.A. and Canada) Inc.
Managing Influences in Negotiations Course
Tuesday, Feb. 12
1:30 – 5 p.m.
Lone Star H, Level 3

Sponsored by Klarquist

Whether they work for a university or within industry, licensing and other corporate engagement professionals are subject to internal and external pressures that influence their ability to negotiate effectively. This new course will provide perspectives into the art and science of negotiations. It will examine these influences and address ways to minimize their effect or leverage them for success. It will provide an opportunity for attendees to explore their own negotiation style and identify personal strengths and weaknesses.

Organizational spheres of influence will be examined to understand the goals and expectations of various stakeholders (senior leadership, supervisors, colleagues, inventors and the local business community) with an eye toward balancing the sometimes conflicting stakeholder interests and influences in the course of a negotiation. Attendees will consider ways to effectively negotiate with their counterparts even when they possess different negotiation styles and organizational influences. The course concludes with techniques for dealing with difficult people and difficult situations.

Other Optional Event
(additional fee required, seating limited)

Medical Device Partnering Forum
Tuesday, Feb. 12
2 – 5:30 p.m.
Lone Star E, Level 3

This Partnering Forum is a unique opportunity to network with industry partners and take an in-depth look at the medical device technology sector. Among the highlights will be presentations from industry focusing on success stories. You’ll want to take advantage of this opportunity to network with key stakeholders for your next deal.
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**: Fosters the dissemination of technology transfer study results obtained by academic researchers.
- **Administrative/Operations**: Designed for professionals responsible for the administration of a technology transfer office and the internal policies and procedures used to maximize the efficiency of day-to-day technology transfer activities and office structures.
- **Advocacy and Internal Communications**: Focuses on effectively communicating to the world our goals, roles and successes in the technology transfer field.
- **Global Issues**: Provides insights for international technology transfer transactions and agreements, and compares viewpoints of practitioners outside the United States.
- **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 of Technology Transfer**: Covers core strategies and best practices for using the disparate skill sets common to the technology transfer professional.
- **Other**: Addresses specialized topics and knowledge bases not covered by standard technology transfer courses.
- **Start-ups 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 start-up environment.
TARGET AUDIENCES

- **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

### Sunday, Feb. 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>7 a.m. – 7 p.m.</td>
<td>Registration</td>
<td>JW Grand Ballroom Foyer, Level 4</td>
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<tr>
<td>8 a.m. – 5 p.m.</td>
<td>Demystifying I-Corps for Technology Transfer Course <strong>(additional fee, seating limited)</strong></td>
<td>Lone Star A, Level 3</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>Marketing Course <strong>(additional fee, seating limited)</strong></td>
<td>Lone Star B, Level 3</td>
</tr>
<tr>
<td>8 a.m. – 5 p.m.</td>
<td>Start-up Business Development Course <strong>(additional fee, seating limited)</strong></td>
<td>Lone Star G, Level 3</td>
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<tr>
<td>8 a.m. – 5 p.m.</td>
<td>Technology Valuation Course <strong>(additional fee, seating limited)</strong></td>
<td>Lone Star C, Level 3</td>
</tr>
<tr>
<td>Noon – 1 p.m.</td>
<td>Course Lunch: I-Corps, Marketing, Start-ups, and Technology Valuation</td>
<td>Lone Star D, Level 3</td>
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<tr>
<td>1 – 7 p.m.</td>
<td>AUTM Connect Partnering Place <strong>Sponsored by</strong></td>
<td>JW Grand Ballroom 1 – 4, Level 4</td>
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<tr>
<td>1 – 7 p.m.</td>
<td>AUTM Connect Help Desk</td>
<td>JW Grand Ballroom Foyer, Level 4</td>
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<tr>
<td>3 – 3:30 p.m.</td>
<td>Introductory Overview of AUTM Connect</td>
<td>AUTM Connect Help Desk, JW Grand Ballroom Foyer, Level 4</td>
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<tr>
<td>4 – 5 p.m.</td>
<td>First-time Attendee Briefing and Reception <strong>Sponsored in part by</strong></td>
<td>Lone Star E, Level 3</td>
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<td>Time</td>
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<tr>
<td>5:30 – 6:30 p.m.</td>
<td>Fireside Chat featuring Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director of the US Patent and Trademark Office</td>
<td>JW Grand Ballroom 5 – 8, Level 4</td>
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<tr>
<td>6 – 8 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Griffin Hall, Level 2</td>
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<tr>
<td>6:30 – 6:45 p.m.</td>
<td>How to Manage Searches and Scheduling</td>
<td>AUTM Connect Help Desk, JW Grand Ballroom Foyer, Level 4</td>
</tr>
<tr>
<td>6:30 – 7:30 p.m.</td>
<td>Booths, Bites and Bubbles — Exhibit Hall Meet &amp; Greet Reception Sponsored in part by</td>
<td>Griffin Hall, Level 2</td>
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MEETING SCHEDULE
Sunday, Feb. 10

4 – 5 p.m.  First-time Attendee Briefing and Reception
Sponsored in part by
Location: Lone Star E, Level 3
This session is tailored for meeting first-timers (or those who are relatively new) and is designed to maximize the AUTM Annual Meeting experience. We’ll review the conference program and underscore specific educational and networking opportunities, forums, receptions and other meeting highlights and special events. The partnering app, AUTM Connect, will also be reviewed to maximize your networking capabilities.

5:30 – 6:30 p.m.  Fireside Chat
Featuring Andrei Iancu,
Under Secretary of Commerce for Intellectual Property and Director of the US Patent and Trademark Office
Location: JW Grand Ballroom 5 – 8, Level 4
Andrei Iancu provides leadership and oversight to one of the largest intellectual property offices in the world, with more than 12,000 employees and an annual budget of over $3 billion. He is the principal adviser to the Secretary of Commerce on domestic and international intellectual property policy matters.

6:30 – 7:30 p.m.  Booths, Bites and Bubbles — Exhibit Hall Meet & Greet Reception
Sponsored in part by
Location: Griffin Hall, Level 2
Start off the meeting with this reception for a first look at the Exhibit Hall. Connect with old friends and meet new attendees, exchange business cards and enjoy the refreshments at this networking event.
## SCHEDULE AT A GLANCE

### Monday, Feb. 11

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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>7 a.m. – 7 p.m.</td>
<td>Registration</td>
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<tr>
<td>7 a.m. – 6:30 p.m.</td>
<td>Exhibits Open</td>
<td>Griffin Hall, Level 2</td>
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<tr>
<td>7 – 8 a.m.</td>
<td>Breakfast with Exhibitors</td>
<td>Griffin Hall, Level 2</td>
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<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Partnering Place</td>
<td>JW Grand Ballroom 1 – 4, Level 4</td>
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<tr>
<td>7 a.m. – 6 p.m.</td>
<td>AUTM Connect Help Desk</td>
<td>JW Grand Ballroom Foyer, Level 4</td>
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<tr>
<td>7:30 – 7:45 a.m.</td>
<td>AUTM Connect Helpful Hints</td>
<td>AUTM Connect Help Desk, Level 4</td>
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<td>8 – 10 a.m.</td>
<td>Opening Plenary and Keynote</td>
<td>JW Grand Ballroom 5-8, Level 4</td>
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<tr>
<td>10 – 10:45 a.m.</td>
<td>Refreshment Break with Exhibitors</td>
<td>Griffin Hall, Level 2</td>
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<tr>
<td>10:45 a.m. – 12:15 p.m.</td>
<td>Session 1 – Educational and Roundtable Sessions</td>
<td>JW Grand Ballroom 5-8, Level 4</td>
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</tbody>
</table>

### Session 1 – Educational and Roundtable Sessions

**1A**

**Standing Up for Tech Transfer: Making the Case for Innovation**

Location: Lone Star A, Level 3

**1B**

**Academic-Big Pharma Friendships: Can We Please Work Together?**

Location: Lone Star B, Level 3
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<thead>
<tr>
<th>Session</th>
<th>Title</th>
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<tbody>
<tr>
<td>1C</td>
<td>Artificial Intelligence: Impact on Technology Transfer</td>
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<td>1D</td>
<td>Resolving Custody Issues in Commercializing Agricultural, Food and Life Science Tech</td>
<td>Lone Star D, Level 3</td>
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<tr>
<td>1E</td>
<td>Fast Tracking Success at the USPTO (and Abroad) <em>(CLE eligible)</em></td>
<td>Lone Star E, Level 3</td>
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<tr>
<td>1F</td>
<td>Rebranding Your Office and Re-engaging Your Customers</td>
<td>Lone Star F, Level 3</td>
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<tr>
<td>1G</td>
<td>Talent Matching for Academic Start-ups</td>
<td>Lone Star G, Level 3</td>
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<tr>
<td>1H</td>
<td>LEADERSHIP SERIES</td>
<td>Lone Star H, Level 3</td>
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<tr>
<td>1I</td>
<td>ROUNDTABLE DISCUSSION Administrative Professionals</td>
<td>Room 301, Level 3</td>
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<tr>
<td>1J</td>
<td>ROUNDTABLE DISCUSSION New to Tech Transfer?</td>
<td>Room 302, Level 3</td>
</tr>
<tr>
<td>1K</td>
<td>ROUNDTABLE DISCUSSION The Value of Global Technology Transfer — Opportunities to Leverage International Investments</td>
<td>Room 303/304, Level 3</td>
</tr>
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<td></td>
<td>12:15 – 12:30 p.m. AUTM Connect Managing Searches</td>
<td>AUTM Connect Help Desk, Level 4</td>
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<td>12:15 – 1 p.m. Lunch <em>Sponsored in part by FISH</em></td>
<td>JW Grand Ballroom 5 – 8, Level 4</td>
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<td>12:15 – 1:45 p.m. Sponsors’ Lunch <em>(by invitation)</em></td>
<td>Brazos, Level 2</td>
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<td></td>
<td>1 – 1:45 p.m. Dessert Reception in Exhibit Hall</td>
<td>Griffin Hall, Level 2</td>
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#AUTM2019
Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. During this session you’ll quickly learn what type of technologies industry partners seek and the best way to contact them.

Here are just a few of the companies presenting in the first session:

BASF
Boehringer Ingelheim Pharmaceuticals, Inc.
Chiesi
Dow Chemical Co.
Eastman Chemical Co.
Elanco Animal Health
ICL Innovation
Inova Diagnostics
Magna International Inc.
Merck
Metabolic Technologies Inc.
MilliporeSigma
Pfizer
Sanofi
StemCell Technologies

1:45 – 3:15 p.m. Session 2 – Educational and Roundtable Sessions

2A Assessing and Improving Your Office’s Performance
Location: Lone Star A, Level 3

2B Selecting and Sustaining Collaborations: An Interactive Workshop
Location: Lone Star B, Level 3

2D Royalty Audit Provisions and Enforcement: Pitfalls Before and During Litigation (CLE eligible)
Location: Lone Star D, Level 3

2E The CRISPR Battlefield: Patents, Licenses and Litigation (CLE eligible)
Location: Lone Star E, Level 3

2F LEADERSHIP SERIES
Market-Driven Technology Transfer: Critical Implications for Academic Tech Transfer
Location: Lone Star F, Level 3
### 2G
**Industry Perspective for Proven Marketing Techniques to License Technologies**

**Location:** Lone Star G, Level 3

### 2H
**Where Does Blockchain Leave Universities?**

**Location:** Lone Star H, Level 3

### 2I
**ROUND TABLE DISCUSSION**
**Accounting in Technology Transfer Offices**

**Location:** Room 301, Level 3

### 2J
**ROUND TABLE DISCUSSION**
**Gene Editing and Gene Therapies: Helping Patients and Getting Paid**

**Location:** Room 302, Level 3

### 2K
**The Holistic Engagement: Bringing a New Perspective to Technology Transfer**

**Location:** Room 303/304, Level 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>3:15 – 3:30 p.m.</td>
<td>AUTM Connect Scheduling Overview</td>
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<tr>
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<td>AUTM Connect Help Desk</td>
</tr>
<tr>
<td>3:15 – 4 p.m.</td>
<td>Refreshment Break with Exhibitors</td>
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<td>Griffin Hall, Level 2</td>
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<tr>
<td>4 – 5:30 p.m.</td>
<td>Industry/Academia Connect and Collaborate (Part 2)</td>
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<td><strong>Sponsored by</strong></td>
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<td>Lonestar C, Level 3</td>
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</tbody>
</table>

Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. During this session you’ll quickly learn what type of technologies industry partners seek and the best way to contact them.

Here are some of the companies presenting in the second session:

- Bristol-Myers Squibb
- Daiichi Sankyo Group
- Eli Lilly and Co.
- Servier BioInnovation
- Stryker
- And more…
<table>
<thead>
<tr>
<th>Time</th>
<th>Session 3 – Educational and Roundtable Sessions</th>
</tr>
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<tbody>
<tr>
<td>3A</td>
<td>Real-time Reporting for Technology Transfer</td>
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<tr>
<td>Location:</td>
<td>Lone Star A, Level 3</td>
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<tr>
<td>3B</td>
<td>De-risking and Commercializing University IP and Start-ups with Significant Industry Involvement</td>
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<tr>
<td>Location:</td>
<td>Lone Star B, Level 3</td>
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<tr>
<td>3D</td>
<td>AI and Precision Medicine: Growing IP Licenses and Assets <em>(CLE eligible)</em></td>
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<tr>
<td>Location:</td>
<td>Lone Star D, Level 3</td>
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<tr>
<td>3E</td>
<td>LEADERSHIP SERIES How Do You Actually Measure the ROI for Research and Then Communicate the Results?</td>
</tr>
<tr>
<td>Location:</td>
<td>Lone Star E, Level 3</td>
</tr>
<tr>
<td>3F</td>
<td>Conflicts and Confidentiality: Managing the Minefield of University IP Practice <em>(CLE eligible — Ethics)</em></td>
</tr>
<tr>
<td>Location:</td>
<td>Lone Star F, Level 3</td>
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<tr>
<td>3G</td>
<td>Written in the Stars: Academia-Industry Licensing, Joint Ventures, Spin-offs</td>
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<tr>
<td>Location:</td>
<td>Lone Star G, Level 3</td>
</tr>
<tr>
<td>3H</td>
<td>How to Meet Those Pesky Requirements in Your IIA</td>
</tr>
<tr>
<td>Location:</td>
<td>Lone Star H, Level 3</td>
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<tr>
<td>3I</td>
<td>ROUNDTABLE DISCUSSION Plant Licensing and IP Protection</td>
</tr>
<tr>
<td>Location:</td>
<td>Room 301, Level 3</td>
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<tr>
<td>3J</td>
<td>ROUNDTABLE DISCUSSION Physical Sciences and Engineering</td>
</tr>
<tr>
<td>Location:</td>
<td>Room 302, Level 3</td>
</tr>
<tr>
<td>3K</td>
<td>ROUNDTABLE DISCUSSION Trade Secret and Know-How Licensing</td>
</tr>
<tr>
<td>Location:</td>
<td>Room 303/304, Level 3</td>
</tr>
</tbody>
</table>
5:30 – 6:30 p.m.  
**Industry/Academia Connect and Collaborate Exhibit Networking Reception**  
Griffin Hall, Level 2

Join us at the reception where you can meet with the industry partners and make solid connections for the future.


6:30 – 8 p.m.  
**Opening Reception**  
JW Grand Ballroom 5 – 8, Level 4

Kick off the Annual Meeting in style. The Opening Reception is a great place to start your networking and make new friends.
MEETING SCHEDULE

Monday, Feb. 11

8 – 10 a.m.  Opening Plenary and Keynote Featuring Leah Busque, Founder and Executive Chairwoman of TaskRabbit; General Partner at Fuel Capital

Location:  JW Grand Ballroom 5 – 8, Level 4

Leah Busque has devoted her career to building and scaling technology products that have improved the lives of millions of people around the globe. In 2008, she founded one of the most widely recognized new consumer technology brands of the past decade with TaskRabbit, the pioneering on-demand marketplace company. Today, she is a General Partner at Fuel Capital, where she invests in early-stage start-ups. Fast Company named her one of the “100 Most Creative People in Business.”

10 – 10:45 a.m.  Refreshment Break with Exhibitors Sponsored by

Location:  Griffin Hall, Level 2

Monday, Feb. 11, 10:45 a.m. – 12:15 p.m.

1A  Standing Up for Tech Transfer: Making the Case for Innovation

Location:  Lone Star A, Level 3
Track:  Advocacy and Internal Communications
Target Audience:  All Audiences
Moderator:  Jennifer Gottwald, Wisconsin Alumni Research Foundation
Speakers:  Joseph Allen, Joseph Allen & Associates  
Lori Pressman, Independent Consultant  
Michael Waring, University of Michigan

Despite the decades-long record of benefit to our nation, some critics view technology transfer as an impediment to innovation, not its spark. Attempts to weaken patents and restrict our ability to move innovation from the lab to the marketplace continue. This session will look at where we stand — who are those challenging the status quo, and why you need to be involved in explaining what we do and its importance to
our nation’s economic future. Come prepared to learn and discuss, and leave with ideas and tools you can use.

1B  Academic-Big Pharma Friendships: Can We Please Work Together?
Location: Lone Star B, Level 3
Track: Industry/Academic Partnerships
Target Audience: Intermediate
Moderator: Erin Overstreet, University of Texas at Austin
Speakers: Andrew P. Dennis, MD Anderson Cancer Center
          Sunita Malhotra, AbbVie
          Malcolm Skingle, GlaxoSmithKline
          Yogesh K. Sharma, Novartis Institutes for BioMedical Research Inc.

Both universities and big pharma have financial pressures to do more, to find the next blockbuster and to figure out how to work through thorny issues. Pharma wants access to new ideas and innovative science from universities. Universities want to see their work make it to the market and lead to meaningful drugs for patients. In this session, we’ll discuss what pharma looks for in a collaborative relationship, advice on securing sponsored research and how universities can best partner with pharma for licenses. We’ll also examine perspectives on current obstacles and challenges.

1C  Artificial Intelligence: Impact on Technology Transfer
Location: Lone Star C, Level 3
Track: Global Issues
Target Audience: All Audiences
Moderator: Anna Solowiej, National Institutes of Health
Speakers: Cindy Chepanoske, Carnegie Mellon University
          Tracy Huang Harrison, Google AI Healthcare
          Jackson Ho, K&L Gates LLP
          B. Jaysen Rajkomar, Toyota Research Institute

We are likely entering the third wave of the artificial intelligence (AI) evolution, which is disrupting and revolutionizing many industries. Some worry about the unchecked expansion of AI, while others praise its potential to improve human life. This panel will present the history of AI development and delve into some of its revolutionary applications, including its impact on technology transfer. Speakers will explore
applications and challenges in the practice of law, robotics, mobility, medical research, business and social media. They will also address some provocative issues, such as ownership of IP developed by AI and privacy concerns.

1D  Resolving Custody Issues in Commercializing Agricultural, Food and Life Science Tech

Location: Lone Star D, Level 3
Track: Licensing Successful Practices
Target Audience: Advanced
Moderator: Deborah Perez Fernandez, Rutgers University
Speakers: Christopher Martin, Rutgers University
Mary Beth Miranda, Novozymes North America Inc.
Margaux Nair, K&L Gates LLP
Anne Pitts, Corteva Agriscience

Commercialization of agricultural (e.g., biofertilizers, plants developed using CRISPR) and life sciences (e.g., cell lines, mouse models) technologies, among others, often requires obtaining proper permissions or agreements from third parties who own or possess title to materials, technologies or precursors. The panel will focus on discussing the issues and challenges facing universities and research institutions engaging commercial partners for technologies that require such third-party rights and/or permissions. Topics include diligence and timing of such diligence, types of agreements and terms, as well as risks for universities of ignoring these issues.

1E  Fast Tracking Success at the USPTO (and Abroad) (CLE eligible)

Location: Lone Star E, Level 3
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Rory P. Pheiffer, Nutter McClennen & Fish LLP
Speakers: Jacob Choi, Texas Regional US Patent and Trademark Office
Norbert Hansen, Maiwald
Jonathan Hromi, Massachusetts Institute of Technology

While delay is sometimes the game in the pharmaceutical space, other technologies benefit from the ability to fast-track their patent applications through the US Patent and Trademark Office (USPTO), and abroad,
if appropriate. An issued patent can lead to more licensing and investment opportunities, thus creating an incentive to get a patent issued quickly. However, achieving a faster patent does not necessarily mean the resulting patent will be narrower and less valuable. It also does not mean it will be more expensive. To the contrary, a variety of strategies can be employed to create strong patents quickly, and in a cost-effective manner. This session will explore effective patent prosecution strategies.

1F Rebranding Your Office and Re-engaging Your Customers
Location: Lone Star F, Level 3
Track: Marketing Successful Practices
Target Audience: All Audiences
Moderator: Allyson M. Best, University of Mississippi
Speakers: Corina Farewell, University of Vermont
          Bruce Hunter, Rensselaer Polytechnic Institute
          Arjun Sanga, WiSys

So you’ve decided to make the change or you’ve been “advised” that it is time to revisit your brand, rename your office, re-engage with your faculty, staff and students, increase your visibility and communicate your value. Usually with no additional resources or employee power. In this session, panelists from four small offices will discuss cost-effective ways to creatively refocus. Topics will include the data to collect before you start, resources when discussing color, fonts and taglines, and considerations before you announce. We will review what has worked, what still needs work, and what probably should not have been tried in the first place.

1G Talent Matching for Academic Start-ups
Location: Lone Star G, Level 3
Track: Start-ups and Gap Funding
Target Audience: All Audiences
Moderator: Ahmet-Hamdi Cavusoglu, Academic Venture Exchange
Speakers: Jim Aloise, Columbia University
          Ian D. McClure, University of Kentucky
          Jon Soderstrom, Yale University

Academic start-ups and spin-offs frequently face the challenge posed
by the “talent valley of death” — while the technology and market opportunity of the start-up may be very exciting for investment, the team is not yet strong enough to convince investors to say “yes.” This problem of attracting and matching talent is beginning to be addressed. Many institutions have found modest success through their entrepreneur-in-residence (EIR) and executive-in-residence (XIR) programs, which give institutions a CEO-in-waiting who is able to provide business leadership and ultimately gather funding for a new venture. In this session, we’ll discuss how institutions can create their own talent matching programs, as well as provide insight as to why working together, across several institutions, can lead to more matches with better talent.

1H LEADERSHIP SERIES
Our Evolving Profession: Who Are We?

Location: Lone Star H, Level 3
Track: Advocacy and Internal Communications
Target Audience: All Audiences
Moderator: Richard Chylla, Michigan State University
Speakers: Martin Raditsch, Innovectis
         James R. Zanewicz, Tulane University

The knowledge/technology transfer profession has continued to evolve in the United States and internationally, and broaden its charge. From primarily a patent licensing profession at its start decades ago, it now encompasses greater corporate engagement, economic development (including forming, building and funding start-up companies) and greater integration with the research mission of non-profit institutions. This session is designed to discuss how knowledge/technology transfer will further mature, what are the short- and long-term challenges we can expect, and how to address those challenges.

1I ROUNDTABLE DISCUSSION
Administrative Professionals

Location: Room 301, Level 3
Track: Administrative/Operations
Target Audience: All Audiences
Facilitator: Monya Dunlap, University of Florida

This forum for new and experienced administrative professionals discusses ways to develop their roles as influential members of the technology transfer profession. We will ask for attendee input on desired content at future meetings, as well as discuss the growth of our
profession. This group first met at the 2012 AUTM Annual Meeting and was greeted with requests to continue. It has been repeated every year since then with similar success!

1J  ROUND TABLE DISCUSSION  
New to Tech Transfer?

Location: Room 302, Level 3  
Track: Other  
Target Audience: All Audiences  
Facilitator: Kevin Dietz, Baker, Donelson, Bearman, Caldwell & Berkowitz PC

This session is an opportunity for those new to tech transfer to share questions, comments and insights about their roles in a welcoming peer-to-peer environment. This discussion-based session allows participants to choose the topics such as becoming a patent agent, mentorship, career growth, time management, technology triage, and marketing. In this interactive setting, attendees are able to meet and learn from their peers.

1K  ROUND TABLE DISCUSSION  
The Value of Global Technology Transfer — Opportunities to Leverage International Investments

Location: Room 303/304, Level 3  
Track: Global Issues  
Target Audience: All Audiences  
Facilitator: Debi Davis, The MITRE Corp.

Expert discussion facilitators will share their knowledge and best practices drawn from direct experience with moving innovation and know-how around the world to regions such as Asia, Europe, the Middle East, Puerto Rico, Singapore and South America.

12:15 – 1 p.m.  Lunch  
Location: JW Grand Ballroom 5 – 8, Level 4  
Sponsored in part by  
FISH
1 – 1:45 p.m.  
**Dessert Reception in Exhibit Hall**  
Location: Griffin Hall, Level 2

1:45 – 3:15 p.m.  
**Industry/Academia Connect and Collaborate (Part 1)**  
*Sponsored by*  

![Merck](https://www.autm.net/2019/merck.png)  
![Lyon University TOLEDO](https://www.autm.net/2019/university.png)  
![LifeArc](https://www.autm.net/2019/lifearc.png)

Location: Lone Star C, Level 3

Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. You’ll quickly learn what type of technologies industry partners seek and the best way to contact them. Meet representatives from:

- BASF
- Boehringer Ingelheim Pharmaceuticals, Inc.
- Chiesi
- Dow Chemical Co.
- Eastman Chemical Co.
- Elanco Animal Health
- ICL Innovation
- Inova Diagnostics
- Magna International Inc.
- Merck
- Metabolic Technologies Inc.
- MilliporeSigma
- Pfizer
- Sanofi
- StemCell Technologies

**Monday, Feb. 11, 1:45 p.m. – 3:15 p.m.**

**2A  Assessing and Improving Your Office’s Performance**

Location: Lone Star A, Level 3  
Track: Administrative/Operations  
Target Audience: Advanced  
Moderator: **Tony Raven**, *Cambridge Enterprise Ltd.*  
Speakers: **Alison Campbell**, *Knowledge Transfer Ireland*  
**Erin Rayment**, *Knowledge Commercialisation Australasia/University of Southern Queensland*  
**Christian Stein**, *ASTP/Ascenion GmbH*

To quote Joseph P. Allen, the guest speaker during AUTM’s 2018 Fireside Chat, “They’re never going to stop coming at you.” Indeed, technology transfer is frequently criticized worldwide as underperforming and impeding, despite ample evidence to the contrary. It would be naive, how-
ever, to assume that we are universally doing a great job and don’t need to do better. But how do we demonstrate how we’re doing and identify where we can improve? This session will look at approaches that enable offices to critically assess their performance and identify opportunities for improvement. It will explore, among other things, approaches based on office and practitioner competency.

2B Selecting and Sustaining Collaborations: An Interactive Workshop

Location: Lone Star B, Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Malcolm Skingle, GlaxoSmithKline
Speakers: Holly Falk-Krzesinski, Elsevier
Lesley Thompson, Elsevier

Globally, universities and companies are looking to build stronger collaborations, often encouraged by funders. In this interactive workshop, we will explore why selecting these relationships proactively creates greater value and enhances long-term sustainability. We will also discuss what criteria might be helpful, and consider sources of evidence to inform choices. Attendees will use a smartphone app to consider what criteria they would use to select an academic or industrial partner, and the opportunities to make those selections. The outcome from the session will be a set of evidence-based considerations to deploy when establishing and sustaining future university-industry collaboration.

2D Royalty Audit Provisions and Enforcement: Pitfalls Before and During Litigation (CLE eligible)

Location: Lone Star D, Level 3
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Alfonso Chan, Shore Chan DePumpo LLP
Speaker: Andrew Howard, Shore Chan DePumpo LLP

What prevents a licensee from saying, “We have no sales, so there’s nothing to audit”? Reporting requirements, definitional nuances, and duty to market provisions can mean the difference between minimum (or no) royalties and millions of dollars of revenue for your institution. This panel will identify best practices for license audit provisions, including how to define the scope of the audit, who selects the auditor, who
pays, how licensed products are defined, and how licensees attempt to avoid audits and paying royalties.

2E The CRISPR Battlefield: Patents, Licenses and Litigation (CLE eligible)

Location: Lone Star E, Level 3
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Linda S. Johnson, American Type Culture Collection
Speakers: Robert C. Netter Jr., Dann Dorfman Herrell and Skillman PC
Janet E. Reed, Potter Anderson & Corroon LLP
Kathleen D. Rigaut, Howson & Howson LLP

We’ll analyze the complex patent landscape surrounding this breakthrough technology. Experts will be on hand to discuss the major patents and challenges they’re facing, various licensing issues, coexisting with other universities holding similar technologies, and active litigation associated with CRISPR.

2F LEADERSHIP SERIES
Market-Driven Technology Transfer: Critical Implications for Academic Tech Transfer

Location: Lone Star F, Level 3
Track: Licensing Successful Practices
Target Audience: Advanced
Moderator: Mark Crowell, Academy Innovation Advisors
Speaker: Nikki Borman, Borman & Co. LLC
Mark Chussil, Advanced Competitive Strategies, Inc.
Lita Nelsen, Retired Director of MIT Technology Licensing Office; Consultant
Joseph O’Shea, Commercial Innovation LLC

A paradigm shift is taking place in technology transfer, one that will affect how industry locates, assesses and licenses new technologies. To maintain competitiveness in a changing market, academic technology transfer must understand and prepare practices that will powerfully connect to licensees. Our session will explain the shift, the tools used by industry to assess a competitive landscape, and why the new market represents an exciting opportunity for AUTM and its members.
Industry Perspective for Proven Marketing Techniques to License Technologies

Location: Lone Star G, Level 3
Track: Licensing Successful Practices
Target Audience: All Audiences
Moderator: Viqar Hussain, Massachusetts Institute of Technology
Speakers: Sarah A. Jager, GE Licensing & Technology Ventures
Ahmed Mousa, Pieris Pharmaceuticals

Licensing professionals are expected to identify a path for revenue generation and how the technology aligns with the licensees’ business model. The first step in satisfying this expectation requires you to streamline your marketing strategies. If you’re a licensing professional, this workshop will help you maximize your marketing efforts by applying proven strategies resulting in your technologies moving from the marketing to license negotiation phase. We’ll not only discuss the complex due diligence that is commonly practiced when industry engages in in-licensing an asset, but will also illustrate the proven marketing techniques for in-licensing.

Where Does Blockchain Leave Universities?

Location: Lone Star H, Level 3
Track: Global Issues
Target Audience: All Audiences
Moderator: Isabella Ortiz, Northwestern University
Speakers: John Lee, Osage University Partners
Nelson Rosario, Smolinski Rosario Law
Mark Stallion, Greensfelder

With all the buzz around blockchain, bitcoin and different applications of digital currency, do tech transfer offices have a chance to enter the playing field? This panel will discuss the future of blockchain and the laws that regulate patentability of this space, and how universities can set a footprint for the future. The speakers will also discuss how other countries obtained patents for blockchain and how they have succeeded.
2I ROUNDTABLE DISCUSSION
Accounting in Technology Transfer Offices
Location: Room 301, Level 3
Track: Administrative/Operations
Target Audience: All Audiences
Facilitators: Katherine Durkin, H. Lee Moffitt Cancer Center & Research Institute
Eric See, Cedars-Sinai Medical Center
This interactive session will discuss accounting and finance issues, from distributions, accounts receivables and royalty sharing to computer systems and patent expense processes. Share your practices on inventor/licensee relationships and equity valuation. Something you’re doing may help someone else more efficiently tackle challenges and opportunities in their office. Let’s share our ideas and promote opportunities for independent success and personal growth.

2J ROUNDTABLE DISCUSSION
Gene Editing and Gene Therapies: Helping Patients and Getting Paid
Location: Room 302, Level 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Facilitator: Janine Ladislaw, Foley Hoag LLP
In 2017, the FDA approved the first gene therapy products for the treatment of an inherited disease and the treatment of leukemia. Both products began with collaborations with (or technology licensed from) universities or hospitals. After decades of disappointments in the field, these products have been touted as game-changing scientific advances with the potential to revolutionize patient care with one-time cures for a variety of therapeutic indications. However, bringing these products to market is not without its challenges, specifically with respect to pricing. The panel will discuss these challenges, as well as strategies for addressing them from a university perspective.
Holistic Engagement: Bringing a New Perspective to Technology Transfer

Location: Room 303/304, Level 3
Track: Other
Target Audience: All Audiences
Moderators: Ian D. McClure, University of Kentucky
Gayatri Varma, MedImmune

Speakers: James B. McLachlan, Tulane University School of Medicine
Shobha Parthasarathi, Harrington Discovery Institute
Sharon Semones, Eli Lilly and Co.
James R. Zanewicz, Tulane University

The evolving tech transfer profession requires new tools to more effectively engage the private sector. Join this moderated conversation between academic and external business development professionals. There will be no PowerPoints here. Just plenty of tips, tools and war stories to help you advance your organization’s broader goals. The session’s second half hands the microphone over to attendees to ask for more details, offer their own insights or raise new topics.

Refreshment Break with Exhibitors

Location: Griffin Hall, Level 2

Industry/Academia Connect and Collaborate (Part 2)

Location: Lone Star C, Level 3

Join the leaders of industry and academia to network and learn about early-stage technology acquisition opportunities. You’ll quickly learn what type of technologies industry partners seek and the best way to contact them. Meet representatives from:

Bristol-Myers Squibb
Daiichi Sankyo Group
Eli Lilly and Co.
Servier BioInnovation
Stryker
And more…
Monday, Feb. 11, 4 – 5:30 p.m.

3A  Real-Time Reporting for Technology Transfer
Location: Lone Star A, Level 3
Track: Administrative/Operations
Target Audience: All Audiences
Moderator: Paul Seabright, Cambridge Enterprise Ltd.
Speakers: Joseph Arkley, Cambridge Enterprise Ltd.
          Robin L. Rasor, Duke University

As online services increasingly provide real-time data, Cambridge Enterprise and other tech transfer offices have sought to provide real-time reporting to both internal teams and university stakeholders, through the use of web-based reporting tools connected to live data. As a result, internal users are able to see project progress, workload and other day-to-day indicators online anytime, anywhere. This frees up staff time, gives university stakeholders on-demand reporting and offers faculty access to the status of their inventions without contacting their licensing officers. During the presentation, multiple universities will share their experience using these reporting tools.

3B  De-risking and Commercializing University IP and Start-ups with Significant Industry Involvement
Location: Lone Star B, Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Tony Stanco, National Council of Entrepreneurial Tech Transfer
Speakers: Eric Breese, Evonik
          Stephen Nappi, Temple University
          John Wilson, GlaxoSmithKline

Early industry involvement is important to understanding which technologies have commercial potential. Knowing who cares and how much they care drives commercialization. By understanding this, universities can allocate and prioritize the funding of patents, start-ups and other scarce resources. During this interactive panel, industry, university, and investor speakers will talk about new approaches to early, efficient industry involvement for licensing and start-up development with a focus on creating industry pull on university technologies, novel funding, start-up management partners, commercialization and strategic planning, and faculty engagement with the commercialization process.
Increasingly, artificial intelligence (AI) is being applied to the medical field. From disease-specific diagnostics to patient-precise surgery and therapeutics, the AI architecture employs analytical software and patient-based training data. Universities, especially those affiliated with a medical school or research hospital, may be uniquely situated to license out the training data separately from the analytical software. Collaborating universities and affiliates may pool their training data, resulting in a data collection that is in high demand by industry and offers new licensing opportunities. Join us in a review of IP and licensing arrangements for AI precision medicine technology.

We'll explore the use of ROI in business, its value and its limitations, the application of ROI to research, as well as how to communicate the results. There will be a discussion of publications and examples of their use, results from conferences, and how ROI is applied to research in
universities and federal laboratories. We'll cover the NIST-led ROI project as it applies to federal lab commercialization and to federally funded academic research. Finally, join us to talk about the impact of such ROI work on US and foreign research results.

### 3F

**Conflicts and Confidentiality: Managing the Minefield of University IP Practice**  
*(CLE eligible — Ethics)*

**Location:** Lone Star F, Level 3  
**Track:** Licensing Successful Practices  
**Target Audience:** Intermediate  
**Moderator:** Mark Maloney, Johns Hopkins Technology Ventures  
**Speaker:** David Hricik, Mercer University

It’s a tough road understanding the nuances of conflicts and confidentiality as they relate to university intellectual property. In this session we’ll cover the basics, from identifying and avoiding conflicts in faculty-IPM relationships (even steps to take when they do occur) to knowing when your initial invention disclosure is (or isn’t) confidential. Tip: Just because it says “super-top-ultra-secret” on the bottom of the page does not mean the document is confidential.

### 3G

**Written in the Stars: Academia-Industry Licensing, Joint Ventures, Spin-offs**

**Location:** Lone Star G, Level 3  
**Track:** Nuts and Bolts of Technology Transfer  
**Target Audience:** All Audiences  
**Moderator:** Jonathan Jensen, Salk Institute for Biological Studies  
**Speakers:** Wesley Chen, Johnson & Johnson  
Han Lim, Atomwise Inc.  
Vaibhav Saini, University of Connecticut

Join us as we discuss ways to attract interest in early- or mid stage university technologies and understand licensing and intellectual property terms that make it hard, or easy, to embark on joint ventures and spin-offs.
3H  How to Meet Those Pesky Requirements in Your IIA

Location: Lone Star H, Level 3
Track: Administrative/Operations
Target Audience: Intermediate
Moderator: Julie Kelley, Augusta University
Speakers: Eileen Dawson, University of Texas at Austin
Cheryl Horst, NUtech Ventures
Michael Tempero, Mount Sinai Innovation Partners

Co-owned inventions happen regularly in our business, usually ending in an inter-institutional agreement (IIA) covering things like ownership, patent prosecution, marketing, reporting and licensing. Negotiating the IIA is just the beginning. Then what do you do? How can your office effectively and efficiently meet those license requirements and be a good partner? Three speakers will share their universities’ journeys including goals, planning, process and struggles along the way.

3I  ROUNDTABLE DISCUSSION
Plant Licensing and IP Protection

Location: Room 301, Level 3
Track: Other
Target Audience: Intermediate
Facilitator: Brent Marable, University of Georgia

This is an interactive meeting of plant licensing professionals and others who share an interest in plant (and agricultural) licensing and intellectual property protection. This roundtable will offer participants a chance to introduce a topic, explore solutions and make announcements that could be relevant to those attending. If you’re new to plant licensing and IP protection, background materials will be provided.
3J ROUNDTABLE DISCUSSION
Physical Sciences and Engineering

Location: Room 302, Level 3
Track: Other
Target Audience: All Audiences
Facilitators: Jim Deane, University of Oregon
Jon Gortat, University of Illinois at Chicago

This interactive session is ideal for those who work with innovations in the engineering, physical or applied science realms. The “unconference” format offers free and dynamic discussion of current topics and issues that arise when working with IP assets from architectural designs to zeolite, including the more common categories of aerospace, clean technology, analytical chemistry, computer science, construction materials, optics, remote imaging and more. By the end of this session, you will have met everyone in the room, shared ideas with colleagues, and hopefully be inspired to try something new.

3K ROUNDTABLE DISCUSSION
Trade Secret and Know-How Licensing

Location: Room 303/304, Level 3
Track: Licensing Successful Practices
Target Audience: Intermediate
Facilitator: Robert Brown, Louisiana State University

Tech transfer offices are accustomed to licensing patents, trademarks and copyrights, and the rights being conveyed are relatively straightforward. Know-how licensing is less clear, however, as is licensing trade secrets. Know-how encompasses many types of knowledge, but ownership of this knowledge can be problematic. Trade secret licensing, while rare for universities, is becoming more commonly requested by industry sponsors and licensees. Join us to learn to what extent universities can license these forms of intellectual property, the common pitfalls to avoid and the best practices to pursue.
5:30 – 6:30 p.m. Industry/Academia Connect and Collaborate Exhibit Networking Reception
Sponsored by

Location: Griffin Hall, Level 2

Join us at the reception where you can meet with the industry partners and make solid connections for the future. Relax with friends and colleagues, and expand your network while mingling with representatives from BASF, Boehringer Ingelheim Pharmaceuticals, Inc., Bristol-Myers Squibb, Chiesi, Daiichi Sankyo Group, Dow Chemical Co., Eastman Chemical Co., Elanco Animal Health, Eli Lilly and Co., ICL Innovation, Inova Diagnostics, Magna International Inc., Merck, Metabolic Technologies Inc., MilliporeSigma, Pfizer, Sanofi, Servier BioInnovation, StemCell Technologies and Stryker.

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

Location: JW Grand Ballroom 5 – 8, Level 4

Kick off the Annual Meeting in style. The Opening Reception is a great place to start networking and make new friends. Bring plenty of business cards!
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<tr>
<th>Time</th>
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| 7 a.m. – 6 p.m. | AUTM Connect Partnering Place  
Sponsored by CUP, Michael Best, NHBL, Servier | JW Grand Ballroom 1 – 4, Level 4 |
| 7 a.m. – 6 p.m. | AUTM Connect Help Desk                                               | JW Grand Ballroom Foyer, Level 4  |
| 8 a.m. – 5 p.m. | Registration                                                         | JW Grand Ballroom Foyer, Level 4  |
| 8 – 11:30 a.m. | Exhibits Open                                                        | Griffin Hall, Level 2             |
| 8 – 9 a.m.    | Breakfast with Exhibitors  
Sponsored by Oblon                                                        | Griffin Hall, Level 2             |
| 8 – 9 a.m.    | Central Region Breakfast  
Sponsored by Quarles & Brady, LLP                                     | Lone Star E, Level 3              |
| 9 – 10:30 a.m. | Plenary: VCs Talk Back — The State of Early-Stage  
Science-Based Venture Capital  
Sponsored by Relay Medical                                           | JW Grand Ballroom 5 – 8, Level 4  |
| 10:30 – 11:15 a.m. | Refreshment Break with Exhibitors  
Sponsored by Baker Donelson                                             | Griffin Hall, Level 2             |
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<td>11:15 a.m. – 12:15 p.m.</td>
<td>Session 4 – Educational and Roundtable Sessions</td>
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<td>4A</td>
<td>Leveraging Academic Drug Discovery Centers to Commercialize Pharmaceuticals and Biotech</td>
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<td>Location:</td>
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<td>4B</td>
<td>Subject Matter Eligibility of Personalized Medicine, Diagnostics and Biomarkers <em>(CLE eligible)</em></td>
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<td>4D</td>
<td>VCs Talk Back: Talking TTO Tactics</td>
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<td>4E</td>
<td>Lawsuits Against Your Licensee: What Happens, Tech Transfer’s Role and How It Will Play Out <em>(CLE eligible)</em></td>
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<td>Plant IP: Capturing Value in Agriculture and Biotechnology</td>
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<td>4G</td>
<td>The Role of the Mentor-in-Residence</td>
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<td>4H</td>
<td>LEADERSHIP SERIES Counting Success: Why Metrics Don’t Work Anymore</td>
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<td>4I</td>
<td>ROUNDTABLE DISCUSSION Elevate Your Administrative Professionals: Use Professional Development to Increase Office Function and Efficiency</td>
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<td>4J</td>
<td>ROUNDTABLE DISCUSSION Nine Points to Fostering Diversity in Innovation</td>
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<td>4K</td>
<td>ROUNDTABLE DISCUSSION Real Time Discussion of Partnership Challenges</td>
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<td>12:45 – 1:30 p.m.</td>
<td>Lunch on your own</td>
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<td>12:45 – 2 p.m.</td>
<td>Canadian Lunch Sponsored by Bereskin &amp; Parr</td>
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<td>1:30 – 5 p.m.</td>
<td>Managing Influences in Negotiations Course Sponsored by Klarquist</td>
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<td>2 – 3:30 p.m.</td>
<td>Canadian Program Sponsored by Aird McBurney</td>
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<td>2 – 3:30 p.m.</td>
<td>Pitch &amp; Play — The AUTM Venture Challenge (Part 1)</td>
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<td>2 – 5:30 p.m.</td>
<td>Medical Device Partnering Forum</td>
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<td>2 – 3:30 p.m.</td>
<td>Session 5 – Educational and Roundtable Sessions</td>
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<td>5A</td>
<td>Federal Efforts to Advance Open Science</td>
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<td>5B</td>
<td>Be a Pitching Coach: Teaching Researchers How to Communicate About Technology Effectively</td>
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<td>Business Side of the License (Part 1)</td>
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<td>5E</td>
<td>Top 10 Mistakes Commonly Made When Drafting and Negotiating Patent License Agreements (CLE eligible)</td>
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<td>Social Innovation in Technology Transfer: Exploring New and Old Models</td>
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<td>3:30 – 4 p.m.</td>
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<td>4 – 5:30 p.m.</td>
<td>Pitch &amp; Play — The AUTM Venture Challenge (Part 2)</td>
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<td>4 – 5:30 p.m.</td>
<td>Session 6 – Educational and Roundtable Sessions</td>
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<td>6A</td>
<td>Universities and Cannabis: It’s Big Business Now</td>
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<td>6B</td>
<td>MTAs Made Totally Awesome!</td>
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<td>6C</td>
<td>Business Side of the License (Part 2)</td>
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<td>6F</td>
<td>Rethinking Health Innovation from Invention to Commercialization</td>
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<td>5:30 – 6:30 p.m.</td>
<td>RTTP Reception</td>
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MEETING SCHEDULE
Tuesday, Feb. 12

8 – 9 a.m.  **Breakfast with Exhibitors**  
*Sponsored by*  
**Oblon**

Location:  
Griffin Hall, Level 2

9 – 10:30 a.m.  **Plenary: VCs Talk Back — The State of Early-Stage Science-Based Venture Capital**  
*Sponsored by*  
**Relay Medical**

Panelists:  
**Jim Flynn,** Deerfield Partners  
**Jenna Foger,** Alexandria Real Estate Equities  
**Yoav Tzruya,** Jerusalem Venture Partners  
**Carmichael Roberts,** Breakthrough Energy Ventures and Material Impact

Moderator:  
**Orin Herskowitz,** Columbia University

Location:  
JW Grand Ballroom 5 – 8, Level 4

Senior leadership from prominent VC firms will discuss venture trends that affect university start-ups. Topics include identifying how certain sectors have performed and why; why some VC funds have different hypotheses about being company formers, vs. seed and “A” round investors, vs. later-stage funds; opportunities and pitfalls in working with university technology transfer; university researchers vs. serial entrepreneurs as company founders; fundraising environments for new VC funds, VC roles in local economic development and job creation; predictions for the next big start-up ecosystems; and more.
Tuesday, Feb. 12, 11:15 a.m. – 12:45 p.m.

10:30 – 11:15 a.m. Refreshment Break with Exhibitors
   Sponsored by
   BAKER DONELSON

Location: Griffin Hall, Level 2

4A  Leveraging Academic Drug Discovery Centers to Commercialize Pharmaceuticals and Biotech
Location: Lone Star A, Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Christopher Paschall, The Ohio State University
Speakers: Curtis Keith, Harvard University
          George Painter, Emory University
          Jeffrey Patrick, The Ohio State University

As the pharmaceutical industry continues to outsource much of its early-stage research and development activity to universities, academic drug discovery centers play an increasingly important role in the pathway to commercialization. This panel will review and suggest best practices on how academic drug discovery units and tech transfer offices can collaborate to optimize the value of the university's pharmaceutical and biotech assets, and maximize the likelihood of moving those assets to market.

4B  Subject Matter Eligibility of Personalized Medicine, Diagnostics and Biomarkers (CLE eligible)
Location: Lone Star B, Level 3
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Brian Giles, Thomas | Horstemeyer LLP
Speakers: Haskell Adler, H. Lee Moffitt Cancer Center & Research Institute
          Frank A. Quinn, Retired, Abbott Diagnostics

The US Federal Circuit Court of Appeals just issued a decision indicating that the pendulum is finally swinging back from the recent trend of
rejecting all patent claims on diagnostics. In this session, we will discuss the implications of this decision on the future of diagnostics and personalized medicine starting with an overview of the 2012 Mayo v. Prometheus Supreme Court decision and subsequent cases, and consider their effect on the ability to patent biomarkers, diagnostics and other forms of personalized medicine.

4C Navigating Artificial Intelligence
Location: Lone Star C, Level 3
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Cindy Chepanoske, Carnegie Mellon University
Speakers: Christina McDonough, Fish & Richardson
Bruce Porter, University of Texas at Austin
Manny Stockman, Osage University Partners

Artificial intelligence (AI) is ubiquitous in describing the next generation of interactive technologies. In light of the pervasive view that AI will enhance practically every aspect of our business and personal lives (and, to some degree, already does), tech transfer offices have a distinct challenge in understanding how AI can be applied to various technology sectors while maximizing intellectual property (IP) strategies that make sense for a university. Further, there will also be challenges regarding policy, regulation and privacy concerns, as many aspects of AI will diverge from traditional models. During this session, we’ll discuss AI-related terminology, challenges in IP protection, trends in licensing and acquisitions, and privacy concerns for AI engines and AI-related technologies across multiple domains.

4D VCs Talk Back: Talking TTO Tactics
Location: Lone Star D, Level 3
Track: Start-ups and Gap Funding
Target Audience: All Audiences
Moderator: Orin Herskowitz, Columbia University
Speakers: Jim Flynn, Deerfield Partners
Jenna Foger, Alexandria Real Estate Equities
Yoav Tzruya, Jerusalem Venture Partners
Carmichael Roberts, Breakthrough Energy Ventures and Material Impact

These senior leaders from prominent venture capital (VC) firms continue their conversation following their plenary roundtable. The group takes
on tactical questions, including: What are the best ways to get potential projects on a VC’s radar? What common challenges do VCs face when working with university technology transfer offices (TTOs), and how do you work through them? What could research institutions be doing to get their start-ups more “VC ready” before they formally launch? What are the most misunderstood points of the term sheet? What are “typical” founder economics? What economics can universities expect from an “average” exit? And how do the roles of scientific founders shift as the company grows?

**4E**  
**Lawsuits Against Your Licensee: What Happens, Tech Transfer’s Role and How It Will Play Out (CLE eligible)**

- **Location:** Lone Star E, Level 3  
- **Track:** Licensing Successful Practices  
- **Target Audience:** All Audiences  
- **Moderator:** Nate Bualat, Crowell & Moring LLP  
- **Speaker:** Gregory D. Call, Crowell & Moring LLP

Have you considered suing a licensee over licensing income, but didn’t know what would happen, what your office would have to do, or how it would play out? This session seeks to answer those questions about the litigation process. The panelists have resolved licensor-licensee litigation through trial and appeal, as well as in mediated settlements. The discussion will cover the steps in a litigation — including its initiation, the discovery process, summary judgment and resolution — and how judges and juries decide cases. We’ll also discuss tech transfer’s role, including document collection and depositions.

**4F**  
**Plant IP: Capturing Value in Agriculture and Biotechnology**

- **Location:** Lone Star F, Level 3  
- **Track:** IP Trends and Successful Practices  
- **Target Audience:** All Audiences  
- **Moderator:** Rob Hanson, Dentons US LLP  
- **Speakers:**  
  - Tom Herlache, Michigan State University  
  - Serge Shahinian, Lavery

The vast majority of technology transfer offices do not fully understand all the strategies available for capturing the full value of plant intellectual property (IP). The session will cover how to maximize value from your
plant-related inventions from both US and global perspectives. We’ll discuss how to obtain and capitalize on IP protection for plant inventions, including plant varieties and agricultural biotechnology inventions. Recent developments, such as the IP situation surrounding CRISPR-based gene editing in plants, will also be covered.

4G The Role of the Mentor-in-Residence
Location: Lone Star G, Level 3
Track: Start-ups and Gap Funding
Target Audience: All Audiences
Moderator: Joann MacMaster, University of Arizona
Speakers: Paul J. Corson, University of Utah
Mariam Gorjian, University of Kentucky
Dave Repp, University of Michigan

We all agree that it takes more than a village to build a start-up, and building a network of supporting resources can make all the difference. Most start-ups need a champion at the institution — a single point of contact who can help bridge the internal and external ecosystems and navigate and orchestrate resources, build the start-up team, and prepare the company for a license. Enter the Mentor-in-Residence (MIR), our start-up champions. This session will take a closer look at the role of the MIR in terms of recruitment, engagement, compensation, and conflict. We’ll showcase a few different models and share stories from the trenches. You’ll come away with ideas, sample models and an appreciation of how to engage MIRs in your institution as start-up champions for success.

4H LEADERSHIP SERIES
Counting Success:
Why Metrics Don’t Work Anymore
Location: Lone Star H, Level 3
Track: Other
Target Audience: All Audiences
Moderator: Alison Campbell, Knowledge Transfer Ireland
Speakers: Kevin Cullen, King Abdullah University of Science and Technology
Sean Fielding, University of Exeter
Marc Sedam, University of New Hampshire

Governments, universities and technology transfer offices (TTOs) are increasingly interested in the value generated through TTOs – to judge success and to determine strategy. But how well do traditional measures
of technology transfer reflect the breadth of our evolving profession and what we are charged to deliver? Should we introduce new ones, and what should they look like? This session is designed to discuss current thinking and practice in the area with the aim of examining new approaches to the challenge of measuring and assessing our impact.

4I ROUNDTABLE DISCUSSION
Elevate Your Administrative Professionals: Use Professional Development to Increase Office Function and Efficiency

Location: Room 301, Level 3
Track: Administrative/Operations
Target Audience: Fundamental
Facilitator: Sabrina Darnell, University of Kentucky

Historically, AUTM members have largely been licensing professionals. However, statistics show that today administrative staff outnumber licensing personnel in most tech transfer offices, and are critical to their success. This session will focus on the important opportunities for professional growth and development for administrative professionals in tech transfer offices. We’ll discuss why education is key to the success of the office as a whole when administrative staff members are included, supported and encouraged to learn more about their field, as well as the importance of networking with peers performing similar duties. We’ll share resources available for professional development and strategies to build a strong administrative foundation for your office.

4J ROUNDTABLE DISCUSSION
Nine Points to Fostering Diversity in Innovation

Location: Room 302, Level 3
Track: Global Issues
Target Audience: All Audiences
Facilitator: Jennifer Gottwald, Wisconsin Alumni Research Foundation

While there are many complexities associated with diversity and inclusion that are outside the purview of the technology transfer office, technology transfer professionals are uniquely positioned to encourage all researchers to participate in every stage of the innovation lifecycle. The AUTM Women Inventors group created a document called “Nine Points to Fostering Diversity in Innovation” to generate consideration around those specific areas where technology transfer professionals can help
change the paradigm. In this session, we will discuss the “Nine Points”
document and encourage thoughtful debate.

**4K ROUNDTABLE DISCUSSION**
Real Time Discussion of Partnership Challenges

Location: Room 303/304, Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Facilitator: Sharon Semones, Eli Lilly and Co.

Industry members will gather in an informal setting to openly debate
barriers to accelerating successful partnerships with academia. At least
three hot topics will be discussed as a follow-up to last year’s session:
Conflicting Metrics between Academia and Industry, Unnecessary
Confidential Disclosure Agreements and Partnering Etiquette. We will
have plenty of time for you to bring your own topic — this session is not
recorded!

**12:45 – 2 p.m.**
**Canadian Lunch**
Sponsored by Bereskin & Parr

Location: Brazos, Level 2

**1:30 – 5 p.m.**
**Managing Influences in Negotiations Course**
Sponsored by Klarquist

Location: Lone Star H, Level 3

**2 – 3:30 p.m.**
**Canadian Program**
Sponsored by AIRD McBURNey

Location: Brazos, Level 2
2 – 5:30 p.m. **Pitch & Play — The AUTM Venture Challenge**  
* (Parts 1 and 2)  
Location: Lone Star D, Level 3  
Judges: Eric Breese, Evonik  
Tony Stanco, National Council of Entrepreneurial Tech Transfer  
Mark Vreeke, Chemical Angel Network  

You won’t want to miss this year’s Venture Challenge. Similar to the popular TV show “Shark Tank,” but without the bite, the Challenge features top venture investors critiquing business plan presentations from university-related start-up companies as they compete for a $10,000 cash prize. This is a great opportunity to learn what makes a successful pitch. Learn what worked, what didn’t and why, so you can improve your own techniques.

This year’s Pitch & Play finalists are:  
- ExpressCells  
- Greppo Technologies  
- HiberSense Inc.  
- Nano Liquid Solutions, LLC

2 – 5:30 p.m. **Medical Device Partnering Forum**  
* (additional fee required, seating limited)  
Location: Lone Star E, Level 3

This Partnering Forum is a unique opportunity to network with industry partners and take an in-depth look at the medical device technology sector. Among the highlights will be presentations from industry focusing on success stories. You’ll want to take advantage of this opportunity to network with key stakeholders for your next deal.
**Federal Efforts to Advance Open Science**

**Location:** Lone Star A, Level 3  
**Track:** Other  
**Target Audience:** All Audiences  
**Moderator:** John (J.P.) Kim, National Institutes of Health (NIH)  
**Speakers:**  
- Brian A. Hitson, U.S. Department of Energy  
- Michael F. Huerta, National Institutes of Health  
- Viv Hutchison, US Geological Survey  
- Jim Kurose, National Science Foundation  
- Erin Luetkemeier, National Institutes of Health  
- Gerald Steeman, National Aeronautics and Space Administration

In 2013, the White House directed federal agencies and offices to develop plans ensuring that peer-reviewed publications and digital scientific data resulting from federally funded scientific research are accessible to the public, the scientific community and industry. As such, many federal funding agencies are fostering a culture that advances open science. In this session, subject matter experts from across the federal government will discuss the importance of open science and provide insights into lessons learned, current policies and future policy trends in open science.

**Be a Pitching Coach: Teaching Researchers How to Communicate About Technology Effectively**

**Location:** Lone Star B, Level 3  
**Track:** Other  
**Target Audience:** Intermediate  
**Moderator:** Becky Stoughton, Fuenteck, LLC  
**Speaker:** Danielle McCulloch, Fuenteck, LLC

Researchers know their technology better than anyone. This means they can be a technology transfer office’s (TTO) greatest asset when pitching to prospective licensees and partners. Ironically, it also means they can be (shall we say) a bit of a liability in marketing interactions. This session will help TTOs give researchers the skills and insights they need to stay on the asset side of the technology marketing balance sheet. You will come away with helpful tools you can use immediately, including effective coaching techniques, how to prepare for specific licensing targets, and recommendations for training frequency and follow-up.
Explore the business issues of university patent licenses. Discuss the business issues behind agreements and the various terms found in licenses and other agreements using real-world case studies. This mini-course is intended for intermediate and advanced licensing professionals. Bring your own cases for discussion by the panel and audience. Topics will include: starting the business terms negotiation on the right foot and ending there as well; licensing to established companies vs. start-ups; the relationship between license fees, maintenance fees and royalty terms; when and how to set diligence terms; when and how to take equity in the licensee; and milestone payments and control issues.

This session will identify and discuss the mistakes routinely made when drawing up and negotiating patent license agreements. These mistakes are gleaned from, and evident in, actual court cases, and we will discuss the cases and what we can learn from them. This session also will serve to update and educate attendees on legal developments and best practices based on the current state of the law.
Social Innovation in Technology Transfer: Exploring New and Old Models

Location: Lone Star F, Level 3
Track: Other
Target Audience: Intermediate
Moderator: Charles Valauskas, Valauskas Corder LLC
Speakers: Jordana Armstrong, Innovate Calgary
           Christoph Köller, G&K Managementberater

National research funding is increasingly limited, leaving institutions and companies to look elsewhere. Meanwhile, there is increasing rhetoric to promote innovation and entrepreneurship across all faculties on campuses. How do we promote utilization of assets and resources on campuses with revenue-generating possibilities that have been underexplored? This session will cover intellectual property protection strategies beyond patents and explore the commercialization models to support broader knowledge mobilization, including social enterprise and licensing, drawing on US and international models.

3:30 – 4 p.m. Refreshment Break
Location: Lone Star Foyer, Level 3
Tuesday, Feb. 12, 4 – 5:30 p.m.

6A  Universities and Cannabis: It’s Big Business Now
Location: Lone Star A, Level 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Moderator: Dale Hunt, Plant & Planet Law Firm
Speaker: Yaron Daniely, The Hebrew University of Jerusalem

The legal cannabis industry is complex and huge. With current research support in some states, federal research funding may follow. Even the US Patent and Trademark Office (USPTO) itself is divided: The patent side is friendly to cannabis, and the trademark side is hostile. University tech transfer cannot ignore cannabis, but it also cannot blindly hope for the best. This seminar will give an update on the industry in the states where it is legal, recent actions by the USPTO, and recommendations for university tech transfer offices.

6B  MTAs Made Totally Awesome!
Location: Lone Star B, Level 3
Track: Administrative/Operations
Target Audience: All Audiences
Moderator: Linda Kahl, BioBricks Foundation
Speakers: Mike Villalobos, Vanderbilt University
          Anthony Cova, Addgene
          Jennifer Molloy, Shuttleworth Foundation Fellow and Cambridge Biomakespace
          Mark Rohrbaugh, National Institutes of Health

Each year, hundreds of thousands of material transfer agreements (MTAs) are negotiated among research institutions worldwide. The time-consuming nature of negotiating MTAs imposes a substantial administrative burden and increases costs for technology transfer with very little value realized. In this session we will discuss new developments in MTAs — from automation with the AUTM MTA Toolkit and other standard templates, to the policies and practices of research institutions and providers of research materials — that ease the burden on technology transfer offices and promote the sharing of research materials.
6C  Business Side of the License (Part 2)
Location: Lone Star C, Level 3
Track: Licensing Successful Practices
Target Audience: All Audiences
Moderators: Jennifer Dyer, University of Southern California  
Traci Libby, Beckman Coulter Diagnostics
Participate in a discussion of the business issues behind agreements and the various terms found in licenses and other agreements using real-world case studies. This mini-course is intended for intermediate and advanced licensing professionals. Bring your own cases for discussion by the panel and audience. Topics will include: starting the business terms negotiation on the right foot and ending there as well; licensing to established companies vs. start-ups; the relationship between license fees, maintenance fees and royalty terms; when and how to set diligence terms; when and how to take equity in the licensee; and milestone payments and control issues.

6F  Rethinking Health Innovation from Invention to Commercialization
Location: Lone Star F, Level 3
Track: Other
Target Audience: All Audiences
Moderator: Verena Kallhoff, Dell Medical School, University of Texas at Austin
Speakers: Les Nichols, University of Texas at Austin  
Doug Stoakley, ClearCam  
John Uecker, Dell Medical School, University of Texas at Austin  
Nishi Viswanathan, Dell Medical School, University of Texas at Austin
This panel from Texas Health CoLab at Dell Medical School will discuss the benefits and challenges of translating a medical school’s mission into action by building and supporting a robust and comprehensive pipeline for applied innovation in health care. How can you engage researchers, students, entrepreneurs, clinicians and mentors along the entire path from invention to commercialization? The panel will offer insights into thoughtfully designed platforms for research groups and start-ups to engage with strategic partners and entrepreneurs. Takeaways from this discussion will include how to be uniquely positioned to co-develop and validate novel solutions in a future-facing health care system that emphasizes value-based care and new ways to commercialize ideas.
5:30 – 6:30 p.m.        RTTP Reception

Location: Lone Star G, Level 3

Have you already earned your RTTP? Join this celebration of those who have earned the globally recognized designation for the profession. Not an RTTP, but you’ve already invested in your career by taking educational courses and earning continuing education credits? Take the next step. Attend the RTTP Reception and learn how you can apply.
### SCHEDULE AT A GLANCE

**Wednesday, Feb. 13**

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<td>Registration Open</td>
<td>JW Grand Ballroom Foyer, Level 4</td>
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<td>7:30 a.m. – 12:30 p.m.</td>
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<td>7:30 a.m. – 4:30 p.m.</td>
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<td>8:30 – 9:30 a.m.</td>
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<td>9:30 – 11:30 a.m.</td>
<td>Closing Plenary and Keynote</td>
<td>JW Grand Ballroom 5 – 8, Level 4</td>
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<td></td>
<td>Featuring Ayanna Howard,</td>
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<td>School Chair for Interactive Computing at Georgia Institute of Technology</td>
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<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
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<td>11:30 a.m. – 1:30 p.m.</td>
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<td>Brazos, Level 2</td>
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<td>12:45 – 1:45 p.m.</td>
<td>Session 7 – Educational and Roundtable Sessions</td>
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<td>7B</td>
<td>Learn from Texas Hospitality: Treat Your Start-ups Right!</td>
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<td>7C</td>
<td>Someone’s Been Using My Patents: Detecting, Evaluating and Value Infringement to Monetize University Patent Portfolios</td>
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<td>7D</td>
<td>Protecting Your IP Rights in China: Texas Perspective (CLE eligible)</td>
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<td>Commercialization in the Medical Device World</td>
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<td>7F</td>
<td>Creating Comprehensive Partnering Strategy: Corporate Relations + Tech Transfer</td>
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<td>Engaging Faculty in the Start-up Process</td>
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<td>ROUNDTABLE DISCUSSION Cultivating CEOs in Underserved Regions</td>
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<td>Innovative Programs from Government Tech Transfer Offices</td>
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<td>Invention Triage: Giving Feedback to Inventors Without Risking Relationships</td>
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<td>8C</td>
<td>The Widening Horizons of Agritech Commercialization</td>
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<td><strong>8D</strong></td>
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<td><strong>8F</strong></td>
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<td><strong>8K</strong></td>
<td>ROUNDTABLE DISCUSSION Changes in China and Your IP and Tech Transfer Strategy</td>
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<td><strong>3 – 3:30 p.m.</strong></td>
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<td><strong>3:30 – 4:30 p.m.</strong></td>
<td>Session 9 – Educational and Roundtable Sessions</td>
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<td>Assignments: The Bad and the Ugly (CLE eligible)</td>
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<td>Sublicensing Income: The Words Still Really Matter (CLE eligible)</td>
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<td>9F</td>
<td>Best Practices in Women’s Entrepreneurship Programs</td>
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<td>Strategies for Monetizing Data at Universities</td>
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<td>I-Corps at NIH: Proof that Researchers Getting Out of the Lab Creates Successful Start-ups</td>
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<td>9I</td>
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<td>ROUNDTABLE DISCUSSION Telling (and Selling) Your Stories: Achieving Success in Public Relations</td>
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<td>4:30 – 6 p.m.</td>
<td>Closing Reception</td>
<td>Rooftop (or JW Grand Ballroom in case of inclement weather)</td>
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Sponsored in part by [Novartis](https://www.novartis.com)
MEETING SCHEDULE

Wednesday, Feb. 13, 9:30 – 11:30 a.m.

9 – 11:30 a.m.  Closing Plenary and Keynote
Featuring Ayanna Howard,
Chair, School of Interactive Computing at
Georgia Institute of Technology

Location:  JW Grand Ballroom 5 – 8, Level 4

Ayanna’s career focus is on intelligent technologies that must adapt to and function within a human-centered world. Her work encompasses advancements in artificial intelligence (AI), assistive technologies and robotics. She has been recognized as one of the 23 most powerful women engineers in the world by Business Insider.

Wednesday, Feb. 13, 12:45 – 1:45 p.m.

7A  Career Development Forum:
Get the 411 on a Gig in TT
Sponsored by

Location:  Lone Star A, Level 3
Track:  Other
Target Audience:  All Audiences
Moderator:  Kiki Reames, Children’s Healthcare of Atlanta
Speakers:  Kevin Dietz,
Baker, Donelson, Bearman, Caldwell & Berkowitz PC
Jennifer Dyer, University of Southern California
Richard Greeley, University of Michigan
Jonathan Jensen,
Salk Institute for Biological Studies
Ofra Weinberger, Columbia University

Technology transfer professionals are a diverse group of people with backgrounds and training in many fields: science, engineering, medicine, finance, business and law. This session will examine these backgrounds, as well as our complex and evolving roles and responsibilities. We’ll focus on the value and experience gained by fluid transitioning among academia, industry and venture space, which is becoming a
common career path. We’ll talk about challenges and opportunities at every career level. Preliminary findings gained from a new career mapping study will also be presented. If you’re thinking about your future professional goals, or are new to the profession and would like to know about options within the field, this session is for you!

7B  **Learn from Texas Hospitality: Treat Your Start-ups Right!**

Location: Lone Star B, Level 3  
Track: Administrative/Operations  
Target Audience: Fundamental  
Moderator: Jennifer Folger, Michigan State University  
Speakers: Wade Fulghum, North Carolina State University  
Eric See, Cedars-Sinai Medical Center

Prepare your start-up licensees for success with license management and deployment resources that make it easy to get your new licensee up and running. Build the relationship from the get-go and give your start-ups the skills they need to succeed. The panel will have a Q&A session to cover your questions.

7C  **Someone’s Been Using My Patents: Detecting, Evaluating and Value Infringement to Monetize University Patent Portfolios**

Location: Lone Star C, Level 3  
Track: IP Trends and Successful Practices  
Target Audience: Advanced  
Moderator: George Summerfield, Stadheim & Grear Ltd.

Many universities are starting to take a serious look at patent monetization as part of their overall technology transfer strategies. Monetization requires a well-thought-out strategy that starts with careful patent due diligence and the sensitive interplay of various facets to achieve success. New changes in patent law, such as the America Invents Act and the introduction of inter partes review, also have a tremendous impact on the overall monetization strategy. This panel will discuss drivers for choosing patents in a monetization strategy; how to perform the initial diligence; how to work with law firms; the law firm’s responsibilities regarding overall strategy; whether you need outside financing and how to select it; and how to balance public image with the monetization strategy.
Protecting Your IP Rights in China: Texas Perspective
(CLE eligible)

Location: Lone Star D, Level 3
Track: Global Issues
Target Audience: Advanced
Moderator: Hope Shimabuku, Texas Regional US Patent and Trademark Office
Speakers: Brad Chin, Bracewell LLP
John Christie, Tulane University
Gregg Rosenblatt, 3M Co.
Elaine Wu, US Patent and Trademark Office

This discussion will feature subject matter experts on Chinese principal laws on patents, trademarks, copyrights and trade secrets, and include real tales from the trenches from intellectual property (IP) counsel who have successfully enforced IP in China. Join us for a substantive discussion on best practices for securing and enforcing your IP rights in the interconnected world market.

Commercialization in the Medical Device World

Location: Lone Star E, Level 3
Track: Industry/Academic Partnerships
Target Audience: All Audiences
Moderator: Christopher Yochim, National Institute for Innovation in Manufacturing Biopharmaceuticals
Speakers: James Kaiser, HOYA
Jamie Kemler, Stryker
Heather Walsh, Baxter

Attracting a variety of industry representatives is an important part of the AUTM Annual Meeting. In this session, representatives from major medical device manufacturers will share their insights on collaborating with academia, how the landscape and processes differ from biotech/pharma, and the growing trends to partner early or invest in academic spin-outs. Health care is incorporating more sophisticated devices to manage patients and improve outcomes and quality of life. Join your industry and engineering colleagues to share your best practices and challenges.
7F  Creating Comprehensive Partnering Strategy: Corporate Relations + Tech Transfer

Location: Lone Star F, Level 3
Track: Industry/Academia Partnerships
Target Audience: Intermediate
Moderator: Michael Rondelli, University of North Texas
Speakers: Yaron Daniely, The Hebrew University of Jerusalem
Bradley W. Fravel, Virginia Tech
Kimberly Jacobs, University of Florida

Companies seek talent, intellectual property, research expertise and more from higher education. The Network of Academic Corporate Relations Officers (NACRO) has benchmarked nearly 200 academic research institutions. In doing so, NACRO identified five essential elements of successful corporate relations efforts that create value for university and industry partners and can be adopted to create a unique corporate relations program. In this session, we’ll cover recent trends in private sector-academic engagement and share strategies for leveraging advancement, research development and technology commercialization office. You’ll learn to maximize the flow of corporate resources to both support the university’s mission and ensure an optimal enterprise experience for the corporate partner.

7H  Engaging Faculty in the Start-up Process

Location: Lone Star H, Level 3
Track: Start-ups and Gap Funding
Target Audience: All Audiences
Moderator: Eric Ginsburg, University of Chicago
Speakers: Matthew Cohen, Osage University Partners
Andrew Ellington, University of Texas at Austin
Don Rose, University of North Carolina, Chapel Hill

Academic researchers are constantly hearing about start-ups from a variety of internal and external sources. What should technology transfer professionals do to improve the signal-to-noise ratio? This panel will focus on the key messages potential faculty founders should hear, well before they start to build a company. Topics will include what to tell faculty about whether the technology is more suitable for a start-up or licensing to an established company, when to start a company, expected time commitment, conflict of interest and conflict of commitment, their role in the company, selecting co-founders and a CEO, what venture capitalists are (and are not), and financial expectations.
7I  ROUNDTABLE DISCUSSION
From Paperwork to Paperless:
Widening the MTA Web System

Location: Room 301, Level 3
Track: Other
Target Audience: Fundamental
Facilitator: Katsuya Fukami, Kyushu University

The exchange of research tools and documents is a necessary part of research, and speedy completion of the material transfer paperwork is essential. The Material Management Center (MMC) web system facilitates this process through online paperless material transfer applications with the National Resource Center (NRC). Since its founding in 2009, the MMC has grown to encompass a network of universities and research institutions in Japan. This session will introduce the paperless system with the NRC and the material transfer agreement (MTA) consortium sharing of the MMC web system. Pros and cons of the web system will also be discussed.

7J  ROUNDTABLE DISCUSSION
Software

Location: Room 302, Level 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Facilitator: Drew Bennett, University of Michigan

This is the annual open session for software licensing professionals to share leading practices and learn about the latest legal decisions.
A major factor in determining whether a start-up succeeds is the experience and know-how of its founders. STEM-based researchers often don’t have the business acumen or time to commit, which necessitates a qualified CEO. Robust ecosystems such as Silicon Valley or Boston benefit from the resources in their region that naturally attract experienced CEOs. But for the rest of the country, it can be challenging to find, persuade and incentivize these individuals to relocate to underserved regions to run a risky start-up endeavor. This session will cover best practices and the pitfalls to fill the CEO gap, particularly in underserved regions.
The similarities between academic and government technology transfer programs are well-recognized. This session will feature top federal technology transfer officials to present cutting-edge approaches that have been highly successful and can be easily adopted by university technology transfer offices. Examples of these innovative approaches include: the Department of Homeland Security’s Transition to Practice program for federal cybersecurity technologies, which engages researchers and allows companies to test and further develop innovations; Oak Ridge National Laboratory, which used an aggressive marketing campaign to secure four licenses for the same technology; and NASA, which achieved a 155 percent increase in patent licensing over four years through several innovative programs that brought strong visibility to licensable NASA patents.

Inventors take a bold step with each invention disclosure. What looks like simple paperwork is often a product of hard work and a wide range of emotion — from complete confidence to wariness and even suspi-
clusion. While objective, process-oriented evaluations and feedback are always the goal of a commercialization office, politics can never be avoided or ignored. This session will discuss the challenges encountered at organizations and the steps taken to foster cultures of trust between innovation offices and inventors while providing a comprehensive due diligence in a time-sensitive manner.

8C  The Widening Horizons of Agritech Commercialization
Location:  Lone Star C, Level 3
Track:  Industry/Academic Partnerships
Target Audience:  Advanced
Moderator:  Iain Thomas, Cambridge Enterprise Ltd.

Agriculture is evolving rapidly with farmers and food producers adopting new technologies to boost competitiveness, including robotics, drones, big data and gene editing. This opens up new possibilities in plant breeding. Commercializing academic research in agriculture has traditionally focused on plant breeding, and few universities outside the major land grant schools have much experience. With the arrival of the agritech era and a wider range of academic technology now of interest to companies across the agriculture supply chain, this session will explore the best approaches to early-stage development and adoption of technology in this evolving industry sector.

8D  Automatic Licensing Initiatives: How They Work and How They Are Working (CLE eligible)
Location:  Lone Star D, Level 3
Track:  Licensing Successful Practices
Target Audience:  Advanced
Moderator:  Kathryn Donohue, University of Pennsylvania
Speakers:  Michael J. Brignati, Pennsylvania State University
           BethLynn Maxwell, University of Texas System

To increase sponsored research funding, several universities have launched novel licensing initiatives that grant a research sponsor an automatic, exclusive, often royalty-free license upon payment of a set fee or percentage of the research budget. What are these programs? How do they work? What are the legal considerations related to federal funding, tax-exempt bond financing, private business use and tax exempt status, and contract drafting? These and many more questions will be addressed by panelists from universities that have these programs.
Universities are seeing increased disclosures from their physical science departments. These disclosures are wide ranging — from quantum computers, optics and clean technologies to artificial intelligence. The diversity of the technology, large capital requirements and tight development timelines often make it challenging to find partners to develop or license these technologies, compared with life science technologies. There are also fewer external resources, such as venture capital (VC) firms and incubators, focused on the physical sciences. In this panel, experts from academic, VC and physical science-focused incubators will discuss strategies they have successfully used to commercialize physical science technologies.

Exclusive academic licenses typically involve early-stage technologies and grant the licensee rights to both patents and know-how. While patents provide the exclusive licensee with the right to prevent others from practicing the invention, know-how is useful to the licensee and often facilitates the development of the products. Yet despite the value provided to the licensee, the parties often do not agree on what constitutes appropriate compensation for know-how. In this panel, we will discuss what constitutes know-how, various approaches to compensating licensors for their know-how, the objections often raised by licensees, and strategies for resolving these differences.
8H  **Renewable Innovation: How to Establish, Implement and Fuel a Transparent Technology Development Funding Program**

Location: Lone Star H, Level 3  
Track: Start-ups and Gap Funding  
Target Audience: All Audiences  
Moderator: Michael Hansen, Cleveland Clinic Innovations  
Speakers: Taylor Bench, University of Utah  
Anne C. DiSante, Michigan State University  
Chris Harris, Vanderbilt University

Too often, the palpable energy of the initial idea is sapped when the funding conversation starts. Many organizations are learning how to keep the energy flowing longer by creating funds for early-stage proof-of-concept development and are seeing the benefits that they bring — from better deals to a more robust innovation pipeline. This is not easy. Many decisions have to be made about budget, project selection and oversight. This session will bring together panelists who have learned the tough lessons and developed the best practices for creating an in-house funding program that works.

8I  **ROUNDTABLE DISCUSSION**  
**Getting to Valuation Inflection Points for Free Courtesy of NIH**

Location: Room 301, Level 3  
Track: Start-ups and Gap Funding  
Target Audience: Advanced  
Facilitator: Ethel Rubin, National Institutes of Health

The National Institutes of Health (NIH) has many programs that either fund or provide services and resources for “Phase 0 Proof of Concept,” to get to valuation inflection points for academic translational investigators, academic spin-outs and other start-ups or small businesses. Financially challenged academics and small businesses have used these types of resources and services for further development of their technologies toward commercialization. We’ll discuss the trend of offerings like these to supplement small businesses and academics alike in order to get free work done for you by the NIH.
8J  ROUNDTABLE DISCUSSION
Developing Effective Mentoring Relationships

Location: Room 302, Level 3
Track: Other
Target Audience: All Audiences
Facilitator: Michael B. Dilling, Baylor College of Medicine

As our profession grows and becomes more complex and interdependent, having a mentor at your side to guide you can be an incredibly valuable asset to your career. Attend this session if you have an AUTM mentor/mentee or would like to explore the idea further. Drawing from mentoring programs within AUTM and beyond, this workshop will highlight experiences of past AUTM mentors and mentees, cover best practices for those relationships, and showcase the newly launched AUTM Mentor Match portal to allow AUTM members to connect with a mentor or mentee.

8K  ROUNDTABLE DISCUSSION
Changes in China and Your IP and Tech Transfer Strategy

Location: Room 303/304, Level 3
Track: IP Trends and Successful Practices
Target Audience: All Audiences
Facilitator: Albert Wai-Kit Chan, United States-China Intellectual Property Institute Inc.

China is growing and innovating at breathtaking speed, supported by aggressive changes in law, policies and practices. Join us for a panel discussion to find out how it all affects your intellectual property (IP) and tech transfer strategy. We'll help identify the most vulnerable, intangible assets and how to protect them, especially those in collaboration with a Chinese counterpart. Learn the best practices to stay competitive and protected in this ever-changing IP environment.

3 – 3:30 p.m.  Refreshment Break
Location: Lone Star Foyer
Sponsored by
Wednesday, Feb. 13, 3:30 – 4:30 p.m.

9A  **Battle of Priorities: Sell Side vs. Buy Side Licensing**

Location: Lone Star A, Level 3  
Track: Industry/Academic Partnerships  
Target Audience: All Audiences  
Moderator: **Vaibhav Saini, University of Connecticut**  
Speakers: **Lindsay Kelly, RoivantNEXT**  
**Lori Pressman, Independent Consultant**  
**Bruce E. Taillon, Elanco Animal Health**  
**Alan Yen, Boston Children’s Hospital**

We will cover licensing priorities for universities (sell side) and industry partners (buy side), and address matching technology readiness levels with industry partners’ investment strategies, expectations of different stakeholders, market constraints and more.

9B  **Promoting Partnerships Through Technology Showcases**

Location: Lone Star B, Level 3  
Track: Marketing Successful Practices  
Target Audience: All Audiences  
Moderator: **Nicole Nair, University of Illinois at Urbana-Champaign**  
Speakers: **Lisa Dhar, Northwestern University**  
**Kirsten Leute, Osage University Partners**  
**Svetlana Sowers, University of Illinois at Urbana-Champaign**  
**Quentin Thomas, Emory University**

Technology showcases can be strong vehicles for creating new partnerships and opportunities between researchers and potential investors and funders. This session will focus on technology showcase basics, such as picking the correct format, arranging logistics, promoting, and running a successful event. Topics will include determining your intended audience, hosting showcases singly and with other partner universities, arranging partnering meetings, accommodating special requests and more. We will also discuss lessons learned from experience. Attendees will leave the session better informed about the many aspects to consider when deciding whether to host a showcase of their own.
9C  Open Innovation: A Case Study Approach to Best Practices
Location: Lone Star C, Level 3
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: Bernard James Graves, Baker, Donelson, Bearman, Caldwell & Berkowitz PC

We’ll share case studies drawn from joint research and development agreements, sponsored research and confidentiality agreements. The case studies will illustrate certain structural features and processes to be avoided in open innovation constructs and will suggest best practices. The presentation will also review joint ownership, enforcement of jointly owned intellectual property (IP) and the current law on joint inventorship as examples of potential pitfalls arising from modern open innovation constructs.

9D  Assignments: The Bad and the Ugly (CLE eligible)
Location: Lone Star D, Level 3
Track: IP Trends and Successful Practices
Target Audience: Intermediate
Moderator: Maura O’Connell, FRKelly
Speakers: Lakita Cavin, University of Tennessee
Michael Wiwchar, Faegre Baker Daniels LLP

Many people in our profession are familiar with the US Supreme Court’s Stanford v. Roche decision in 2011. Not everyone is familiar with the April 2018 revisions to the Bayh-Dole Act regarding the obligation for universities to require employees to assign invention rights to their university, or the divergence of approach on the format and timing of assignments in Europe. This session will provide an overview of assignment requirements in the United States and Europe, and provide suggestions for ensuring compliance in both jurisdictions.
9E  Sublicensing Income: The Words Still Really Matter (CLE eligible)

Location: Lone Star E, Level 3
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: Emily Kuwahara, Crowell & Moring LLP
Speaker: James P. McNamara, University of Massachusetts; Ashley Stevens, Focus IP Group LLC

How an agreement defines sublicense income can determine whether a university receives millions of dollars, though licenses and sublicensing provisions must be agreed upon years before an invention may ever generate income for a university. In this session, we will offer new perspectives in the area of sublicensing. You’ll hear about how specific contract language has been interpreted in the courtroom and learn the importance of the license’s words, including how certain provisions create incentives for licensees to avoid paying. Panelists will provide their experiences and real-world, practical insights into sublicensing income clauses.

9F  Best Practices in Women’s Entrepreneurship Programs

Location: Lone Star F, Level 3
Track: Start-ups and Gap Funding
Target Audience: All Audiences
Moderator: Jennifer Finefield, Partners HealthCare
Speakers: Jeanette R. Hill, Spot On Sciences Inc.; Mary Juhas, The Ohio State University; Kristen Otto, Washington University in St. Louis

Awareness is growing around the need to develop new strategies to increase the number of women founders commercializing university research. The reasons are economic — if you are not involving half your researchers in this process, your ecosystem is missing out on innovation. In this session, we will hear from three different university programs that are focused on improving and enhancing the involvement of women in the entrepreneurship and commercialization process. In addition, a successful female entrepreneur will join us to share her experiences with starting and growing a company.
9G  Strategies for Monetizing Data at Universities

Location: Lone Star G, Level 3
Track: Licensing Successful Practices
Target Audience: All Audiences
Moderator: Bin Yan, University of Miami
Speakers: Joe Jankowski, Case Western Reserve University
          Jarett Rieger, H. Lee Moffitt Cancer Center & Research Institute

Universities are a prolific source of big data, ranging from research and clinical data sets to academic performance and student enrollment. As more universities look for ways to monetize these data gold mines, efficient deployment of data commercialization models becomes increasingly important because not all data are created equal. This session is designed as a forum to discuss the pros and cons of various mechanisms to turn data into revenue. The panel will also discuss how revenue derived is disbursed internally.

9H  I-Corps at NIH: Proof that Researchers Getting Out of the Lab Creates Successful Start-ups

Location: Lone Star H, Level 3
Track: Start-ups and Gap Funding
Target Audience: All Audiences
Moderator: Christie Canaria, National Cancer Institute
Speakers: Stephanie Fertig, National Institute of Neurological Disorders and Stroke
          Nancy U. Kamei, National Science Foundation
          Kimberly Payne, Loma Linda University

What makes a successful university start-up go from IP to IPO? The National Institutes of Health (NIH) knows that technical expertise isn’t enough to guarantee business success, so we teamed up with the National Science Foundation and entrepreneurial experts to develop the I-Corps at NIH Pilot Training Program. The I-Corps curriculum is designed to provide scientists at NIH Small Business Innovation Research-funded companies with real-world, hands-on, immersive entrepreneurship training by teaching participants about getting out of the lab to learn who their customers are, how to price their products and how to develop features that customers want. In this panel, we’ll provide an overview of the program and key business concepts, and share data from a recent study of the program.
9I  ROUNDTABLE DISCUSSION
University Start-up Strategies

Location:  Room 301, Level 3
Track:    Start-ups and Gap Funding
Target Audience:  All Audiences
Facilitator:  Tony Stanco,
             National Council of Entrepreneurial Tech Transfer

This session will bring together those who are dedicated to creating, developing and funding university start-ups that will attract investor and industry interest. Following the AUTM meeting, the group will work on key issues that universities encounter to develop start-up best practices.

9J  ROUNDTABLE DISCUSSION
Licensing Technologies to IT Start-ups

Location:  Room 302, Level 3
Session:        Licensing Successful Practices
Target Audience:  Advanced
Facilitator:  Florian Kirschenhofer, Max Planck Innovation GmbH

Software-based start-ups are booming. Although licensing technologies to start-ups is part of the daily business of a technology transfer office (TTO), licensing software to these companies seems to be a challenge. The reasons are manifold. IT researchers’ awareness of intellectual property (IP) issues might differ from that of other researchers. Often many programmers from different organizations were involved to create the software. Software patents are supposedly worthless, and some tech transfer officers have the feeling that some inventions are “leaving through the back door” without any IP contract. In this session we will discuss how to support researchers and start-ups, and how to protect the commercial interests of the research organizations.
ROUND TABLE DISCUSSION
Telling (and Selling) Your Stories: Achieving Success in Public Relations

Location: Room 303/304, Level 3
Track: Marketing Successful Practices
Target Audience: All Audiences
Facilitator: Paul K. Tumarkin, University of Arizona

As technology commercialization pros, we understand the impact of what we do and how much ecosystem engagement we need to make it happen. But let’s face it: Most of us aren’t PR gurus. You might be creating videos and writing press releases and posting them to your website. But who’s watching and reading them? You might be registering hits, but are you reaching the right people who can help you move the needle? Join us for a chat about what makes a great story and how to get out there for maximum impact.

4:30 – 6 p.m. Closing Reception
Location: Rooftop
(or JW Grand Ballroom in case of inclement weather)
Sponsored in part by NOVARTIS

Close out the AUTM 2019 Annual Meeting in style. Take advantage of this opportunity to cement new connections and mingle with friends and colleagues. Enjoy delicious appetizers and prepare to say goodbye to Austin.
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The AUTM Foundation’s mission is to create awareness, build relationships and secure resources to support initiatives and programs that benefit the association and the profession. We collaborate with federal agencies and country representatives to empower AUTM’s global partners in developing best practices.

Through partnerships with funders such as LifeArc, Tom Keyes and UAB, we educate and mentor future leaders through our Technology Transfer Career Training Program. And with our newest initiative, we advocate for programs that expand diverse and inclusive culture in academic research.

Now in its 3rd year of operation, the foundation is working closely with Association leadership and members to further identify strengths and opportunities within the AUTM community that can make a positive impact.

For more information on how the AUTM Foundation is expanding the profession of technology transfer or to get involved, visit our booth #215 during the meeting. We look forward to working with you to enable opportunities that expand our profession.

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National Institute for Innovation in Manufacturing Biopharmaceuticals

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Annual Meeting Committee Chair
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Annual Meeting Program Chair
Hassan R. Naqvi, Johns Hopkins University

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Annual Meeting Site Chair
Betsy Merrick, University of Texas at Austin

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Cory G. Acuff, University of Georgia
Jordana Armstrong, Innovate Calgary
Carole J. Burns, Johns Hopkins University
Sadhana Chitale, New York University Medical Center
Mohammed Viqar Hussain, Massachusetts Institute of Technology
Jonathan Jensen, Salk Institute for Biological Studies
Linda Kesselring, Emory University
Pavel Khrimian, Reliable Source Consulting
Jenna N. Matheny, Dana-Farber Cancer Institute
Alla McCoy, University of Maryland
Brian Phillips, Seattle Children’s Research Institute
Marie-Christine P. Reames, Children’s Healthcare of Atlanta
Leslie M. Smith, Pennington Biomedical Research Center
Anna Solowiej, National Human Genome Research Institute
Svetlana Sowers, University of Illinois at Urbana-Champaign
William Vaughn, Colorado School of Mines
John D. Wilson, GlaxoSmithKline
AUTM has presented its Bayh-Dole Award to the following people in recognition of their untiring efforts to foster and promote intellectual property activities on behalf of university and non-profit organizations.

2019  Carl Gulbrandsen
2018  Ragan Robertson
2017  Lori Pressman
2016  Eric W. Guttag
2015  Michael A. Waring
2014  Jon Soderstrom
2013  Mark Crowell
2012  Marjorie Forster
       Jean A. Mahoney
       Eugene Schuler
2011  Robert B. Hardy
2010  Janna C. Tom
2009  James H. Turner Jr.
2008  Andrew Cohn
2007  Ashley J. Stevens
2006  Council on Governmental Relations (COGR)
       Patricia Weeks
2005  Ako Nishizawa
       James A. Severson
2004  Niels Reimers
2002  Maria Freire
2001  Katharine Ku
       Lita Nelsen
2000  Terence A. Feuerborn
1999  Joseph P. Allen
1998  Joyce Brinton
1997  Karen Hersey
       Katharina Phillips
1996  Edward L. MacCordy
1995  Roger G. Ditzel
1983  Norman J. Latker
1980  Howard W. Bremer
<table>
<thead>
<tr>
<th>Year</th>
<th>Name(s)</th>
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<tr>
<td>2019</td>
<td>David L. Gulley</td>
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<td>2018</td>
<td>Andrew Cohn</td>
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<td>2017</td>
<td>Monya Dunlap, Ray Wheatley</td>
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<td>Lita Nelsen</td>
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<td>Mary Albertson, John A. Fraser</td>
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<td>Christopher Yochim</td>
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<td>Howard W. Bremer</td>
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<td>2012</td>
<td>Anne DiSante, Jude Wilkinson</td>
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<td>Fred H. Reinhart</td>
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<td>John T. Perchorowicz</td>
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<td>Dana Bostrom</td>
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<td>The AUTM Band, The Infringers</td>
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<td>2007</td>
<td>Kevin W.L. Croft</td>
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<td>Marjorie Forster</td>
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<td>Robin L. Rasor</td>
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<td>2004</td>
<td>Steve Sammut</td>
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<td>2003</td>
<td>Survey, Statistics and Metrics Committee</td>
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<td>2001</td>
<td>Lori Pressman, Sally Hines, Kathleen Denis</td>
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<td>2000</td>
<td>Karen Hersey</td>
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<td>1999</td>
<td>Jon Sandelin</td>
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<td>Teri F. Willey</td>
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<td>1997</td>
<td>Dan Massing</td>
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<td>1992</td>
<td>Vladimir Dvorkovitz</td>
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VOLUNTEER OF THE YEAR AWARD

Volunteers are the lifeblood of our organization. The Association is truly grateful for their hard work and devotion. The following have received the AUTM Volunteer of the Year Award in recognition of their substantial contributions to the AUTM community.

2019  Jordana Armstrong
2018  Audit Committee
2017  Stephen P. Auvil
2016  Peter C. Gonczlik
2015  Hassan R. Naqvi
2014  Monya Dunlap
2013  Michael Waring
2012  Nicole Baute Honorée
2011  Alan R. Bentley
      Yatin S. Karpe
2010  Frances Galvin
      Jennifer Gottwald
      Sally Hines
      Joshua Powers
      Laura Savatski
      Stephen J. Susalka
      Jude Wilkinson
VOLUNTEER SERVICE AWARD

AUTM recognizes outstanding volunteer contributions to activities within AUTM’s various program portfolios.

2019

Cory Acuff
Jordana Armstrong
Stephen Barone
Robert Brown
Ellen MacKay
John Miner
Rodney Ridley
Anna Solowiej
Brian Wright
Omar Zahr

Better World Project Committee:
Patrick Reynolds (Chair)
George Chellapa
Nghia Chiem
Sophie Lim
Narasimha R. Nagaiah
Meagan Pitcher
Shikha Sharma
Leslie M. Smith
Kalpa Vithalani

2018

Andrew J. Maas, Valuation Course Committee
Brion Berman, Public Policy Legal Task Force
Pauline Booth, Kyle Salazar, Antonis Tsakotellis, Audit Committee
Pauline Booth, Audit Committee
Hannah Carbone, Western Region Meeting Planning Committee
Joy Goswami, Finance Committee
Kashif Haque, Partnering Forum Committee
Linda Kesselring, Website Committee
Kristin Rencher, Essentials Course Committee
Mark Weber, Canadian Region Meeting Planning Committee
2017
Steve P. Auvil, *TOOLS Course*
Daniel Dardani, *Software Course*
Jim Henderson, *Online Professional Development Committee*
Yatin Karpe, *Small Office Course*
Kevin Kercher, *Membership Development Committee*
Patrick Reed, *Annual Meeting Planning Committee*
Abhishek Sangal, *Annual Meeting Planning Committee*
Gayatri Varma, *Annual Meeting Planning Committee*
Ray Wheatley, *Essentials Course*

2016
Peter C. Gonczlik, *Communications and Marketing*
Linda S. Kawano, *Membership*
Graham Morton, *Finance*
Susan Patow, *Meeting Development*
Kenneth W. Porter, *Membership*
Patrick Reynolds, *Communications and Marketing*
Ragan Robertson, *Communications and Marketing*
Sharmila Shearing, *Professional Development*
Kathleen Sohar, *Membership*

2015
Nikki J. Borman, *Finance*
John M. Christie, *Professional Development*
Kevin Dietz, *Membership, Western Hemisphere*
Catherine Geci, *Metrics and Surveys*
Lisa Matragrano, *Communications and Marketing*
Graham Morton, *Finance*
Hassan R. Naqvi, *Annual Meeting*
Janna C. Tom, *Advocacy*
Takafumi Yamamoto, *Membership, Eastern Hemisphere*
2014
Doug Aguilera, Finance
Alan R. Bentley, Metrics and Surveys
Robert B. Hardy, Advocacy
Paul C.B. Liu, Membership, Eastern Hemisphere
Laura McKnight, Professional Development
Clifford Michaels, Communications and Marketing
Baidehi Luna Mukherjee, Membership, Western Hemisphere
Ashley J. Stevens, Metrics and Surveys
Gayatri Varma, Annual Meeting

2013
Peter G. Gonczlik, Communications and Marketing
Amy Goot, Finance
Sarah Howe, Membership
John Miner, Metrics and Surveys
John Molloy, AUTM in Canada
Christopher Noble, Professional Development
Stephen Snider, Annual Meeting
John Zurawski, Strategic Alliances

2012
Nikki J. Borman, Communications and Marketing
Khera L. Douglass, Professional Development
Claire T. Driscoll, Annual Meeting
Eric W. Guttag, Advocacy
Stephen G. Harsy, Metrics and Surveys
Laura McKnight, Professional Development
John A. Micah, Membership Committee
John T. Perchorowicz, Finance
Charles C. Valauskas, Region Meetings
CANADIAN AWARD

AUTM recognizes the outstanding service these people have provided to the Canadian technology transfer community.

2019  Kenneth W. Porter
2018  Gina V. Funicelli
2017  Micheline Gravel
      Dan Polonenko
2016  Sean Flanigan
2015  Adi Treasurywala
2014  D. Joe Irvine
2013  John P. Malloy
2012  Tanya G. Glavicic-Théberge
2011  Terry Donaghue
2010  David J. King
2009  Marcel D. Mongeon
2008  Angus Livingstone
2007  Janet E. Scholz
2004  Margaret Caughey
2000  James Wolf Murray
Launched in 2002, the Howard Bremer Scholarship is an annual program that supports students and emerging professionals pursuing careers in technology transfer. Named to honor our esteemed colleague, a pioneering AUTM member and past President of the Association (1978 – 79), the scholarship is awarded to those who — like Howard Bremer — wish to bring creativity and innovation to the academic technology transfer profession.

<table>
<thead>
<tr>
<th>Year</th>
<th>Students</th>
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<tbody>
<tr>
<td>2019</td>
<td>Kyle Bartholomew Bayode Ero-Phillips</td>
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<td>Prabhpreet Gill Rosemary Kiser</td>
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<td>Meagan Pitcher</td>
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<td>2018</td>
<td>Sandra Cochrane Swati Dadhich-Mandal</td>
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<td>Tripta Dixit Sarah Farr John Nicosia</td>
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<td>2017</td>
<td>Zeinab Abouissa Saunders Ching Rozzy Finn</td>
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<td>Kenneth Karanja Vishalakshi Krishnan</td>
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<td>2016</td>
<td>Brian Bender Dana M. Hutchison</td>
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<td>Norman Kuok Teong Ong Laura T. Prestia</td>
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<td>Jennifer P. Richards</td>
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<td>2015</td>
<td>Farnaz R. Bakhshi Shannon Fraser Cory Ungle</td>
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<td>Artie Carlyle Rogers Dustin J. Shilling</td>
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<tr>
<td>2014</td>
<td>Ramika Bansi Mrinmoy Chakrabarti</td>
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<td>Ramzi Asfour Neil Bajpayee</td>
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<td>Mary Beth Hughes Campbell Chalonda Handy</td>
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<td>Michelle Johnson</td>
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<td>Linara Axanova Derek Francis Angela Garrison</td>
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<td>Norell Hadzimichalis Nisha Narayan</td>
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<td>Amit Kumar Jacob Rooksby Brian Shedd</td>
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<td>Kaitlyn Turo Wendy Zimbone</td>
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<td>Ruth Ann Epling Vijay Iyer N’Goundo Magassa</td>
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<td>Jeremy Nelson Vinay Tannan</td>
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2009  Darya Bubman
       Susan Dollinger
       Karl Fultz
       Kathryn Nguyen
       Michael Perham

2008  Sabarni Chatterjee
       Joy Goswami
       Mikael Herlevsen
       Baidehi Mukherjee
       Avni Rambhia

2007  Natalia Agisheva
       C. Kuyler Doyle
       Vivek Ramakrishnan
       Peggy Rematier

2006  James Hoberg
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       Shoji Takahashi
       Judy Lille Tidwell
       Pearlanne Zelarney

2005  Adam Falconer
       Lisa Goble
       Joel Goertz
       Dipanjan Nag
       Orakanoke Phanraksa

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2003  Frank Boschi
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Thandiwe Maretlane, Stellenbosch University
Kulani Mashudu Nxumalo, University of Pretoria

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Luan Africa, Stellenbosch University
Mariana Mora Eusse, Universidad EAFIT
Tafadzwa Kachara, University of the Free State
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Naazlene Patel, Nelson Mandela Metropolitan University
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Kowisa Pimolpan, National Science and Technology Development Agency

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Mauricio Javier Gonzalez Paredes, GeneraUC Marketing y Corretaje Tecnológico, DICTUC, Pontificia Universidad
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Susan Riley Keyes Memorial Scholarship
A Legacy of Support, Service, and Training

Susan Riley Keyes was a very active AUTM board member including Eastern Regional Meeting Co-chair for Boston and Puerto Rico (2008 and 2009). She lived a service-filled life, making it a primary goal to help others the best that she could. The service that most interested Susan was personal. Nothing made her happier than helping those that she knew – whether it be doing extensive research for loved ones with cancer, knitting gifts for newly married family members and friends, or offering resources and her experience to those interested in making a career change to technology transfer.

“Giving her time selflessly, Susan enthusiastically contributed her energy and ideas to support the AUTM Association. Her passion to mentor and help others will continue through her memorial fellowship.” – Tom Keyes

AUTM foundation is working this year to permanently endow The Susan Riley Keyes Fellowship. Tom Keyes has generously committed to match dollar for dollar in support of our goal of raising $100,000 in 100 days. The Fellowship has been formed to create a legacy that Susan would be proud of and to continue offering the same support that she offered her entire life.

AUTM and the AUTM Foundation thank Tom for honoring his beloved wife and his generosity in supporting our efforts to empower the next generation of leaders.

For more information on the AUTM Foundation visit our booth or our hospitality suite.
Join AUTM Today and Get Ahead

Be part of our global community of 3,100 academic and industry tech transfer professional from 60 countries. Why? Because with AUTM you can:

Get Connected
• Search the AUTM Member Directory (by name or institution) and start networking

Get Involved
• Join one of our more than 30 Committees to get leadership experience
• Be a mentor or get paired with one
• Seek advice or share your expertise in our popular eGroup conversations

Get Personal
• Attend any of AUTM’s Region Meetings, or go to our signature Annual Meeting
• Collaborate at an academic-industry Partnering Forum

Get Smart
• Learn the ropes in a professional development course
• Download sample agreements and templates to make the job easier
• Watch live and recorded webinars on trending topics
• Seek knowledge in AUTM’s Technology Transfer Practice Manual
• Advance your career at the AUTM Learning Center

Get Deals Done
• Search innovations available for licensing and share your own on the AUTM Innovation Marketplace

Get a Job
• Post a job or a resume, or look for work in the AUTM Career Center

Get Recognized
• Share your commercialization success stories in the Better World Project

So, what are you waiting for? Join today at autm.net/join
JW MARRIOTT AUSTIN FLOOR PLAN

Level 2
JW MARRIOTT AUSTIN FLOOR PLAN

Level 3
JW MARRIOTT AUSTIN FLOOR PLAN
Level 5 - Meeting Space and Event Deck
AUTM 2020 Annual Meeting
Call for Topics

Participate in the AUTM 2020 Annual Meeting Call for Topics by suggesting a 90-minute workshop or roundtable discussion.

Visit www.softwconference.com/AUTMCF20. The deadline to submit a topic is April 17, 2019.

AUTM invites submissions focused on, but not limited to, the following areas:

- Academic Studies
- Administrative/Operations
- Advocacy and Internal Communications
- Global Issues
- Industry/Academia Partnerships
- IP Trends and Successful Practices
- Licensing Successful Practices
- Marketing Successful Practices
- Nuts and Bolts of Technology Transfer
- Other Relevant Topics
- Start-ups and Gap Funding

Submit your topic today and be part of the AUTM 2020 Annual Meeting in San Diego, California.

www.softwconference.com/AUTMCF20

For more information contact:
Barbara Gunderson
Professional Development Manager
bgunderson@autm.net
+1-847-686-2386
AUTM ANTITRUST POLICY

Initially approved by the AUTM Board of Directors on Nov. 16, 2018

It is the policy of AUTM to be in strict compliance with all federal and state antitrust laws, rules and regulations. Discussions and activities of AUTM, in general, are to focus on promotion and development of the industry and industry-wide issues.

1. In view of antitrust considerations (both civil and criminal) and to avoid any possible restraints on competition, the following guidelines should be followed at all AUTM meetings, informal gatherings and activities of the membership, Board, Cabinet, leadership, working groups and other meetings of AUTM, and all meetings attended by representatives of AUTM:
   a. Current and future price information and pricing plans, bidding plans, refund or rebate plans, discount plans, credit plans, specific product costs, cost of operations, supplies, labor or services, profit margin information, discounts and terms of sale should not be discussed among competitors.
   b. Discussions of division of territories or customers or limitations on the nature of business carried on or products or services sold are prohibited.
   c. Discussions relating to boycotts, including refusals to deal, blacklisting or unfavorable reports about particular companies including their financial situation, are prohibited.

2. At all meetings attended by AUTM representatives where discussion can border on an area of antitrust sensitivity, the representative must request that the discussion be stopped and ask that the request be made a part of the minutes of the meeting being attended. If others continue such discussion, the AUTM representative should leave the meeting and request that the minutes show that the representative left the meeting at that point and why the representative left. Any such instances should be reported immediately to the Chair and Chief Executive Officer (CEO) of the Association.

3. A copy of this Antitrust Policy will be made available to each officer, director, committee member and employee and included in all meeting materials.
4. The following statement will appear on all meeting agendas:

AUTM has a policy of strict compliance with all laws regulating association activities. Please refer to AUTM’s Antitrust Compliance Policy and adhere to the following:

• **DON’T** discuss prices or fees for service, costs, discounts, terms of sale or credit, warranties, profit margins, individual companies’ marketing or bidding plans, pricing policies, controlling sales, allocating markets, complaints related to specific customers, or refusals to deal.
• **DON’T** joke about antitrust compliance.
• **DON’T** speak or act on behalf of AUTM or any committees unless specifically authorized to do so.
• **DON’T** participate if you think something is improper.
• **DO** alert the AUTM Chair, CEO or legal counsel to any concerns about competitively sensitive information.

5. In order to support antitrust compliance throughout the organization, AUTM also requires all of its directors, officers, members and staff to abide by the following:

a. No individual member, committee, director, officer, staff member or other party is authorized to use AUTM’s logo or to speak or act on behalf of AUTM unless specifically authorized in writing by the Board or its designee.

b. An agenda must be prepared in advance of all AUTM meetings and followed at the meetings. Members and meeting attendees may not participate in informal (“rump”) sessions outside of regularly scheduled meetings to discuss items not on the agenda.

c. Minutes will be taken at all meetings of the Board, Cabinet and committees of the Board and reviewed prior to distribution.

d. Periodic written reports to the Board are required from all committees, staff and officers reflecting pending matters, requests for action, and recommendations. Committees may act only within the scope of their authority.

6. Any questions regarding this Policy or its implementation should be addressed to the AUTM Chair, CEO or legal counsel.
Annual Meetings

2020
March 8 – 11
Manchester Grand Hyatt San Diego
San Diego, California

2021
March 14 – 17
Washington State Convention Center
Seattle, Washington

Region Meetings

Canadian
June 22 – 25
Hyatt Regency Toronto
Toronto, Ontario

Central
July 29 – 31
Renaissance Columbus Downtown Hotel
Columbus, Ohio

Eastern
October 3 – 4
Raleigh Marriott City Center
Raleigh, North Carolina

Western
September 19 – 20
Motif Seattle
Seattle, Washington

Professional Development Courses

Essentials of Academic Technology Transfer
September 8 – 11
Hyatt Lodge
Oak Brook, Illinois

Technology Operations and Organization Licensing Skills
September 9 – 11
Hyatt Lodge
Oak Brook, Illinois

Agreement Maintenance
October 28 – 30
Hyatt Regency Bethesda
Bethesda, Maryland

Compliance
October 28 – 30
Hyatt Regency Bethesda
Bethesda, Maryland

Intellectual Property Portfolio Management
October 28 – 30
Hyatt Regency Bethesda
Bethesda, Maryland

AUTM Asia
November 4 – 7
Jerusalem, Israel