



Essentials of Academic Technology Transfer Course  
October 21 – 24, 2018

Technology Operations and  
Organization Licensing Skills (TOOLS) Course  
October 22 – 24, 2018

The Hyatt Lodge at McDonald's Campus  
Oak Brook, IL USA



[www.autm.net](http://www.autm.net)

#TOOLS18  
#Essentials18





# TOOLS and Essentials Courses

## AUTM TOOLS and Essentials Courses are Paperless

As a courtesy to the environment, we have dispensed with handouts. Attendees have online access to materials before, during and after the courses.

## About AUTM

AUTM is the non-profit leader in efforts to educate, promote and inspire professionals to support the development of academic research that changes the world. AUTM's community is comprised of more than 3,100 members who work in more than 800 universities, research centers, hospitals, businesses and government organizations around the globe.

## Technology Operations and Organization Licensing Skills (TOOLS) course leadership:

### Program Chair

Stephen Auvil, *Maryland Tech Dev Corp (TEDCO)*

### Program Committee

Sarah Conrod, *Cape Breton University*

Jacqueline Havens, *Children's Hospital of Philadelphia*

Caroline Page, *University of South Carolina*

Eric Richard See, *Cedars-Sinai Medical Center*

## Essentials of Academic Technology Transfer course leadership:

### Program Chair

Marie Kerbeshian, *University of Iowa Research Foundation*

### Program Committee

Dirk Benedict, *Louisiana State University AgCenter*

Alexander P. Ducruet, *University of Pittsburgh*

Joseph Janda, *Portland State University*

Andrew Maas, *Louisiana State University and A&M College*

Arundee Pradhan, *Apio Innovation Transfer*

Ellen Purpus, *University of Nevada Reno*

Brian Shedd, *Precision Technology Consulting*

Paul Tumarkin, *Tech Launch Arizona*

Ray Wheatley, *University of Texas Southwestern Medical Center (retired)*

## Registered Technology Transfer Professional (RTTP)

Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals (ATTP) website at [www.attp.info](http://www.attp.info).

## Certified Licensing Professionals (CLP) Continuing Education

Certified Licensing Professionals (CLP) are required to demonstrate continued competence in their field to maintain their certification status. Individuals who hold the CLP designation can renew their credential by earning at least 40 continuing education (CE) credits. All AUTM professional development courses and designated educational offerings on the topics of licensing, technology transfer and technology commercialization at AUTM conferences or meetings are eligible for CLP continuing education credits for certification renewal. Visit [www.licensingcertification.org](http://www.licensingcertification.org) for more information on the recertification requirements.

*The AUTM TOOLS course will provide **16 hours** of continuing education (CE) credits for those who attend the entire course.*

*The AUTM Essentials course will provide **18 hours** of continuing education (CE) credits for those who attend the entire course.*

## Meeting Agenda

### Monday, October 22

**7 a.m. – 5 p.m.**

Location:

**Registration**

First Floor Foyer

**7 – 7:45 a.m.**

Location:

**Breakfast**

Second Floor Foyer

**7:45 – 8:20 a.m.**

Location:

**Welcome to Technology Transfer**

HU 226 Auditorium

Speaker:

Stephen Auvil, *TECDO*

Join us to get a brief overview of AUTM, membership benefits and the Association's role in the technology transfer profession. Learn about RTTP, CLP and AUTM's strategic plan associated with professional development. We'll provide an overview of both the TOOLS and the Essentials courses and how you can customize your experience by selecting sessions from each of the courses.

**8:30 – 10 a.m.**

Location:

**Invention Disclosures**

HU 226 Auditorium

Instructor:

Wendy Martin, *University of Maryland, Baltimore County*

Invention disclosures are the foundation for the entire technology transfer process. This session will cover the process of disclosing an invention, including why inventions are disclosed (the basics of Bayh-Dole) and the role of the technology transfer office. You will learn the key components of a disclosure, and the importance of gathering accurate and complete information in the disclosure, and the importance of that information. You will learn how administrative staff can more effectively work with licensing staff and faculty.

**10 a.m. – 10:30 a.m.**

Location:

**Networking Break**

Second Floor Foyer

**10:30 a.m. – Noon**

Location:

**Intellectual Property Primer**

HU 226 Auditorium

Instructor:

Felicia Metz, *University of Maryland, College Park*

In this session, attendees will learn about the basic types of intellectual property including patents, copyrights, trademarks, trade secrets, and know-how. Tangible property will also be addressed. We'll cover patent types, the parts of a patent, terminology, and the patenting process, including office actions, restriction requirements, notices of missing parts (declarations), advisory actions and requests for continued examinations. Tracing relationships between patents within a patent family will also be discussed.

**Noon – 1:30 p.m.**

Location:

**Lunch**

Grand Oaks Pavilion

**1:30 – 3 p.m.**

Location:

**Managing Intellectual Property**

HU 226 Auditorium

Instructor:

Felicia Metz, *University of Maryland, College Park*

Attendees will learn how offices manage the patent prosecution process — from the administrator's perspective. Working with outside counsel, how the patent process ties-in to compliance requirements, filing systems, and managing expenses will be covered.

**3 – 3:30 p.m.**

Location:

**Networking Break**

Second Floor Foyer

**3:30 – 5 p.m.**

Location:

**Non-license Agreements**

HU 226 Auditorium

Instructors:

Stephen Auvil, *TECDO*  
Eric See, *Cedars-Sinai Medical Center*

While the primary function of a technology transfer office is to evaluate disclosures, file patents and negotiate license agreements, there are a variety of other types of agreements that are managed as well. These include confidentiality, material transfer, inter-institutional, research and other agreements. Join us for a discussion of these various agreements and how they are managed. Specific issues that often arise in the negotiation of these agreements will also be discussed. Finally, you will work in small groups, with other session participants, to engage in exercises related to the material.

**5:30 – 7 p.m.**

Location:

**Welcome Reception**

Grand Oaks Pavilion

Meet your colleagues and make new friends at this opening reception.

### Tuesday, October 23

**7 a.m. – 5 p.m.**

Location:

**Registration**

First Floor Foyer

**7 – 8 a.m.**

Location:

**Breakfast**

Second Floor Foyer

**8 – 10 a.m.**

Location:

**Compliance I:  
General Requirements**

HU 226 Auditorium

Instructors:

Corin Hindenach,  
*University of Louisville*  
Kristi Sullivan, *Fred Hutchinson  
Cancer Research Center*

Learn about the Bayh-Dole Act, including the deadlines related to reporting federally funded inventions, and how to develop administrative systems and procedures to ensure compliance with all of its requirements.



## Meeting Agenda

### Tuesday, October 23 (continued)

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

Location: Second Floor Foyer

#### 10:30 a.m. – Noon **Compliance II: Reporting**

Location: HU 226 Auditorium

Instructors: Corin Hindenach,  
*University of Louisville*  
Kristi Sullivan, *Fred Hutchinson*  
*Cancer Research Center*

This session will focus on invention reporting. iEdison and other reporting mechanisms will be described.

#### Noon – 1:30 p.m. **Lunch**

Location: Grand Oaks Pavilion

#### 1:30 – 3 p.m. **Anatomy of a License**

Location: HU 226 Auditorium

Instructor: Stephen Auvil, *TEDCO*

Whether you are involved in license maintenance, finance or patent administration, you need to understand license agreements to effectively do your job. This session will include an introduction to license agreements by describing the outline of a typical license agreement with an explanation of the importance of each section. The group will then work through an example to gain a detailed understanding of the critical parts of a license — especially those that are most relevant to administrators. The session will also include an interactive exercise in which you will review the terms of a license to identify problematic language or errors.

#### 3 – 3:30 p.m. **Networking Break**

Location: Second Floor Foyer

#### 3:30 – 5 p.m. **Office Finance, License Portfolio Management and Royalty Distribution**

Location: HU 226 Auditorium

Instructor: Steve Kousouris,  
*Johns Hopkins University*

Financial management is a critical function of any technology transfer office. This session will cover three major areas of financial management: budgeting for operations, tracking expenses and managing the receipt and distribution of licensing revenue. Attendees will review the complexities of royalty distributions and hear plenty of examples that are certain to inspire a lively discussion.

### Wednesday, October 24

#### 7 – 11 a.m. **Registration**

Location: First Floor Foyer

#### 7 – 8 a.m. **Continental Breakfast**

Location: Second Floor Foyer

#### 8 – 9:30 a.m. **Databases**

Location: HU 226 Auditorium

Instructors: Stephen Auvil, *TEDCO*  
Corin Hindenach,  
*University of Louisville*  
Eric See, *Cedars-Sinai Medical Center*  
Kristi Sullivan, *Fred Hutchinson*  
*Cancer Research Center*

This session will include a number of breakout roundtable discussions for various databases that are used by the attendees. One roundtable, for example, will be for those using home-grown database systems. Each roundtable discussion will be led by a facilitator. Attendees may attend the discussion for the software they use or learn more about other systems.

#### 9:30 – 10 a.m. **Networking Break**

Location: Second Floor Foyer

#### 10 a.m. – Noon **Open Forum Discussion**

Location: HU 226 Auditorium

Instructors: Stephen Auvil, *TEDCO*  
Corin Hindenach,  
*University of Louisville*  
Eric See, *Cedars-Sinai Medical Center*  
Kristi Sullivan, *Fred Hutchinson*  
*Cancer Research Center*

It's always interesting to hear how other tech transfer offices handle various administrative matters. This will be an interactive session where attendees can ask questions and discuss issues faced by administrative professionals. Using our collective experience, we will discuss solutions for specific challenges, share ideas for improving office efficiencies, and answer questions about material presented in the Monday and Tuesday sessions.

#### Noon

#### Course Adjourns



# Join Learn Connect Collaborate

## Why Join AUTM? It's the benefits.

### Network

Connect with the world's largest community of technology transfer professionals and share insights, best practices and mentorship.

- ▶ **In-Person Networking** – exchange ideas with nearly 2,000 colleagues at our Annual and Region Meetings
- ▶ **Online Communities** – connect anytime with peers and mentors focused solely on technology transfer
- ▶ **Member Directory** – quickly and easily locate colleagues and contacts around the world
- ▶ **Special Interest Groups** – network with those who share your passion in specific areas

### Advance Your Career

Whether you're new to the profession or a seasoned professional, you'll find education tailored to your specific career needs.

- ▶ **Professional Development Courses** – from beginning to advanced, offered year-round
- ▶ **Webinars** – stay up-to-date with access to more than 90 courses
- ▶ **Technology Transfer Practice Manual** – discover a vast library of best practices and sample policies and agreements
- ▶ **AUTM Learning Center** – manage your professional development, continuing education and certificate programs online
- ▶ **Professional Certification** – demonstrate your qualifications and experience by earning credentials

### Measure Your Impact

AUTM is the leader in gathering and reporting key metrics about technology transfer's impact.

- ▶ **Licensing Activity Survey** – the industry's most comprehensive benchmark report on licensing income, start-ups and more
- ▶ **Salary Survey** – valuable insights on compensation and tools to map successful careers within the technology transfer profession
- ▶ **STATT** – an online, searchable database with more 25 years of licensing statistics
- ▶ **TransACT** – a comprehensive database of terms and conditions, and fair market values to help improve your negotiations

Learn more at [www.autm.net/join](http://www.autm.net/join)



## Meeting Agenda

### Sunday, October 21

**3 – 6 p.m.**

#### Registration

Location:

First Floor Foyer

**4 – 6 p.m.**

#### Foundation of Technology Transfer

Location:

HU 134 & 136

Instructors:

Alexander P. Ducruet,  
*University of Pittsburgh*  
Arundee Pradhan,  
*Apio Innovation Transfer*  
Ellen Purpus,  
*University of Nevada Reno*

In this session and throughout the course we will approach the essentials of technology transfer with an integrated panel of instructors who will engage you with case studies and interactive exercises. We will lay down the foundations of technology transfer as it relates to your office: What is the Bayh-Dole Act and how does it impact your commercialization efforts? How do your stakeholders view your office? We will also explore the foundations of your own career in technology transfer: How do you manage an ever-growing caseload? What are the career paths open to you in technology transfer? Finally, we will introduce the cases that you and your fellow participants will be studying over the next few days.

### Monday, October 22

**7 – 5:00 p.m.**

#### Registration

Location:

First Floor Foyer

**7 – 7:45 a.m.**

#### Breakfast

Location:

Second Floor Foyer

**7:45 – 8:20 a.m.**

#### Welcome to Technology Transfer

Location:

HU Auditorium 226

Program Chair:

Marie Kerbeshian, *University of Iowa Research Foundation*

Attendees will get a brief overview of AUTM, membership benefits and its role in the technology transfer profession. Learn about RTTP, CLP and AUTM's strategic plan associated with professional development. An overview of the both the TOOLS and the Essentials courses and how one can customize their experience by selecting sessions from each of the courses will be discussed

**8:20 – 10:15 a.m.**

#### Innovation Assessment

Location:

HU 134 & 136

Instructors:

Dirk Benedict,  
*Louisiana State University AgCenter*  
Joseph Janda,  
*Portland State University*  
Ray Wheatley, *University of Texas Southwestern Medical Center (Retired)*

With an ever-increasing pool of innovations to assess, time management and focusing on critical elements is essential. This session covers the major business, legal, and technical considerations used in assessing an invention disclosure. We will also look at the disclosure decision-making process itself and the broader strategic considerations around those decisions. Students can experience walking through an actual disclosure and sitting down with the inventors themselves to ask questions and test their analytical skills.

**10:15 – 10:30 a.m.**

#### Networking Break

Location:

First Floor Foyer

**10:30 – Noon**

#### Market Research

Location:

HU 134 & 136

Instructors:

Dirk Benedict, *Louisiana State University AgCenter*  
Paul Tumarkin, *Tech Launch Arizona*

Participants will learn the basic tools and methods needed to conduct market research. This class will describe various types of market research, provide practical resources for performing research, and illuminate methods for discovering unmet market needs. Participants will have the opportunity to step into the shoes of a market researcher through role play and examples. Our session will conclude with hints and tips for “tools you can use” to find, qualify, and manage licensing leads.

**Noon – 1:30 p.m.**

#### Lunch

Location:

Grand Oaks Pavilion

**1:30 – 3:15 p.m.**

#### Reaching Potential Partners

Location:

HU 134 & 136

Instructors:

Paul Tumarkin, *Tech Launch Arizona*  
Ray Wheatley, *University of Texas Southwestern Medical Center (Retired)*

In this session, we'll start synthesizing the outcomes of your assessment, valuation, and market research to start marketing the technology. How do you develop and deliver a message that captures the attention of potential partners? How do you generate leads and effectively manage them? What untapped resources are available to you? And how can you pull it all together to create an effective, scalable marketing plan? We will explore tools and methods to keep you organized, productive, and focused on results.

**3:15 – 3:30 p.m.**

#### Networking Break

Location:

First Floor Foyer

**3:30 – 5:00 p.m.**

#### Reaching Potential Partners (continued)

Location:

HU 134 & 136

Instructors:

Paul Tumarkin, *Tech Launch Arizona*  
Ray Wheatley, *University of Texas Southwestern Medical Center (Retired)*



# Meeting Agenda

## Monday, October 22

**5:30 – 7 p.m.**

### Welcome Reception

Location: Grand Oaks Pavilion

Meet your colleagues and make new friends at this opening reception

## Tuesday, October 23

**7 a.m. – 5 p.m.**

### Registration

Location: First Floor Foyer

**7 – 8 a.m.**

### Breakfast

Location: Second Floor Foyer

**8 – 10:15 a.m.**

### Sharing Value through Licensing

Location: HU 134 & 136

Instructors: Joseph Janda, *Portland State University*  
Andrew Maas, *Louisiana State University and A&M College*

It's time to start working with your partner on the deal terms, both specific contract language as well as final financial terms. How do you take the information you learned during your assessment of the innovation and turn it into a license that works for both you and your partner?

**10:15 – 10:30 a.m.**

### Networking Break

Location: First Floor Foyer

**10:30 – Noon**

### Sharing Value through Licensing (continued)

Location: HU 134 & 136

Instructors: Joseph Janda, *Portland State University*  
Andrew Maas, *Louisiana State University and A&M College*

**Noon – 1:30 p.m.**

### Lunch

Location: Grand Oaks Pavilion

**1:30 – 3:15 p.m.**

### Basic of Negotiation

Location: HU 134 & 136

Instructors: Alexander P. Ducruet, *University of Pittsburgh*  
Arundee Pradhan, *Apio Innovation Transfer*

You know what you want and what you need. So does your partner. It's time to learn the basics of negotiation to arrive at a deal that works for both of you.

**3:15 – 3:30 p.m.**

### Networking Break

Location: First Floor Foyer

**3:30 – 5 p.m.**

### Basic of Negotiation (continued)

Location: HU 134 & 136

Instructors: Alexander P. Ducruet, *University of Pittsburgh*  
Arundee Pradhan, *Apio Innovation Transfer*

## Wednesday, October 24

**7 – 11 a.m.**

### Registration

Location: First Floor Foyer

**7 – 8 a.m.**

### Breakfast

Location: Second Floor Foyer

**8 – 9:45 a.m.**

### Other Agreements: The Tools for Transferring Innovations

Location: HU 134 & 136

Instructors: Alexander P. Ducruet, *University of Pittsburgh*  
Ellen Purpus, *University of Nevada Reno*

How are your institution's innovations transferred into the hands of potential partners and collaborators? Throughout the process, you will rely on a number of agreements that let you share information, materials, experience, research activities, and intellectual property rights. This session will review the basics of CDAs/NDAs, MTAs, sponsored and collaborative research agreements, inter-institutional agreements, and others.

**9:45 – 10 a.m.**

### Networking Break

Location: First Floor Foyer

**10 a.m. – Noon**

### Beyond the Deal

Location: HU 134 & 136

Moderator: Marie Kerbeshian, *University of Iowa Research Foundation*

Instructors: Essentials Committee

You may think you're done when you sign on the dotted line, but every successful technology transfer agreement starts a long, and hopefully successful, relationship. What role can you play to support the success of this relationship, and how does that impact your office and your own career development?

**Noon**

### Course Adjourns



## Annual Meetings

### 2019

February 10 - 13  
JW Marriott Austin  
Austin, Texas

### 2020

March 8 - 11  
Manchester Grand Hyatt San Diego  
San Diego, California

### 2021

March 14 - 17  
Washington State Convention Center  
Seattle, Washington

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## Partnering Forums

### Infectious Disease and Global Health

November 1 - 2  
Emory Conference Center Hotel  
Atlanta, Georgia

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## Professional Development Courses

### Business Development

October 29 – 30  
Philadelphia Convention Center  
Philadelphia, Pennsylvania

### IP Portfolio Management Course

November 5 - 7  
Hyatt Regency Bethesda  
Bethesda, Maryland

### Compliance Course

November 5 - 7  
Hyatt Regency Bethesda  
Bethesda, Maryland

### Agreement Maintenance Course

November 5 - 7  
Hyatt Regency Bethesda  
Bethesda, Maryland

**save** the **date**