

A large, stylized blue whale graphic is positioned on the left side of the poster. The whale is depicted in a dark blue, textured style, with its tail fluke visible at the bottom. The background is a light blue gradient with various molecular and geometric shapes scattered throughout.

AUTM

ANNUAL MEETING

MARCH 8 – 11, 2020

SAN DIEGO

LEARN. CONNECT. MAKE WAVES.

The AUTM logo features a stylized orange and yellow sun or wave icon above the text "autm" in a bold, lowercase sans-serif font.

autm
#AUTM2020

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SAME AUTM – LARGER REACH, BIGGER IMPACT

What a year for AUTM, culminating in November when our Association was awarded a five-year, \$16 million grant to do what it does best — provide education and meetings support to the Federal Labs Consortium's (FLC) 300 labs, facilities and research centers.

This new collaborative partnership, which kicked off on Jan. 1, is poised to strengthen both AUTM and FLC, creating new, richer opportunities and impacts for tech transfer professionals like you. What better organization than AUTM to help shepherd the outcomes of public funding of basic research by the federal government? We hope you're as excited as we are as AUTM embarks on this next, important chapter of its evolution.

AUTM continues to make meaningful strides as a strategic leader and in October partnered in Thailand with our tech transfer colleagues from around the world to define the profession and discuss challenges to the field. Coupled with AUTM's Job Task Analysis, we're laying the foundation for the future of professional development training and supporting your career.

No doubt it's your career and professional success that brought you to beautiful San Diego, where we have four days packed with programming to educate and enrich

you. Since we're meeting just feet from the shore, what better way to highlight the environmental challenges and opportunities facing our planet than by organizing a session on technologies that support ocean sustainability? We're proud to host a session on Monday with Ocean Exchange — a nonprofit with the sole mission to help advance the adoption of solutions in the field of sustainability — to explore how our Members can make a difference in this critical space.

Learning, engaging and dealmaking aside, make sure to save some time to connect with friends, make new ones, take a selfie with Navie Blue (distant mammalian cousin of Armie Dillo) at the AUTM Beach Club, and enjoy the hang ten vibe that is San Diego.



Richard Chylla
Richard Chylla
PhD, CLP, RTTP
AUTM Chair

DIVE IN WITH NAVIE!

Get Social—and Win an AUTM Beach Towel.
Participate in AUTM's First-Ever Social Scavenger Hunt!

HOW IT WORKS

1. Take a photo with 5 or more of the following and post to social media platforms Facebook, Twitter, LinkedIn or Instagram using hashtag #AUTM2020 to be eligible.
2. We'll reward the three most active (and creative!) contributors with an AUTM 2020 Beach Towel!
3. Get your posts in early and often! The hunt wraps after the RTP reception Tuesday evening at 6:30 p.m.
4. Winners will be announced on AUTM's social properties Wednesday morning with instructions on where to pick up their prizes!

WHAT TO POST

- ☐ Get a selfie with #AUTM2020 mascot Navie Blue.
- ☐ Capture the beauty of scenic San Diego (*extra credit for a surfboard*).
- ☐ Snap a pic with someone wearing an RTTP pin (*extra credit if it's your pin*).
- ☐ Pay a visit to the AUTM Beach Club and say cheese!
- ☐ Show sponsors some love in the Exhibit Hall.
- ☐ Gain some insight at the Fireside Chat with Judge Michel.
- ☐ Grab a drink (*and a photo*) at Booths, Bites and Bubbles in the Exhibit Hall.
- ☐ Strike a pose with an AUTM Board member (*extra credit for a threesome with Navie*).
- ☐ Get cozy with colleagues from a country other than yours and snap a picture.
- ☐ Reach the stars with Astronaut Ellen Ochoa's Plenary Talk.
- ☐ Takenotes (*and pics*) at one of AUTM's many panel breakout sessions.
- ☐ Get sweet (*and tweet*) at the Dessert Reception.
- ☐ Post about the great connections made at the Industry/Academia Connect and Collaborate session.
- ☐ Show us the money at the VCs Talk Back Plenary session.
- ☐ Celebrate the winners at the Pitch and Play Venture Challenge Business Plan Competition.

Good luck — and have fun! See you on social.

AUTM CARES ABOUT OCEAN SUSTAINABILITY

As an Association that's focused on supporting innovations that tackle the world's biggest problems, AUTM recognizes that pollution is a danger that's compromising our oceans and the welfare of our diverse ecosystem.

The AUTM Annual Meeting is an ideal place to reflect on the challenges we face globally and the sustainability solutions emerging from academic research. Our Monday panel on ocean sustainability will be just one opportunity for attendees to better understand the technologies needed to tackle this problem.

Over the years, AUTM has implemented a number of efforts to support the environment, such as selecting hotels, like this one, that are regarded as green leaders, and by:

- Substantially reducing the number of Annual Meeting programs we print
- Dispensing with paper handouts that can be viewed online

These measures won't fix the Great Pacific Garbage Patch, but every effort plays a role in supporting our environment. We encourage you to consider the ways you too can make a difference, big and small, personally and professionally.



notes

THANK YOU

AstraZeneca

astellas

Elanco

NIHMBL
The National Institute for Innovation in Manufacturing Biopharmaceuticals

Burford

MERCK
INVENTING FOR LIFE

Pfizer

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GERSTEIN** *ip*

**Michael
Best**

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Casimir Jones
Patent, Trademark, & Copyright Attorneys

ROYALTY PHARMA

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**SMITH, GAMBRELL
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Attorneys at Law

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Faber LLP**

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ROUNDTABLE DISCUSSIONS

Be sure to attend your favorites.

MONDAY, MARCH 9

10:45 A.M. – 12:15 P.M.

1J - Hot Topics: Advice for Universities

Location	Hillcrest AB, 3rd Level, Seaport Tower
Track	Other
Facilitator	Anna Solowiej , <i>National Institutes of Health</i>
Speakers	Alicia Löffler , <i>Northwestern University</i> Taunya Phillips , <i>University of Kentucky</i> Katherine Richards , <i>University of Notre Dame</i> Rick Schwartz , <i>Duff & Phelps</i> Eric Smith , <i>University of Arizona</i>

1K - How to Integrate Social Innovation into Your Tech Transfer Office

Location	Hillcrest CD, 3rd Level, Seaport Tower
Track	Other
Facilitator	Jordana Armstrong , <i>Innovate Calgary</i>

1L - Hot Topics: Table Talk

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	Other
Facilitators	Laura Savatski , <i>Versiti Blood Research Institute</i> Gayatri Varma , <i>AstraZeneca</i>

1:45 – 3:15 P.M.

2J - Spyglass and Hammer: Making Sure Licensees Do as They Promise

Location	Hillcrest AB, 3rd Level, Seaport Tower
Track	Administrative/Operations
Facilitator	Bruce Goldstein , <i>National Institutes of Health</i>

2K - Small but Mighty: A Small Office Support Group

Location	Hillcrest CD, 3rd Level, Seaport Tower
Track	Other
Facilitator	Ellen MacKay , <i>Lakehead University</i>

2L - Protecting Machine Learning and AI Algorithms

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	IP Trends and Successful Practices
Facilitator	Michael Alexander Shmilovich , <i>National Heart, Lung and Blood Institute</i>

4 – 5:30 P.M.

3J - New to Tech Transfer?

Location	Hillcrest AB, 3rd Level, Seaport Tower
Track	Nuts and Bolts of Technology Transfer
Facilitator	Kevin Dietz , <i>Baker, Donelson, Bearman, Caldwell & Berkowitz PC</i>

3K - Beautiful Encounters: Adding Extraordinary Value

Location	Hillcrest CD, 3rd Level, Seaport Tower
Track	Nuts and Bolts of Technology Transfer
Facilitator	Iain Thomas , <i>Cambridge Enterprise Ltd.</i>

3L - Balancing Profitability and Social Impact for Entrepreneurs

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	Industry/Academic Partnerships
Facilitator	Kamal Sarkar , <i>University of Texas Rio Grande Valley</i>

TUESDAY, MARCH 10

8:30 – 9:45 A.M.

4J - Why Do I Have to Keep Nagging?

Location	Hillcrest AB, 3rd Level, Seaport Tower
Track	Administrative/Operations
Facilitator	Jean E. S. Zadilsky , <i>University of Waterloo</i>

4K - The New Era of Synthetic Biology

Location	Hillcrest CD, 3rd Level, Seaport Tower
Track	Other
Facilitator	Gwendolyn Humphreys , <i>Northwestern University</i>

ROUNDTABLE DISCUSSIONS

CONTINUED

4L - Industry Roundtable: Open Mic Discussion

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	Industry/Academic Partnerships
Facilitator	Sharon Semones, <i>Eli Lilly & Co.</i>

2 – 3:15 P.M.

5J - Plant Licensing and Intellectual Property Protection

Location	Hillcrest AB, 3rd Level, Seaport Tower
Track	Licensing Successful Practices
Facilitator	Janie Hurley, <i>Texas A&M University</i>

5L - The World of Software and Copyright Licensing

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	IP Trends and Successful Practices
Facilitators	Doug Hockstad, <i>University of Arizona</i> Dana Bostrom, <i>University of Arizona</i>

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PABST PATENT GROUP

4 – 5:15 P.M.

6L - Approaches to Training New Hires

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	Other
Facilitator	Deborah Perez Fernandez, <i>Rutgers, The State University of New Jersey</i>

WEDNESDAY, MARCH 11

9 – 10:15 A.M.

7J - Events, Traditions and Building a Culture of Innovation, Entrepreneurship and Commercialization

Location	Hillcrest AB, 3rd Level, Seaport Tower
Track	Marketing Successful Practices
Facilitator	Mark Alan Maynard, <i>University of Michigan</i>

7K - Administrative Professionals

Location	Hillcrest CD, 3rd Level, Seaport Tower
Track	Administrative/Operations
Facilitators	Karen Boghossian, Inteum Co. LLC Adrienne Pennell, University of Florida

7L - Bridging the Gap between Innovation and Technology Transfer

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	Other
Facilitator	Hope Shimabuku, United States Patent and Trademark Office

10:30 – 11:45 A.M.

8J - Accounting in Technology Transfer Offices

Location	Hillcrest AB, 3rd Level, Seaport Tower
Track	Administrative/Operations
Facilitator	Eric See, Cedars-Sinai Medical Center

8K - (Not So) Difficult Tech Transfer Conversations

Location	Hillcrest CD, 3rd Level, Seaport Tower
Track	Nuts and Bolts of Technology Transfer
Facilitators	Marck-Arthur Clerveau, MedStar Institute for Innovation Ed Tori, MedStar Institute for Innovation

8L - Let Go of the Fear, Embrace Faculty Consulting

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	Industry/Academic Partnerships
Facilitator	Matthew Mroz, The State University of New York

1 – 2:15 P.M.

9K - Driving Licensing with Open Dissemination

Location	Hillcrest CD, 3rd Level, Seaport Tower
Track	Licensing Successful Practices
Facilitator	Michael Perham, HHMI Janelia Research Campus

9L - Walking Hand-In-Hand: Experiences with Simultaneous Research and License Agreement

Location	Cortez Hill A-C, 3rd Level, Seaport Tower
Track	Industry/Academic Partnerships
Facilitator	Christopher Martin, Rutgers, The State University of New Jersey

TIPS FOR FIRST-TIMERS

If you're attending the AUTM Annual Meeting for the first time, consider these 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, March 8, in **Harbor D-F, 2nd Level**, from 4 to 5 p.m.
- Attend the "New to Tech Transfer?" roundtable on Monday, March 9, in **Hillcrest AB, 3rd Level, Seaport Tower**, from 4 to 5:30 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 **Palm Foyer, 2nd Level, Seaport Tower**, or view the tutorial on the app.
- Visit the AUTM Beach Club, **Harbor Ballroom Foyer, 2nd Level**, 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 is organized into 11 tracks found on page 24.
- Plan to attend:
 - o 1E: Murphy's Laws of Technology Transfer
 - o 1I: How to Navigate Tech Transfer as a Newcomer
 - o 3J: Roundtable Discussion: New to Tech Transfer?
 - o 4L: Roundtable Discussion: Industry Roundtable: Open Mic Discussion
 - o 7A/8A: Business Side of the License - Parts 1 and 2
 - o 8K: Roundtable Discussion: (Not So) Difficult Tech Transfer Conversations



GENERAL INFORMATION



Throughout the meeting, use our powerful online partnering and networking tool: AUTM Connect. 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 **Palm Foyer, 2nd Level, Seaport Tower.**

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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 **Grand Hall D, Lobby Level.** The AUTM Connect Partnering Place is perfect for holding relaxed meetings or negotiations. Appointments can be made through the AUTM Connect app during the meeting. If you have previously downloaded the AUTM Connect app, please be sure to add this year's event to your event list. To do this, search for AUTM 2020 Annual Meeting on the My Events page and add this event to your list. You can then log in with the access codes that were emailed to you.

GENERAL INFORMATION

CONTINUED

AUTM CONNECT PARTNERING PLACE HOURS

Sunday, March 8	1 – 6 p.m.
Monday, March 9	7 a.m. – 5 p.m.
Tuesday, March 10	7:30 a.m. – 5 p.m.
Wednesday, March 11	7:30 a.m. – 3:30 p.m.

THE MEETING PLACE CONFERENCE ROOMS

Sponsored by **BLANKROME**

For your convenience, rooms are available for AUTM attendee meetings on a first-come, first-served basis. Sign-up sheets will be posted outside the meeting rooms on the **3rd Level, Seaport Tower**.

Torrey Hills AB	Mission Beach A-C
Golden Hill AB	Solana Beach AB
Ocean Beach	

AUTM MEETING PLACE HOURS

Sunday, March 8	7 a.m. – 7 p.m.
Monday, March 9	7 a.m. – 7 p.m.
Tuesday, March 10	7 a.m. – 7 p.m.
Wednesday, March 11	7 a.m. – 7 p.m.

REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP)

Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP) or Candidate 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 Beach Club in the **Harbor Ballroom Foyer, 2nd Level**.





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

Eligible Credit Hours Offered at the AUTM Annual Meeting	Instruction Hours
Marketing Course	7
Negotiation Strategies and Tactics Course	3
Technology Valuation Course	7
Annual Meeting Attendance	10

CONTINUING LEGAL EDUCATION (CLE)

The AUTM 2020 Annual Meeting will offer continuing legal education (CLE) credit for attorneys. AUTM has applied for 12 hours of CLE accreditation in states that require continuing legal education credits. Attendees will be able to earn up to 12 hours of credit.* Visit the CLE table near the registration desk for more detailed 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 or Technology Valuation Courses.*



GENERAL INFORMATION

CONTINUED

BADGE RIBBONS

Show off your AUTM involvement to 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

Tell us how you feel by using the AUTM Connect app to rate educational workshops and panelists. Do it immediately after every session you attend while the experience is fresh in your mind. The overall evaluation of the meeting will be emailed to attendees as in past years. The Program Committee greatly appreciates your feedback.

EXHIBIT HALL – NEW HOURS!

Exhibits will be located in the **Grand Hall A-C, Lobby Level**. This year the exhibit hall will stay open later on Tuesday, allowing attendees more time to learn about products and services that exhibitors offer. Make sure to stop in the exhibit hall to find the solutions you are looking for.

Sunday, March 8	6 – 8 p.m.
Monday, March 9	9:30 a.m. – 6:30 p.m.
Tuesday, March 10	7:30 a.m. – 4 p.m.

A complete listing of exhibitors begins on page 117.

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 résumés reviewed by experts and set up customized job alerts so they know when their dream job is posted. AUTM Members can post résumés for free, search the site anytime or check AUTM's Twitter feed daily for the latest job posts.

SOLICITATION

Solicitations at this meeting by unauthorized people are strictly prohibited. Sales and promotional activities are restricted to exhibitors and must take place in their own exhibit booths.

HOST HOTEL AND MEETING ACCESSIBILITY

AUTM is committed to providing meeting attendees with needed assistance. Indicate your accessibility related needs during the registration process to help us help you.

The Annual Meeting will take place on four levels of the host hotel, and each level is accessible by elevator. Wheelchair-accessible restrooms are also available on each level.

FOOD AND BEVERAGE SERVICE

Breakfast on Monday and Tuesday will be served buffet style in the Seaport Ballroom Foyer on Level 2. Plated lunches on Monday and Wednesday will also be served in the Seaport Ballroom. Breaks are in the Exhibit Hall on the Lobby Level. All levels are accessible by elevator.

MAPS

See page 134 for host hotel and meeting floor plans.

MICROPHONES

Microphones are available for audience participation.

NURSING

A private area, sponsored by the University of New Hampshire, is available for nursing mothers in the Bankers Hill room, 3rd Level, Seaport Tower. The room — open Sunday through Wednesday, 8 a.m. to 5 p.m. — is comfortably furnished and equipped with refrigeration for milk storage. Visit the AUTM registration desk to obtain a key.



RESTROOM ACCESS

Accessible restrooms are available on each level and are near the meeting spaces.

SMOKING AND SMOKE-FREE AREAS

The entire meeting venue is a no-smoking area.

WHEELCHAIR ACCESSIBILITY

Volunteer assistance is available (upon request) to help with meals, and there is space for wheelchairs at the lunch tables.

MORE EDUCATIONAL OPPORTUNITIES

(additional fee required, seating limited)

Marketing Course

SUNDAY, MARCH 8

7:30 A.M. – 4 P.M.

Harbor B, 2nd Level

Instructors

Alyssa Amen, *NUTech Ventures*

David Barda, *Garvan Institute of Medical Research*

Su Jun Lim, *University of Chicago*

Chad Riggs, *St. Jude Children's Research Hospital*

Paul Tumarkin, *University of Arizona*

Before you can discuss a patent with an inventor or negotiate a license for a technology, you need to bring your contacts to the table to start a conversation. 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.

Technology Valuation Course

SUNDAY, MARCH 8

7:30 A.M. – 4 P.M.

Harbor C, 2nd Level

Instructors **Steven Ferguson**, *National Institutes of Health*
Michael Sharer, *Lawrence Livermore National Laboratory*
Ashley Stevens, *Focus IP Group, LLC*
Debora Stewart, *InvotexIP*

Our Technology Valuation Course teaches the fundamental principles of how to construct the various financial terms that go into a license. The course examines concepts such as valuation versus pricing and risk, as well as a series of valuation methodologies, including cost, income, industry standards (comparables), rules of thumb, discounted cash flow and equity. The first segment concludes with a review of payment structures within a license and shows the financial flows under a typical academic-stage life sciences license.

The course goes on to focus on practical applications including case studies. The class is divided into groups to develop license term proposals for the discussion of two technologies.

If you have, or will have, responsibility for negotiating licenses, or would like to learn more about the process, the Technology Valuation Course is ideal. Attendees 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 webinar series, a \$525 value.

Certified Licensing Professional (CLP) Exam Review Course

SUNDAY, MARCH 8

8 A.M. – 5 P.M.

Torrey Hill Room, 3rd Level, Seaport Tower

(separate registration required with LES)

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 (USA and Canada) Inc. (LES).

MORE EDUCATIONAL OPPORTUNITIES

CONTINUED

Negotiation Strategies and Tactics Course

TUESDAY, MARCH 10

2 – 5:30 P.M.

Harbor I, 2nd Level

Instructors **Alan Bentley**, *Vanderbilt University*
 Brian Shedd, *University of Houston*
 Ray Wheatley, *Apio Innovation Transfer*

This course builds on the AUTM's Fundamentals of Negotiation, delving deeper into specific strategies and tactics. This course covers advanced negotiation techniques, including elements of collaborative and competitive negotiations. Avoiding and surviving competitive negotiation situations are examined, and alternative solutions to commonly negotiated licensing terms (financial and non-financial) are debated. Techniques for negotiating with faculty and start-up companies are also explored. This course empowers those who negotiate regularly, regardless of experience level.

OPTIONAL EVENTS

(additional fee required, seating limited)

Oncology and Research Tools Partnering Forum

TUESDAY, MARCH 10

2 – 5:30 P.M.

Harbor G, 2nd Level

Moderator **Donaldson Santos**, *University of Southern California*

Panelists **Abhijit Afzalpurkar**, *Thermo Fisher Scientific*
Tari Suprpto, *Elanco Animal Health*
Cathy Tralau-Stewart, *Takeda*

The Oncology and Research Tools Partnering Forum will explore how academia can collaborate with industry to advance the technologies that result in new cancer therapeutic modalities. It will also explore academic/industry collaborations to license or co-develop the research tools that can advance basic research. This AUTM Partnering Forum, held in partnership with BIOCOM and the San Diego Innovation Council, is a great opportunity for university tech transfer and licensing specialists to connect with their counterparts in business development and intellectual property from the oncology and research reagents area.

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 pick workshops in several 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.
- **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.
- **Other:** Addresses specialized topics and knowledge bases not covered by standard technology transfer courses.

ADMINISTRATIVE/OPERATIONS TRACK

Last year, AUTM introduced a new membership category tailored for administrators. Administrative and operational functions are an essential component of a successful technology transfer office. Our Annual Meeting program has a wealth of opportunities for career development for administrative professionals.

MONDAY, MARCH 9

- 1F: Other Duties as Assigned: Data Management for Stakeholders
- 2J: Roundtable Discussion: Spyglass and Hammer: Making Sure Licensees Do as They Promise
- 3F: Bayh-Dole 2.0: Reporting Challenges and Strategies to Implement Best Practices

TUESDAY, MARCH 10

- 4J: Roundtable Discussion: Why Do I Have to Keep Nagging?
- 5D: Tips and Tricks for Data Managers

WEDNESDAY, MARCH 11

- 7G: Successful TTOs on Both Sides of the Atlantic
- 7K: Roundtable Discussion: Administrative Professionals
- 8J: Roundtable Discussion: Accounting in Technology Transfer Offices



SCHEDULE-AT-A-GLANCE

**SUNDAY,
MARCH 8**

7 A.M. – 6 P.M.

Registration

Palm Foyer, 2nd Level, Seaport Tower

7 A.M. – 7 P.M.

Meeting Place Rooms

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(see page 16 for meeting room locations)

3rd Level, Seaport Tower

7:30 A.M. – 4 P.M.

Marketing Course

(additional fee, seating limited)

Harbor B, 2nd Level

7:30 A.M. – 4 P.M.

Technology Valuation Course

(additional fee, seating limited)

Harbor C, 2nd Level

8 A.M. – 5 P.M.

CLP Exam Review Course

(additional fee, seating limited)

Torrey Hill Room, 3rd Level,

Seaport Tower

NOON – 1 P.M.

Course Lunch: Marketing and
Technology Valuation

(for registered course attendees)

Harbor D-F, 2nd Level

1 – 6 P.M.

AUTM Connect Partnering Place

Sponsored by



Grand Hall D, Lobby Level

1 – 6 P.M.

AUTM Connect Help Desk

Palm Foyer, 2nd Level, Seaport Tower

4 – 5 P.M.

First-Time Attendee Briefing
and Reception

Sponsored in part by



Harbor D-F, 2nd Level

5:30 – 6:30 P.M.

Fireside Chat Featuring Chief
Judge Paul Redmond Michel, US
Court of Appeals for the Federal
Circuit (ret.) with Walter G. Copan,
Under Secretary of Commerce
for Standards and Technology and
NIST Director

Sponsored by



Seaport Ballroom, 2nd Level

6 – 8 P.M.

Exhibits Open

Grand Hall A-C, Lobby Level

6:30 – 7:30 P.M.

Booths, Bites and Bubbles: Exhibit
Hall Meet and Greet Reception

Grand Hall A-C, Lobby Level

SUNDAY, MARCH 8

4 – 5 P.M.

First-Time Attendee Briefing and Reception

Harbor D-F, 2nd Level

Sponsored in part by



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 Chief Judge Paul Redmond Michel, US Court of Appeals for the Federal Circuit (ret.)

Seaport Ballroom, 2nd Level

Sponsored by



The Honorable Paul Redmond Michel is a frequent speaker on IP subjects, having testified before Congress on patent reform legislation and serving as special adviser to the Patent Reform Task Force. In his years on the bench, Judge Michel adjudicated thousands of appeals and wrote more than 800 opinions, hundreds of which were in patent cases. Widely regarded as a seminal figure

in patent law, he was inducted into Intellectual Asset Management magazine's IP Hall of Fame for helping "shape the landscape of patent law in the US and handed down some of the court's most important judgments." At our Fireside Chat, he will discuss what can be done to get the patent system back into balance and what universities and AUTM Members can do to help.



Walter G. Copan, Under Secretary of Commerce for Standards and Technology and NIST Director, will be joining Judge Michel for the Fireside Chat.

6:30 – 7:30 P.M.

Booths, Bites and Bubbles: Exhibit Hall

Meet and Greet Reception

Grand Hall A-C, Lobby Level

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 refreshments at this networking event.



SCHEDULE-AT-A-GLANCE

**MONDAY,
MARCH 9**

7 A.M. – 5 P.M.

Registration

Palm Foyer, 2nd Level, Seaport Tower

7 – 8 A.M.

Continental Breakfast

Harbor Ballroom Foyer, 2nd Level

7 A.M. – 5 P.M.

AUTM Connect Partnering Place

Sponsored by



Grand Hall D, Lobby Level

7 A.M. – 5 P.M.

AUTM Connect

Help Desk

*Help Desk Palm Foyer, 2nd Level,
Seaport Tower*

7 A.M. – 7 P.M.

Meeting Place Rooms

Sponsored by

BLANKROME

(see page 16 for meeting room locations)

3rd Level, Seaport Tower

8 – 10 A.M.

Opening Plenary and Keynote

Featuring Astronaut Ellen Ochoa

Sponsored by



Seaport Ballroom, 2nd Level

9:30 A.M. – 6:30 P.M.

Exhibits Open

Grand Hall A-C, Lobby Level

10 – 10:45 A.M.

Refreshment Break with Exhibitors

Sponsored by



Grand Hall A-C, Lobby Level

10:45 A.M. – 12:15 P.M.

**SESSION 1: EDUCATIONAL
AND ROUNDTABLE SESSIONS**

1A – Ocean Sustainability:
Innovative Solutions Needed!

Harbor A, 2nd Level



1B – Biomanufacturing Is Hot:

Driving Commercialization of
Innovative Technologies

Harbor B, 2nd Level

1C – The Committee on Foreign
Investment in the US (CFIUS)

Regulations: What Are They and How
Do They Impact University Start-Ups
and TTO Efforts to Facilitate
Fundraising Opportunities?

Harbor C, 2nd Level

SCHEDULE-AT-A-GLANCE MONDAY, MARCH 9 CONTINUED

1D - Facilitating Partnerships between
Nonprofit Funders and Research
Institutions (the NFRI Initiative)

Harbor D, 2nd Level

1E - Murphy's Laws of
Technology Transfer

Harbor E, 2nd Level

1F - Other Duties as Assigned: Data
Management for Stakeholders

Harbor F, 2nd Level

1G - Building a Results-Driven
Marketing Program

Harbor G, 2nd Level

1H - Keys to Success in Gap Funding:
Money, Mentors and Matchmakers

Harbor H, 2nd Level

1I - How to Navigate Tech Transfer as
a Newcomer

Sponsored by



Harbor I, 2nd Level

1J - ROUNDTABLE DISCUSSION
Hot Topics: Advice for Universities

Hillcrest AB, 3rd Level, Seaport Tower

1K - ROUNDTABLE DISCUSSION
How to Integrate Social Innovation
into Your Tech Transfer

Hillcrest CD, 3rd Level, Seaport Tower

1L - ROUNDTABLE DISCUSSION

Table Talk

Cortez A-C, 3rd Level, Seaport Tower

12:15 – 1 P.M.

Lunch

Seaport Ballroom, 2nd Level

12:15 – 1:45 P.M.

Sponsors' Lunch (by invitation)

America's Cup, 4th Level

1 – 1:45 P.M.

Dessert Reception in Exhibit Hall

Grand Hall A-C, Lobby Level

1:45 – 3:15 P.M.

Industry/Academia Connect and
Collaborate (Part 1)

Sponsored by

lifeArc **CSL Behring**



Harbor G, 2nd Level

1:45 – 3:15 P.M.

**SESSION 2: EDUCATIONAL
AND ROUNDTABLE SESSIONS**

2A - Faculty Start-Ups, Conflict of
Interest and Alignment of Interests

Harbor A, 2nd Level

2C - A Corporate Engagement Intensive

Harbor C, 2nd Level

2E - Intellectual Property and
Bankruptcy: When Worlds Collide

Harbor E, 2nd Level

2F - Derisking: Different Schools,
Different Paths

Harbor F, 2nd Level

2H - Tech Transfer and Bayh-Dole:
Legacy and the Future
Harbor H, 2nd Level

2I - Regional IDEa Hubs for
Biomedical Tech Transfer
Acceleration
Harbor I, 2nd Level

2J - ROUNDTABLE DISCUSSION
Spyglass and Hammer: Making Sure
Licensees Do as They Promise
Hillcrest AB, 3rd Level, Seaport Tower

2K - ROUNDTABLE DISCUSSION
Small but Mighty: A Small Office
Support Group
Hillcrest CD, 3rd Level, Seaport Tower

2L - ROUNDTABLE DISCUSSION
Protecting Machine Learning and
AI Algorithms
Cortez Hill A-C, 3rd Level, Seaport Tower

3:15 – 4 P.M.

Refreshment Break with Exhibitors
Sponsored by



Grand Hall A-C, Lobby Level

4 – 5:30 P.M.

Industry/Academia Connect and
Collaborate (Part 2)
Sponsored by

LifeArc **CSL Behring**



Harbor G, 2nd Level

4 – 5:30 P.M.

SESSION 3: EDUCATIONAL AND ROUNDTABLE SESSIONS

3A - How to Use SBIR/STTR Funding
to Commercialize University
Research and the
Federal Programs that Help
Harbor A, 2nd Level

3B - Big Data, Big Opportunity:
The What, How, Dos and Don'ts of
Licensing Data
Harbor B, 2nd Level

3C - Evolution of Metrics: All Dollars
and No Sense
Harbor C, 2nd Level

3D - Creating Effective Relationships
between Medical Device Companies
and University TTOs
Harbor D, 2nd Level

3E - Balancing Scientific Openness
and National Security: The Impact
of Export Control Regulations on
Technology Transfer
Harbor E, 2nd Level

3F - Bayh-Dole 2.0: Reporting
Challenges and Strategies to
Implement Best Practices
Harbor F, 2nd Level

3H - The Diversity Gap: Inventorship
and Industry Advantage
Harbor H, 2nd Level

3I - Bio2Bio: Biodiversity for Survival
via Biomedicine
Harbor I, 2nd Level

3J - ROUNDTABLE DISCUSSION
New to Tech Transfer?
Hillcrest AB, 3rd Level, Seaport Tower

SCHEDULE-AT-A-GLANCE
MONDAY, MARCH 9
CONTINUED

3K - ROUNDTABLE DISCUSSION

Beautiful Encounters: Adding
Extraordinary Value

Hillcrest CD, 3rd Level, Seaport Tower

3L - ROUNDTABLE DISCUSSION

Balancing Profitability and Social
Impact for Entrepreneurs

Cortez Hill A-C, 3rd Level, Seaport Tower

5:30 – 6:30 P.M.

Industry/Academia Connect and
Collaborate Networking Reception
Sponsored by



Grand Hall A-C, Lobby Level

6:30 – 8 P.M.

Opening Reception
Sponsored by



*4th Level Pool (weather permitting)
or Seaport Ballroom, 2nd Level*



notes

MONDAY, MARCH 9

7:30 - 8:30 A.M.

Breakfast with Exhibitors

Grand Hall A-C, Lobby Level

Sponsored by

OBLON

7:30 - 8:30 A.M.

Central Region Breakfast

America's Cup, 4th Level

Sponsored by

Quarles & Brady LLP

7:30 - 8:30 A.M.

Western Region Planning Committee Breakfast

Solana Beach A, 3rd Level, Seaport Tower

8 - 10 A.M.

Opening Plenary and Keynote

Featuring Astronaut Ellen Ochoa

Seaport Ballroom, 2nd Level

Sponsored by

**AMSTER
ROTHSTEIN
& EBENSTEIN** LLP
Intellectual Property Law



Ellen Ochoa is the first Hispanic woman to go in space. She's also a brilliant inventor and only the second female director of NASA's Johnson Space Center, where she led the human space flight enterprise for the nation from 2013 to 2018. Ochoa will discuss the resonant issues that have defined her historic career: what we can learn about change, innovation and the culture of teams from her time at the upper reaches of NASA's leadership. And what we can do — really do — to ensure that more women and minorities find a place within STEM fields.

10 - 10:45 A.M.

Refreshment Break with Exhibitors

Grand Hall A-C, Lobby Level

Sponsored by

**HAMILTON
BROOK SMITH
REYNOLDS** LLP
Intellectual Property Law

10:45 A.M. – 12:15 P.M.

1A - Ocean Sustainability: Innovative Solutions Needed!

Harbor A, 2nd Level

Track	Other
Moderator	Millicent Pitts , <i>Ocean Exchange</i>
Speakers	Ann Carpenter , <i>Braid Theory</i> Nico DeGolia , <i>BSR</i>

In this can't-miss session, industry experts will address the technologies and opportunities that support ocean sustainability — solutions that address resource efficiency, water quality, coastal environments, aquaculture, alternative energy and new materials. Ocean Exchange is a 501(c)(3) with the sole mission to advance the adoption of solutions in the field of sustainability by working prototypes that reduce waste and the use of nature's resources, while increasing productivity and respecting cultures around the world. Join us to learn about opportunities for university innovations that can make a difference from industry experts who need them. Examples of university start-up successes will be used to demonstrate how universities and AUTM Members can engage meaningfully in this field to have an impact on ocean sustainability.

1B - Biomanufacturing Is Hot: Driving Commercialization of Innovative Technologies

Harbor B, 2nd Level

Track	Industry/Academic Partnerships
Moderator	Christopher Yochim , <i>National Institute for Innovation in Manufacturing Biopharmaceuticals</i>
Speakers	Sue Behrens , <i>Keck Graduate Institute</i> Bruce Bunnell , <i>Tulane University</i> Fatimah Conley , <i>University of Delaware</i> Eric Huang , <i>Genentech</i> Gregory Theyel , <i>Biomedical Manufacturing Network</i>

The manufacture of novel biological therapeutics is one of the critical challenges facing the biopharma industry. Is your institution a hotbed of biomanufacturing innovation? Join this session to learn about the industry's new public-private partnership and interest in engineering technologies applicable to biologics. The next wave in biomanufacturing begins with academic innovation, which can be validated and scaled by industry. The National Institute for Innovation in Manufacturing Biopharmaceuticals, or NIIMBL, is providing funding to advance beyond proof-of-concept and validate scalability and commercial potential through public-private partnerships.

MONDAY, MARCH 9

**1C - The Committee on Foreign Investment in the US (CFIUS)
Regulations: What Are They and How Do They Impact University
Start-Ups and TTO Efforts to Facilitate Fundraising Opportunities?
(CLE Eligible)**

Harbor C, 2nd Level

Track **IP Trends and Successful Practices**

Moderator **Emily Bilbao, Skysong Innovations**

Speakers **Thomas Feddo, US Department of Treasury**
 Todd Glenn, Skysong Innovations
 John B. Reynolds III, Davis Polk

This session will provide an overview of CFIUS, a US interagency committee chaired by the Department of the Treasury that is authorized to review certain transactions involving foreign investments in the US for national security implications. While CFIUS clears most of the transactions it reviews, it can prohibit transactions or impose mitigation measures when national security interests arise. In recent years, the CFIUS statute has expanded to include non-controlling investments, additional technologies, mandatory filings requirements, and certain real estate transactions. This session will explore this regulatory framework and discuss how it has changed and how it is relevant to technology transfer offices (TTOs) and their university start-ups and other licensees. Learn how to think about and navigate CFIUS regulations.

1D - Facilitating Partnerships between Nonprofit Funders and Research Institutions (the NFRI Initiative)

Harbor D, 2nd Level

Track	Industry/Academic Partnerships
Moderator	Maryrose Franko , <i>Health Research Alliances</i>
Speakers	Jackie Hausman , <i>Kenneth Rainin Foundation</i> Felice Lu , <i>University of California</i> Frederick Reinhart , <i>University of Massachusetts</i>

With government and industry funding flat or declining, one bright spot is the increasing research support from foundations and nonprofit organizations. The 3-year-old Nonprofit Funder-Research Institution Partnership's (NFRI) goal is to facilitate closer, more productive relationships between research institutions and nonprofit funders. To that end, NFRI addresses three critical areas: streamlining contract negotiations, financial management and reporting; addressing research project support costs; and IP and technology transfer issues (royalty sharing, definitions of foreground/background IP, control of licensing and patient access). Attendees will hear about NFRI activities, notable areas of progress and future plans. We will also solicit feedback on resources posted to the NFRI website.

1E - Murphy's Laws of Technology Transfer

Harbor E, 2nd Level

Track	Licensing Successful Practices
Moderator	Sadhana Chitale , <i>New York University</i>
Speaker	Colm Lawler , <i>Mass General Brigham</i>

Our updated Murphy's Laws of Technology Transfer serves as an entertaining framework for a series of case studies, covering subjects from intellectual property management and invention marketing to license negotiation and post-license management, all selected to illustrate how to succeed in the often-complex world of technology transfer.

MONDAY, MARCH 9

1F - Other Duties as Assigned: Data Management for Stakeholders*Harbor F, 2nd Level***Track** **Administrative/Operations****Moderator** **Felicia Metz**, *University of Maryland***Speakers** **Carol Grutkoski**, *University of Minnesota*
Adrienne Pennell, *University of Florida*
Michelle Wetzel, *Online Computers*

Join us for a discussion of lessons learned for managing tech transfer office (TTO) data, including the audit of both historical and current, transitioning to new systems, connecting with other institutions, and planning for the current and future needs and goals of a TTO along with an ever-expanding net of TTO stakeholders. Panelists will share their views of evaluating, establishing, and reinforcing processes, and provide tips and suggestions for project management and stakeholder engagement.

1G - Building a Results-Driven Marketing Program*Harbor G, 2nd Level***Track** **Marketing Successful Practices****Moderator** **Paul K. Tumarkin**, *University of Arizona***Speakers** **Todd Keiller**, *Worcester Polytechnic Institute*
Eleftheria Ledaki, *Queen Mary Innovation Ltd.*
Brian Shedd, *University of Houston*

Having trouble effectively marketing your technologies? Do you even know where to start? Join university tech transfer office marketing professionals who are setting the bar for best practices. They'll walk you through an overview of the methods the leaders are using to successfully market technologies and track effectiveness. You'll come away with strategies, models and measurement ideas that you can apply in your tech transfer office. Bring your great questions and best practices to share.

1H - Keys to Success in Gap Funding: Money, Mentors and Matchmakers

Harbor H, 2nd Level

Track	Start-Ups and Gap Funding
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Moderator	Pavita Howe , <i>Rutgers, The State University of New Jersey</i>
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Speakers	James L. Delattre , <i>Pennsylvania State University</i> Caroline H. Ko , <i>Northwestern University</i> Leon Sandler , <i>Massachusetts Institute of Technology</i>
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Gap funds are becoming more common in the academic setting, providing funding to very early-stage technologies to advance toward commercialization when other sources are not available. The ultimate goal is to advance technologies to where they can secure funding or partnerships, or create a start-up with de-risked technology and a strong market focus. This requires more than just a bank account with endless funds for new inventions. Join us for a discussion of what it takes to be successful.

Sponsored by



1I - How to Navigate Tech Transfer as a Newcomer

Harbor I, 2nd Level

Track	Other
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Moderator	Jacqueline Greene , <i>University of Kentucky</i>
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Speakers	Karen Baird , <i>Massachusetts Institute of Technology</i> Prarthana Khanna , <i>Harvard University</i> Kwaku Opoku , <i>University of Illinois at Urbana-Champaign</i>
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Being a newcomer to tech transfer can be challenging. You may not understand the lingo, the process or the work. So how do you become part of the team? Join us for a session with tech transfer professionals who have already traveled down this road. They will share experiences and resources from their institutions and AUTM that will help you to understand the role of the inventor and tech transfer staff and to make and leverage connections. Let us assist you on your tech transfer journey.

MONDAY, MARCH 9

1J - ROUNDTABLE DISCUSSION

Hot Topics: Advice for Universities

Hillcrest AB, 3rd Level, Seaport Tower

Track	Other
Facilitator	Anna Solowiej , <i>National Institutes of Health</i>
Speakers	Alicia Löffler , <i>Northwestern University</i> Taunya Phillips , <i>University of Kentucky</i> Katherine Richards , <i>University of Notre Dame</i> Rick Schwartz , <i>Duff & Phelps</i> Eric Smith , <i>University of Arizona</i>

Join us for a discussion in a novel format. Five experts will provide advice on current and diverse hot topics in university technology transfer. The areas covered will include managing intellectual property on a budget, handling alumni relations and philanthropy, avoiding regulatory problems in university start-ups, developing early-stage discovery support networks, and putting your commercialization community network to work. Each 10-minute presentation will be followed by time for audience questions.

1K - ROUNDTABLE DISCUSSION

How to Integrate Social Innovation into Your Tech Transfer Office

Hillcrest CD, 3rd Level, Seaport Tower

Track	Other
Facilitator	Jordana Armstrong , <i>Innovate Calgary</i>

We'll demonstrate that social innovation is not only an enrichment of tech transfer tasks but also a potential source of revenue and reputation. Join us for an overview of how to set up a social innovation program and fund it; discover what's in it for the university; and explore the main barriers and learn how to overcome them. Attendees will learn to mobilize the knowledge inherent in the social sciences and humanities disciplines at their institutions and adapt the service portfolio of their knowledge transfer organizations for a social innovation program.

1L - ROUNDTABLE DISCUSSION

Table Talk

Cortez Hill A-C, 3rd Level, Seaport Tower

Track

Other

Facilitators

Laura Savatski, *Versiti | Blood Research Institute*
Gayatri Varma, *AstraZeneca*

Join and network with industry leaders in facilitated, interactive, roundtable discussions. Find the table with a topic that matches your interests. Actively engage and brainstorm on relevant and diverse topics sure to appeal to a varied group of attendees. The session will include mini breaks to enable the audience to switch tables to find new topics and networking opportunities. Remember to bring your business cards.

12:15 – 1 P.M.

Lunch

Seaport Ballroom, 2nd Level

1 – 1:45 P.M.

Dessert Reception in Exhibit Hall

Grand Hall A-C, Lobby Level

1:45 – 3:15 P.M.

Industry/Academia Connect and Collaborate (Part 1)

Harbor G, 2nd Level

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.

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MONDAY, MARCH 9

1:45 – 3:15 P.M.

2A – Faculty Start-Ups, Conflict of Interest and Alignment of Interests

Harbor A, 2nd Level

Track	Start-Ups and Gap Funding
Moderator	Ron Katz , <i>Columbia University</i>
Speakers	David Dorsey , <i>Osage University Partners</i> Lauren Foster , <i>Massachusetts Institute of Technology</i> John W. Puziss , <i>Yale University</i> Ragan Robertson , <i>University of California, Los Angeles</i> Althea Stillman , <i>IP Group</i>

In recent years, universities have seen more of their most promising technologies commercialized through licenses to start-ups. Start-ups value the involvement of the founding scientists and expect that their know-how will be transferred to the company; the investors also like scientists to be engaged, especially for the advancement of early-stage technologies; and the scientists themselves are typically keen to be involved with their start-ups. With this involvement can come various conflicts of interest and tensions, which include individual financial conflicts, conflicts of commitment, institutional conflicts and sometimes, most confounding of all, the appearance of a conflict. In this session, we will discuss the various conflicts and explore possible strategies for minimizing them when negotiating the deal, and managing the conflicts that arise while protecting the interests of the university.

2C – A Corporate Engagement Intensive

Harbor C, 2nd Level

Track	Industry/Academic Partnerships
Moderator	James Zanewicz , <i>Tulane University</i>
Speakers	James McLachlan , <i>Tulane University</i> Gayatri Varma , <i>AstraZeneca</i>

Corporate engagement and business development are terms that once seemed foreign to the technology transfer profession but now are a key part of our lexicon and job duties. Join us as a panel of corporate, academic, business and faculty experts discuss why corporate engagement is so important to your office and explore some tools you can integrate into your day-to-day activities.

2E - Intellectual Property and Bankruptcy: When Worlds Collide (CLE Eligible)

Harbor E, 2nd Level

Track	IP Trends and Successful Practices
Moderator	Mark Salzberg , <i>Squire Patton Boggs LLP</i>
Speaker	Ivan Rothman , <i>Squire Patton Boggs LLP</i>

Join us for an analysis of the many challenges affecting intellectual property when the owner or licensee of intellectual property (IP) files for bankruptcy. We'll discuss the treatment of IP under the "Bankruptcy Code" and how not all IP is treated equally. We'll analyze the rights granted to IP licensors and licensees when their counterparties file for bankruptcy and the options available to them (and the actions that they need to take to protect their interests). We'll also discuss how IP can be acquired or sold through bankruptcy, and strategies that parties can use, before bankruptcy, to protect their IP rights. The Supreme Court's upcoming decision on the treatment of trademarks will be discussed.

2F - Derisking: Different Schools, Different Paths

Harbor F, 2nd Level

Track	Nuts and Bolts of Technology Transfer
Moderator	James Thompson , <i>University of Notre Dame</i>
Speakers	Brooke L. Beier , <i>Purdue Research Foundation</i> Joshua Carson , <i>Wisconsin Alumni Research Foundation</i> Kelley H. Rich , <i>University of Notre Dame</i>

Do you want to be successful in tech transfer? First, you must bridge the gap between the status of the technology when it's disclosed, and market needs. Join us to learn how Purdue University, the University of Notre Dame and the University of Wisconsin are experimenting with disruptive, novel approaches to advancing technologies to tackle this problem.

MONDAY, MARCH 9



2H - Tech Transfer and Bayh-Dole: Legacy and the Future

Harbor H, 2nd Level

Track	Advocacy and Internal Communications
Moderator	Jennifer Gottwald , <i>Wisconsin Alumni Research Foundation</i>
Speakers	Joseph Allen , <i>Joseph Allen & Associates</i> Paul Redmond Michel , <i>Chief Judge (ret.)</i> Lori Pressman , <i>Independent Consultant</i> Mike Waring , <i>University of Michigan</i>

This year marks the 40th anniversary of the Bayh-Dole Act. As technology transfer professionals, we should remember our history while moving into the future. Despite a decades-long record of benefit, some critics see nonprofit technology transfer as an impediment to innovation, not its spark. Attempts to weaken patents and restrict our ability to move innovation into the marketplace continue. Some attention is positive, such as the recent National Institute of Standards and Technology return on investment report. We will discuss where we stand, our challenges, and the importance of our technology transfer work to the nation’s economic future.

2I - Regional IDeA Hubs for Biomedical Tech Transfer Acceleration

Harbor I, 2nd Level

Track	Other
Moderators	Ian McClure , <i>University of Kentucky</i> Elizabeth Knapp , <i>University of Kentucky</i>
Speakers	Becky Aistrup , <i>SHARPhub PI</i> Krishan Arora , <i>National Institutes of Health</i> Heidi Chapman , <i>Virtici LLC</i> Charles G. Irvin , <i>University of Vermont</i> Eugene Krentsel , <i>XLerateHealth</i>

Seeing the robust potential of biomedical technologies, the National Institutes of Health (NIH) created a grant for Institutional Development Award (IDeA) state institutions called the IDeA Regional Technology Transfer Accelerator Hub Awards. NIH created four regional “hubs”: Central, Northeast, Southeast and Western. The hubs provide entrepreneurship and commercialization training focused on health technology transfer best practices, and tools to advance biomedical technologies in states often overlooked by investors and partners. Each hub is led by a private small business that collaborates with a consortium of universities. In this session, we'll discuss the larger IDeA project, what's to come, and how universities and partners can get involved. We'll also present ideas, platforms and marketplaces being developed to access this untapped base of technologies.

2J - ROUNDTABLE DISCUSSION

Spyglass and Hammer: Making Sure Licensees Do as They Promise

Hillcrest AB, 3rd Level, Seaport Tower

Track	Administrative/Operations
Facilitator	Bruce Goldstein , <i>National Institutes of Health</i>

No matter how overwhelmed with tasks, the most successful tech transfer offices see the license execution copy as the beginning, not the end, of the work. This panel, with experienced enforcement staff from the National Institutes of Health, academic labs and a patent-license auditing firm, will examine ways to manage the tasks of monitoring and enforcement, and tools available to enhance efficiency.

MONDAY, MARCH 9

2K - ROUNDTABLE DISCUSSION

Small but Mighty: A Small Office Support Group

Hillcrest CD, 3rd Level, Seaport Tower

Track **Other**

Moderator **Ellen MacKay**, *Lakehead University*

How do you know if you are a small office? If you think you are, you are. The AUTM Successful Practices in Small Technology Transfer Offices Committee invites you to this support group for people just like you: for those interested in starting new technology transfer offices, or those who have a small office and want to grow their existing efforts dramatically. In this session, we'll discuss several tools you can acquire for your small-office tool belt, and how to make the most of your limited resources and budgets. This is the perfect place to meet your peers, start a network and get your questions answered. Come one, come small!!

2L - ROUNDTABLE DISCUSSION

Protecting Machine Learning and AI Algorithms

Cortez Hill A-C, 3rd Level, Seaport Tower

Track **IP Trends and Successful Practices**

Moderator **Michael Alexander Shmilovich**, *National Heart, Lung and Blood Institute*

Recap on software patenting, machine learning and AI.

3:15 – 4 P.M.

Refreshment Break with Exhibitors

Grand Hall A-C, Lobby Level

Sponsored by



4 – 5:30 P.M.

Industry/Academia Connect and Collaborate (Part 2)

Harbor G, 2nd Level

Sponsored by



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.

4 – 5:30 P.M.

3A - How to Use SBIR/STTR Funding to Commercialize University Research and the Federal Programs That Help

Harbor A, 2nd Level

Track	Start-Ups and Gap Funding
Moderator	Jennifer Shieh , <i>Small Business Administration</i>
Speakers	Stephanie Fertig , <i>National Institutes of Health</i> Del Mackey , <i>New Mexico State University</i> Heather Metcalf , <i>Association for Women in Science</i>

Tech transfer leaders will discuss how they helped start-ups access some of the \$3.5 billion in annual Small Business Innovation Research/ Small Business Technology Transfer (SBIR/STTR) funding to transition university-based research. You will learn about the Small Business Administration funding support they received and the methods they used to help researchers establish companies and win SBIR/STTR funding. Tech transfer and government panelists will provide insights into the many ways universities can be, and have been, involved in the SBIR/STTR programs, and the new Technical and Business Assistance Funding that provides \$50,000 per SBIR/STTR phase II award for costs associated with commercializing. We'll also provide perspectives on leveraging SBIR/STTR through state matching funds and other partnership models.

MONDAY, MARCH 9

3B - Big Data, Big Opportunity: The What, How, Dos and Don'ts of Licensing Data (CLE Eligible)

Harbor B, 2nd Level

Track	Licensing Successful Practices
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Moderator	Angela Kujak , <i>University of California, Los Angeles</i>
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Speakers	Lauren Foster , <i>Massachusetts Institute of Technology</i> Jennifer Gottwald , <i>Wisconsin Alumni Research Foundation</i> Ellen Kats , <i>University of California, San Francisco</i> Manny Stockman , <i>Osage University Partners</i> Mona Wan , <i>Stanford University</i>
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This session will provide an overview of the sources of data generated by a university that can be translated into a valuable asset for licensing, either alone or in conjunction with a patent or copyright license. Panelists will share how they determine the value of the data and how that value can be captured in a license agreement. We'll cover a wide range of issues to consider when licensing data such as protected health information/ personally identifiable information (PHI/PII), ownership, selling data, conflict of interest, confidentiality and exclusivity.

3C - Evolution of Metrics: All Dollars and No Sense

Harbor C, 2nd Level

Track	Advocacy and Internal Communications
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Moderator	Cory G. Acuff , <i>University of Georgia</i>
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Speakers	Derek Eberhart , <i>University of Georgia</i> Tony Wigglesworth , <i>Innovate Calgary</i>
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How do you measure success in your tech transfer office? We'll discuss the evolution of office metrics over the past decade and new methods to identify effective interactions with internal and external clients.

3D - Creating Effective Relationships between Medical Device Companies and University TTOs

Harbor D, 2nd Level

Track	Industry/Academic Partnerships
Moderator	Sophearay Smith , <i>AdvaMed</i>
Speakers	Kimberly Ford , <i>Medtronic</i> Farah Gerdes , <i>Wilson, Sonsini, Goodrich & Rosati</i> John Janik , <i>Stryker</i> Vinit Nijhawan , <i>The Massachusetts Technology Transfer Center</i> Emmanuel Nyakako , <i>Conformis, Inc.</i>

This session is an opportunity for universities to build relationships with the medical technology industry and advance the AdvaMed Accel University Technology Transfer Best Practices Guide, which launched at the 2019 AUTM Annual Meeting in Austin, Texas. Attendees will discuss topics related to intellectual property, maintaining open lines of communication with industry contacts, and the differences between medical technology and other industry models for technology transfer. Participating universities will have the opportunity to meet with medical technology industry executives, share details on available technologies and gain a better understanding of how to effectively work with industry.

3E - Balancing Scientific Openness and National Security: The Impact of Export Control Regulations on Technology Transfer

Harbor E, 2nd Level

Track	IP Trends and Successful Practices
Moderator	Richard J. Kordal , <i>Louisiana Tech University</i>
Speakers	David Gibbons , <i>University of California, Irvine</i> Michael E. Hoffman , <i>US Bureau of Industry and Security</i> Reid Smith , <i>Cincinnati Children's Hospital</i> Brittany Whiting , <i>University of California, San Diego</i>

Academic research institutions are key drivers of economic development by collaborating with industry on projects that lead to the creation of new products. Meanwhile, universities conduct important basic research on behalf of government sponsors that supports our national security interests. Unfortunately, this research can be the target of industrial espionage. As a result, the US government has begun regulating the export of certain critical technologies, such as artificial intelligence and biotech. The Department of Commerce's Bureau of Industry and Security is developing export controls for emerging technologies considered essential to national security. In this session, we'll explore the potential impact of these regulations as well as strategies to enable commercialization.

MONDAY, MARCH 9

3F - Bayh-Dole 2.0: Reporting Challenges and Strategies to Implement Best Practices

Harbor F, 2nd Level

Track **Start-Ups and Gap Funding**

Moderator **Brad Fach**, *University of North Carolina at Charlotte*

Speakers **Bethany H. Loftin**, *TreMonti Consulting LLC*
Andrew Watson, *Oregon Health & Science University*
Paul Zielinski, *National Institute of Standards and Technology*

On May 14, 2018, the new Bayh-Dole implementing regulations took effect, causing a noticeable shift in the way offices handle reporting duties and patent filing decisions for federally funded inventions. In addition, funding agencies appear to be increasingly aware of contractor reporting responsibilities, rejecting invention reports in iEdison (for reasons that are not always clear) and sending threatening letters to principal investigators when they believe reporting has not been done properly. What is the reason for this dramatic shift and funding agency scrutiny? How should grant recipients implement best practices for managing and reporting federally funded inventions under the new regulations? How are patent filing decisions affected? This session seeks to answer those questions.

3H - The Diversity Gap: Inventorship and Industry Advantage

Harbor H, 2nd Level

Track **Other**

Moderator **Denise Louise Mayfield**, *Dykema Gossett PLLC*

Speakers **Gaylene Anderson**, *Boehringer Ingelheim Pharmaceuticals Inc.*
Hope Shimabuku, *United States Patent and Trademark Office*
Wei Wan, *Texas A&M University*

A recent report released by the US Patent and Trademark Office reveals that, despite the rising number of women working in STEM-related professions, the number of patents issued to named female inventors continues to lag compared with named male inventors. Across nearly all science occupations, women participate at a much higher rate than they are identified as having “invented” a patented technology. In this session, we’ll discuss approaches for technology transfer professionals in industry and academia for promoting greater numbers of disclosures and patent activity among women faculty/employees, a shift that has been reported to result in an increase in successful, profitable female-led businesses, as well as more diverse successful businesses across the country.

3I - Bio2Bio: Biodiversity for Survival via Biomedicine

Harbor I, 2nd Level

Track **Global Issues**

Moderator **Orakanoke Phanraksa**, *National Science and Technology Development Agency*

Speakers **Sansanee Chaigaroj**, *Siam Bioscience Co. Ltd.*
Yuliya Linhares, *Cedars-Sinai Medical Center*
Nolan Ritcey, *Domini Impact Investments*
Audrey Yap, *Yusarn Audrey*

Although a vast number of medicinal plants and microbes have been thoroughly studied with respect to their metabolites and pharmacological properties, their unique molecular biodiversity remains poorly understood. This raises an urgent need for creating legal and practical frameworks. This session aims to understand new ways to overcome the challenges of protecting biodiversity and create a sustainable, commercially viable model to protect and screen molecular diversity for biomedical research that benefits all humanity. Join our discussion that answers the question: How do we promote biodiversity for survival via biomedicine?

3J - ROUNDTABLE DISCUSSION

New to Tech Transfer?

Hillcrest AB, 3rd Level, Seaport Tower

Track **Nuts and Bolts of Technology Transfer**

Facilitator **Kevin Dietz**, *Baker, Donelson, Bearman, Caldwell & Berkowitz PC*

This session is an opportunity to share with your peers, in a low-risk environment, the challenges and opportunities of your new role in technology transfer. An open format will allow you to suggest and discuss topics that interest you and to gain insights from other professionals from around the world. Topics include those attendees submit to the moderator and may include career development, navigating office dynamics and tips of the trade. We'll discuss key challenges and career-oriented topics, such as training, mentorship and professional growth; how and when to say no to a faculty member; and building and leveraging your network for professional development.

MONDAY, MARCH 9

3K - ROUNDTABLE DISCUSSION

Beautiful Encounters: Adding Extraordinary Value

Hillcrest AB, 3rd Level, Seaport Tower

Track **Nuts and Bolts of Technology Transfer**

Facilitator **Iain Thomas, Cambridge Enterprise Ltd.**

Juliette Binoche said, “My ambition is to have beautiful encounters, not to make money.” How often have we stumbled across super early inventions or simply seen the sparkle in the eyes of one of our colleagues, and felt that there was a wonderful new opportunity but it was too early, and both the technology and the market opportunity were insufficiently developed? This session will explore approaches to supporting potentially groundbreaking opportunities that are too early for many, for which traditional patent and licensing strategies may not work, and which will likely die without the life support that a committed, imaginative and capable knowledge exchange/technology transfer team can offer. What does that team look like? What resources do its members need? How do they learn their trade? Our ambition is to have beautiful encounters; our responsibility is to turn them into commercial success.

3L - ROUNDTABLE DISCUSSION

Balancing Profitability and Social Impact for Entrepreneurs

Cortez Hill A-C, 3rd Level, Seaport Tower

Track **Industry/Academic Partnerships**

Facilitator **Kamal Sarkar, University of Texas Rio Grande Valley**

Profit is the key for any sustainable entrepreneurial venture, even if it is for significant social impact. Many innovators are working on assistive and rehabilitative technologies. Many of their inventions are making a difference to millions and making significant economic impact. However, in terms of profit, the numbers may not be attractive to many investors. The challenge is to incorporate the social impact into the profit equation so that it can appeal to investors. In other words, is there a dollar value of social impact that can be attached to an investor's portfolio? There is no easy answer. Yet, there is a way to attach a dollar figure to social impact. Join us to discuss how we can attract investors to our inventions in these areas of innovation where social impact is a major factor, as is making a decent profit.

Sponsored by



5:30 – 6:30 P.M.

**Industry/Academia Connect and Collaborate
Networking Reception**

Grand Hall A-C, Lobby Level



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 industry representatives.

6:30 – 8 P.M.

Opening Reception

*4th Level Pool (weather permitting) or
Seaport Ballroom, 2nd Level*

Sponsored by



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!



SCHEDULE-AT-A-GLANCE

TUESDAY, MARCH 10

7 – 8:30 A.M.

Equity, Diversity and Inclusion in the
Technology Transfer Profession Breakfast
(advance registration required)

Sponsored by

**BAKER
DONELSON**

*Mission Beach A-C, 3rd Level,
Seaport Tower*

7 A.M. – 7 P.M.

Meeting Place Rooms

Sponsored by

BLANKROME

(see page 16 for meeting
room locations)

3rd Level, Seaport Tower

7:30 A.M. – 5 P.M.

Registration

Palm Foyer, 2nd Level, Seaport Tower

7:30 A.M. – 5 P.M.

AUTM Connect Partnering Place

Sponsored by



Grand Hall D, Lobby Level

7:30 A.M. – 5 P.M.

AUTM Connect

Help Desk

Palm Foyer, 2nd Level, Seaport Tower

7:30 A.M. – 4 P.M.

Exhibits Open

Grand Hall A-C, Lobby Level

7:30 – 8:30 A.M.

Breakfast with Exhibitors

Sponsored by

OBLON

Grand Hall A-C, Lobby Level

7:30 – 8:30 A.M.

Central Region Breakfast

Sponsored by

Quarles & Brady LLP

America's Cup, 4th Level

7:30 – 8:30 A.M.

Western Region Planning

Committee Breakfast

*Solana Beach A, 3rd Level,
Seaport Tower*

8:30 – 9:45 A.M.

SESSION 4: EDUCATIONAL AND ROUNDTABLE SESSIONS

4A – CRISP(ie)R Crops: Opportunities
and Challenges with Gene Editing in
Agriculture Location

Harbor A, 2nd Level

4B – Creating Comprehensive
Partnering Strategy: Corporate
Relations + Tech Transfer

Harbor B, 2nd Level

SCHEDULE-AT-A-GLANCE
TUESDAY, MARCH 10
CONTINUED

4C - University Start-Up License
 Packages: Favorable Deal Terms and
 Business Development Support
Harbor C, 2nd Level

4D - Why and How to Collaborate
 with Federal Laboratories to
 Advance Your Pursuits
Harbor D, 2nd Level

4E - Not Your Mother's Biotech
 Start-Up
Harbor E, 2nd Level

4F - Life Hacks for TTers:
 Increasing Productivity and
 Happiness in Tech Transfer
Harbor F, 2nd Level

4G - Regional Revolutions:
 National Investment in
 Place-Based Collaborative
 Knowledge Exchange
Harbor G, 2nd Level

4H - It Takes Two to Collaborate:
 An Interactive Forum
 to Discuss Industry and
 Academic Collaborations
Harbor H, 2nd Level

4J - ROUNDTABLE DISCUSSION
 Why Do I Have to Keep Nagging?
Hillcrest AB, 3rd Level, Seaport Tower

4K - ROUNDTABLE DISCUSSION
 The New Era of Synthetic Biology
Hillcrest CD, 3rd Level, Seaport Tower

4L - ROUNDTABLE DISCUSSION
 Industry Roundtable:
 Open Mic Discussion
Cortez Hill A-C, 3rd Level, Seaport Tower

9:45 – 10:30 A.M.
 Refreshment Break with Exhibitors
Grand Hall A-C, Lobby Level

10:30 A.M. – NOON
 Plenary: VCs Talk Back – The State
 of Early-Stage Science-Based
 Venture Capital
 Sponsored by



Seaport Ballroom, 2nd Level

NOON – 2 P.M.
 Lunch on your own

NOON – 1 P.M.
 Canadian Lunch
 Sponsored by

**Bereskin
& Parr**

America's Cup, 4th Level

NOON – 2 P.M.
 Central Region Planning
 Committee Lunch
Mission A, 3rd Level, Seaport Tower

NOON – 2 P.M.
 Eastern Region Planning
 Committee Lunch
Mission B, 3rd Level, Seaport Tower

1 – 4 P.M.

Canadian Program and Reception
Canadian Program sponsored by

AIRD McBURNEY

America's Cup, 4th Level

2 – 3:15 P.M.

Pitch and Play – The AUTM Venture
Challenge (Part 1)
Sponsored by



Harbor A, 2nd Level

2 – 5:30 P.M.

Negotiation Strategies and
Tactics Course
Harbor I, 2nd Level

2 – 5:30 P.M.

Oncology and Research Tools
Partnering Forum
(additional fee required,
seating limited)
Harbor G, 2nd Level

2 – 3:15 P.M.

SESSION 5: EDUCATIONAL AND ROUNDTABLE SESSIONS

5B - Leveraging Researcher-
Directed Initiatives to Improve
Commercialization Prospects
Harbor B, 2nd Level

5C - Patent Eligibility and
Technology Management:
Should You Look Outside Your
US Comfort Zone for Patenting
Diagnostics Inventions?
Harbor C, 2nd Level

5D - Tips and Tricks for Data Managers
Harbor D, 2nd Level

5E - All About Innovation through
Programs and Partnerships
Harbor E, 2nd Level

5H - Major Concerns in
Negotiations for Industry/
Academia Collaborations
Harbor H, 2nd Level

5J - ROUNDTABLE DISCUSSION
Plant Licensing and Intellectual
Property Protection
Hillcrest AB, 3rd Level, Seaport Tower

5L - ROUNDTABLE DISCUSSION
The World of Software and
Copyright Licensing
Cortez A-C, 3rd Level, Seaport Tower

3:15 – 4 P.M.

Refreshment Break
Grand Hall A-C, Lobby Level

4 – 5:15 P.M.

Pitch and Play – The AUTM Venture
Challenge (Part 2)
Sponsored by



Harbor A, 2nd Level

4 – 5:15 P.M.

SESSION 6: EDUCATIONAL AND ROUNDTABLE SESSIONS

6B - Little Drops of Water
Make the Mighty Ocean:
Research Tool Commercialization
Harbor B, 2nd Level

SCHEDULE-AT-A-GLANCE
TUESDAY, MARCH 10
CONTINUED

6C - Negotiating Priority Review
Voucher Licensing Terms:
Monetizing Agreements That Won't
Generate "Traditional" Royalties
Harbor C, 2nd Level

6D - Patent Office Secrecy Orders:
The Impact on Universities
Harbor D, 2nd Level

6E - MTAs: The Need for Speed
Harbor E, 2nd Level

6F - IP Marketplaces for Federally
Funded Research and Development
Harbor F, 2nd Level

6H - Utilizing Alliance Management
Processes in Industry/
Academia Collaborations
Harbor H, 2nd Level

6L - ROUNDTABLE DISCUSSION
Approaches to Training New Hires
Sponsored by



PABST PATENT GROUP

*Cortez Hill A-C, 3rd Level,
Seaport Tower*

5:30 – 6:30 P.M.

RTTP Reception
Sponsored by



Casimir Jones
Patent, Trademark & Copyright Attorneys

Bayview, 32nd Floor, Seaport Tower



RTTP CELEBRATES 10 YEARS

Together, we strengthen our profession

Be part of this growing community with the credential that crosses borders – today there are more than 500 RTTPs worldwide, representing 39 countries.

- The RTTP credential is awarded to experienced technology transfer and knowledge exchange professionals.
- RTTP's international recognition signals personal and professional credibility.
- "Candidate RTTP" is an important and growing title among those new to the field.

Come help RTTP celebrate its 10th!

Attend this year's RTTP reception to mingle, network and learn more.

Tuesday, March 10

5:30 – 6:30 p.m.

Bayview Room, 32nd Floor, Seaport Tower

Join RTTP. Join us. And change the world!

Learn more at attp.info

TUESDAY, MARCH 10

7 – 8:30 A.M.

**Equity, Diversity and Inclusion in the
Technology Transfer Profession Breakfast**

Mission Beach A-C, 3rd Level, Seaport Tower

Sponsored by

**BAKER
DONELSON**

Moderator Patricia G. Barnes



This inaugural breakfast meeting will include an introduction to AUTM's equity, diversity and inclusion initiatives and a discussion of a select diversity topic, led by Patricia Barnes, attorney, author and expert on employment discrimination and workplace bullying and abuse. It will be a learning and networking experience for the attendees. There is no fee to attend, but registration is required.

7:30 – 8:30 A.M.

Breakfast with Exhibitors

Grand Hall A-C, Lobby Level

Sponsored by

OBLON

7:30 – 8:30 A.M.

Central Region Breakfast

America's Cup, 4th Level

Sponsored by

Quarles & Brady LLP

7:30 – 8:30 A.M.

Western Region Planning Committee Breakfast

Solana Beach A, 3rd Level, Seaport Tower

8:30 – 9:45 A.M.

4A - CRISP(ie)R Crops: Opportunities and Challenges with Gene Editing in Agriculture

Harbor A, 2nd Level

Track	IP Trends and Successful Practices
Moderator	Richard Timmer , <i>Thomas Horstemeyer LLP</i>
Speakers	Kultaran Chohan , <i>North Carolina State University</i> Wayne A. Parrott , <i>University of Georgia</i>

In view of the recent US Department of Agriculture approval of gene-edited crops, and the birth of the first gene-edited farm animals, what does the landscape look like for gene-edited technologies in the agriculture sector of US and foreign jurisdictions? And how should universities protect their intellectual property in these technologies? This panel discussion will highlight the status of gene-edited organisms in the agriculture industry, regulatory processes and concerns with these technologies, and strategies to protect them.

4B - Creating Comprehensive Partnering Strategy: Corporate Relations + Tech Transfer

Harbor B, 2nd Level

Track	Industry/Academic Partnerships
Moderator	Michael Rondelli , <i>University of North Texas</i>

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 the 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.

TUESDAY, MARCH 10

4C - University Start-Up License Packages: Favorable Deal Terms and Business Development Support

Harbor C, 2nd Level

Track **Licensing Successful Practices**

Moderator **Natasha Jones**, *University of Kentucky*

Speakers **Patrick Govang**, *Cornell University*
Leena Prabhu, *Washington University in St. Louis*
John Puziss, *Yale University*

Many technology transfer offices (TTOs) have begun to craft suites of favorable deal terms and business development support services to offer to university spin-outs to help the companies survive the challenging early years when many fail. This panel will focus on the benefits offered by universities, how the TTOs achieved the institutional support to fund the programs, and the early successes of these new programs. Topics include the favorable deal terms offered to university spin-outs, business development support services, and eligibility requirements for participation in the start-up license package program.

4D - How to Collaborate with Federal Laboratories to Advance Your Success

Harbor D, 2nd Level

Track **Other**

Moderator **John Dement**, *Federal Laboratory Consortium*

Speakers **John Eisemann**, *United States Department of Agriculture*
Ami Gadhia, *National Institutes of Health*
Jackie Kerby Moore, *Department of Energy/Sandia*

Federal labs in the United States are a unique resource for the private sector to support technology and innovation advancement. In fact, more than \$43 billion (or more than one-third of the federal R&D budget) funds innovation at the nation's more than 300 labs. In this session, we'll focus on the resources available and strategies needed to get access to the labs. You may not know it, but it is the policy of the federal government that the private sector has access to, and full use of, the results of the labs' work. This means you can license lab innovations, collaborate with lab subject matter experts and have access to technical data, special facilities and more.

4E - Not Your Mother's Biotech Start-Up (CLE Eligible)

Harbor E, 2nd Level

Track **Start-Ups and Gap Funding**

Moderator **Katharine Ku**, *Wilson, Sonsini, Goodrich & Rosati*

Speakers **Farah Gerdes**, *Wilson, Sonsini, Goodrich & Rosati*
Kirsten Leute, *Osage University Partners*
Amir Naiberg, *University of California, Los Angeles*

Heads are spinning from the many new ways biotech start-ups are being structured. Venture capitalists and companies are funding research at universities with the hope that a start-up is formed. Start-up companies are creating new structures to further spin out start-ups. And Big Pharma and biotechs are putting together interesting deals. Because of growing interest from faculty and students in starting new companies, universities are increasingly leveraging research resources to creatively support entrepreneurs and their companies. In this session, we'll cover the latest developments, with panelists who view the landscape from different perspectives. We all want our start-ups to be successful. Find out how you can help in this constantly changing world.

4F - Life Hacks for TTers: Increasing Productivity and Happiness in Tech Transfer

Harbor F, 2nd Level

Track **Nuts and Bolts of Technology Transfer**

Moderator **Stefan Koehler**, *University of Michigan*

Speakers **Mary Albertson**, *University of Utah*
Linara Axanova, *University of Pennsylvania*
Jamie Hoberg, *MilliporeSigma*

We'll share advice, habits and tips that help tech transfer professionals succeed in an environment where knowledge workers face challenging workloads, ever-increasing to-do-lists and myriad demands from many stakeholders. We'll tackle productive inbox management, email checking, desktop navigation, keyboard shortcuts, note-taking and to-do list management, as well as keeping up with industry news and trends, educating yourself on new technologies, speeding up contract drafting and redlining, effectively managing contacts, using software to manage your portfolio and keep on top of your tasks, and maintaining focus in a distracting world.

TUESDAY, MARCH 10

4G - Regional Revolutions: National Investment in Place-Based Collaborative Knowledge Exchange

Harbor G, 2nd Level

Track **Global Issues**

Moderator **Tamsin Mann**, *PraxisAuril*

Speakers **Timothy Boyle**, *Austalian Nuclear Science and Technology Organisation*
Sean Fielding, *University of Exeter*
Hamish McAlpine, *United Kingdom Research and Innovation*

Place is a core concept in UK innovation policy and a pillar of the UK government's industrial strategy. Universities are seen as key protagonists in their regions, using knowledge exchange (KE) for regional and national benefit. Recognizing the role that research and innovation can play in regional identity, industrial strategy funds are supporting a new KE dynamic to connect universities, share expertise and support regional strengths. This approach is mirrored internationally. Our session brings together UK, Australian and US universities and funders to share insights about the implementation of innovative collaborative approaches and ways to address regional and national challenges.

4H - It Takes Two to Collaborate: An Interactive Forum to Discuss Industry and Academic Collaborations

Harbor H, 2nd Level

Track **Industry/Academic Partnerships**

Moderator **John D. Wilson**, *GlaxoSmithKline*

Speakers **Amy House**, *Johns Hopkins Technology Ventures*
Christina von Gemmingen, *University Health Network*

Advanced analytics! Big data! Artificial intelligence! Sure, they're buzzwords. They're also all disruptive technologies that are transforming how almost every industry in the world does business today. But have these technologies started transforming the tech transfer industry? Are we using the technologies that we're commercializing to alter how we do business? In this session, we'll discuss how universities are starting to use advanced analytics and artificial intelligence to do business more effectively and efficiently. We'll also explore how groups are using data from their offices, other offices, AUTM and a litany of other sources to serve their inventors, find licensees and report to their stakeholders.

4J - ROUNDTABLE DISCUSSION

Why Do I Have to Keep Nagging?

Hillcrest AB, 3rd Level, Seaport Tower

Track **Administrative/Operations**

Facilitator **Jean E. S. Zadilsky**, *University of Waterloo*

Many tech transfer office administrators share a common frustration around office compliance. To admin staff, it seems logical that a complete database makes it much easier to extract the information needed and get the job done. To tech transfer managers and licensing officers, developing this type of database is often seen as cumbersome, time-consuming extra work. In this session, administrative staff will share and brainstorm ideas about how to get our teams to provide the information needed without all the nagging. How do we get them better engaged in using database systems? How do we make this process more efficient? Join us for a productive, meaningful discussion about what works and what doesn't.

4K - ROUNDTABLE DISCUSSION

The New Era of Synthetic Biology

Hillcrest CD, 3rd Level, Seaport Tower

Track **Other**

Facilitator **Gwendolyn Humphreys**, *Northwestern University*

The past two decades have seen a revolution in the field of synthetic biology. Explosive advances in sequencing technologies, DNA synthesis and genome editing platforms are unleashing cutting-edge breakthroughs. Synthetic biology inventions can have unique considerations related to intellectual property and licensing strategies. As these types of inventions are on the rise and gaining commercial interest, how are tech transfer offices managing these assets and opportunities? This panel will explore the areas in which synthetic biology is changing industry and adding commercial value. Strategies for licensing these assets will also be covered.

4L - ROUNDTABLE DISCUSSION

Industry Roundtable: Open Mic Discussion

Cortez Hill A-C, 3rd Level, Seaport Tower

Track **Industry/Academic Partnerships**

Facilitator **Sharon Semones**, *Eli Lilly & Co.*

In this informal setting, we'll cover topics including the difference between relationship building and transaction strategies, the use of the AUTM Innovation Marketplace (AIM), and the hierarchy of industry search, evaluation and business development teams.

TUESDAY, MARCH 10

9:45 – 10:30 A.M.

Refreshment Break with Exhibitors

Grand Hall A-C, Lobby Level

10:30 A.M. – NOON

**Plenary: VCs Talk Back – The State of
Early-Stage Science-Based Venture Capital**

Seaport Ballroom, 2nd Level

Sponsored by



Moderator **Orin Herskowitz**, *Columbia University*

Panelists **Kevin Bitterman**, *Atlas Venture*
Bill Harrington, *Osage University Partners*
Deborah Palestrant, *4:59*
Josh Resnick, *RA Capital*
Cami Samuels, *Venrock*
Amy Schulman, *Polaris Partners*

Senior leadership from prominent VC firms will join moderator Orin Herskowitz to discuss the complex intersection of venture capital and university tech transfer. This interactive, audience-driven session will cover current investment hypotheses and emerging best practices for forging deeper ties between VCs and universities.



**Kevin
Bitterman**
*Atlas
Venture*



**Bill
Harrington**
*Osage
University
Partners*



**Deborah
Palestrant**
4:59



**Josh
Resnick**
RA Capital



**Cami
Samuels**
Venrock



**Amy
Schulman**
*Polaris
Partners*

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NOON – 1 P.M.

Canadian Lunch

America's Cup, 4th Level

NOON – 2 P.M.

Central Region Planning Committee Lunch

Mission A, 3rd Level, Seaport Tower

NOON – 2 P.M.

Eastern Region Planning Committee Lunch

Mission B, 3rd Level, Seaport Tower

Canadian Program sponsored by

1 – 4 P.M.

Canadian Program and Reception

America's Cup, 4th Level

AIRD McBURNEY

Sponsored by

2 – 3:15 P.M.

Pitch and Play – The AUTM Venture Challenge (Part 1)

Harbor A, 2nd Level



AUTM and the National Council of Entrepreneurial Tech Transfer have partnered to produce Pitch and Play: The AUTM Venture Challenge session at the AUTM 2020 Annual Meeting. The business plan competition allows academic-affiliated start-up companies to pitch their business opportunities to a panel of seasoned venture investors in pursuit of a \$10,000 cash prize. The event gives entrepreneurs valuable experience and feedback to our start-up finalists.

2 – 5:30 P.M.

Negotiation Strategies and Tactics Course

(additional fee required, seating limited)

Harbor I, 2nd Level

Do you regularly negotiate agreements? This course will strengthen your negotiating skills. You'll learn specific strategies and tactics, as well as advanced techniques such as collaborative and competitive negotiations. You'll discover how to avoid and survive competitive negotiating situations. The course presents alternative solutions to commonly negotiated financial and non-financial licensing terms. You'll also learn techniques for negotiating with faculty and start-up companies.

TUESDAY, MARCH 10

2 – 5:30 P.M.

Oncology and Research Tools Partnering Forum

(additional fee required, seating limited)

Harbor G, 2nd Level

The Oncology and Research Tools Partnering Forum will explore how academia can collaborate with industry to advance the technologies that result in new cancer therapeutic modalities. It will also explore academic/industry collaborations to license or co-develop the research tools that can advance basic research. This AUTM Partnering Forum, held in partnership with BIOCOM and the San Diego Innovation Council, is a great opportunity for university tech transfer and licensing specialists to connect with their counterparts in business development and intellectual property from the oncology and research reagents area.

2 – 3:15 P.M.

5B – Leveraging Researcher-Directed Initiatives to Improve Commercialization Prospects

Harbor B, 2nd Level

Track	Licensing Successful Practices
Moderator	Michael Hansen , <i>Cleveland Clinic Innovations</i>
Speakers	Anne Carlson , <i>Oregon Health & Sciences University</i> Michael Cohen , <i>University of California, Berkeley</i> Andrew Dennis , <i>MD Anderson Cancer Center</i> Sao-Mai Nguyen-Mau , <i>University of Chicago</i> Robin L. Rasor , <i>Duke University</i>

Many institutions are building synergies within their research and clinical groups both to improve the odds of securing grant funding and to advance science toward commercialization. What is often not reported is whether a technology transfer office (TTO) should play a role in organizing research centers of excellence, determining their focus and contributing funding, or instead just interface at a later stage to manage the resulting invention disclosures. In this session, we'll explore the relationship dynamics between the TTO and researchers when translational research acceleration and collaboration programs are established, provide advice gained from engagement at their universities, and highlight pathways that worked best between researchers and their offices to drive commercial partnerships.

5C - Patent Eligibility and Technology Management: Should You Look Outside Your US Comfort Zone for Patenting Diagnostics Inventions?

(CLE eligible)

Harbor C, 2nd Level

Track IP Trends and Successful Practices

Moderator James Scott Elmer, *St. Jude Children's Research Hospital*

Speakers Sangeeta Bardhan Cook, *Beckman Research Institute of the City of Hope*

Michael Dilling, *Baylor College of Medicine Ventures*

Kevin Noonan, *McDonnell, Boehnen, Hulbert & Berghoff*

John Sears, *Innovators Legal*

Most tech transfer offices, particularly in the US, pursue a US-centric approach to patenting. Patent protection is generally pursued in the US and sought outside the country only when a licensee is willing to subsidize the expense. This approach usually makes sense, because the US represents a very significant market and patenting is relatively affordable and reliable. However, recent Supreme Court decisions on patent eligibility have created an unfriendly environment for diagnostic inventions. In this session, we'll discuss the merits of using a different patent strategy for diagnostic inventions in which US patent rights are abandoned in favor of foreign patent protection.

5D - Tips and Tricks for Data Managers

Harbor D, 2nd Level

Track Administrative/Operations

Moderator Khera Douglass, *KLD Enterprises LLC*

In this session, we'll demonstrate shortcuts, macros, Excel formulas and tips for managing Windows and Outlook more efficiently. Join the conversation and share your tips and tricks with the group.

5E - All About Innovation through Programs and Partnerships

Harbor E, 2nd Level

Track Industry/Academic Partnerships

Moderator Seema Shah Basu, *Innovation, Partners HealthCare*

Speakers Amita Joshi, *Sanofi*

Crystal Mao, *Broad Institute*

Jay Wadia, *Bayer U.S. LLC*

For academic institutions and large companies, the current question is not "to collaborate or not to collaborate." Rather, the strategic question is what model of open innovation to pursue with each partner, as both industry and academia strive to accelerate and sustain their own innovation efforts. In this session, panelists from industry and academia will discuss the criteria for partner selection, the criteria for model selection, deal structure for success, and challenges and successes.

TUESDAY, MARCH 10

5H - Major Concerns in Negotiations for Industry/ Academia Collaborations

Harbor H, 2nd Level

Track	Industry/Academic Partnerships
Moderator	John D. Wilson , <i>GlaxoSmithKline</i>
Speakers	Nilo Mia , <i>University of California, San Diego</i> Hassan Naqvi , <i>AstraZeneca</i> Malcolm Skingle , <i>GlaxoSmithKline</i>

Panelists will address topics including background/arising IP, non-exclusive and exclusive licenses, indirect costs and publication rights. In addition, we will propose questions and input from the panelists on their thoughts on the attendees' questions from the morning session, "It Takes Two to Collaborate." This is an interactive session and we welcome input from the audience to aid in the development of annual sessions for industry-academia collaborations. Topics raised, questions and the feedback from the panelists and audience will help create a rolling session (planned to be presented at regional meetings that will feed into the annual meeting topics).

5J - ROUNDTABLE DISCUSSION

Plant Licensing and Intellectual Property Protection

Hillcrest AB, 3rd Level, Seaport Tower

Track	Licensing Successful Practices
Facilitator	Janie Hurley , <i>Texas A&M University</i>

This is a meeting of plant licensing professionals and others who share an interest in plant (and agriculture) licensing and intellectual property (IP) protection. The discussion will offer participants a chance to introduce a topic, explore solutions and make announcements. If you're new to plant licensing and IP protection, background materials will be provided.

5L - ROUNDTABLE DISCUSSION

The World of Software and Copyright Licensing

Cortez Hill A-C, 3rd Level, Seaport Tower

Track **IP Trends and Successful Practices**

Facilitators **Doug Hockstad**, *University of Arizona*
 Dana Bostrom, *University of Arizona*

Are you interested in software licensing? Bring your software/copyright issues and problems and join this lively discussion to share experiences and get guidance from peers. This highly interactive gathering addresses beginner- to expert-level issues related to the protection, marketing and licensing of software (whether or not patents are involved) and other copyright-protected materials usually focusing on specific issues raised during the session. You'll walk away from the meeting entertained, enthused and with answers needed to succeed in software licensing.

3:15 – 4 P.M.

Refreshment Break with Exhibitors

Grand Hall A-C, Lobby Level

4 – 5:15 P.M.

Pitch and Play – The AUTM Venture Challenge (Part 2)

Harbor A, 2nd Level

Sponsored by



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This session continues the business plan competition that allows academic-affiliated start-up companies to pitch their business opportunities to a panel of seasoned venture investors in pursuit of a \$10,000 cash prize. The event gives entrepreneurs valuable experience and feedback to our start-up finalists. The competition is made possible through a partnership between AUTM and the National Council of Entrepreneurial Tech Transfer.

TUESDAY, MARCH 10

6B - Little Drops of Water Make the Mighty Ocean: Research Tool Commercialization

Harbor B, 2nd Level

Track **Industry/Academic Partnerships**

Moderator **Vaibhav Saini**, *MilliporeSigma*

Speakers **Preeta Guptan**, *Promega Corp.*
Hina Mehta, *George Mason University*
Janet L. Ralbovsky, *Dana-Farber Cancer Institute*

Scientists have developed novel research tools and reagents while deciphering molecular pathways and developing new therapeutics and devices. These research tools and reagents have proven invaluable for driving research across the globe. In this session, we'll discuss the challenges and rewards of identifying and commercializing research tools. Panelists will present examples of how they overcame hurdles and successfully commercialized research tools.

6C - Negotiating Priority Review Voucher Licensing Terms: Monetizing Agreements That Won't Generate "Traditional" Royalties

Harbor C, 2nd Level

Track **Licensing Successful Practices**

Moderator **Eggerton Campbell**, *National Human Genome Research Institute*

Speakers **Guled Adam**, *Axovant*
Steve Ferguson, *National Institutes of Health*
James McNamara, *University of Massachusetts*

Don't leave money on the table when negotiating exclusive licenses around important breakthrough drugs: Consider adding priority review voucher (PRV) terms to your license. In this session, we'll describe the Food and Drug Administration's PRV program, its track record, and pros and cons. We'll present successful strategies to negotiate reasonable and mutually acceptable revenue-sharing terms for PRVs in exclusive license agreements. We'll cover contributions of each party to the drug development, market considerations, expanded access programs and other factors that might affect royalty terms. This session is designed to help you navigate PRV terms in your license agreements.

6D - Patent Office Secrecy Orders: The Impact on Universities (CLE Eligible)

Harbor D, 2nd Level

Track IP Trends and Successful Practices

Moderator William Decker, *University of California, San Diego*

Speakers Timothy Collins, *US Patent and Trademark Office*
J. Scott Maberry, *Sheppard, Mullin, Richter & Hampton LLP*
John McNelis, *Fenwick & West LLP*
Tracy Minnifield, *US Department of Defense*
Mark Wieczorek, *Dexcom*

Secrecy orders from the US Patent and Trademark Office can be highly disruptive to a university. In a university setting, the values of publication freedom — as well as the ability of a student to progress toward a degree, freely pursue research and commercialize those research results — can all be jeopardized by secrecy orders. In addition, such technology is immediately considered under the International Traffic in Arms Regulations (ITAR). This session will explore specific disruptive examples, along with strategies for minimizing risk, navigating the shortcomings in the regulations, challenging the secrecy order and normalizing technology transfer operations.

6E - MTAs: The Need For Speed

Harbor E, 2nd Level

Track Nuts and Bolts of Technology Transfer

Moderator Jody Hankins, *Vanderbilt University*

Speakers Mukul Ranjan, *National Institute of Allergy and Infectious Diseases*
Matt Takvorian, *Addgene*
Mike Villalobos, *Vanderbilt University*

Hundreds of thousands of material transfer agreements (MTAs) are negotiated every year, imposing a substantial administrative burden, holding up research projects, with very little value realized. Nevertheless, MTAs play an important part in facilitating research activities, particularly in the areas involving human samples. This session will feature actual use cases showing how automation with the AUTM MTA Toolkit and other standard templates eases the burden on technology transfer offices and promotes the sharing of research materials. The session will also explore the role of MTA in healthcare research, particularly with respect to emergent healthcare issues such as vaccine and diagnostics development. Come learn how your office can improve efficiency while ensuring the broad distribution and appropriate use of research materials that can return benefits back to your researchers and society at large.

TUESDAY, MARCH 10

6F - IP Marketplaces for Federally Funded Research and Development*Harbor F, 2nd Level*

Track **Marketing Successful Practices****Moderator** **Charles Na**, *National Institute of Standards and Technology***Speakers** **Mary Albertson**, *University of UTAH***David Cassidy**, *TCG Inc.***Rob Lowe**, *Wellspring*

This session will provide a view of intellectual property (IP) marketplaces. We'll discuss the role of marketplaces to increase awareness of licensing opportunities; to foster connections among industry, academia, and federal laboratories; and to provide useful tools to promote available innovations. Speakers will share best practices and ongoing challenges in managing data and developing compelling marketing materials for their customers. You'll learn how technology marketplaces require exploiting the latest advances in data science and analytics as well as using tried-and-true methods of engagement and outreach. You'll leave with an understanding that marketplaces are not a panacea, but another tool to assist your organization's technology transfer operations.

6H - Utilizing Alliance Management Processes in Industry/Academia Collaborations

Harbor H, 2nd Level

Track	Industry/Academic Partnerships
Moderator	John D. Wilson , <i>GlaxoSmithKline</i>
Speakers	Joy Dicker , <i>Mount Sinai Innovation Partners</i> David Greenwald , <i>Deerfield Management</i> Janice Twombly , <i>Rhythm of Business</i>

We identified the key topics and major issues for our partnerships in the two earlier sessions, “It Takes Two to Collaborate” and “Major Concerns in Negotiations for Industry/Academia Collaborations”. Now how do we improve those relationships? We all understand that not all Collaborations are a success and that sometimes the scientific research proposal is not successful, but how do both parties approach the collaboration to plan for success? Panelists will review alliance management principles as they relate to collaborations in this space, as well as propose models that have been successful for their respective projects. This interactive session will request that all questions are presented in an open forum to ensure that both parties are working to build trust and alignment in the support of long-term partnerships. Finally, we address terminations and how to approach them in a constructive manner to maintain a positive reputation for all parties.

6L - ROUNDTABLE DISCUSSION

Approaches to Training New Hires

Cortez Hill A-C, 3rd Level, Seaport Tower

Track	Other
Facilitator	Deborah Perez Fernandez , <i>Rutgers, The State University of New Jersey</i>

University technology transfer is a great alternative for STEM scientists who seek a career beyond basic research. New hires in technology licensing require effective training for a successful transition from the lab to intellectual property management and licensing. This discussion will focus on key points and current practices for effectively bringing new hires up to speed, including internship programs, mentoring, task priorities and training materials.

5:30 – 6:30 P.M.

RTTP Reception

Bayview, 32nd Floor, Seaport Tower

Sponsored by



Do you have your RTTP credential? Then join this celebration of others like you whose expertise has been recognized by the profession. Not yet an RTTP but you're taking educational courses to enhance your career? Then drop by the reception and learn how you can apply to become an RTTP.



SCHEDULE-AT-A-GLANCE

WEDNESDAY, MARCH 11

7 A.M. – 7 P.M.

Meeting Place Rooms

Sponsored by

BLANKROME

(see page 16 or meeting
room locations)

3rd Level, Seaport Tower

7:30 A.M. – 3:30 P.M.

Registration Open

Palm Foyer, 2nd Level, Seaport Tower

7:30 A.M. – 3:30 P.M.

AUTM Connect

Help Desk

Palm Foyer, 2nd Level, Seaport Tower

7:30 A.M. – 3:30 P.M.

AUTM Connect Partnering Place

Sponsored by



Grand Hall D, Lobby Level

9 – 10:15 A.M.

SESSION 7: EDUCATIONAL AND ROUNDTABLE SESSIONS

7A - Business Side of the License (Part 1)

Harbor A, 2nd Level

7B - Refining Your Office: The Next
Step After “Diversity”

Harbor B, 2nd Level

7C - Universities and the Cannabis
Industry: It’s Not All about CBD (or THC)

Harbor C, 2nd Level

7D - Royalty Monetization:
Where Do We Start?

Harbor D, 2nd Level

7E - IP Considerations in Acquisitions,
Spin-Offs and Start-Ups

Harbor E, 2nd Level

7F - Giving and Receiving: Negotiating
IP with Foundation Grant-Makers

Harbor F, 2nd Level

7G - Successful TTOs on Both Sides
of the Atlantic

Harbor G, 2nd Level

7H - Ways to Help Women and
Junior Faculty Be Engaged as TT
Entrepreneurs

Harbor H, 2nd Level

7J - ROUNDTABLE DISCUSSION
Events, Traditions and Building
a Culture of Innovation,
Entrepreneurship and
Commercialization

Hillcrest AB, 3rd Level, Seaport Tower

SCHEDULE-AT-A-GLANCE
WEDNESDAY, MARCH 11
CONTINUED

7K - ROUNDTABLE DISCUSSION

Administrative Professionals

Hillcrest CD, 3rd Level, Seaport Tower

7L - ROUNDTABLE DISCUSSION

Bridging the Gap between Innovation
and Technology Transfer

Cortez Hill A-C, 3rd Level, Seaport Tower

10:15 – 10:30 A.M.

Refreshment Break

Harbor Ballroom Foyer, 2nd Level

10:30 – 11:45 A.M.

**SESSION 8: EDUCATIONAL
AND ROUNDTABLE SESSIONS**

8A - Business Side of the License
(Part 2)

Harbor A, 2nd Level

8B - Do Your Homework:
Marketing Technologies and
Collaborative Opportunities

Harbor B, 2nd Level

8C - Managing Long-Distance
Relationships in Commercialization

Harbor C, 2nd Level

8D - How to Resolve Issues When You
Don't Own the Entire Patent

Harbor D, 2nd Level

8E - The Dilemma of Software
Inventions and Associated Data in
the Age of AI

Harbor E, 2nd Level

8F - Tenure and Promotion

Trends: Current Initiatives to Take
Commercialization into Account

Harbor F, 2nd Level

8G - Army Seeks University
Innovations to Spur New Military
Technologies

Harbor G, 2nd Level

8H - The San Diego Innovation Council

Harbor H, 2nd Level

8I - Helping Start-Ups from Low-
Capital Regions Attract Investment

Harbor I, 2nd Level

8J - ROUNDTABLE DISCUSSION

Accounting in Technology
Transfer Offices

Hillcrest AB, 3rd Level, Seaport Tower

8K - ROUNDTABLE DISCUSSION
(Not So) Difficult Tech

Transfer Conversations

Hillcrest CD, 3rd Level, Seaport Tower

8L - ROUNDTABLE DISCUSSION

Let Go of the Fear, Embrace
Faculty Consulting

*Cortez Hill A-C, 3rd Level,
Seaport Tower*

11:45 A.M. – 1 P.M.

Group Lunch

Grand Hall A-C, Lobby Level

11:45 A.M. – 1:30 P.M.

Annual Meeting Program
Committee Lunch

Bayview, 32nd Floor, Seaport Tower

1 – 2:15 P.M.

**SESSION 9: EDUCATIONAL
AND ROUNDTABLE SESSIONS**

9A - Strategies for Commercializing
IP When the Customer Is the
US Government

Harbor A, 2nd Level

9B - Off the Beaten Path: New
Collaboration Models for Industry-
Academia Alliances

Harbor B, 2nd Level

9D - If It Doesn't Get Made, It Never
Goes to Market

Harbor D, 2nd Level

9E - Lost in Translation: The Emerging
Roles of Research Institutions in
Translational Medicine

Harbor E, 2nd Level

9G - It's Not the Dark Side? True
Stories of Crossing Over into Industry

Harbor G, 2nd Level

9H - Health Care Data: The New Form
of Intellectual Property

Harbor H, 2nd Level

9I - Openness vs. Safeguarding: The
Foreign Influence Dilemma

Harbor I, 2nd Level

9K - ROUNDTABLE DISCUSSION

Driving Licensing with Open
Dissemination

Hillcrest CD, 3rd Level, Seaport Tower

9L - ROUNDTABLE DISCUSSION

Walking Hand-in-Hand: Experiences
with Simultaneous Research and
License Agreement

*Cortez Hill A-C, 3rd Level,
Seaport Tower*

2:15 – 2:45 P.M.

Refreshment Break

Sponsored by



Seaport Ballroom Foyer, 2nd Level

2:45 – 4:30 P.M.

Closing Plenary and Keynote
Featuring Professor Antwi Akom,
Director of the Social Innovation and
Urban Opportunity Lab

Seaport Ballroom, 2nd Level

4:30 – 6 P.M.

Closing Reception
Sponsored in part by



*Seaview Restaurant and Patio Area,
Lobby Level (weather permitting) or
Seaport Ballroom, 2nd Level*

WEDNESDAY, MARCH 11

9 – 10:15 A.M.

7A – Business Side of the License (Part 1)

Harbor A, 2nd Level

Track Licensing Successful Practices

Moderators **Jennifer Dyer**, *University of Southern California*
Jenna Matheny, *Dana-Farber Cancer Institute*

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. 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; understanding the relationship between license fees, maintenance fees and royalty terms; setting up diligence terms; taking equity in the licensee; and managing milestone payments and control issues.

7B – Refining Your Office: The Next Step After “Diversity”

Harbor B, 2nd Level

Track Other

Moderator **Dimitra Georganopoulou**, *Women in Bio*

Speakers **Jabbar Bennett**, *Northwestern University*
Silvia Da Costa, *University of Southern California*
Rebecca Hernandez, *California Institute of Technology*
Andrew Richards, *Wisconsin Alumni Research Foundation*

We know that diversity is important, and technology transfer offices are actively engaging with university HR offices to ensure diverse hiring. However, diversity is only part of the conversation. We also want to be inclusive and provide opportunities for everyone to be successful. Inclusion means ensuring equitable access to opportunities, such as career development and training, and providing alternative work solutions for those who have special needs or require child care assistance. That’s why the technology transfer office of the 21st century needs to be equitable, diverse, and inclusive. In this session, we’ll help you create an all-encompassing, positive, and welcoming work environment.

7C - Universities and the Cannabis Industry: It's Not All about CBD (or THC)

Harbor C, 2nd Level

Track	Industry/Academic Partnerships
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Moderator	Dale Hunt , <i>Plant & Planet Law Firm</i>
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Speaker	Natasha Jones , <i>University of Kentucky</i>
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The passage of the 2018 Farm Bill made it legal for industrial hemp (think cannabidiol or CBD) to be grown, used and transported nationwide with certain restrictions. This has opened doors to university research in cannabis. But hemp is much more than just CBD — especially when it comes to intellectual property. Learn why cannabis is such a medically important plant that also has valuable non-medical uses, from biodegradable plastics to textiles to lightweight construction products and beyond. These uses of cannabis are game changers that will be affecting medicine, environmental technologies, renewable energy and agriculture for decades. University technology managers and administrators need to be thinking now about how all of these changes may affect granting agencies, university departments, university licensees and the university/industry relationship.

7D - Royalty Monetization: Where Do We Start?

Harbor D, 2nd Level

Track	Licensing Successful Practices
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Moderator	Janine Ladislav , <i>Foley Hoag LLP</i>
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Speakers	Andrew Fineberg , <i>MTS Health Partners</i> Hilary J. Libka , <i>Dana-Farber Cancer Institute</i> Raja Manchanda , <i>Sagard Holdings</i>
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You want to make your royalty receipts work for you at a time when they can do the most good. But where do you start? Maybe you've never done this before, or you assumed that your royalty stream is too small to monetize. Maybe you're thinking ahead to the future. Join us for a panel discussion on how to get started, including timing, budgeting, assembling your internal team, engaging your external team, working with your licensee, valuing technologies, addressing preliminary administrative matters, and executing.

WEDNESDAY, MARCH 11

7E - IP Considerations in Acquisitions, Spin-Offs and Start-Ups (CLE Eligible)

Harbor E, 2nd Level

Track	Nuts and Bolts of Technology Transfer
Moderator	Christopher Turoski , <i>University of Minnesota Law School</i>
Speakers	John Burtis , <i>Recombinetics Inc.</i> DJ Nag , <i>Ventech Solutions</i> Svetlana Shtrom , <i>University of Central Florida</i>

Each year, 472 million entrepreneurs around the world attempt to open 100 million new businesses. Many of these start-ups lean heavily on new technology. For example, this year more than half of new businesses are expected to be running on the internet of things. Our panel will explore intellectual property (IP) considerations in acquiring, spinning off and starting up businesses running on new technology. You'll learn to identify IP valuation and the legal and technology licensing issues in acquiring, spinning off and starting up a company.

7F - Giving and Receiving: Negotiating IP with Foundation Grant-Makers

Harbor F, 2nd Level

Track	IP Trends and Successful Practices
Moderator	Meagan Pitcher , <i>Baylor College of Medicine</i>
Speakers	Benjamin Dibling , <i>University of Pennsylvania</i> Louise Epstein , <i>Walton Family Foundation</i> Judy Genovese , <i>University of Southern California</i> Alexander Silver , <i>Epidermolysis Bullosa Research Partnership</i>

Nonprofit foundations and charities can be a critical source of research support. Increasingly, foundations are taking a more assertive approach to managing the intellectual property (IP) that arises from funded projects. How can technology transfer professionals navigate these changing and challenging expectations from foundation grant-makers? Panel topics will include understanding the foundation-side rationale and their interest in more extensive IP management, strategies for negotiating IP language with foundations, and avoiding conflict between the tech transfer office and other academic stakeholders. You'll take away a host of best practices for negotiating with foundations.

7G - Successful TTOs on Both Sides of the Atlantic

Harbor G, 2nd Level

Track	Administrative/Operations
Moderator	Katja D. Mjos , <i>The University of British Columbia</i>
Speakers	Darren Fast , <i>University of Manitoba</i> Massimiliano Granieri , <i>University of Brescia</i> Douglas Hockstad , <i>University of Arizona</i> Michel Morant , <i>University of Liège</i> Christian Stein , <i>Ascenion GmbH</i>

Panelists from technology transfer offices (TTOs) in Europe and North America will compare strategies for tech transfer (TT) success. You'll gain a deeper understanding of the factors influencing TTO performance, and how to find TT support in different innovation environments. We'll review findings from the EU-funded Progress-TT study, present potential intervention opportunities for performance success, and hear practical tips for growing TT capacity as we exchange experiences across the Atlantic.

7H - Ways to Help Women and Junior Faculty Be Engaged as TT Entrepreneurs

Harbor H, 2nd Level

Track	Start-Ups and Gap Funding
Moderator	John A. Fraser , <i>Burnside Development & Associates</i>
Speakers	Nichole Mercier , <i>Washington University in St. Louis</i> Dmytro Pokhylo , <i>Columbia University</i> Tony Stanco , <i>National Council of Entrepreneurial Tech Transfer</i> Ashley J. Stevens , <i>Focus IP Group LLC</i> Mike Szarka , <i>University of Waterloo</i>

Women and junior faculty are an often-overlooked source of entrepreneurial drive. In this session, you'll learn about emerging methods to assist younger and female academic members in licensing and spinning off companies. We'll discuss a program from the National Council of Entrepreneurial Tech Transfer (NCET2) that has developed a pipeline of mentors, seed capital investors and Fortune 500 corporate partners focused on this segment to draw in later-stage partners. The Women in Innovation & Technology program at Washington University in St. Louis will present one developed program of motivating women. We'll also cover the patenting and licensing process, network creation to attract management and product development scale-up partners, and examples from other countries.

WEDNESDAY, MARCH 11

7J - ROUNDTABLE DISCUSSION

Events, Traditions and Building a Culture of Innovation, Entrepreneurship and Commercialization

Hillcrest AB, 3rd Level, Seaport Tower

Track **Marketing Successful Practices**

Facilitator **Mark Alan Maynard**, *University of Michigan*

How are tech transfer offices influencing campus culture? Join this conversation about the events we all hold, the traditions we've sought to establish, and the ideas we've tried to increase campus buy-in for what we do.

7K - ROUNDTABLE DISCUSSION

Administrative Professionals

Hillcrest CD, 3rd Level, Seaport Tower

Track **Administrative/Operations**

Facilitators **Karen Boghossian**, *Inteum Co. LLC*
Adrienne Pennell, *University of Florida*

This forum is for both new and experienced administrative professionals looking to develop their roles as influential members of the technology transfer profession. Among the topics is the future growth of our profession.

7L -ROUNDTABLE DISCUSSION

Bridging the Gap between Innovation and Technology Transfer

Cortez Hill A-C, 3rd Level, Seaport Tower

Track

Other

Facilitator

Hope Shimabuku, *United States Patent and Trademark Office*

Universities operate a variety of different technology transfer models between their tech transfer offices and incubators/accelerators and research departments. This roundtable will cover the many ways tech transfer offices are structured within universities, and explore best practices for accelerating tech transfer and commercialization. Several experts will be on hand to lead discussions on the different structures of tech transfer offices and how they interact with their incubators and researchers, the advantages/disadvantages of these different structures, and accelerating commercialization at your university. We'll also discuss free intellectual property and business resources available to incubators, universities and the surrounding community.

10:15 – 10:30 A.M.

Refreshment Break

Harbor Ballroom Foyer, 2nd Level

WEDNESDAY, MARCH 11

10:30 – 11:45 A.M.

8A - Business Side of the License (Part 2)

Harbor A, 2nd Level

Track Licensing Successful Practices

Moderators **Jennifer Dyer**, *University of Southern California*
Jenna Matheny, *Dana-Farber Cancer Institute*

This session continues the discussion of the business issues behind agreements and the various terms found in licenses and other agreements using real-world case studies. 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; understanding the relationship between license fees, maintenance fees and royalty terms; setting up diligence terms; taking equity in the licensee; and managing milestone payments and control issues.

8B - Do Your Homework: Marketing Technologies and Collaborative Opportunities

Harbor B, 2nd Level

Track Industry/Academic Partnerships

Moderator **Claiborne Christian**, *Tulane University*
Speakers **Alisa Band**, *ICL Group*
Rohit Israni, *Intel Corporation*
Sharon Semones, *Eli Lilly & Co.*

Technology transfer has evolved from the days of simple, transactional licensing agreements. However, marketing practices have generally failed to keep up with the fast pace of business and new day-to-day realities. Collaborations with industry are deeper and begin earlier in the innovation continuum, and start-ups and spin-outs occupy increasing amounts of office attention. Industry experts will present best practices for approaching a potential licensee, collaborator or partner. We'll cover how to approach prospective partners, what potential partners should know going into the meeting, and the specific types of materials that help sell the technology/potential collaboration.

8C - Managing Long-Distance Relationships in Commercialization

Harbor C, 2nd Level

Track **Licensing Successful Practices**

Moderator **Erin Rayment**, *Queensland University of Technology*

Speakers **Chris Brandt**, *Kansas State University*
Alison Campbell, *Knowledge Transfer Ireland*
Kathy Connell, *Johnson & Johnson Innovation*
Alastair Hick, *Monash Innovation*

While some universities have the luxury of commercial partners and access to capital in their neighborhood, many of us are from remote areas. This session will focus on the challenges and, more importantly, the solutions to engaging companies and investors when they are located far away. From creating a strategic alliance to setting up regional partnering hubs, the panel will provide practical solutions that can be translated to your location. Join us to get a list of tried and tested tips, plus ways to engage more effectively.

8D - How to Resolve Issues When You Don't Own the Entire Patent (CLE Eligible)

Harbor D, 2nd Level

Track **IP Trends and Successful Practices**

Moderator **Gary Abelev**, *Hunton Andrews Kurth LLP*

Speakers **Shilpi Banerjee**, *Memorial Sloan Kettering Cancer Center*
Sadhana Chitale, *New York University*
Yashodhara Dash, *Memorial Sloan Kettering Cancer Center*
Irina Erenburg, *Blossom Innovations LLC*

We'll explore issues involving investigators from different organizations, including how to calculate ownership percentages. We'll cover ways to ensure that patent rights are quickly, effectively licensed or transferred when there are multiple owners, as well as how to determine which agreements and arrangements should be made between owners to assert their patent rights.

WEDNESDAY, MARCH 11

8E - The Dilemma of Software Inventions and Associated Data in the Age of AI

Harbor E, 2nd Level

Track **Nuts and Bolts of Technology Transfer**

Moderator **Sangeetha Raghavan**, *Children's National Medical Center*

Speakers **Dinesh Divakaran**, *Duke University*
Randi Beth Isaacs, *Emory University*
Alla McCoy, *University of Maryland*
Daniel Rudoy, *Wolf Greenfield*

Life science technology managers are encountering greater numbers of software and health-IT-related inventions with applications within the life sciences. From diminutive algorithms for small applications to multiparty artificial-intelligence-based projects involving enormous data collection and management, the field of software inventions with life science applications is dramatically evolving. Tech managers often face challenging decisions such as whether to pursue copyright or patents; whether to release software as open source (copyleft) or copyright; considerations for data ownership, data sharing, data protection and compliance; and, most importantly, which avenues to pursue for commercialization. In this session, we will provide tools and approaches for tech managers to tackle such challenges and will introduce best practices to manage and commercialize software inventions.

8F - Tenure and Promotion Trends: Current Initiatives to Take Commercialization into Account

Harbor F, 2nd Level

Track	Advocacy and Internal Communications
Moderator	Danielle McCulloch , <i>Fuentek</i>
Speakers	Rich Carter , <i>Oregon State University</i> Justin Streuli , <i>University of North Carolina Greensboro</i>

Five years ago, the Association of Public and Land-grant Universities (APLU) issued a report calling on its member institutions to include technology transfer, innovation and entrepreneurship accomplishments in the tenure and promotion (T&P) review process. At that time, APLU had identified 40 institutions that considered tech transfer activities in making T&P decisions. Since then, even more universities — public and private — have included patents, industry-sponsored research and other related activities in T&P criteria. This session will examine the impact of those initiatives by discussing multiple perspectives (including the faculty viewpoint) on metrics and the effectiveness of influencing those metrics with the inclusion of tech transfer activities in the T&P criteria. Panelists will share their policies as well as the techniques used to achieve a shift in culture. You'll gain insights on the latest trends and best practices in tech transfer T&P efforts, which will help you establish effective policies and practices at your home institution. Panelists will include both technology transfer and faculty personnel involved with leading T&P decisions for their departments and schools.

8G - Army Seeks University Innovations to Spur New Military Technologies

Harbor G, 2nd Level

Track	Other
Moderator	Les Nichols , <i>The University of Texas at Austin</i>
Speakers	Col. Rex A. Eiserer , <i>US Army Futures Command</i> Padma Raghavan , <i>Vanderbilt University</i> Luis Sentis , <i>The University of Texas at Austin</i>

Hear how your institution can benefit from the US Army's new military-academic initiative — the most significant reorganization of the Army in 45 years. This will modernize how universities collaborate with the military to find innovations that provide solutions to real-life challenges. In this session, we'll describe this new initiative, and how and why your institution should join the Army now! We'll also highlight examples of university technology solutions that are underway with the Army Futures Command initiative. Don't miss hearing about this pioneering approach that is future-focused but happening now.

WEDNESDAY, MARCH 11

8H - The San Diego Innovation Council

Harbor H, 2nd Level

Track	Other
Moderator	Rubén Flores-Saaib , <i>University of Southern California</i>
Speakers	Matthew Bresnahan , <i>Wilson, Sonsini, Goodrich & Rosati</i> Susie Harborth , <i>BioLabs</i> Jennifer Landress , <i>Biocom</i> Tommy Martindale , <i>San Diego State University</i>

For three years, the San Diego Innovation Council has successfully brought together technology transfer offices in the San Diego region, along with incubators, investor groups and the government, to collectively showcase the region as a hub of start-up activity. Join us and hear lessons learned about this initiative and the impact it has had for the region's technology transfer activity: from creating a nonprofit organization, to partnering with the government and local companies, to attracting investments from outside the region.

8I - Helping Start-Ups from Low-Capital Regions Attract Investment

Harbor I, 2nd Level

Track	Start-Ups and Gap Funding
Moderator	Andrew Watson , <i>Oregon Health & Science University</i>
Speakers	Keith Marmer , <i>University of Utah</i> Sita Pappu , <i>Washington State University</i> Kelly Sexton , <i>University of Michigan</i> Stephanie Stehman , <i>Osage University Partners</i>

Most successful university start-ups must raise outside investments from angel investors, corporate venture capitalists, traditional venture capitalists or others. However, 10 metro areas in the US account for more than 75% of all venture capital investments. This leaves many other areas with less capital to move technology development forward. In this session, we'll discuss how start-ups in these regions can grow and develop the university technologies they've licensed. We'll share unique programs and methods that help start-ups attract investment and other forms of capital. As universities launch more start-ups, technology transfer offices in various regions need to develop ways to help these start-ups gain access to investment.

8J- ROUNDTABLE DISCUSSION

Accounting in Technology Transfer Offices

Hillcrest AB, 3rd Level, Seaport Tower

Track **Administrative/Operations**

Facilitator **Eric See, Cedars-Sinai Medical Center**

We'll discuss accounting and finance issues in a tech transfer office. Topics include distributions, accounts receivables, royalty sharing agreements, computer systems, interfacing with inventors and legal expenses. Share your practices on equity valuations. Your knowledge may help someone else tackle challenges and opportunities in their office. Let's share our ideas and promote our success.

8K- ROUNDTABLE DISCUSSION

(Not So) Difficult Tech Transfer Conversations

Hillcrest CD, 3rd Level, Seaport Tower

Track **Nuts and Bolts of Technology Transfer**

Facilitators **Marck-Arthur Clerveau, MedStar Institute for Innovation**
Ed Tori, MedStar Institute for Innovation

When preparing for high-stakes conversations, meetings and presentations, we often spend a great deal of thought on what we'll say. We're usually diligent in preparing the content. However, what makes difficult conversations difficult is not simply the content; it's the context. It's not the "what," but the "how." Whether you're trying to activate a not-so-responsive inventor or requesting more resources, this session will help you. If you're trying to resolve a deadlocked license negotiation or conducting an interview with a patent examiner, this will help you. Can you learn persuasive speech patterns and quick conversational influence strategies through a game? Yes, a game. Practice powerful, persuasive speech patterns through play. This safe space to practice is absolutely fun. You will leave this session better than when you entered it.

WEDNESDAY, MARCH 11

8L- ROUNDTABLE DISCUSSION

Let Go of the Fear, Embrace Faculty Consulting

Cortez Hill A-C, 3rd Level, Seaport Tower

Track **Industry/Academic Partnerships**

Facilitator **Matthew Mroz, *The State University of New York***

Faculty consulting models (also called faculty enterprise or gateway models) have been implemented widely in the UK. They are now appearing in the US at institutions with leading innovation and entrepreneurship programs. Institutions applying these models refer to a litany of benefits, including exposure to real-world industry problems and enrichment of academic research and teaching; additional revenue; new industry relationships and engagements; student and staff training resources and internships; access to employment opportunities; and other economic and societal impacts. Consultancy can also be a great introduction to commercialization activities for faculty, as well as a useful marketing tool for institutional commercialization. The enterprise model is considered one of the simplest and most effective ways of bringing faculty closer to industry and presents a new revenue opportunity and engagement model for institutions. In this session, we'll explore the benefits, pitfalls, opportunities and risks related to consulting models.

11:45 A.M. – 1 P.M.

Group Lunch

Grand Hall A-C, Lobby Level

11:45 A.M. – 1:30 P.M.

Annual Meeting Planning Committee Lunch

Bayview, 32nd Floor, Seaport Tower

1 – 2:15 P.M.

9A - Strategies for Commercializing IP When the Customer Is the US Government

Harbor A, 2nd Level

Track	Licensing Successful Practices
Moderator	Laura Schoppe , <i>Fuentek LLC</i>
Speakers	Cheryl Horst , <i>University of Nebraska</i> Mike Paulus , <i>Oak Ridge National Laboratory</i>

Does your office struggle with commercializing technology where the customer is the federal government? The Bayh-Dole Act provides the federal government with a non-exclusive, non-transferable, irrevocable, paid-up license to technologies developed with federal funding. But what does this mean for technologies in areas such as defense, where the government is the licensee? Is there still an incentive for tech transfer offices to protect these critical innovations? Are there limits or exceptions to the federal government's rights? And what strategies can tech transfer professionals employ when negotiating license agreements with companies whose end user is a federal agency? In this session, we'll explore those questions and hear from tech transfer professionals who work with defense-related technologies.

9B - Off the Beaten Path: New Collaboration Models for Industry-Academia Alliances

Harbor B, 2nd Level

Track	Industry/Academic Partnerships
Moderator	Gauri Nair , <i>Novartis</i>
Speakers	Karen Heidelberger , <i>Deerfield</i> Karin Immergluck , <i>Stanford University</i> Lesley Millar-Nicholson , <i>Massachusetts Institute of Technology</i> Wendi Yajnik , <i>Novartis Institutes for BioMedical Research (NIBR)</i>

Universities are innovation powerhouses with deep biology subject matter expertise that has historically complemented the drug development process. Not all university inventions are created equal; some go on to become blockbusters while others don't. The chasm between an early academic discovery and a therapy can be too wide to cross. Every year, tech transfer offices are benchmarked by the number of funded collaboration and licensing deals they execute. But perhaps new benchmarks can inspire academia to work with industry more effectively by shifting the paradigm from simple collaboration to instilling the drug-hunting mindset from inception. In this session, we'll discuss how industry and academic institutions can collaborate in non-traditional and innovative ways to augment the drug discovery and development process.

WEDNESDAY, MARCH 11

9D - If It Doesn't Get Made, It Never Goes to Market

Harbor D, 2nd Level

Track **Nuts and Bolts of Technology Transfer**

Moderator **Phyllis Leah Speser, Foresight Science & Technology**

Success at transitioning an invention or innovation to market is highly dependent on the quality of new product development (NDP) according to empirical studies, with the best companies hitting success rates of 82%. In this session, you'll gain an understanding of NDP approaches and best practices to interest industry in your offerings, evaluate potential licenses or spin-out proposals, negotiate better licenses, reduce costs of monitoring and compliance, and respond to missed milestones. Along the way, we'll look at how understanding NPD can increase success rates with Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) and other gap funding programs. We'll explore widely used NDP process models illustrated through case studies. We'll also cover portfolio management, project selection, market research and resource allocation. We'll focus on everyday tasks, and even provide you with a task checklist you can take back to your office.

9E - Lost in Translation: The Emerging Roles of Research Institutions in Translational Medicine

Harbor E, 2nd Level

Track **Industry/Academic Partnerships**

Moderator **Steve Foster, Colorado State University**

Speakers **Nathan Chubb, Zoetis Inc.**
Natalie Hawryluk, Celgene
Heather Pidcock, Colorado State University
Valentine Williams, KindredBio

Join this follow-up to the translational medicine discussion at last year's AUTM Animal Health Partnering Forum. Industry and academic representatives will describe how innovations initially destined for human medicine find new homes in animal health, and how lessons from human medical research can be applied to animal health innovations. With more universities focusing on translational medicine, we'll discuss how partnership development and mutually beneficial outcomes look in this space.

9G - It's Not the Dark Side? True Stories of Crossing Over into Industry

Harbor G, 2nd Level

Track **Other**

Moderator **Tari Suprpto**, *Elanco*

Speakers **Gaylene Anderson**, *Boehringer Ingelheim*
Daniel Catron, *Allele Biotechnology/Scintillon Institute*
Manjula Donepudi, *Pfizer Inc.*
Hassan Naqvi, *AstraZeneca*

This session showcases seasoned technology commercialization professionals who transitioned their careers from academic institutions to companies. We'll discover what motivated them to cross over, the skill sets that appealed to their industry employers, challenges they face in their new roles, and what they miss from academia and find rewarding in their new careers within industry.

9H - Health Care Data: The New Form of Intellectual Property (CLE Eligible)

Harbor H, 2nd Level

Track **Global Issues**

Moderator **DJ Nag**, *Ventech Solutions*

Speakers **Shaun Grannis**, *Regenstrief Institute*
Kristin Neuman, *MPEG LA*
Avik Pal, *CliniOps*
Janhvi Patel, *Memorial Sloan Kettering Cancer Center*

Academic institutions are sitting on massive amounts of valuable data. It's estimated that medical knowledge doubles every 73 days, yet we are not fully using that immense knowledge. With our computing power today and the new era of artificial intelligence (AI), we are at the cusp of a health care revolution. The US government is seeking AI-based innovation to improve patient care in areas such as reduced hospital readmission. Creating a public-private partnership is key to successfully mining health care data. In this session, we'll discuss for-profit and not-for-profit business models for using predictive outcomes and metadata generated from the research data. Data per se cannot be protected as intellectual property, but health care outcomes using data can be protected and used successfully in a business model. We'll also cover strategies for protecting artificial intelligence, machine learning and data analytics.

WEDNESDAY, MARCH 11

9I - Openness vs. Safeguarding: The Foreign Influence Dilemma

Harbor I, 2nd Level

Track **Global Issues**

Moderator **Robert B. Hardy**, *Council on Governmental Relations*

Speakers **Alex Grenewitz**, *FBI San Diego*
Lauren MacLanahan, *Georgia Tech Research Corp.*
Toby Smith, *Association of American Universities*

Concerns about foreign interference, research security threats and economic espionage at US universities are growing, especially the theft of intellectual property. This has affected research at universities, including restrictions on foreign participation, increased funding agency disclosure requirements, and stricter scrutiny of potential conflicts of interest and commitment. The result has been heightened tension between traditional university values of openness and collaboration, and the need to safeguard national security and protect critical technologies and the US research enterprise. In this session, we'll explore these issues and tensions, with a particular focus on the impact of security and foreign threats on technology transfer within the US.

9K - ROUNDTABLE DISCUSSION

Driving Licensing with Open Dissemination

Hillcrest CD, 3rd Level, Seaport Tower

Track **Licensing Successful Practices**

Facilitator **Michael Perham**, *HHMI Janelia Research Campus*

Open dissemination of scientific tools and early-stage technologies is an effective strategy to drive licensing transactions and generate buzz for your tech transfer efforts. Open dissemination offers many benefits — from the extra exposure generated from use of your technologies to the greater awareness from skeptical researchers and support from critical parties. In this session, we'll explore effective open dissemination-to-commercial licensing strategies, including a mix of intellectual property protection, consistent agreement use, and working with repositories. We'll draw lessons from the hybrid software licensing models that employ open-source and premium proprietary channels, and analogous hardware dissemination models.

9L - ROUNDTABLE DISCUSSION

Walking Hand-In-Hand: Experiences with Simultaneous Research and License Agreement

Cortez Hill A-C, 3rd Level, Seaport Tower

Track **Industry/Academic Partnerships**

Facilitator **Christopher Martin, Rutgers, The State University of New Jersey**

Licensing a technology is just a first step in a hopefully long and mutually beneficial relationship. For this endeavor to be fruitful, often the licensee needs to engage the university to refine the licensed technology to meet an intended solution. This session will solicit attendees' experiences with simultaneous research and license agreements, explore the challenges that are created, and discuss potential best practices and known pitfalls.

Sponsored by

2:15 – 2:45 P.M.

Refreshment Break

Seaport Ballroom Foyer, 2nd Level



2:45 – 4:30 P.M.

Closing Plenary and Keynote Featuring Professor Antwi Akom, Director of the Social Innovation and Urban Opportunity Lab

Seaport Ballroom, 2nd Level



Dr. Antwi Akom is the Director of the Social Innovation and Urban Opportunity Lab, a joint research lab between the University of California, San Francisco and San Francisco State University. Named by President Obama (2016) and the Robert Wood Johnson Foundation (2019) as one of world's top innovators, Dr. Akom's works to improve health outcomes and advance

tech-equity with our nation's most vulnerable populations by building new technologies in community and clinical settings, evaluating them, and launching across university and commercial partnerships. Rooted in community, guided by data science, and inspired by racial and social justice, Dr. Akom's Social Innovation Lab is catalyzing a new era of data democratization, participatory health, participatory technology and precision medicine with vulnerable populations around the world.

WEDNESDAY, MARCH 11

4:30 – 6 P.M.

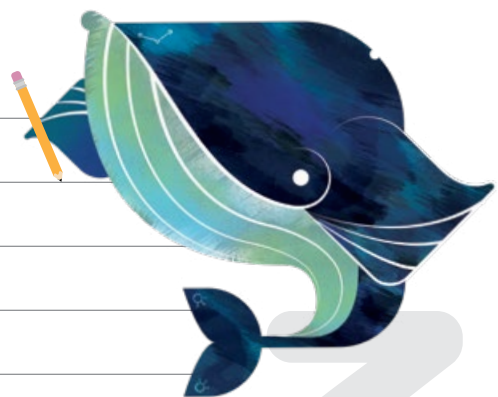
Closing Reception

*Seaview Restaurant and Patio Area,
Lobby Level (weather permitting)
or Seaport Ballroom, 2nd Level*

Sponsored in part by



Close out the AUTM 2020 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 San Diego.



Notes



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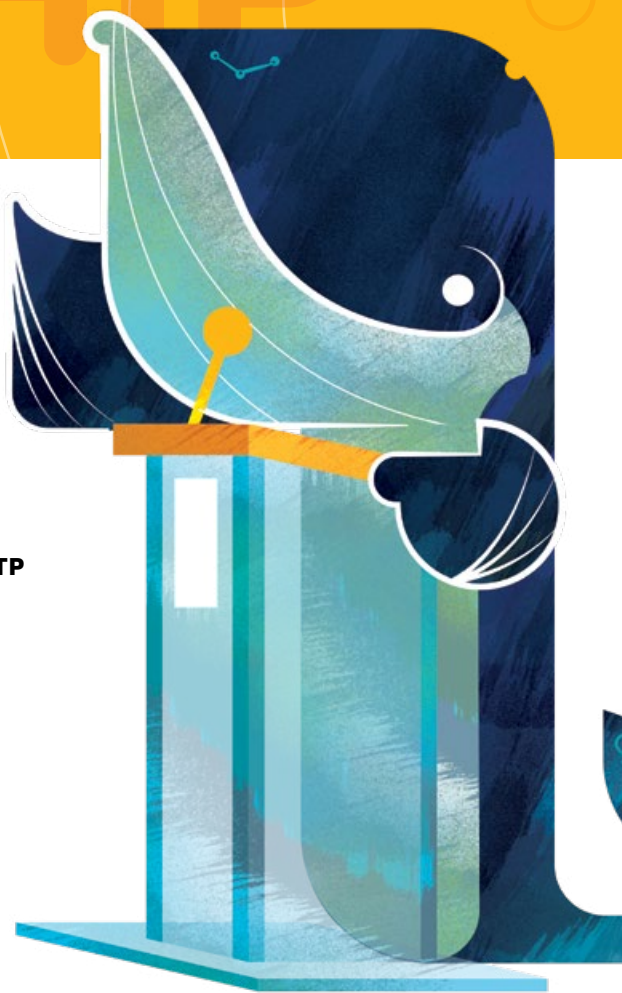
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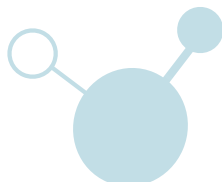
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Colorado School of Mines

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 the university and nonprofit community.

2020

John A. Fraser

2010

Janna C. Tom

2000

Terence A. Feuerborn

2019

Carl Gulbrandsen

2009

James H. Turner Jr.

1999

Joseph P. Allen

2018

Ragan Robertson

2008

Andrew Cohn

1998

Joyce Brinton

2017

Lori Pressman

2007

Ashley J. Stevens

1997

**Karen Hersey
Katharina Phillips**

2016

Eric W. Gutttag

2006

**Council on
Governmental
Relations
Patricia Weeks**

1996

Edward L. MacCordy

2015

Michael A. Waring

1995

Roger G. Ditzel

2014

Jon Soderstrom

2005

**Ako Nishizawa
James A. Severson**

1983

Norman J. Latker

2013

Mark Crowell

2004

Niels Reimers

1980

Howard W. Bremer

2012

**Marjorie Forster
Jean A. Mahoney
Eugene Schuler**

2002

Maria Freire

2011

Robert B. Hardy

2001

**Katharine Ku
Lita Nelsen**

CHAIR'S AWARD (FORMERLY PRESIDENT'S AWARD)

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

2020

Robert S. MacWright

2019

David L. Gulley

2018

Andrew Cohn

2017

**Monya Dunlap
Ray Wheatley**

2016

Lita Nelsen

2015

**Mary Albertson
John A. Fraser**

2014

Christopher Yochim

2013

Howard W. Bremer

2012

**Anne DiSante
Jude Wilkinson**

2011

Fred H. Reinhart

2010

John T. Perchorowicz

2009

Dana Bostrom

2008

The Infringers

2007

Kevin W.L. Croft

2006

Marjorie Forster

2005

Robin L. Rasor

2004

Steve Sammut

2003

**Survey, Statistics and
Metrics Committee**

2001

**Lori Pressman
Sally Hines
Kathleen Denis**

2000

Karen Hersey

1999

Jon Sandelin

1998

Teri F. Willey

1997

Dan Massing

1992

Vladimir Dvorkovitz



AUTM 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.

2020

George Chellapa

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.

2020

Grant Allard
George Chellapa
Steven Ferguson
Kashif Haque
Linda Kesselring
Kyle Siegal
Stephen Snider
Shemaila Sultana
Paul Tumarkin

2019

Cory Acuff
Jordana Armstrong
Stephen Barone
Robert Brown
George Chellapa
Nghia Chiem
Sophie Lim
Ellen MacKay
John Miner
Narasimha R. Nagaiah
Meagan Pitcher
Patrick Reynolds
Rodney Ridley
Shikha Sharma
Leslie M. Smith
Anna Solowiej

Kalpa Vithalani
Brian Wright
Omar Zahr

2018

Andrew J. Maas
Brion Berman
Pauline Booth
Hannah Carbone
Joy Goswami
Kashif Haque
Linda Kesselring
Kristin Rencher
Kyle Salazar
Antonis Tsakotellis
Mark Weber

2017

Steve P. Auvil
Daniel Dardani
Jim Henderson
Yatin Karpe
Kevin Kercher
Patrick Reed
Abhishek Sangal
Gayatri Varma
Ray Wheatley



VOLUNTEER SERVICE AWARD

CONTINUED

2016

Peter C. Gonczlik
Linda S. Kawano
Graham Morton
Susan Patow
Kenneth W. Porter
Patrick Reynolds
Ragan Robertson
Sharmila Shearing
Kathleen Sohar

2015

Nikki J. Borman
John M. Christie
Kevin Dietz
Catherine Geci
Lisa Matragrano
Graham Morton
Hassan R. Naqvi
Janna C. Tom
Takafumi Yamamoto

2014

Doug Aguilera
Alan R. Bentley
Robert B. Hardy
Paul C.B. Liu
Laura McKnight
Clifford Michaels
Baidehi Luna Mukherjee
Ashley J. Stevens
Gayatri Varma

2013

Peter G. Gonczlik
Amy Goot
Sarah Howe
John Miner
John Molloy
Christopher Noble
Stephen Snider
John Zurawski

2012

Nikki J. Borman
Khera L. Douglass
Claire T. Driscoll
Eric W. Gutttag
Stephen G. Harsy
Laura McKnight
John A. Micah
John T. Perchorowicz
Charles C. Valauskas



CANADIAN AWARD

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

2020

Michael Szarka

2015

Adi Treasurywala

2010

David J. King

2019

Kenneth W. Porter

2014

D. Joe Irvine

2009

Marcel D. Mongeon

2018

Gina V. Funicelli

2013

John P. Malloy

2008

Angus Livingstone

2017

**Micheline Gravel
Dan Polonenko**

2012

**Tanya G.
Glavicic-Théberge**

2007

Janet E. Scholz

2016

Sean Flanigan

2011

Terry Donaghue

2004

Margaret Caughey

2000

James Wolf Murray



INTRODUCING THE AUTM BETTER WORLD PROJECT AWARD



The Award competition was launched this year to recognize technology transfer professionals who support a better world through the commercialization of academic research.

Forty stories were entered and judged by AUTM's Better World committee based on:

- **Relevance** – The technology effectively addresses a recognized need.
- **Impact** – The technology has significantly impacted the population.
- **Collaboration** – The technology is in use today because of the key support of technology transfer.

THE INAUGURAL AWARD WINNER

University of Central Florida
Office of Technology Transfer

It may look like dirt and feel like dirt, but UCF's Bold & Gold (B&G) technology is far from "just dirt." B&G safely removes harmful nutrients and pathogens from our most valuable natural resource: water. The patented biosorption activated media filtration system is eco-friendly and inexpensive, unlike other types of water treatment systems that depend on the availability of land and regular maintenance.

ABOUT THE BETTER WORLD PROJECT

Every day, the Better World Project shares the inspiring stories behind innovations that have changed the way we live. It's a must-read for people interested in research and discovery, technology transfer and economic development. Check it out and submit your own success story at www.autm.net/bwp. Submit and be considered for the expanded 2021 Awards.



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.

2020

Chithra

**Krishnamurthy
Alexandria Mullins
Radhika Palkar
Krishna Patel
Elizabeth Scheckler**

2017

**Zeinab Abouissa
Saunders Ching
Rozzy Finn
Kenneth Karanja
Vishalakshi Krishnan**

2014

**Ramika Bansi
Mrinmoy Chakrabarti
Masood Ahammed
Machingal
Suguna Rachakonda
Qian Zhang**

2019

**Kyle Bartholomew
Bayode Ero-Phillips
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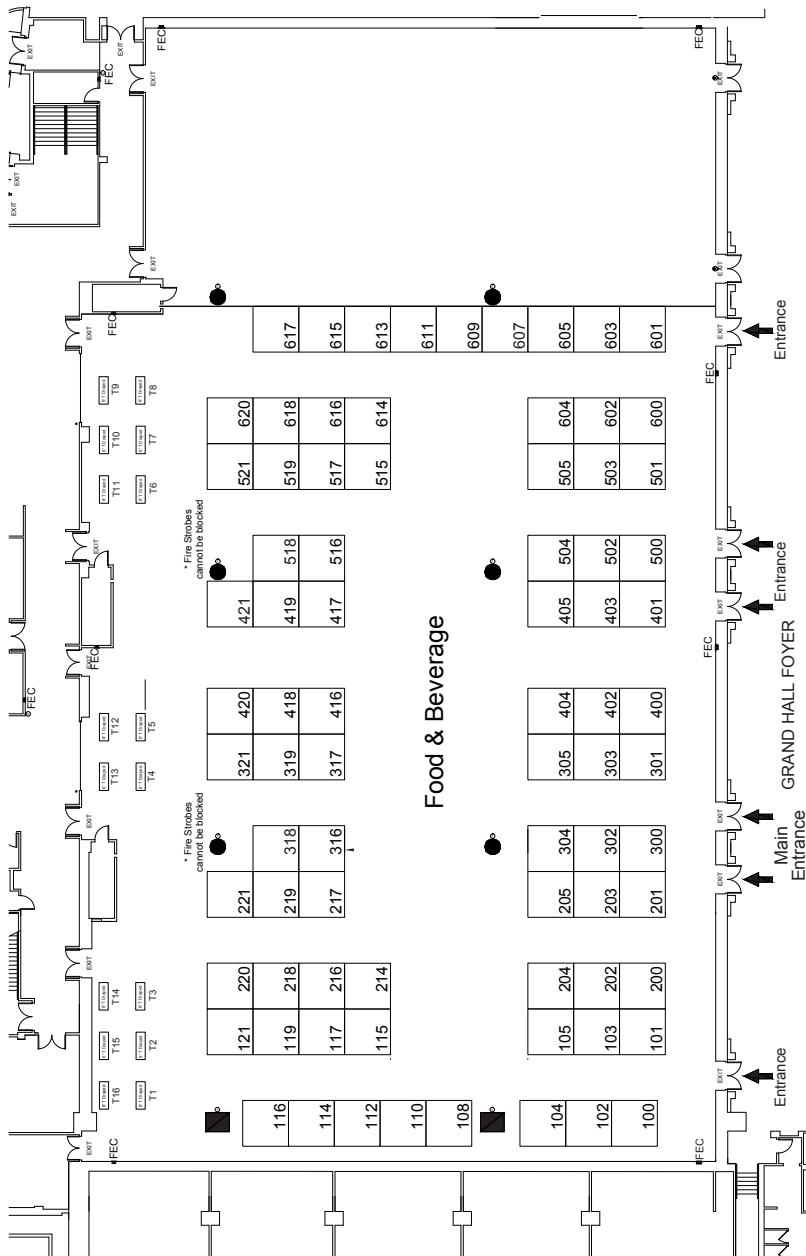
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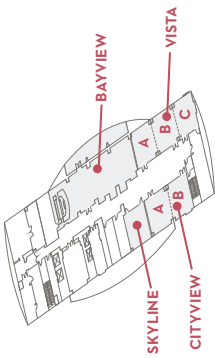
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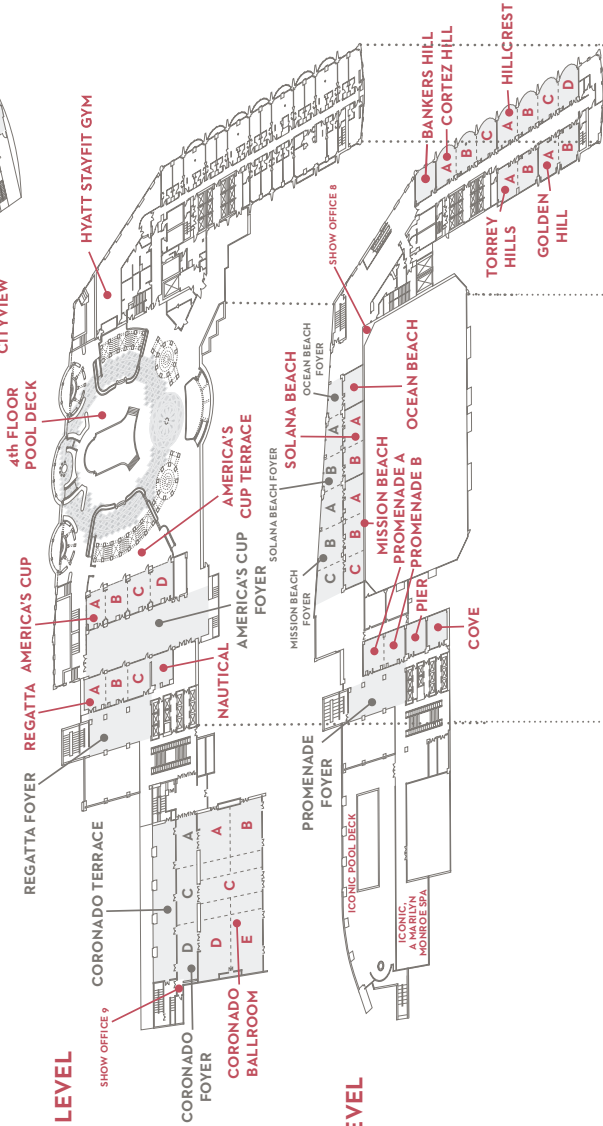


MANCHESTER GRAND HYATT FLOOR PLAN

THIRTY-SECOND LEVEL



FOURTH LEVEL



THIRD LEVEL



The architectural floor plan of the 40th floor of the Seaport City is a complex layout with various rooms and corridors. The plan is divided into several main sections:

- Harbor Terrace:** Located on the left side of the plan, it includes a Harbor Foyer, Harbor Ballroom, and Harbor Loading Dock. It also features a Seaport Terrace and a Seaport Tower.
- Seaport Terrace:** Located on the right side of the plan, it includes a Seaport Foyer, Seaport Ballroom, and Seaport Loading Dock. It also features a Seaport Terrace and a Seaport Tower.
- Grand Foyer and Grand Lobby Bar:** Located in the center of the plan, it includes a Grand Foyer, Grand Lobby Bar, and Grand Hall.
- Grand Hall:** A large central area with a grid of rooms labeled A through H.
- Corridors:** Labeled as Corridor I and Corridor II, they run through the center of the plan.
- Offices:** Labeled as Show Office 1, Show Office 2, Show Office 3, and Show Office 4, they are located in various areas of the plan.
- Other Areas:** The plan also includes a Retail Row, a FedEx area, a Market One area, and a Redfield's Bar area.

The plan is oriented with North at the top, as indicated by the North arrow in the top right corner. The plan also shows the location of the Seaport Tower, Seaport Loading Dock, and Seaport Entrance.



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For more information contact:

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AUTM ANTITRUST POLICY

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. Discussion 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

AUTM ANTITRUST POLICY

CONTINUED

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.



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AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals to support the development of academic research that changes the world and drives innovation forward. Our community is comprised of more than 3,000 members who work in more than 800 universities, research centers, hospitals, businesses and government organizations around the globe.

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AUTM is dedicated to providing a harassment-free meeting experience for our diverse audience, regardless of gender, sexual orientation, disability, physical appearance, race, religion or opinion. Meeting participants are expected to conduct themselves with integrity and respect for others at all meetings, courses and events. All communication should be appropriate for a professional audience. Participants violating these rules may be asked to leave at the discretion of AUTM staff.

SAVE THESE DATES

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AUTM 2021 Annual Meeting

March 14 – 17

Washington State Convention Center
Seattle, Washington

AUTM 2022 Annual Meeting

February 20 – 23

Hilton New Orleans Riverside
New Orleans, Louisiana

AUTM 2023 Annual Meeting

February 19 – 22

JW Marriott
Austin, Texas

AUTM 2024 Annual Meeting

February 18 – 21

Marriott Marquis San Diego Marina
San Diego, California

AUTM 2025 Annual Meeting

March 2 – 5

Gaylord National Resort
& Convention Center
Washington, DC

REGION MEETINGS

Canadian

May 20 – 22

Le Centre Sheraton
Montreal, Quebec

Central

June 21 – 24

Omni Frisco Hotel
Frisco, Texas

Eastern

October 5 – 6

The New Yorker
New York, New York

Western

October 15 – 16

Portland Marriott Downtown
Portland, Oregon

PROFESSIONAL DEVELOPMENT COURSES

The Conversation: An AUTM Leadership Forum

September 1 – 2

Grand Hyatt Denver
Denver, Colorado

Essentials of Academic Technology Transfer

September 13 – 16

Hyatt Lodge
Oak Brook, Illinois

Successful Practices in Small Technology Transfer Offices

September 14 – 15

Hyatt Lodge
Oak Brook, Illinois

Technology Operations and Organization Licensing Skills

September 14 – 16

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October 26 – 28

Baltimore Marriott Inner Harbor
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