

AUTM

ANNUAL MEETING

2019

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.

A handwritten signature in dark ink, appearing to read 'Alison'.

Alison Campbell, OBE, PhD, RTP
Chair
AUTM

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.





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



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(U.S.A. and Canada), Inc.

ROYALTY PHARMA

HUSCH BLACKWELL

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*

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.



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AUTM Connect Partnering Place

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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

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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.

Eligible Credit Hours Offered at the AUTM Annual Meeting	Instruction Hours
Demystifying I-Corps for Technology Transfer Course	7
Managing Influences in Negotiations Course	3
Marketing Course	7
Start-up Business Development Course	7
Technology Valuation Course	7
Annual Meeting Attendance	10

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



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**

INTELLECTUAL PROPERTY LAW

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.

AUTM TRACK SYSTEM

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

7 a.m. – 7 p.m.	Registration	JW Grand Ballroom Foyer, Level 4
8 a.m. – 5 p.m.	Demystifying I-Corps for Technology Transfer Course <i>(additional fee, seating limited)</i>	Lone Star A, Level 3
8 a.m. – 5 p.m.	Marketing Course <i>(additional fee, seating limited)</i>	Lone Star B, Level 3
8 a.m. – 5 p.m.	Start-up Business Development Course <i>(additional fee, seating limited)</i>	Lone Star G, Level 3
8 a.m. – 5 p.m.	Technology Valuation Course <i>(additional fee, seating limited)</i> Sponsored by 	Lone Star C, Level 3
8 a.m. – 5 p.m.	CLP Exam Review Course <i>(additional fee, seating limited)</i>	Room 311, Level 3
Noon – 1 p.m.	Course Lunch: I-Corps, Marketing, Start-ups, and Technology Valuation	Lone Star D, Level 3
1 – 7 p.m.	AUTM Connect Partnering Place Sponsored by    	JW Grand Ballroom 1 – 4, Level 4
1 – 7 p.m.	AUTM Connect Help Desk	JW Grand Ballroom Foyer, Level 4
3 – 3:30 p.m.	Introductory Overview of AUTM Connect	AUTM Connect Help Desk, JW Grand Ballroom Foyer, Level 4
4 – 5 p.m.	First-time Attendee Briefing and Reception <i>Sponsored in part by</i> 	Lone Star E, Level 3


5:30 – 6:30 p.m.	Fireside Chat featuring Andrei Iancu, <i>Under Secretary of Commerce for Intellectual Property and Director of the US Patent and Trademark Office</i>	JW Grand Ballroom 5 – 8, Level 4
6 – 8 p.m.	Exhibit Hall Open	Griffin Hall, Level 2
6:30 – 6:45 p.m.	How to Manage Searches and Scheduling	AUTM Connect Help Desk, JW Grand Ballroom Foyer, Level 4
6:30 – 7:30 p.m.	Booths, Bites and Bubbles — Exhibit Hall Meet & Greet Reception <i>Sponsored in part by</i>  POLSINELLI	Griffin Hall, Level 2

MEETING SCHEDULE

Sunday, Feb. 10

4 – 5 p.m.

First-time Attendee Briefing and Reception

Sponsored in part by  **SCHWEGMAN**
LUNDBERG • WOESSNER

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.

NOTES

SCHEDULE AT A GLANCE

Monday, Feb. 11

7 a.m. – 7 p.m.	Registration	JW Grand Ballroom Foyer, Level 4
7 a.m. – 6:30 p.m.	Exhibits Open	Griffin Hall, Level 2
7 – 8 a.m.	Breakfast with Exhibitors <i>Sponsored by</i> 	Griffin Hall, Level 2
7 a.m. – 6 p.m.	AUTM Connect Partnering Place <i>Sponsored by</i>    	JW Grand Ballroom 1 – 4, Level 4
7 a.m. – 6 p.m.	AUTM Connect Help Desk	JW Grand Ballroom Foyer, Level 4
7:30 – 7:45 a.m.	AUTM Connect Helpful Hints	AUTM Connect Help Desk, Level 4
8 – 10 a.m.	Opening Plenary and Keynote Featuring Leah Busque, Founder and Executive Chairwoman of TaskRabbit; General Partner at Fuel Capital	JW Grand Ballroom 5-8, Level 4
10 – 10:45 a.m.	Refreshment Break with Exhibitors <i>Sponsored by</i> 	Griffin Hall, Level 2
10:45 a.m. – 12:15 p.m.	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	

1C	Artificial Intelligence: Impact on Technology Transfer	
Location:	Lone Star C, Level 3	
1D	Resolving Custody Issues in Commercializing Agricultural, Food and Life Science Tech	
Location:	Lone Star D, Level 3	
1E	Fast Tracking Success at the USPTO (and Abroad) (CLE eligible)	
Location:	Lone Star E, Level 3	
1F	Rebranding Your Office and Re-engaging Your Customers	
Location:	Lone Star F, Level 3	
1G	Talent Matching for Academic Start-ups	
Location:	Lone Star G, Level 3	
1H	LEADERSHIP SERIES Our Evolving Profession: Who Are We?	
Location:	Lone Star H, Level 3	
1I	ROUNDTABLE DISCUSSION Administrative Professionals	
Location:	Room 301, Level 3	
1J	ROUNDTABLE DISCUSSION New to Tech Transfer?	
Location:	Room 302, Level 3	
1K	ROUNDTABLE DISCUSSION The Value of Global Technology Transfer – Opportunities to Leverage International Investments	
Location:	Room 303/304, Level 3	
12:15 – 12:30 p.m.	AUTM Connect Managing Searches	AUTM Connect Help Desk, Level 4
12:15 – 1 p.m.	Lunch <i>Sponsored in part by</i> FISH. <small>FISH & RICHARDSON</small>	JW Grand Ballroom 5 – 8, Level 4
12:15 – 1:45 p.m.	Sponsors' Lunch (by invitation)	Brazos, Level 2
1 – 1:45 p.m.	Dessert Reception in Exhibit Hall	Griffin Hall, Level 2

1:45 – 3:15 p.m.

Industry/Academia Connect and Collaborate (Part 1)

Sponsored by

Lone Star C,
Level 3



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

Inova Diagnostics

Boehringer Ingelheim
Pharmaceuticals, Inc.

Magna International Inc.

Chiesi

Merck

Dow Chemical Co.

Metabolic Technologies Inc.

Eastman Chemical Co.

MilliporeSigma

Elanco Animal Health

Pfizer

ICL Innovation

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	ROUNDTABLE DISCUSSION Accounting in Technology Transfer Offices	
Location:	Room 301, Level 3	
2J	ROUNDTABLE 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	
3:15 – 3:30 p.m.	AUTM Connect Scheduling Overview	AUTM Connect Help Desk
3:15 – 4 p.m.	Refreshment Break with Exhibitors <i>Sponsored by</i> 	Griffin Hall, Level 2
4 – 5:30 p.m.	Industry/Academia Connect and Collaborate (Part 2) <i>Sponsored by</i>   	Lone Star C, Level 3

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...

4 – 5:30 p.m.	Session 3 – Educational and Roundtable Sessions
3A	Real-time Reporting for Technology Transfer
Location:	Lone Star A, Level 3
3B	De-risking and Commercializing University IP and Start-ups with Significant Industry Involvement
Location:	Lone Star B, Level 3
3D	AI and Precision Medicine: Growing IP Licenses and Assets (CLE eligible)
Location:	Lone Star D, Level 3
3E	LEADERSHIP SERIES How Do You Actually Measure the ROI for Research and Then Communicate the Results?
Location:	Lone Star E, Level 3
3F	Conflicts and Confidentiality: Managing the Minefield of University IP Practice (CLE eligible – Ethics)
Location:	Lone Star F, Level 3
3G	Written in the Stars: Academia-Industry Licensing, Joint Ventures, Spin-offs
Location:	Lone Star G, Level 3
3H	How to Meet Those Pesky Requirements in Your IIA
Location:	Lone Star H, Level 3
3I	ROUNDTABLE DISCUSSION Plant Licensing and IP Protection
Location:	Room 301, Level 3
3J	ROUNDTABLE DISCUSSION Physical Sciences and Engineering
Location:	Room 302, Level 3
3K	ROUNDTABLE DISCUSSION Trade Secret and Know-How Licensing
Location:	Room 303/304, Level 3

**5:30 – 6:30 p.m. Industry/Academia Connect and Collaborate
Exhibit Networking Reception**

Griffin Hall,
Level 2

Sponsored by



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  **MedImmune**
A member of the AstraZeneca Group

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.



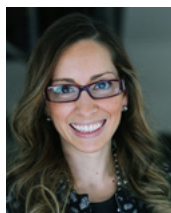
MEETING SCHEDULE

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

ROUNDTABLE 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

ROUNDTABLE 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



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



lifeArc

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/Ascension 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.

2G

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.

2H

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.

2K

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. Zanevicz, *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.

3:15 – 4 p.m.

Refreshment Break with Exhibitors

Sponsored by 

Location: Griffin Hall, Level 2

4 – 5:15 p.m.

Industry/Academia Connect and Collaborate (Part 2)

Sponsored by



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.

3D

AI and Precision Medicine: Growing IP Licenses and Assets (CLE eligible)

Location: Lone Star D, Level 3

Track: IP Trends and Successful Practices

Target Audience: All Audiences

Moderator: **Mary Lou Wakimura,**
Hamilton Brook Smith Reynolds

Speakers: **Daniel Dardani,**
Massachusetts Institute of Technology
Michael B. Dilling, *Baylor College of Medicine*
Steve Levine, *Dassault Systèmes*

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.

3E

LEADERSHIP SERIES 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

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 Temporo, *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!



NOTES

SCHEDULE AT A GLANCE

Tuesday, Feb. 12

7 a.m. – 6 p.m.	AUTM Connect Partnering Place <i>Sponsored by</i> 	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 <i>Sponsored by</i> 	Griffin Hall, Level 2
8 – 9 a.m.	Central Region Breakfast <i>Sponsored by</i> 	Lone Star E, Level 3
9 – 10:30 a.m.	Plenary: VCs Talk Back — The State of Early-Stage Science-Based Venture Capital <i>Sponsored by</i> 	JW Grand Ballroom 5 – 8, Level 4
10:30 – 11:15 a.m.	Refreshment Break with Exhibitors <i>Sponsored by</i> 	Griffin Hall, Level 2

11:15 a.m. – 12:15 p.m. Session 4 – Educational and Roundtable Sessions

4A Leveraging Academic Drug Discovery Centers to Commercialize Pharmaceuticals and Biotech

Location: Lone Star A, Level 3

4B Subject Matter Eligibility of Personalized Medicine, Diagnostics and Biomarkers
(CLE eligible)

Location: Lone Star B, Level 3

4C Navigating Artificial Intelligence

Location: Lone Star C, Level 3

4D VCs Talk Back: Talking TTO Tactics

Location: Lone Star D, Level 3

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

4F Plant IP: Capturing Value in Agriculture and Biotechnology

Location: Lone Star F, Level 3

4G The Role of the Mentor-in-Residence

Location: Lone Star G, Level 3

4H LEADERSHIP SERIES
Counting Success: Why Metrics Don't Work Anymore

Location: Lone Star H, Level 3

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

Location: Room 301, Level 3

4J ROUNDTABLE DISCUSSION
Nine Points to Fostering Diversity in Innovation

Location: Room 302, Level 3

4K ROUNDTABLE DISCUSSION
Real Time Discussion of Partnership Challenges

Location: Room 303/304, Level 3

12:45 – 1:30 p.m.	Lunch on your own	
12:45 – 2 p.m.	Canadian Lunch <i>Sponsored by</i> Bereskin &Parr	Brazos, Level 2
1:30 – 5 p.m.	Managing Influences in Negotiations Course <i>Sponsored by</i> Klarquist <small>INTELLECTUAL PROPERTY LAW</small>	Lone Star H, Level 3
2 – 3:30 p.m.	Canadian Program <i>Sponsored by</i> AIRD McBURNEY	Brazos, Level 2
2 – 3:30 p.m.	Pitch & Play – The AUTM Venture Challenge (Part 1)	Lone Star D, Level 3
2 – 5:30 p.m.	Medical Device Partnering Forum	Lone Star E, Level 3
2 – 3:30 p.m.	Session 5 – Educational and Roundtable Sessions	
5A	Federal Efforts to Advance Open Science	
Location:	Lone Star A, Level 3	
5B	Be a Pitching Coach: Teaching Researchers How to Communicate About Technology Effectively	
Location:	Lone Star B, Level 3	
5C	Business Side of the License (Part 1)	
Location:	Lone Star C, Level 3	
5E	Top 10 Mistakes Commonly Made When Drafting and Negotiating Patent License Agreements (CLE eligible)	
Location:	Lone Star E, Level 3	
5F	Social Innovation in Technology Transfer: Exploring New and Old Models	
Location:	Lone Star F, Level 3	
3:30 – 4 p.m.	Refreshment Break	Lone Star Foyer, Level 3
4 – 5:30 p.m.	Pitch & Play – The AUTM Venture Challenge (Part 2)	Lone Star D, Level 3

4 – 5:30 p.m. Session 6 – Educational and Roundtable Sessions

6A Universities and Cannabis: It's Big Business Now

Location: Lone Star A, Level 3

6B MTAs Made Totally Awesome!

Location: Lone Star B, Level 3

6C Business Side of the License (Part 2)

Location: Lone Star C, Level 3

6F Rethinking Health Innovation from Invention to Commercialization

Location: Lone Star F, Level 3

5:30 – 6:30 p.m. RTTP Reception Lone Star G, Level 3



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.



Jim Flynn,
Deerfield Partners



Jenna Foger,
Alexandria Real Estate Equities



Yoav Tzruya,
Jerusalem Venture Partners



Carmichael Roberts,
Breakthrough Energy Ventures and Material Impact

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
INTELLECTUAL PROPERTY LAW

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.

Tuesday, Feb. 12, 2 – 3:30 p.m.

5A

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.

5B

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**, *Fuentek, LLC*

Speaker: **Danielle McCulloch**, *Fuentek, 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.

5C Business Side of the License (Part 1)

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*

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.

5E Top 10 Mistakes Commonly Made When Drafting and Negotiating Patent License Agreements (CLE eligible)

Location: Lone Star E, Level 3
 Track: Licensing Successful Practices
 Target Audience: Advanced
 Moderator: **Russell Levine**, *Kirkland & Ellis LLP*

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.

5F

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

7:30 a.m. – 3:30 p.m.	Registration Open	JW Grand Ballroom Foyer, Level 4
7:30 a.m. – 12:30 p.m.	AUTM Connect Help Desk	JW Grand Ballroom Foyer, Level 4
7:30 a.m. – 4:30 p.m.	AUTM Connect Partnering Place <i>Sponsored by</i>    	JW Grand Ballroom 1 – 4, Level 4
8:30 – 9:30 a.m.	Continental Breakfast	Griffin Hall, Level 2
9:30 – 11:30 a.m.	Closing Plenary and Keynote Featuring Ayanna Howard, <i>School Chair for Interactive Computing at Georgia Institute of Technology</i>	JW Grand Ballroom 5 – 8, Level 4
11:30 a.m. – 12:30 p.m.	Lunch	Griffin Hall, Level 2
11:30 a.m. – 1:30 p.m.	Annual Meeting Program Committee Lunch	Brazos, Level 2
12:45 – 1:45 p.m.	Session 7 – Educational and Roundtable Sessions	
7A	Career Development Forum: Get the 411 on a Gig in TT <i>Sponsored by</i> 	
Location:	Lone Star A, Level 3	
7B	Learn from Texas Hospitality: Treat Your Start-ups Right!	
Location:	Lone Star B, Level 3	
7C	Someone's Been Using My Patents: Detecting, Evaluating and Value Infringement to Monetize University Patent Portfolios	
Location:	Lone Star C, Level 3	

7D	Protecting Your IP Rights in China: Texas Perspective (CLE eligible)
Location:	Lone Star D, Level 3
7E	Commercialization in the Medical Device World
Location:	Lone Star E, Level 3
7F	Creating Comprehensive Partnering Strategy: Corporate Relations + Tech Transfer
Location:	Lone Star F, Level 3
7H	Engaging Faculty in the Start-up Process
Location:	Lone Star H, Level 3
7I	ROUNDTABLE DISCUSSION From Paperwork to Paperless: Widening the MTA Web System
Location:	Room 301, Level 3
7J	ROUNDTABLE DISCUSSION Software
Location:	Room 302, Level 3
7K	ROUNDTABLE DISCUSSION Cultivating CEOs in Underserved Regions
Location:	Room 303/304, Level 3
2 – 3 p.m.	Session 8 – Educational and Roundtable Sessions
8A	Innovative Programs from Government Tech Transfer Offices
Location:	Lone Star A, Level 3
8B	Invention Triage: Giving Feedback to Inventors Without Risking Relationships
Location:	Lone Star B, Level 3
8C	The Widening Horizons of Agritech Commercialization
Location:	Lone Star C, Level 3

8D	Automatic Licensing Initiatives: How They Work and How They Are Working (CLE eligible)
Location:	Lone Star D, Level 3
8F	Commercialization of Physical Science Technologies: Successful Practices From the Trenches
Location:	Lone Star F, Level 3
8G	My Know-How Will Help Build the Business. Should the Licensee Pay For It?
Location:	Lone Star G, Level 3
8H	Renewable Innovation: How to Establish, Implement and Fuel a Transparent Technology Development Funding Program
Location:	Lone Star H, Level 3
8I	ROUNDTABLE DISCUSSION Getting to Valuation Inflection Points for Free Courtesy of NIH
Location:	Room 301, Level 3
8J	ROUNDTABLE DISCUSSION Developing Effective Mentoring Relationships
Location:	Room 302, Level 3
8K	ROUNDTABLE DISCUSSION Changes in China and Your IP and Tech Transfer Strategy
Location:	Room 303/304, Level 3
3 – 3:30 p.m.	Refreshment Break <i>Sponsored by</i> 
Location:	Lone Star Foyer, Level 3
3:30 – 4:30 p.m.	Session 9 – Educational and Roundtable Sessions
9A	Battle of Priorities: Sell Side vs. Buy Side Licensing
Location:	Lone Star A, Level 3

9B	Promoting Partnerships Through Technology Showcases	
Location:	Lone Star B, Level 3	
9C	Open Innovation: A Case Study Approach to Best Practices	
Location:	Lone Star C, Level 3	
9D	Assignments: The Bad and the Ugly (CLE eligible)	
Location:	Lone Star D, Level 3	
9E	Sublicensing Income: The Words Still Really Matter (CLE eligible)	
Location:	Lone Star E, Level 3	
9F	Best Practices in Women's Entrepreneurship Programs	
Location:	Lone Star F, Level 3	
9G	Strategies for Monetizing Data at Universities	
Location:	Lone Star G, Level 3	
9H	I-Corps at NIH: Proof that Researchers Getting Out of the Lab Creates Successful Start-ups	
Location:	Lone Star H, Level 3	
9I	ROUNDTABLE DISCUSSION University Start-up Strategies	
Location:	Room 301, Level 3	
9J	ROUNDTABLE DISCUSSION Licensing Technologies to IT Start-ups	
Location:	Room 302, Level 3	
9K	ROUNDTABLE DISCUSSION Telling (and Selling) Your Stories: Achieving Success in Public Relations	
Location	Room 303/304, Level 3	
4:30 – 6 p.m.	Closing Reception <i>Sponsored in part by</i>  NOVARTIS	Rooftop (or JW Grand Ballroom in case of inclement weather)

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  PABST PATENT GROUP
INTELLECTUAL PROPERTY LAW

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.

7D**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.

7E**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.

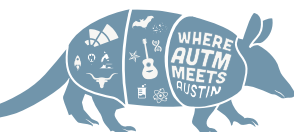
7K

ROUNDTABLE DISCUSSION

Cultivating CEOs in Underserved Regions

Location: Room 303/304, Level 3
Track: Nuts and Bolts of Technology Transfer
Target Audience: Advanced
Facilitator: **Robert Brown**, *Louisiana State University*

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.



Wednesday, Feb. 13, 2 – 3 p.m.

8A **Innovative Programs from Government Tech Transfer Offices**

Location: Lone Star A, Level 3
Track: Administrative/Operations
Target Audience: All Audiences
Moderator: **Laura A. Schoppe**, *Fuentek LLC*
Speakers: **Nadia Carlsten**,
US Department of Homeland Security
Daniel Lockney,
National Aeronautics and Space Administration
Eugene R. Cochran, *Oak Ridge National Laboratory*

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.

8B **Invention Triage: Giving Feedback to Inventors Without Risking Relationships**

Location: Lone Star B, Level 3
Track: Nuts and Bolts of Technology Transfer
Target Audience: All Audiences
Moderator: **Matt McBride**, *Cleveland Clinic Innovations*
Speakers: **Michael Austriaco**, *Cleveland Clinic Innovations*
Justin Burns, *Emory University*
Stephen Kinsey, *MedStar Health Inc.*

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-

cion. 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.

8F

Commercialization of Physical Science Technologies: Successful Practices From the Trenches

Location: Lone Star F, Level 3
Track: Licensing Successful Practices
Target Audience: Intermediate
Moderator: **George Chellapa**, *University of Chicago*
Speakers: **Paul Carter**, *Washington University in St. Louis*
David Dorsey, *Osage Partners*
Omar Zahr, *TandemLaunch*

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.

8G

My Know-How Will Help Build the Business. Should the Licensee Pay for It?

Location: Lone Star G, Level 3
Track: Nuts and Bolts of Technology Transfer
Target Audience: Intermediate
Moderator: **Ofra Weinberger**, *Columbia University*
Speakers: **Abram M. Goldfinger**, *New York University*
Leena Prabhu, *Washington University in St. Louis*
John W. Puziss, *Yale University*

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.

9K

ROUNDTABLE 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



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.

NOTES

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AUTM FOUNDATION

Enabling Opportunity, Expanding the Profession



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

Chairman

Christopher Yochim

*National Institute for Innovation in
Manufacturing Biopharmaceuticals*

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Pullan Consulting

Executive Director

Kelly Markey, CFRE

AUTM Foundation

AUTM STAFF

Stephen J. Susalka, PhD, CLP, RTPP

Chief Executive Officer
ssusalka@autm.net

Aaron Adair

Chief Operating Officer
aadair@autm.net

Leef Smith Barnes

Chief Marketing Officer
lsmithbarnes@autm.net

Sam Adolphine

Accountant
sadolphine@autm.net

Tonya Cabrera

Annual Meeting Administrator
tcabrera@autm.net

Madhuri Carson

Sponsorship and Exhibits Manager
mcarson@autm.net

Sandra Elery

Professional Development Coordinator
selery@autm.net

Liz Freyn

Annual Meeting Director
lfreyn@autm.net

Rebecca Gilbert

Professional Development Coordinator
rlgilbert@autm.net

Barbara Gunderson

Professional Development Senior Manager
bgunderson@autm.net

Carrie Hutchison

Social Media Coordinator
chutchison@autm.net

Joanne Kubinski

Association Administrator
jkubinski@autm.net

Holly Lundgren

Professional Development Coordinator
hlundgren@autm.net

Donald Rolfe

Marketing Communications Manager
drolfe@autm.net

Kim Santos

Meetings Manager
ksantos@autm.net

Greg Schultz

Governance Director
gschultz@autm.net

Katherine Segreti

Association Administrator
ksegreti@autm.net

Paul Stark

Marketing and Communications Director
pstark@autm.net

ANNUAL MEETING PLANNING COMMITTEE

Annual Meeting Committee Chair

Stephen Snider, *University of Toledo*

Annual Meeting Program Chair

Hassan R. Naqvi, *Johns Hopkins University*

Annual Meeting Sponsorship Chair

Kyle N. Siegal, *Skysong Innovations*

Annual Meeting Site Chair

Betsy Merrick, *University of Texas at Austin*

Committee Members

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*

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Alla McCoy, *University of Maryland*

Brian Phillips, *Seattle Children's Research Institute*

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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*

BAYH-DOLE AWARD

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 on behalf of university and non-profit organizations.

2019	Carl Gulbrandsen	2006	Council on Governmental Relations (COGR)
2018	Ragan Robertson		Patricia Weeks
2017	Lori Pressman	2005	Ako Nishizawa
2016	Eric W. Gutttag		James A. Severson
2015	Michael A. Waring	2004	Niels Reimers
2014	Jon Soderstrom	2002	Maria Freire
2013	Mark Crowell	2001	Katharine Ku
2012	Marjorie Forster		Lita Nelsen
	Jean A. Mahoney	2000	Terence A. Feuerborn
	Eugene Schuler	1999	Joseph P. Allen
2011	Robert B. Hardy	1998	Joyce Brinton
2010	Janna C. Tom	1997	Karen Hersey
2009	James H. Turner Jr.		Katharina Phillips
2008	Andrew Cohn	1996	Edward L. MacCordy
2007	Ashley J. Stevens	1995	Roger G. Ditzel
		1983	Norman J. Latker
		1980	Howard W. Bremer

CHAIR'S AWARD (FORMERLY PRESIDENT'S AWARD)

The following individuals have received the Chair's Award in recognition of their outstanding and lasting contributions to the AUTM organization.

2019	David L. Gulley	2008	The AUTM Band, The Infringers
2018	Andrew Cohn	2007	Kevin W.L. Croft
2017	Monya Dunlap	2006	Marjorie Forster
	Ray Wheatley	2005	Robin L. Rasor
2016	Lita Nelsen	2004	Steve Sammut
2015	Mary Albertson	2003	Survey, Statistics and Metrics Committee
	John A. Fraser	2001	Lori Pressman
2014	Christopher Yochim		Sally Hines
2013	Howard W. Bremer		Kathleen Denis
2012	Anne DiSante	2000	Karen Hersey
	Jude Wilkinson	1999	Jon Sandelin
2011	Fred H. Reinhart	1998	Teri F. Willey
2010	John T. Perchorowicz	1997	Dan Massing
2009	Dana Bostrom	1992	Vladimir Dvorkovitz

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. Gutttag, *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

HOWARD BREMER SCHOLARSHIP

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.

2019	Kyle Bartholomew Bayode Ero-Phillips Prabhpreet Gill Rosemary Kiser Meagan Pitcher	2014	Ramika Bansi Mrinmoy Chakrabarti Masood Ahammed Machingal Suguna Rachakonda Qian Zhang
2018	Sandra Cochrane Swati Dadhich-Mandal Tripta Dixit Sarah Farr John Nicosia	2013	Ramzi Asfour Neil Bajpayee Mary Beth Hughes Campbell Chalonda Handy Michelle Johnson
2017	Zeinab Abouissa Saunders Ching Rozzy Finn Kenneth Karanja Vishalakshi Krishnan	2012	Linara Axanova Derek Francis Angela Garrison Norell Hadzimichalis Nisha Narayan
2016	Brian Bender Dana M. Hutchison Norman Kuok Teong Ong Laura T. Prestia Jennifer P. Richards	2011	Amit Kumar Jacob Rooksby Brian Shedd Kaitlyn Turo Wendy Zimbone
2015	Farnaz R. Bakhshi Shannon Fraser Cory Ungles Lago Artie Carlyle Rogers Dustin J. Shilling	2010	Ruth Ann Epling Vijay Iyer N'Goundo Magassa Jeremy Nelson Vinay Tannan

- | | | | |
|-------------|--|-------------|--|
| 2009 | Darya Bubman
Susan Dollinger
Karl Fultz
Kathryn Nguyen
Michael Perham | 2006 | James Hoberg
Tania Massa
Shoji Takahashi
Judy Lille Tidwell
Pearlanne Zelarney |
| 2008 | Sabarni Chatterjee
Joy Goswami
Mikael Herlevsen
Baidehi Mukherjee
Avni Rambhia | 2005 | Adam Falconer
Lisa Goble
Joel Goertz
Dipanjan Nag
Orakanoke Phanraksa |
| 2007 | Natalia Agisheva
C. Kuyler Doyle
Vivek Ramakrishnan
Peggy Rematier | 2004 | Milton Lore
Sita Pappu
Alethea Pounds
Gregory Schreiber |
| | | 2003 | Frank Boschi
Celika Caldwell |

SCHOLARSHIPS FOR NEW TECHNOLOGY TRANSFER PROFESSIONALS FROM DEVELOPING ECONOMIES

These scholarships are awarded to technology transfer professionals just beginning their careers in countries where the profession is emerging.

2019

Wasiu Afolabi, *University of Cape Town*

Juan Cevoli, *PLAPIQUI*

Bo Dong, *Guangdong Academy of Agricultural Sciences*

Thandiwe Maretlane, *Stellenbosch University*

Kulani Mashudu Nxumalo, *University of Pretoria*

2018

Luan Africa, *Stellenbosch University*

Mariana Mora Eusse, *Universidad EAFIT*

Tafadzwa Kachara, *University of the Free State*

Nkululeko Zenzele Neville Ndlovu, *University of the Western Cape*

Evah Phago, *Water Research Commission*

2017

Sherif Hegazy, *Helwan University*

Roxanne Llamzon, *University of the Philippines Manila*

2016

Frederick R. Bezuidenhout, *North-West University*

William J. Cloete,
Innovus Technology Transfer (Pty) Ltd., Stellenbosch University

Jeena Joseph, *Rajiv Gandhi Centre for Biotechnology*

Fredrick Matongo, *University of Fort Hare*

Naazlene Patel, *Nelson Mandela Metropolitan University*

2015

Revel Iyer, *University of Cape Town*

Songphon Munkongsujarit,
National Science and Technology Development Agency

Francois Oosthuizen, *University of Cape Town*

Ignacio Sartori,
Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET)

2014

Marianela Cortès Muñoz, *University of Costa Rica*

Anne Onalethata Gabathuse, *Natal*

Philip D. Hoekstra, *University of Cape Town*

Ilya Khromov, *Sevastopol National Technical University*

Kowisa Pimolpan, *National Science and Technology Development Agency*

2013

Iclal Arguc, *Sabanci University*

Elias Drummond, *Universidade Estadual de Campinas (UNICAMP);
Campinas State University*

Zulfaquar Dudhia, *Nelson Mandela Metropolitan University*

Ronan Izcovich,
Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET)

JD Labuschagne, *Stellenbosch University*

2012

Paulo Roberto Francischini de Carvalho,
UNESP Universidade Estadual Paulista

Camila da Costa Pinto, *University of the State of Amazonas*

Mary-Ann Chetty, *Nelson Mandela Metropolitan University*

Tesfaye Abebe Amdie, *Hawassa University*

Bongani Masombuka, *Council for Scientific and Industrial Research*

2011

Aleck Ncube, *National University of Science and Technology*

Andres Ordoñez, *Antonio Nariño University*

Nuannapa Santipruksawong,

Chulalongkorn University Intellectual Property Institute

Alexander Urrutia, *Inis Biotech SA*

Nondwe Zama, *South African Medical Research Council*

2010

Preeda Khositpanich,

Chulalongkorn University Intellectual Property Institute

David Nguru, *Kenya Medical Research Institute*

Doris Mary Ellen Peters, *Stellenbosch University*

Phumuza Edward Langa, *Council for Scientific and Industrial Research*

2009

Justin Machini, *VACID Africa*

2008

Carlos Aguiar, *Aggeu Magalhães Research Center*

Jacqueline Barnett, *Nelson Mandela Metropolitan University*

Guillermo Augusto Mendez R., *CreaTech SA*

Aletta Johanna Nel, *Stellenbosch University*

Marcelo Vasquez, *Fundación Chile*

2007

Rabogajane Busang, *The Medical Research Council of South Africa*

Nguyen Thi Thu Hoai, *Institute of Agricultural Genetics*

Akkharawit Kanjana-Opas, *Prince of Songkla University*

Saberi Marais, *The Medical Research Council of South Africa*

Kajohnsak Rattanajareet,

Chulalongkorn University Intellectual Property Institute

2006

Anurak Bannasak, *Chulalongkorn University Intellectual Property Institute*

Fadia Homaidan, *American University of Beirut*

Julia Illera, *Federación Nacional de Cafeteros*

Paola Gamboa, *University of Costa Rica*

Newton Abel Temu, *Mikocheni Agricultural Research Institute*

Jane Payumo, *Philippine Rice Research Institute*

2005

Yingjie Wu,

Shanghai Institutes for Biological Sciences, Chinese Academy of Sciences

Adelani Ogunrinade, *University of Technology Jamaica*

Mariana Berenstein, *Genesica SA*

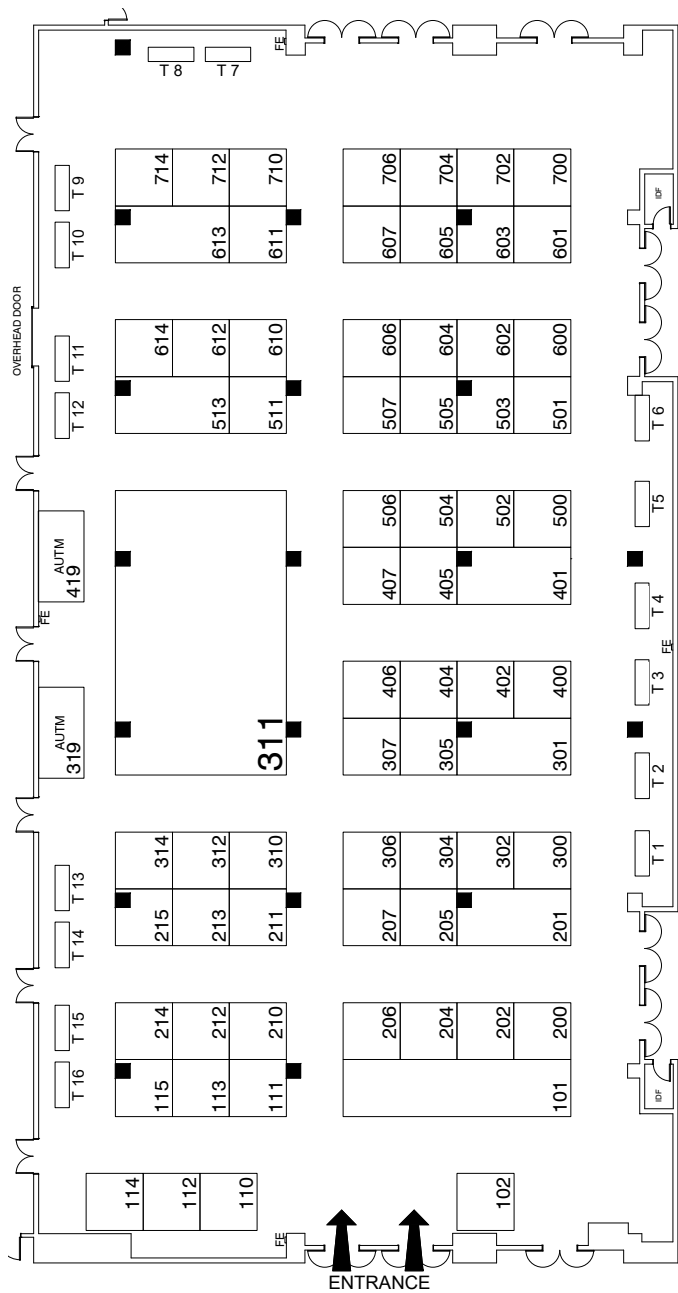
Julianne Nadler-Visser, *University of Cape Town*

Mauricio Javier Gonzalez Paredes,

GeneraUC Marketing y Corretaje Tecnológico, DICTUC, Pontificia Universidad



EXHIBITOR FLOOR PLAN



EXHIBITORS

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AUTM	319/419	Knowledge Sharing Systems	501
AUTM Foundation	215	ktMINE	610
BCC Research	302	Licensing Executives Society	614
Bioscience Advisors Inc.	406	LifeArc	607
Biotechnology Innovation Organization (BIO)	300	Merck & Co. Inc.	307
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Chofn Intellectual Property	613	National Human Genome Research Institute	706
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IEEE Industrial Electronics Technology Transfer News	404	Tekcapital & Invention Evaluator	606
InfoEd Global	306	Thomas Horstemeyer LLP	511
Innovate IP Inc.	401	TreMonti Consulting	314
IP Korea Center Inc.	604	United States Patent and Trademark Office	115
IN-PART	312	University of St. Thomas Houston, Cameron School of Business	400
IntelliSpark LLC	202	University of Texas at Austin Office of Technology Commercialization	113
Inteum Co. LLC	513	US Department of Energy, Office of Technology Transitions	201
InvoxIP LLC	507	Wellspring Worldwide	101
IP Pragmatics	207	Ximbio	506
Jacobacci & Partners S.p.A.	611		
Japan Technology Group Inc.	102		

EXHIBITOR/SPONSOR DIRECTORY

SPONSOR

AbbVie

Sunita Malhotra, Director,
Search & Evaluation-Academics
1 North Waukegan Road
North Chicago, IL 60064
United States
+1-224-280-3948
sunita.malhotra@abbvie.com
www.abbvie.com

SPONSOR

Aird & McBurney LP

Dr. Lola Bartoszewicz,
Patent Agent, Partner
Brookfield Place
181 Bay Street,
Suite 1800
Box 754
Toronto, ON M5J 2T9
Canada
+1-416-864-4708
lbartoszewicz@airdmcburney.com
www.airdmcburney.com
Twitter: @airdmcburney

Atomwise

Booth 712

Sara Omlid, Partnering Executive
221 Main Street, Suite 1350
San Francisco, CA 94105
United States
+1-314-560-8181
sara@atomwise.com
www.atomwise.com/
Twitter: @AtomwiseInc

AUTM

Booth 319/419

Aaron Adair, COO
One Parkview Plaza
Suite 800
Oakbrook Terrace, IL 60181
United States
+1-847-686-2244
aadair@autm.net
www.autm.net
Twitter: @autm

AUTM Foundation

Booth 215

Kelly Markey, Executive Director
5203 SW 91st Terrace, Suite D
Gainesville, FL 32608
United States
+1-352-363-0572
kelly@autmfoundation.com
www.autmfoundation.com
Twitter: @AUTMFoundation

SPONSOR

Baker Donelson Bearman Caldwell & Berkowitz

Kevin N. Dietz,
Registered Patent Agent
201 Saint Charles Avenue,
Suite 3600
New Orleans, LA 70170
United States
+1-504-566-5200
kdietz@bakerdonelson.com
www.bakerdonelson.com
Twitter: @Baker_Donelson

BCC Research

Booth 302

Angela Sarno, VP, Academic Partnerships
49 Walnut Park, Building 2
Wellesley Hills, MA 02481
United States
+1-781-205-2433
angela.sarno@bccresearch.com
www.bccresearch.com
Twitter: @bccresearch

SPONSOR

Bereskin & Parr LLP

Micheline Gravelle,
Managing Partner
40 King Street West, 40th Floor
Toronto, ON M5H 3Y2
Canada
+1-416-364-7311
mgravelle@bereskinparr.com
www.bereskinparr.com
Twitter: @bereskinparr

Bioscience Advisors, Inc.

Booth 406

Inna Shtargot, Product Manager
2855 Mitchell Drive, #103
Walnut Creek, CA 94598
United States
+1-925-949-8921
ishtargot@biosciadvisors.com
www.bioscidb.com
Twitter: @biosciadv

Biotechnology Innovation Organization (BIO)

Booth 300

Lily Doerfler, Marketing
1201 Maryland Avenue SW,
Suite 900
Washington, DC 20024
United States
+1-202-747-1287
ldoerfler@bio.org
www.bio.org
Twitter: @iambiotech

SPONSOR

Blank Rome LLP

Michael Greenbaum, Partner
1825 Eye Street NW
Washington, DC 20006
United States
+1-202-772-5836
greenbaum@blankrome.com
www.blankrome.com

SPONSOR

Boehringer Ingelheim Pharmaceuticals Inc.

Gaylene Anderson, US Director,
Contracts & Alliance Management
900 Ridgebury Road
Ridgefield, CT 06877
United States
+1-203-482-8520
gaylene.anderson@
boehringer-ingelheim.com
www.boehringer-ingelheim.com
Twitter: @boehringerus

Brandeis University Innovation

Booth 301

Rong Zhou, Licensing Associate
415 South St.
Waltham, MA 02453
United States
+1-781-736-8753
otl@brandeis.edu
www.brandeis.edu/innovation
Twitter: @DeisInnovation

SPONSOR

Burford Capital

Katharine Wolanyk,
Managing Director
353 North Clark Street, Suite 2700
Chicago, IL 60654
United States
+1-312-757-6085
kwolanyk@burfordcapital.com
www.burfordcapital.com
Twitter: @BurfordCapital

CAS/Science IP

Booth 304

Peter Blasi, Business Development
Manager – Science IP
2540 Olentangy River Road
Columbus, OH 43202
United States
+1-614-447-3600 x7096
PBlasi@cas.org
www.cas.org

Certified Licensing Professionals (CLP)

Booth 402

Cynthia Allen,
Certification Manager
3611 Mt. Holly-Huntersville Road,
Suite 204-378
Charlotte, NC 28216
United States
+1-888-391-7719
callen@licensingcertification.org
www.licensingcertification.org

Chiesi USA Inc.

Booth 702

David Lough, Director, Academic
Partnerships
10 Post Office Square
Boston, MA 02109
United States
+1-617-765-7633
david.lough@chiesi.com
www.chiesiusa.com/

Chofn Intellectual Property

Booth 613

Hui Wang, Partner, Patent Attorney
Zuoan Gongshe Plaza, 12th Floor
68 North Fourth Ring Road W.,
Haidian
Beijing 100080
China
+86-10-8260-7266
office@chofn.cn
www.chofn.cn

CPA Global North America LLC

Booth 700

Elisabeth Zahl, Innography
Specialist, Business Manager
3900 North Capital of Texas Highway,
Suite 175
Austin, TX 78746
United States
+1-505-480-4445
ezahl@cpaglobal.com
www.cpaglobal.com
Twitter: @CPAGlobal

SPONSOR

Croda

Dr. Damian Kelly
315 Cherry Lane
New Castle, DE 19720
United States
+44 151423 9246
damian.kelly@croda.com
www.croda.com

SPONSOR

CrossPond Law

Sandeep Birdi
3705 Haven Avenue, Suite 111
Menlo Park, CA 94025
United States
+1-415-691-0039
info@crosspondlaw.com
www.crosspondlaw.com

D'Hue Law LLC

Booth 111

Cedric A. D'Hue, Patent Attorney
101 North Grant Street,
Suite 80-115
West Lafayette, IN 47906
United States
+1-317-593-2119
cedric.dhue@dhuelaw.com
www.dhuelaw.com
Twitter: @Cedric_DHue

Divvly

Booth 405

Sarah Opitz, Co-founder
Lage Naarderweg 45
Hilversum, Netherlands 1217 GN
+31 (0)6 3197 6688
sarah.opitz@divvly.com
www.divvly.com

SPONSOR

Elanco Animal Health

Booth 310

Bruce Taillon,
Director of External Innovation
2500 Innovation Way
Greenfield, IN 46140
United States
+1-617-680-2898
bruce.taillon@elanco.com
www.elanco.com
Twitter: @elanco

SPONSOR

Eli Lilly and Co.

Sharon Semones, Advisor,
Academic Search/Evaluate
893 South Delaware Street
Indianapolis, IN 46285
United States
+1-317-276-2000
advancinginnovation@lilly.com
www.lilly.com/partners

SPONSOR

Fish & Richardson

Heather Flanagan, Principal
111 Congress Avenue
Austin, TX 78701
United States
+1-512-226-8156
flanagan@fr.com
www.fr.com
Twitter: @FishRichardson

Foresight Science & Technology Inc.

Booth 710

Alyssa Belleville, Director of Sales
& Marketing
34 Hayden Rowe Street, Suite 300
Hopkinton, MA 01748
United States
+1-401-273-4844
sales@Foresightst.com
www.Foresightst.com
Twitter: @ForesightST

Fuentek LLC

Booth 206

Laura Schoppe, President
10030 Green Level Ch. Road,
Suite 802-117
Cary, NC 27519
United States
+1-919-267-1200
laschoppe@fuentek.com
www.fuentek.com
Twitter: @fuentek

Global Royalty Audits Inc.

Booth 212

Michael Swan, President
11 Wavecrest Avenue
Venice, CA 90291
United States
+1-201-694-8109
mswan@graudits.com
www.graudits.com

GREENSFELDER

Booth 205

Mark E. Stallion, Officer –
IP Practice Group Chair
10 South Broadway
St. Louis, MO 63102
United States
+1-314-345-4735
mstallion@greensfelder.com
www.greensfelder.com

SPONSOR

Hamilton Brook Smith Reynolds

Mary Lou Wakimura, Principal
530 Virginia Road
Concord, MA 01742
United States
+1-978-202-3214
marylou.wakimura@hbsr.com
www.hbsr.com

SPONSOR

Hodgson Russ LLP

John Lopinski, Attorney
140 Pearl Street, Suite 100
Buffalo, NY 14202
United States
+1-716-848-1430
jlopinsk@hodgsonruss.com
www.hodgsonruss.com
Twitter: @HodgsonRuss

**Hong Kong Trade
Development Council**

Booth 211

Christine Barragan,
Business Development Manager
333 North Michigan Avenue,
Suite 2028
Chicago, IL 60601
United States
+1-312-726-4515
christine.barragan@hktcdc.org
www.asiaipex.com

IEEE

Booth 305

Sofia Abd Elhady,
Marketing Coordinator
445 Hoes Lane
Piscataway, NJ 08854
United States
+1-800-678-4333
innovationqplus@ieee.org
www.ieee.org/innovationqplus

**IEEE Industrial Electronics
Technology Transfer News**

Booth 404

Marc Perron, Editor-in-Chief
445 Hoes Lane
Piscataway, NJ 08854
United States
+1-418-262-9361
marc.perron@ieee.org
iettn.ieee-ies.org
Twitter: @ieee-iettn

InfoEd Global

Booth 306

Jeffrey Waldin, Product Manager
5 Washington Square, Suite 2
Albany, NY 12205
United States
+1-518-713-4200
jwaldin@infoedglobal.com
www.infoedglobal.com

Innovate IP Inc.

Booth 403/401

Jim Bratton, President/CEO
1275 Kinnear Road
Columbus, OH 43212
United States
+1-614-845-1324
bratton@innovateip-inc.com
www.inovateip-inc.com

IN-PART

Booth 312

Patrick Speedie, Director
IN-PART, Midcity house, 17-21
Furnival Gate
Sheffield S1 4QR
United Kingdom
+44 (0) 114 3608074
patrick@in-part.co.uk
www.in-part.co.uk
Twitter: @in_part

InteliSpark LLC

Booth 202

Kirk Macolini, President
950 Danby Road
Ithaca, NY 14850
United States
+1-607-277-1570
kirk@intelispark.com
www.intelispark.com
Twitter: @SBIRfunding

Inteum Co. LLC

Booth 513

Ruth Benson/Rob Sloman,
Office Manager/CEO
9720 Northeast 120th Place, #101
Kirkland, WA 98034
United States
+1-425-820-8415
rbenson@inteum.com
www.inteum.com
Twitter: @inteum_company

InvotexIP LLC

Booth 507

Debbie Stewart, Managing Director
850 South Bond Street
Baltimore, MD 21231
United States
+1-443-821-0191
dstewart@invotexIP.com
www.InvotexIP.com

IP Pragmatics

Booth 207

Ronnie Georghiou
47 Mount Pleasant
London, United Kingdom WC1X0AE
+44 (0)20 3176 0580
ronnie.georghiou@
ip-pragmatics.com
www.ip-pragmatics.com
Twitter: @IPPragmatics

Jacobacci & Partners S.p.A.

Booth 611

Robert Alderson, Senior Partner
– Head of International Business
Development
Corso Emilia 8
Torino, Italy 10152
+390112440311
ralderson@jacobacci.com
www.jacobacci.com
Twitter: @JacobacciIP

Japan Technology Group Inc.

Booth 102

Mitsu Yamamoto,
Managing Director
WATERRAS ANNEX 1205, 2-105
Kandaawaji-cho
Chiyoda-ku
Tokyo 102-0063
Japan
+81-3-5298-6552
myamamoto@
japantechnologygroup.com
www.japantechnologygroup.com

Kerafast

Booth 204

Jennifer Rossi,
Chief Operating Officer
27 Drydock Avenue, 2nd Floor
Boston, MA 02210
United States
+1-800-546-1760
community@kerafast.com
www.kerafast.com
Twitter: @kerafast

ktMINE

Booth 610

Eric Podlogar, Market Lead, IP
Strategy & Valuation
940 W. Adams Street, Suite 100
Chicago, IL 60607
United States
+1-312-253-0926
eric.podlogar@ktmine.com
www.ktmine.com
Twitter: @ktMINEglobal

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Licensing Executives Society

Booth 614

Kelli Baxter, Deputy Executive
Director, COO
11130 Sunrise Valley Drive, Suite
350
Reston, VA 20191
United States
+1-703-234-4088
kbaxter@les.org
www.lesusacanada.org
Twitter: @LESUSACANADA

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LifeArc

Booth 607

John Kelly,
Head of Business Development,
Therapeutics and Diagnostics
SBC Open Innovation Campus,
Gunnels Wood Road
Stevenage, Hertfordshire SG1 2FX
United Kingdom
+44 1438 544965
john.kelly@lifearc.org
www.lifearc.org
Twitter: @lifearc1

SPONSOR

Marshall, Gerstein & Borun LLP

Pamela L. Cox, Partner and Chair,
IP Transactions
233 South Wacker Drive, 6300
Willis Tower
Chicago, IL 60606
United States
+1-312-423-3451
pcox@marshallip.com
www.marshallip.com
Twitter: @Marshallip

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MedImmune

Gayatri Varma, Director, Partnering
& Strategy
One MedImmune Way
Gaithersburg, MD 20878
United States
+1-301-542-7052
varmag@medimmune.com
www.medimmune.com

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Booth 307

Karen MacNaul, Executive Director
& Head, Discovery Transactions
2000 Galloping Hill Road
Kenilworth, NJ 07033
United States
+1-908-740-2662
karen.macnaul@merck.com
www.merck.com

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Michael Best & Friedrich LLP

Caroline Milani,
Business Development Manager
100 East Wisconsin Avenue,
Suite 3300
Milwaukee, WI 53202
United States
+1-414-271-6560
csmilani@michaelbest.com
www.michaelbest.com
Twitter: @MichaelBestLaw

Morris, Manning & Martin LLP

Booth 704

Daniel Sineway, Partner
3343 Peachtree Road Northeast,
Suite 1600
Atlanta, GA 30326
United States
+1-404-364-7421
dsineway@mmmlaw.com
www.mmmlaw.com
Twitter: @MMM_Law

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MPEG LA LLC

Kristin Neuman,
Executive Director, Biotechnology
Licensing
5425 Wisconsin Avenue,
Suite 801
Chevy Chase, MD 20815
United States
+1-301-986-6660
kneuman@mpegla.com
www.mpegla.com

SPONSOR

MTI Biotech

Shawn Baier, COO
2711 South Loop Drive,
Suite 4400
Ames, IA 50010
United States
+1-515-296-9916
baier@mtibiotech.com
www.mettechinc.com

Murtha Cullina LLP

Booth 200

Tony Gangemi, Partner
One Century Tower
265 Church Street, 9th Floor
New Haven, CT 06510
United States
+1-203-772-7759
agangemi@murthalaw.com
www.murthalaw.com
Twitter: @MurthaLaw

Myers Bigel P.A.

Booth 714

Mary L. Miller
4140 Parklake Avenue,
Suite 600
Raleigh, NC 27612
United States
+1-919-854-1400
mmiller@myersbigel.com
www.myersbigel.com

NACRO

Booth 214

Mike Rondelli
P.O. Box 2905
LaGrange, GA 30241
United States
+1-706-407-2277
info@nacronline.org
www.nacrocon.org
Twitter: @NACROCON

National Human Genome Research Institute

Booth 706

Eggerton Campbell,
Senior Licensing and
Patenting Manager
6700B Rockledge Drive,
Room 3167
Bethesda, MD 20817
United States
+1-301-402-1648
eggerton.campbell@nih.gov
www.genome.gov/techtransfer

Nevrivy Patent Law Group PLLC

Booth 500

Daniel J. Nevrivy, Attorney
1000 Potomac Street Northwest,
Suite 200
Washington, DC 20007
United States
+1-202-650-6905
dnevrivy@nevrivylaw.com
www.nevrivylaw.com

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NIIMBL The National Institute for Innovation in Manufacturing Biopharmaceuticals

Chris Yochim,
Head of Business Development
15 Innovation Way
Newark, DE 19711
United States
+1-302-831-3655
yochim@udel.edu
www.niimbl.org
Twitter: @NIIMBL

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Novartis

Wade Brown, Global Head,
External Research Collaborations
250 Massachusetts Avenue
Cambridge, MA 02139
United States
+1-617-871-7474
wade.brown@novartis.com
www.novartis.com

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Oblon, McClelland, Maier & Neustadt LLP

Jeffrey B. McIntyre, Partner
1940 Duke Street
Alexandria, VA 22314
United States
+1-703-412-6041
jmcintyre@oblon.com
www.oblon.com

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Osage University Partners

Kirsten Leute, Senior Vice
President, University Relations
50 Monument Road,
Suite 201
Bala Cynwyd, PA 19004
United States
+1-484-270-3257
kleute@osagepartners.com
www.osagepartners.com/
osage-university-partners/
Twitter: @OUP_VC

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Pabst Patent Group LLP

Bob Hodges, Partner
1545 Peachtree Street Northeast,
Suite 320
Atlanta, GA 30309
United States
+1-404-879-2346
bob@pabstpatent.com
www.pabstpatent.com

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Parker Highlander PLLC

Steve Highlander,
Managing Member
1120 South Capital of Texas Highway,
Building 1, Suite 200
Austin, TX 78746
United States
+1-512-334-2910
shighlander@phiplaw.com
www.parkerhighlander.com

SPONSOR

Pfizer Inc.

Tina Goss, Senior Associate
1 Eastern Point Road - MS8260-
1204
Groton, CT 06340
United States
+1-860-715-5687
tina.goss@pfizer.com
Twitter: @pfizer

PLI

(Practising Law Institute)

Booth 110

Mark Dighton,
Administrative Director,
Patent Office Exam Course
1177 Avenue of the Americas
New York, NY 10036
United States
+1-212-824-5841
mdighton@pli.edu
www.patentofficeexamcourse.com

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Polsinelli PC

Milan M. Vinnola, Of Counsel
1401 Lawrence Street,
Suite 2300
Denver, CO 80202
United States
+1-303-572-9300
mvinnola@polsinelli.com
www.polsinelli.com

Prager Metis CPAs

Booth 112

Sharon Alcazar, Regional Market-
ing Manager
14 Penn Plaza, Suite 1815
New York, NY 10122
United States
+1-310-207-2220 x756
salcazar@pragermetis.com
www.pragermetis.com
Twitter: @PragerMetisCPAs

SPONSOR

Quarles & Brady LLP

Steve Gardner, Partner
33 East Main Street,
Suite 900
Madison, WI 53703
United States
+1-608-251-5000
stephen.gardner@quarles.com
www.quarles.com

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Relay Medical Corp.

John Soloninka,
SVP Acquisitions and Exits
401 Bay Street, 16th Floor
Toronto, ON M5H 2Y4
Canada
+1-647-217-5972
johns@relaymedical.com
www.relaymedical.com

Richman Chemical Inc.

Booth 210

Christopher Kulp, Chief Commer-
cial Officer
768 North Bethlehem Pike,
Suite 204
Lower Gwynedd, PA 19002
United States
+1-215-628-2946
clk@richmanchemical.com
www.richmanchemical.com
Twitter: @RichmanChemical

RSM US LLP

Booth 407

Nathaniel Ruey, Partner
One South Wacker Drive,
Suite 800
Chicago, IL 60606
United States
+1-312-634-3328
Nathaniel.ruey@rsmus.com
www.rsmus.com

RWS

Booth 114

Jim Burns and Ken Quinn,
Business Development
90 Broad Street,
Suite 402
New York, NY 10004
United States
+1-212-217-9345
ipsales@rws.com
www.rws.com
Twitter: @RWSIPServices

SPONSOR

SANOFI

Christine Jost-Price, Director
Sanofi Genzyme Transactions
50 Binney Street, 9th Floor
Cambridge, MA 02142
United States
+1-617-685-5738
christine.jost-price@sanofi.com
www.sanofi.com

Saul Ewing Arnstein & Lehr LLP

Booth 213

Sarah Kempsey,
Business Development Manager
1500 Market Street,
38th Floor West
Philadelphia, PA 19102
United States
+1-215-972-7864
Sarah.Kempsey@saul.com
www.saul.com
Twitter: @saulewing

SPONSOR

Schwabe, Williamson & Wyatt

Karri Kuenzli Bradley, Shareholder
and IP Attorney
1211 SW 5th Avenue,
Suite 1900
Portland, OR 97204
United States
+1-503-796-2473
kbradley@schwabe.com
www.schwabe.com

SPONSOR

Schwegman Lundberg & Woessner

Monique Perdok, Principal
121 South 8th Street,
Suite 1600
Minneapolis, MN 55402
United States
+1-612-373-6905
mperdok@slwip.com
www.slwip.com

Sectilis

Booth 504

Ilona Aigro, Business Development
6931 Arlington Road, Suite 580
Bethesda, MD 20814
United States
+1-202-558-2356
iaigro@sectilis.com
www.sectilis.com

SeedVantage LLC/ seedsprint

Booth 505

Sarah Eberle, Marketing Manager
234 5th Avenue, Suite 210
New York, NY 10001
United States
+1-212-658-1993
sarah@seedsprint.com
www.seedsprint.com
Twitter: @seedsprint

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SERVIER

Rekha Paleyanda, Director,
Servier BioInnovation
One Broadway
Cambridge, MA 02142
United States
+1-617-992-9505
Email:
rekha.paleyanda@servier.com
https://servier.com/en
Twitter: @servier

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Charlie Vorndran, PhD, JD, Partner
1230 Peachtree Street Northeast,
Promenade, Suite 3100
Atlanta, GA 30309-3592
United States
+1-404-815-3813
cvorndran@sgrlaw.com
www.sgrlaw.com

**Tekcapital & Invention
Evaluator**

Booth 606

Amy Shim, Director
12000 Biscayne Boulevard,
Suite 222
Miami, FL 33181
United States
+1-305-200-3450
ashim@tekcapital.com
www.tekcapital.com
Twitter: @InventionEvalu8

Thomas | Horstemeyer LLP

Booth 511

Chris Linder, Managing Partner
3200 Windy Hill Road Southeast,
Suite 1600E
Atlanta, GA 30339
United States
+1-770-933-9500
chris.linder@thomashorstemeyer.
com
Website:
www.thomashorstemeyer.com/
Twitter: @TH_IPLaw

TreMonti Consulting

Booth 314

Heidjer Staecker, Partner
1939 Roland Clarke Place,
Suite 150
Reston, VA 20191
United States
+1-703-865-5211
hstaecker@tremonticonsulting.com
www.tremonticonsulting.com
Twitter: @TreMontiConsult

**United States Patent and
Trademark Office**

Booth 115

Jacob Choi, Assistant Regional
Director
207 South Houston Street,
Suite 159
Dallas, TX 75202
+1-469-295-9060
Jacob.choi@uspto.gov
www.uspto.gov
Twitter: @USPTO

**University of St. Thomas
Houston, Cameron School
of Business**

Booth 400

Alfredo G. Gomez, Director of Ex-
ternal Relations
3800 Montrose Boulevard
Houston, TX 77044
United States
+1-713-525-3526
gomezag@stthom.edu
www.stthom.edu

University of Texas at Austin Office of Technology Commercialization

Booth 113

Betsy Merrick, Director,
Programs/PR
3925 West Braker Lane, Suite 1.9A
Austin, TX 78759
United States
+1-512-293-1174
bmerrick@otc.utexas.edu
www.otc.utexas.edu
Twitter: @UTOTC

SPONSOR

University of Toledo

Stephen J. Snider, AVP Technology
Transfer/Associate General
Counsel
2801 West Bancroft Street
Toledo, OH 43606
United States
+1-419-530-6225
Email:
stephen.snider@utoledo.edu
www.utoledo.edu

US Department of Energy, Office of Technology Transitions

Booths 201/203

Robert Bectel,
Sr. Program Analyst
1000 Independence Avenue
Southwest
Washington, DC 20585
United States
+1-202-586-2000
lps@hq.doe.gov
www.labpartnering.org

SPONSOR

VentureWell

Eli Velasquez,
Director, Venture Development
100 Venture Way
Hadley, MA 01035
United States
+1-413-587-2172
evelasquez@venturewell.org
www.venturewell.org
Twitter: @venturewell

SPONSOR

Wellspring Worldwide

Booth 101

Lisa Matragrano,
Director of Marketing
350 North LaSalle Boulevard,
Suite 1200
Chicago, IL 60654
United States
+1-312-643-5100
lisa.matragrano@wellspring.com
www.wellspring.com
Twitter: @WellspringWW

Ximbio

Booth 506

Robert Bondaryk, Global Head
745 Atlantic Avenue, Floor 8
Boston, MA 02111
United States
+1-617-901-1093
bob@ximbio.com
https://ximbio.com
Twitter: @ximbio

MODERATORS, FACILITATORS AND SPEAKERS INDEX

A

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Arkley, Joseph 53
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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

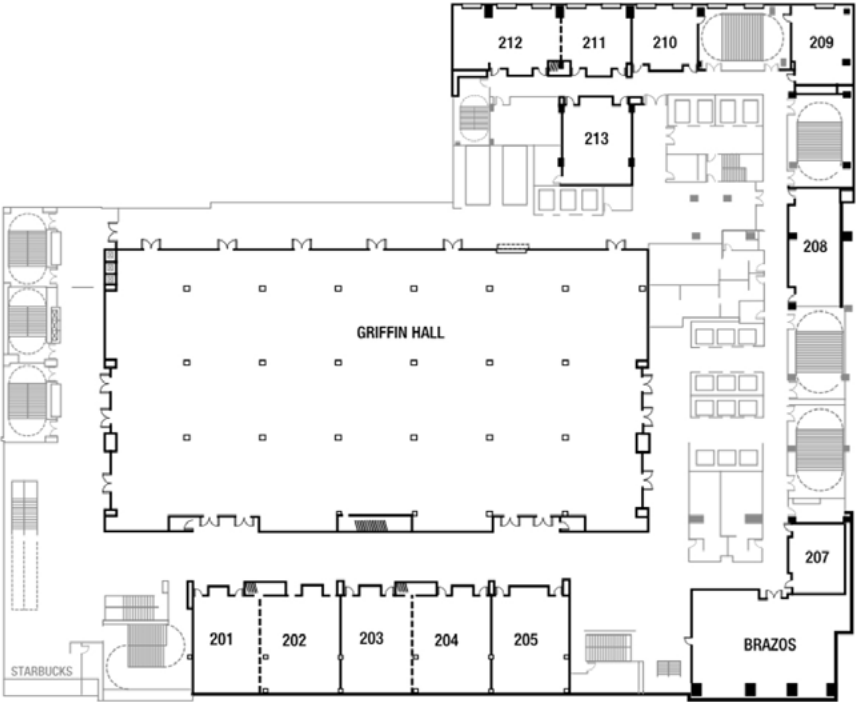
Get Recognized

- Share your commercialization success stories in the Better World Project

**So, what are you waiting for?
Join today at autm.net/join**

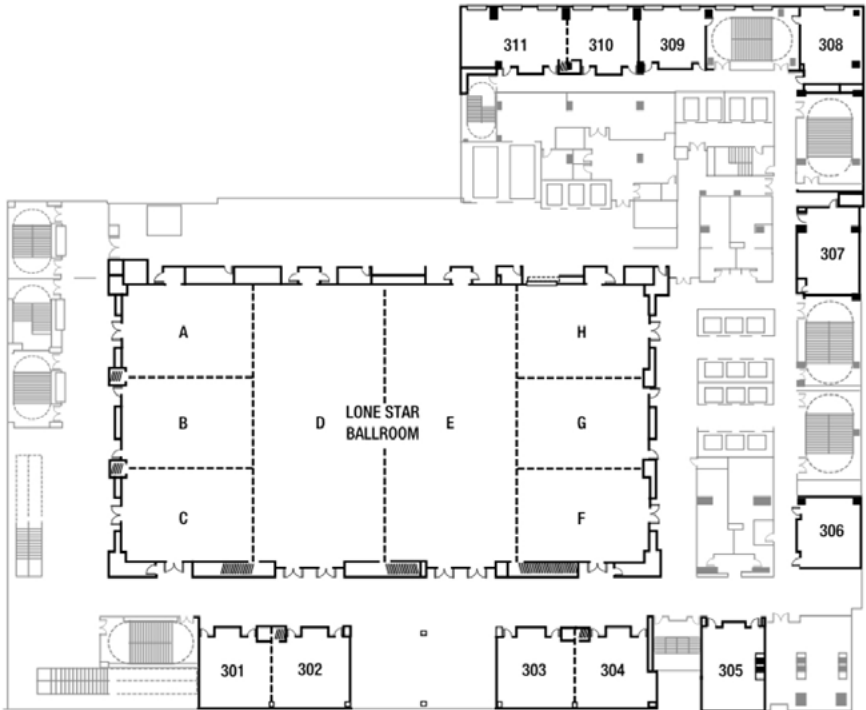
JW MARRIOTT AUSTIN FLOOR PLAN

Level 2



JW MARRIOTT AUSTIN FLOOR PLAN

Level 3



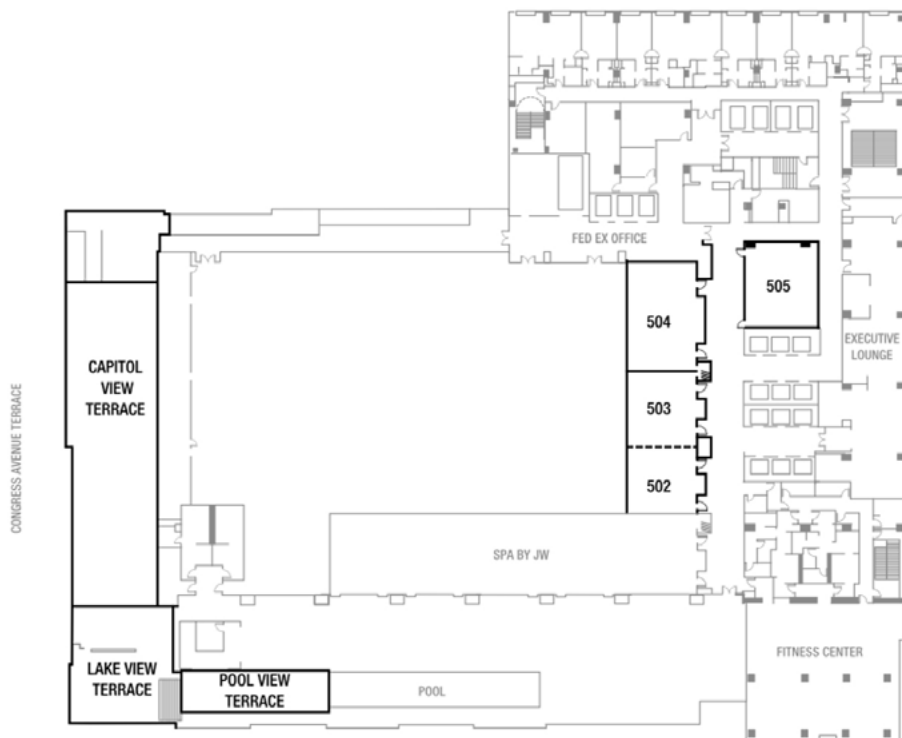
JW MARRIOTT AUSTIN FLOOR PLAN

Level 4



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/AUTMCFT20.

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/AUTMCFT20

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.

Save the Date

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