



# 2019 Canadian Region Meeting and Directors' Forum

June 23-26  
Toronto, Ontario



[www.autm.net/can2019](http://www.autm.net/can2019)

#AUTM2019Canadian



## Welcome to Toronto!

Get ready to connect with colleagues, exchange ideas, ask questions, get answers and gain valuable contacts. The AUTM 2019 Canadian Region Meeting offers diverse programs for technology transfer newcomers and veterans alike.

### Partnering and Networking

The Canadian Region Meeting features AUTM Connect, our partnering and networking app that enables users to create detailed organizational and personal profiles, search for other attendees, send and receive messages, and easily search for licensing and collaboration opportunities. Get the app!



### 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 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.

The AUTM Canadian Region Meeting qualifies for 10 hours of continuing education (CE) credits to those who attend the entire meeting.

### Canadian Region Meeting Program Committee

#### Program Chair

Mark Weber, *McGill University*

#### Program Committee

Kevin Buchan, *Saint Mary's University*

Steve De Brabandere, *University of Guelph*

Darren Fast, *University of Manitoba*

Catherine Geci, *University of Ottawa*

Jay Kumar, *TEC Edmonton*

Ling Loerchner, *University of Waterloo*

John Reid, *University Health Network*

Mike Szarka, *University of Waterloo*

France Vaillancourt, *NSERC*

Drishi Vilkh, *Sunnybrook Research Institute*



Congratulations to all the RTTP-certified speakers and moderators presenting at this week's Canadian Region Meeting. Want to showcase your expertise? Visit [www.attp.info](http://www.attp.info) and become a Registered Technology Transfer Professional candidate.



## Canadian Region Sponsors

### Platinum

---

# Bereskin & Parr

Bereskin & Parr LLP is a leading Canadian full service intellectual property law firm serving clients across all industries around the world. The firm has established a depth of legal talent and systems to service clients in every aspect of patent, trademark and copyright law and IP litigation. The firm and its award-winning professionals are consistently ranked as the benchmark for IP law in Canada.



IRICoR, a Quebec-based project maturation cluster specializing in drug discovery, invests in and supports the development of the best early-stage research projects in cancer and related areas, from Canada and abroad. We transform those projects into therapeutic innovations through co-development partnerships with the biopharmaceutical industry or creation of spin-off companies.

### Gold

---



### Silver

---





## Meeting Agenda

### Monday, June 24

#### 7:30 – 4:30 p.m. **Registration**

Location: Colonnade (Foyer)

#### 7:30 – 8:30 a.m. **Breakfast**

Location: Regency D&E

#### 8:30 – 8:45 a.m. **AUTM Welcome Address**

Location: King I

Speaker: Richard Chylla, *MSU Technologies*

Richard Chylla, AUTM's Chair, welcomes you to Toronto and shares his vision for AUTM – from advocacy initiatives to increased partnering opportunities and strategic planning.

#### 8:45 – 9:30 a.m. **Tri-council Program Update**

Location: King I

Moderator: Darren Fast, *University of Manitoba*

Speakers: Alejandra de Almeida, *NSERC*  
Krissy Davidge, *CIHR*  
Creed Millman, *SSHRC*  
Anna Torgerson, *SSHRC*

It has been a very busy year for the Canadian funding agencies: developing innovative programming across the granting agencies, launching new funding opportunities while sunsetting others. Representatives from the Granting Councils will provide an update and explain how they're working with academic institutions to support the community.

#### 9:30 – 10:30 a.m. **Academic Research and Economic Nationalism: Squaring the Circle**

Location: King I

Moderator: Mike Szarka, *University of Waterloo*

Speakers: Jim Hinton, *Own Innovation*  
Derek Newton, *University of Toronto*  
Paul Salvini, *University of Waterloo*  
Brett Sharp, *The University of British Columbia*

There has been a great deal of public hand-wringing about IP developed in Canadian academic institutions being acquired by foreign multinationals. Multinationals provide

extensive funding for academic research, while there is a lack of Canadian-based firms that would replace the research funding if multinationals turned off the tap. Is this a real threat to Canada's future prosperity? What can be done? Should anything be done? We'll discuss the state of Canadian IP commercialization and whether new approaches are required.

#### 10:30 – 11 a.m. **Break**

Location: Colonnade (Foyer)

#### 11 a.m. – Noon: **Workshops** **A1: Partnership Strategies for Colleges and Small Offices: Best Practices and Learnings**

Location: Regency A

Moderator: Isha Katyal, *Concordia University of Edmonton*

Speakers: Ceara Crawford, *Norquest College*  
Ken Doyle, *Tech-Access Canada*  
Carly Kelly, *Loyalist College*  
John MacRitchie, *Ryerson University*

Finding partners for research support at colleges and small offices can be done! Learn from those who have succeeded and avoid reinventing the wheel.

#### **A2: How to Successfully Market University Inventions**

Location: Regency B

Moderator: Gay Yuyitung, *McMaster University*

Speakers: Alison Aab, *University Health Network*  
Stephen Hartlen, *Dalhousie University*  
Mike Matheson, *U15*  
Lisa Matragrano, *Wellspring*  
Michael Van Belle, *Adventus Research and Consulting Inc.*

You think we have a great invention, but how do you get out the word? We'll discuss strategies that have been used to market inventions, both the good and the bad.

#### Noon – 1:15 p.m. **Lunch**

Sponsored by **Bereskin & Parr**

Location: Regency D&E



## Meeting Agenda

### Monday, June 24 (continued)

**1:15 – 2:30 p.m. Workshops**

**B1: Office on a Shoestring: Getting the Most on a Limited Budget**

Location: Regency A  
 Moderator: Kevin Buchan, *Saint Mary's University*  
 Speakers: Anouk Fortin, *Ottawa Hospital Research Institute*  
 Jennifer Freeman, *UOIT*  
 Vanessa Williamson, *Seneca College*

Budgets are forever being scrutinized and often reduced. How can you maximize your performance under such circumstances? In this session, we'll share tips and tricks for success.

**B2: Finding Money for Proof of Concept and Venture Funds**

Location: Regency B  
 Moderator: John Reid, *University Health Network*  
 Speakers: Brian Bobeck, *University Health Network*  
 Paul Cyr, *University of British Columbia*  
 Jen Fraser, *University of Toronto*  
 France Vaillancourt, *NSERC*

We know that our inventions and start-ups need support to be technology and investment ready. What can we do to generate funds for these activities? Find out more from universities and partners across Canada.

**2:30 – 3 p.m. Break**

Location: Colonnade (Foyer)

**3 – 4:15 p.m. Workshops**

**C1: Working with Consultants: Do's and Don'ts**

Location: Regency A  
 Moderator: John Wilson, *Innovate Calgary*  
 Speakers: Sheema Khan, *Stratford Managers*  
 Brett Sharp, *The University of British Columbia*  
 Mike Walker, *University of Ottawa*

Consultants are becoming more prominent in our work. What situations are best suited for consultants? Join us and find out.

**C2: What's Next for Campus Incubators**

Location: Regency B  
 Moderator: Glen Crossley, *McMaster University*  
 Speakers: Adrien Cote, *Velocity*  
 Cynthia Goh, *Impact Centre*  
 Monica Jacko, *Ryerson University*

Many schools have incubators on campus or are planning them. In this session, we'll discuss the current landscape and take a look to the future.

**4:30 – 6 p.m. Networking Reception**

Location: King II

Socializing face-to-face with colleagues and industry pros has never been easier. Bring business cards!

**6 – 8 p.m. Dinner on your own**

Explore the culinary scene in this vibrant and multicultural city.

**8 p.m. – Midnight**

Come party with our house band, The Northern Infringers, at The Cameron House! Space is limited.

Location: The Cameron House (Backroom)  
 408 Queen Street West  
 Toronto, Ontario  
 M5V 2A7

### Tuesday, June 25

**7:30 – 3:30 pm Registration**

Location: Colonnade (Foyer)

**7:30 – 8:30 am Breakfast**

Location: Regency D&E

**8:30 – 9:15 a.m. Keynote Address: Toward an Optimal Canadian Patents Regime**

Location: King I  
 Speaker: Joel Blit, *University of Waterloo*

Joel Blit, will discuss the theoretical case for patents, how things are different in real life, whether CIPO patents promote innovation in Canada and policy implications



## Meeting Agenda

### Tuesday, June 25 (continued)

#### 9:15 – 10:30 a.m. **Metrics: Beyond Patents, Inventions Disclosures, and Dollars**

Location: King I  
Moderator: Ken Porter, *University of Maryland*  
Speakers: Darren Fast, *University of Manitoba*  
Olivia Novac, *McGill University*  
Stephen Susalka, *AUTM*

We all need to show our value. So how do we get beyond the basic metrics that are well-known, but don't tell the whole story?

#### 10:30 – 11 a.m. **Break**

Location: Colonnade (Foyer)

#### 11 a.m. – Noon: **Workshops**

##### **D1: Tips and Tricks for Drafting License and Research Agreements**

Location: Regency A  
Moderator: Mark Vickers, *Borden Ladner Gervais*  
Speakers: Kelley Dealhoy, *Interface Biologics*  
Kelly Holman, *Genesys Capital*  
Lesley Rapaport, *University Health Network*

We all want one template for license agreements, but we know most deals are unique. Find out what hills you want to die on in your negotiations, and which terms you can let go.

##### **D2: Equity Terms for Start-ups**

Location: Regency B  
Moderator: Jay Kumar, *TEC Edmonton*  
Speakers: Todd Bissett, *Miller Thomson*  
Jen Fraser, *University of Toronto*  
Scott Inwood, *University of Waterloo*  
Mark Taylor, *University Health Network*  
Mark Weber, *McGill University*

University spinoffs are a significant portion of our license agreements. However, equity negotiations can often be very challenging. In this panel, we'll discuss how different schools are managing their equity positions.

#### Noon – 1:15 p.m. **Lunch**

Location: Regency D&E


#### 1:15 – 2:30 p.m. **Workshops**

##### **E1: Artificial Intelligence: The New Gold Rush or Fool's Gold?**

Location: Regency A  
Moderator: Mark Weber, *McGill University*  
Speakers: Anil Bhole, *IP Law*  
Fakhri Karray, *University of Waterloo*  
Francois Lamoureux, *FogoAI*  
Godwin Liu, *NRC-IRAP*

Sometimes it seems like we can't go a day without mentioning artificial intelligence and how it will be impacting our lives. But are the expectations too high? Will universities ever see a financial return? The discussion will be lively.

##### **E2: Trends in Life Science Inventions**

Sponsored by  **IRICoR**  
Leading the way to next generation changes

Location: Regency B  
Moderator: Erica L. Lowthers, *Aird & McBurney LP*  
Speakers: Nadine Beauger, *IRICoR*  
Matthew Johnson, *Bloom Burton & Co.*  
John McCulloch, *DRI Capital Inc.*  
Jonathan R. Yeh, *CCRM*

Life science inventions are evolving, and opportunities to generate spinoffs are now more likely than ever. This panel will discuss trends in life science and how they impact our technology transfer opportunities.

#### 2:30 – 3 p.m. **Break**

Location: Colonnade (Foyer)

#### 3 – 4 p.m. **Intellectual Property Protection and Commercialization of Cannabis**

Location: King I  
Moderator: Micheline Gravelle, *Bereskin & Parr LLP*  
Speaker: Mike Dacks, *Type 2 Ventures Global Cannabis Advisory*  
Derek Newton, *University of Toronto*

Legalization of cannabis in Canada has led to a substantial increase in the market value of cannabis. It is more important than ever that universities conducting R&D in the cannabis area seek to protect their intellectual property through patents, plant breeders' rights and industrial designs. They also need to partner with industry to ensure their efforts reach the consumer. In this session, experts from industry, academia and private practice will discuss how to identify, protect and commercialize IP rights in the cannabis space.



## Meeting Agenda

### Tuesday, June 25 (continued)

4 – 4:30 p.m. **Canadian AUTM Update and Wrap-up**

Location: King I  
Moderator: Darren Fast, *University of Manitoba*

### Wednesday, June 26

#### Directors' Forum

Forum Co-chairs: Steve De Brabandere, *University of Guelph*  
Mike Szarka, *University of Waterloo*

Forum Coordinator: Janet Scholz, *Xomix*

Session Moderators: Ben Rogers, *Seneca College*  
Jennifer Fraser, *University of Toronto*  
Lisa Cechetto, *Western University*  
John Wilson, *Innovate Calgary*

7:30 – 11:30 a.m. **Registration**

Location: Colonnade (Foyer)

8 – 8:30 a.m. **Breakfast**

Location: Regency D&E

8:30 – 8:45 a.m. **Welcome and Objectives**

Location: King I

8:45 – 10:15 a.m. **Defining Our Value Proposition**

Location: King I

As the technology transfer profession in Canada has matured, most practitioners have come to believe that sustainable profitability is out of reach for most institutions, except in the event of a “lucky hit”. So, it’s time to redefine and communicate our value proposition in a way that justifies the significant costs of highly skilled staff and managing an intellectual property portfolio. Why should institutions continue to bear these costs, and what outcomes should they expect? For research partnership offices, is there a value that goes beyond the bottom line of research revenues?

10:15 – 10:45 a.m. **Break**

Location: Colonnade (Foyer)

10:45 a.m. – 12:15 p.m. **Measuring our Impact**

Location: King I

Following on the new value proposition defined in our first morning session, we’ll discuss how to measure outputs in a way that reflects success but is not hopelessly burdensome to collect data.

12:15 – 1:00 p.m. **Lunch**

Location: Regency D&E

1 – 2:30 p.m. **Our Role in our Institutions: Support we Give and Need**

Location: King I

Moderators: Steve De Brabandere, *University of Guelph*  
Mike Szarka, *University of Waterloo*

The role of technology transfer offices within institutions has expanded in many cases to include a variety of supports to the research enterprise, including IP portfolio management, entrepreneurship training, start-up support, material and data transfer, social innovation and knowledge mobilization. How do we best describe our institutional role, and to what extent is the support needed from our institutions changing?

2:30 – 3 p.m. **Break:**

Location: Colonnade (Foyer)

3 – 4:30 p.m. **Our Role in the Research and Commercialization Ecosystem, Support we Give and Need**

Location: King I

As the role of technology transfer offices and the commercialization ecosystem changes, the nature of our relationships with external stakeholders changes as well. What are our most effective strategies for supporting the evolving commercialization ecosystem, and what supports are required to best achieve them? What is the role of Provincial and Federal Governments, and what should our priorities be in communicating to and requesting support from government?

4:30 – 4:45 p.m. **Wrap-Up**

Location: King I



## AUTM'S Antitrust Policy – What You Need to Know

AUTM has a policy of strict compliance with federal and state antitrust laws. The antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade. Consequently, AUTM members must avoid discussing certain topics when they are together – both at formal association membership, Board, Cabinet, committee and other meetings and in informal contacts with other industry members. Please review AUTM's policy, [autm.net/antitrust](http://autm.net/antitrust) and adhere to the following:

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

## Save the Date

### Annual Meetings

#### 2020

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

#### 2021

March 14 – 17  
Washington State  
Convention Center  
Seattle, Washington

### 2019 Region Meetings

#### Central Region

July 29 – 31  
Renaissance Columbus  
Downtown Hotel  
Columbus, Ohio

#### Western Region

Sept 19 – 20  
Motif Seattle  
Seattle, Washington

#### Eastern Region

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

### Professional Development Courses

#### Essentials of Academic Technology

**Transfer Course**  
September 8 – 11  
Hyatt Lodge  
Oak Brook, Illinois

#### TOOLS Course

September 9 – 11  
Hyatt Lodge  
Oak Brook, Illinois

#### Agreement Course

October 28 – 30  
Hyatt Regency Bethesda  
Bethesda, Maryland

#### Compliance Course

October 28 – 30  
Hyatt Regency Bethesda  
Bethesda, Maryland

#### IP Portfolio Course

October 28 – 30  
Hyatt Regency Bethesda  
Bethesda, Maryland

#### Corporate Engagement Intensive

December 9  
The Jung Hotel  
New Orleans, Louisiana

