



2019 Central Region Meeting

July 28-31, 2019

Renaissance Columbus Downtown Hotel
Columbus, Ohio



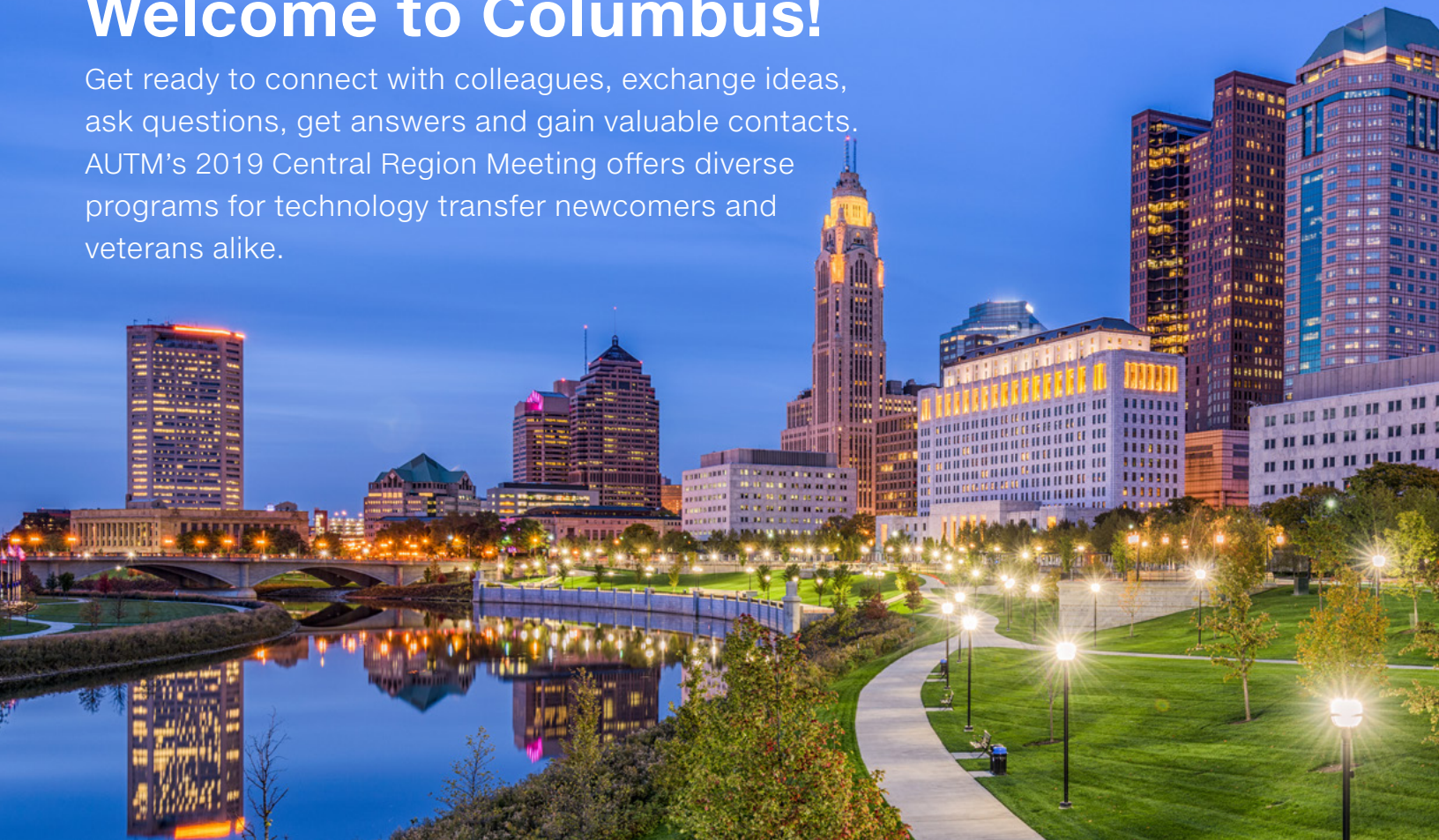
www.autm.net/2019Central

#AUTM2019Central



Welcome to Columbus!

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



About AUTM

AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals, throughout their careers, to support the development of academic research that changes the world. AUTM's 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 Central Region Meeting will provide 10 hours of continuing education (CE) credits for those who attend the entire meeting.

Partnering and Networking

Sponsored by  MEUNIER CARLIN & CURFMAN LLC
INTELLECTUAL PROPERTY LAW

The Central 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!



Continuing Legal Education (CLE)

The Central Region Meeting offers several sessions that may qualify for CLE accreditation. As mandated, AUTM has applied for 3 general hours accreditation in the state of Ohio. The application status is currently pending. All attorneys who attend CLE eligible sessions during the Central Region Meeting are encouraged to apply for CLE credits in the states where they are licensed.

Sessions A2 and C2 are denoted as CLE eligible.



Central Region Titanium Sponsor



McKee, Voorhees & Sease, PLC is an Intellectual Property (IP) boutique law firm located in Des Moines, Iowa. Since its inception in 1924, we have offered a full range of IP services for advising clients and obtaining and enforcing their IP rights; patent prosecution, copyright registration, trademark prosecution, licensing, media & entertainment law, regulatory law, and litigation. University work is a large focus of the Firm as we currently represent over 40 academic institutions and research foundations.

Central Region Meeting Program Committee

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Central Region Platinum Sponsors



Quarles & Brady represents research institutions and universities engaged in cutting-edge research and technology transfer.

Our dedicated Research Institutions & Higher Education Industry Team understands all facets of intellectual property and the business of technology transfer, and we remain at the forefront of providing innovative legal solutions. Visit quarles.com/research_institutions.



Viksnins Harris Padys Malen LLP specializes in evaluating, developing and managing global patent portfolios. Because of

our successful university relationships, VHPM is well-suited to provide patent-related services that consider unique factors related to the patenting/licensing needs of academic/research institutions. Our expertise includes the biological, chemical, pharmaceutical, mechanical and electrical arts.



At Elanco, we provide those who raise and care for animals with solutions that empower them to advance a vision of food and companionship enriching life.



Schwegman Lundberg & Woessner is a nationally recognized boutique intellectual property firm

focused on strategic patent procurement with over 130 IP practitioners that have robust backgrounds across a wide spectrum of technology areas. Schwegman's clients include multinational corporations, middle-market businesses, universities, as well as start-ups and individual inventors.



The Davis Brown Law Firm has extensive experience in university technology transfer, actively advising

clients in all areas of intellectual property including patent protection, portfolio management and complex technology licensing. We are committed to helping our clients move their innovations from the academic environment to the marketplace.



Universities devote significant resources to research and development,

but often struggle to generate meaningful revenue from their intellectual property – revenue that could be used to advance their mission. Longford Capital provides financial assistance to Universities to help them realize the full value of their intellectual property, without burdening their budgets. www.longfordcapital.com.



Ohio State's Corporate Engagement team works closely with inventors,

companies, entrepreneurs, investors and other organizations by connecting the right people and resources to fill gaps and solve complex problems. Our technology commercialization team is the first resource for inventors at the university, helping to impact lives by translating their research to the global marketplace. We engage with faculty and staff to help evaluate, protect, and ultimately find the right market for intellectual property.



Benesch is an AmLaw 200 law firm with offices in San Francisco, Chicago,

Shanghai, Cleveland, Columbus, and Wilmington. Our attorneys serve not only as day-to-day resources on legal and technology issues, we assist clients in developing business plans, licensing models, and intellectual property strategies that meet their business objectives.



Founded by leading practitioners from long-established Intellectual Property firms, Meunier

Carlin & Curfman focuses on the essential elements of IP legal practice. Our clients benefit from the responsive personal service, minimal conflict issues and rate structure of a smaller firm. Yet, our team of patent attorneys and agents offers unrivaled skill, experience and depth of technical knowledge.



Established in 1996, Thomas Horstemeyer is one of the largest intellectual property

boutique law firms in the Southeastern United States. Dedicated to the practice of patent, trademark, and copyright law, Thomas Horstemeyer represents some of the world's most innovative organizations, turning ideas into assets, and defending against outside infringement.



Valauskas Corder, LLC currently represents over 40 U.S. and foreign

educational institutions, plus business entities of all sizes, individual authors and inventors. VC's practice includes all aspects of patent, trademark, copyright, trade secret, and right of publicity law. VC's attorneys regularly render advice to clients on IP Policy, contractual and internet-related matters and other issues that arise during the development and commercialization of new technologies and creative works.



2019 Central Region Sponsors

Titanium



Platinum



Gold



Silver



Meeting Agenda

*Modifications to the program will be reflected on the website. Please check for the latest updates.

Sunday, July 28

4 – 5 pm

Registration

Location: Woody Hayes Grand Ballroom Foyer

5 – 6 pm

Early Bird Reception

Sponsored by  **SCHWEGMAN**
LUNDBERG & WOESSNER

Location: Cityview Terrace

Monday, July 29

7:30 am – 5 pm

Registration

Location: Woody Hayes Grand Ballroom Foyer

7:30 – 8:30 am

Breakfast

Location: Woody Hayes Grand Ballroom D&E

8:30 – 10 am

Plenary I: 3rd Frontier

Sponsored by  **LONGFORD CAPITAL**
LITIGATION FINANCE

Speakers: Wayne Embree, *Rev1 Ventures, Inc.*
Cheryl Turnbull,
The Ohio State University

Location: Woody Hayes Grand Ballroom B&C

Cheryl Turnbull, Senior Director of New Venture and Venture Capital within the Technology Commercialization Office at The Ohio State University, will lead a discussion on the Impact of Ohio Third Frontier Programs on the Ohio Entrepreneurship Ecosystem. The Ohio Third Frontier programs are technology-based economic development initiatives supported by the state with a goal to transform the economy of Ohio through accelerated growth of diverse start up and early stage technology companies.

10 – 10:30 am

Networking Break

Sponsored by  **Thomas | Horstemeyer**
INTELLECTUAL PROPERTY ATTORNEYS

Location:

Woody Hayes Grand Ballroom Foyer

10:30 am – Noon

Workshops

A1

International Filings – Where Best to File and Tips to Save Yourself at Deadline (Esp. If You Accidentally Missed it!)

Speakers:

Catharina Casper,
Lorenz Seidler Gossel
John Cocumelli,
The Ohio State University
Eagle Robinson, *Norton Rose Fulbright*
Evangellos “Van” Vekris,
Marks & Clerk Canada

Location:

Woody Hayes Grand Ballroom B

Some say that the number of international patents filed by a university is a measure of technology transfer activity. But costs can explode; knowing where to file and when the deadlines are is critical for obtaining value for investment. In this session, we’ll discuss international patenting strategies and non-traditional opportunities, and certain important deadlines. The panel will also address opportunities to file “late” if a deadline is accidentally missed.

Congratulations to all the RTTP-certified speakers and moderators presenting at this week’s Central Region Meeting. Want to showcase your expertise? Visit www.attp.info and become a Registered Technology Transfer Professional candidate.



Lunch with the Industry Experts

Join us for a luncheon session on Tuesday, July 30, from 12:15 to 1:30 pm. Industry leaders will host informal table discussions on specific topics related to academic-industry relations. Sign up at the registration desk when you arrive. Preferred seating is limited.



Meeting Agenda

Monday, July 29 (continued)

A2 **The Blockchain Impact on Tech Transfer: An Introduction and Why It Matters**
**CLE Eligible*

Moderator: Jean Baker, *Quarles & Brady LLP*

Speakers: Isabella Ortiz, *Northwestern University*
 Nathan Rees, *Norton Rose Fulbright*
 Svetlana Vranic-Sowers, *University of Illinois at Urbana-Champaign*

Location: Woody Hayes Grand Ballroom C

We're all hearing about the impact that Blockchain and distributed ledger storage will have on a myriad university technologies. This session will bring you up-to-speed with a straightforward description of the technology and the changing US legal landscape. We'll cover the many aspects of the growing Blockchain platform — from cryptocurrency through fundamental changes in contracts, licenses, and life science implications.

Noon – 1:30 pm **Lunch**
Sponsored by 

Location: Woody Hayes Grand Ballroom D&E

1:30 – 3 pm **Workshops**

B1 **How to Stay Out of the New York Times (And What to Do Once You're There)**

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

Speakers: Kathleen Dunn, *Nationwide Children's Hospital*
 Scott Long, *St. Jude Children's Research Hospital*
 Matthew McFarland, *Nationwide Children's Hospital*

Location: Woody Hayes Grand Ballroom B

Last year, the Memorial Sloan Kettering Cancer Center and its leadership were the focus of a series of front page articles in the New York Times. The articles highlighted institutional and individual conflict of interest issues related to the creation of a start-up company, institutional representation on company boards and the nondisclosure of financial relationships with for-profit companies. The fallout was serious. In this session, we'll discuss the issues raised by these articles and how to address them with compliance experts from St. Jude Children's Research Hospital and Nationwide Children's Hospital.


B2 **In the Weeds: Navigating Cannabis-based Research Opportunities and IP Protection in the Federal Prohibition World**

Moderators: Jeffrey Myers, *Michigan State University*
 Jude Wilkinson, *Indiana University*


Speakers: Dale Hunt, *Plant & Plant Law Firm*
 Heidi Nebel, *McKee, Voorhees & Sease, PLC*
 Melanie Sharman Rowand, *Torys LLP*

Location: Woody Hayes Grand Ballroom C

Inquiring minds want to know the impact of the passage of the Agricultural Improvement Act of 2018 or Farm Bill, legalizing production of hemp, and cannabis in several US states and other countries. Are you curious whether the cultivation and biopharma sectors can be a realistic, major source of novel and non-obvious research and innovation? If you are, then the next question to answer is: how does your university participate given a risk-averse, research environment? In this session we'll offer some insight on navigating your way through the "weeds."

3 – 3:30 pm **Networking Break**
Sponsored by 


Location: Woody Hayes Grand Ballroom Foyer

3:30 – 5 pm **Plenary II: Newest News Now!**
Sponsored by 

MC: Charles Valauskas, *Valauskas Corder, LLC*

Location: Woody Hayes Grand Ballroom B&C

This session is all about current tech transfer topics, delivered in a quick-hit style. Presentations will cover five areas selected from the universe of current domestic and international business, legal, and technical topics. Presenters will respond to attendees' questions and comments during a Q&A. We anticipate that the conversations started here will continue to flow into the Opening Reception that follows.

5:30 – 7 pm **Opening Reception**
Sponsored by 

Location: Woody Hayes Grand Ballroom Foyer



Meeting Agenda

Tuesday, July 30

7:30 am – 5 pm Registration

Location: Woody Hayes Grand Ballroom Foyer

7:30 – 8:30 am Breakfast

Location: Woody Hayes Grand Ballroom D&E

8:30 – 10 am Workshops

C1 Big Picture Marketing – Tools and Strategies to Promote Commercialization

Moderator: Tamara Wilgers,
University of Missouri-St. Louis

Speakers: James De Long, *Innovation Interchange*
Rick Hoyt, *Mallinckrodt Pharmaceuticals*
Nichole Mercier, *Washington University in St. Louis*
Cynthia Sequin, *Purdue Research Foundation*

Location: Woody Hayes Grand Ballroom B

When you think of technology marketing, the first thing that probably comes to mind is a one-page tech brief and a traditional marketing campaign – identifying companies, finding contacts, sending materials and hoping to get a response. But industry insiders note that this brand of marketing is not always effective and tech briefs are not always consumed in the manner anticipated by university TTOs. So, why do TTOs continue to run these marketing campaigns? In this session, we'll explore and evaluate exciting new approaches to ultimately bring university technologies and licensees together.

C2

All About Antibodies – How Tech Transfer Offices Can Keep Up with the Changing Rules of Protecting Immunological Inventions
**CLE Eligible*

Moderator: Gwendolyn Humphreys,
Northwestern University

Speakers: Angeline Rose Babel, *Quarles & Brady*
Thomas Magliery, *The Ohio State University*
Victoria Sutton, *Wisconsin Alumni Research Foundation*
Thelma Tennant, *University of Chicago*

Location: Woody Hayes Grand Ballroom C

Antibodies are used in various commercial applications ranging from research tools to therapeutics. The diversity and biological complexity of these assets requires a unique approach. Depending on the commercial path, securing intellectual property rights to the antibody composition and uses may be required. There may also be specific considerations for licensing of antibodies. In this panel, speakers will present an overview on antibody biology and explain why companies have leveraged the unique properties of antibodies for therapeutic use. We will focus on recent changes to case law and how this has impacted claiming antibodies in a patent application. A practical discussion on how tech transfer offices are developing strategies to manage antibody inventions will round-out the session.

10 – 10:30 am Networking Break

Sponsored by 

Location: Woody Hayes Grand Ballroom Foyer

10:30 – 10:45 am AUTM Welcome Address

Speaker: Marc Sedam, *UNHInnovation*

Location: Woody Hayes Grand Ballroom B

Marc Sedam, AUTM's Chair-Elect, welcomes you to Columbus and shares his vision for AUTM – from advocacy initiatives to increased partnering opportunities and strategic planning.



Meeting Agenda

Tuesday, July 30 (continued)

10:45 am – 12:15 pm Workshops

D1 Applying Storytelling to Your Daily Routine

Guide: Linda Kawano, *GroupOptima*

Storyteller: Anne Di Sante,
Michigan State University

Location: Woody Hayes Grand Ballroom B

Join us for a facilitated, hands-on session where you'll learn to create a business story. We will focus on the segments of technology transfer that benefit from making a connection with a business partner or audience, such as pitching an invention, moving negotiations forward, selling a business opportunity, compelling investment in a start-up, and establishing a relationship with an inventor. We'll share a simple template for constructing your story and, time permitting, share what we've learned as a group.

D2 What Companies are Looking for in University Tech Transfer and Research Engagements

Moderator: Jeffrey Myers,
Michigan State University

Location: Woody Hayes Grand Ballroom C

Learn what industry representatives, from a broad cross section of fields, are seeking from university licensing and collaborative research partnerships. Companies will pitch their wants and needs to attendees at a rapid-fire pace. Participants will gain insights on connecting with the right industry colleagues for licensing and collaborative research opportunities.

12:15 – 1:30 pm Lunch with the Industry Experts

Sponsored by  **Benesch**

Participants: Ibraheem Badejo,
Johnson & Johnson Innovation Center
Lucas Huntimer, *Elanco*
Christopher Johnson, *AEP*
Jenny Sabo,
The J.M. Smucker Company
Sharon Semones, *Eli Lilly and Company*
Michael Stevens, *Columbus/Smart City*
Bruce Tailon, *Elanco*
Matt Takvorian,
Absolute Antibody/Kerafast

Location: Woody Hayes Grand Ballroom D&E

1:30 – 3 pm

E1 University IP Policies: Do They Work as Universities Hope They Work?

Moderator: Charles Valauskas,
Valauskas Corder, LLC

Speakers: Cheryl Horst, *NUtech Ventures*
Joseph Jankowski,
Case Western Reserve University
Vaughn Schmid,
University of Minnesota

Location: Woody Hayes Grand Ballroom B

In this session, you'll get an overview of University IP Policy topics, including software ownership, know-how, tangible research properties, as well as how to handle the developments of visiting researchers. We'll cover whether a policy is legally effective, and offer an interactive session on how to change an IP policy.

E2 University Industry Relations 101

Moderator: Eagle Robinson, *Norton Rose Fulbright*

Speakers: Ibraheem Badejo,
Johnson & Johnson Innovation Center
Lucas Huntimer, *Elanco*
Sharon Semones, *Eli Lilly and Company*
Matt Takvorian,
Absolute Antibody/Kerafast

Location: Woody Hayes Grand Ballroom C

It's middle school dance time and we want to talk about how we can help get everybody off of the walls and into the middle of the floor. Hear directly from an industry panel some effective ways to open discussions, get the ball rolling, and develop contacts that benefit both our technologies and your current and future commercial partners.

3 – 3:30 pm

Networking Break

Sponsored by  **VC VALAUSKAS CORDER LLC**

Location: Woody Hayes Grand Ballroom Foyer



Meeting Agenda

Tuesday, July 30 (continued)

3:30 – 5 pm **Plenary III:
AUTM Central Region Trivia Contest**
Sponsored by 

Moderator: Charles Valauskas,
Valauskas Corder, LLC

Location: Woody Hayes Grand Ballroom B&C

If you think you have what it takes, or just want to meet some new people, join us for what promises to be a fun hour or two. Who knows, you may even learn something. Charles Valauskas and his merry band of graders return with a few more tricks to keep the crowd entertained at the perennial favorite returning for its 14th year!

6:30 – 9 pm **Offsite Reception**

Location: 16-Bit Bar + Arcade
254 S. 4th Street
Columbus, Ohio 43215

Enjoy a night of fun playing vintage arcade games and pinball with a backdrop of 80's movie classics.

Wednesday, July 31

7:30 – 10 am **Registration**

Location: Woody Hayes Grand Ballroom Foyer

7:30 – 8:30 am **Breakfast**

Location: Woody Hayes Grand Ballroom D&E

8:30 – 10 am **Workshops**

F1 **Finding Mr. or Ms. Right:
The True Story of a TTO's Efforts to
Find a Commercial Partner**

Moderator: David McClure, *Texas Tech University*

Speakers: Mahalaxmi Krishnamurthy,
*University of Tennessee Research
Foundation*
DJ Nag, *Ventech Solutions*
Heidjer Staecker,
TreMonti Consulting, LLC

Location: Woody Hayes Grand Ballroom B

The University of Tennessee Medical Center experienced an increased rate of blood stream infections in patients with histories of IV drug abuse caused by patient-tampered catheter lines. A University of Tennessee faculty member used a 3D printer to create an inexpensive tamper-evident lock box that solved the problem. The issue: what is the most efficient and effective way to get this new product to market? We'll explore the different ways that technology transfer offices market their inventions and network to find the right partner to commercialize innovative ideas in a niche market.



Meeting Agenda

Wednesday, July 31 (continued)

F2 **Releasing University IP to the Inventors**

Moderator: Jeffrey Peterson,
Michael Best & Friedrich LLP

Speakers: Ashok Choudhury, *Vanderbilt University*
Brian Cummings, *Alta Global Ventures*
Gregory Stein, *Tulane University*

Location: Woody Hayes Grand Ballroom C

When an institution decides not to file or continue prosecution of a faculty invention, the inventor may disagree and seek the right to pursue an invention solo. In such cases, having a clear process for releasing intellectual property (IP) rights is important to meet the needs of the institution, inventor and any future assignees of the inventor. In this session, we'll discuss the considerations made prior to the release of IP, related Bayh-Dole issues, the timing and scope of a release, avoiding negative consequences, and financial interests in a released invention.

10 – 10:30 am Networking Break

Location: Woody Hayes Grand Ballroom Foyer

10:30 am – Noon The Howard Bremer Memorial Plenary: The Changing Face of Technology Transfer

Sponsored by  THE OHIO STATE UNIVERSITY
CORPORATE ENGAGEMENT OFFICE

Moderator: Jennifer Gottwald,
Wisconsin Alumni Research Foundation

Speakers: Dorothy Air,
Partnerships Playbook Consulting
Wayne Embree, *Rev1 Ventures, Inc.*
Arjun Sanga, *WiSys*
Marc Sedam, *UNHInnovation*

Location: Woody Hayes Grand Ballroom B&C

Exactly how has our profession changed? Let us count the ways. The alignment of goals, expectations and outcomes between TTOs and university leadership is ever-evolving. Relationships with other entrepreneurial entities, both on campus and in the community, have grown, and not always in collaborative ways. The basics of how we do our jobs of patenting, licensing and starting companies is not the same now as when Bayh-Dole went into effect in 1980. And can you say economic development? Identifying how our profession has morphed is one thing, understanding how to operate efficiently within the changes is another. In this session, we'll get expert perspectives on the shifting landscape – where we are and where we're headed.

Noon

Meeting Adjourns



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 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

Western Region

September 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 Course

December 9
The Jung Hotel
New Orleans, Louisiana

