



2023 Central Region Meeting

JULY 16 – 19, 2023 | KANSAS CITY MARRIOTT | KANSAS CITY, MO

Schedule-at-a-Glance

Monday, July 17

7:30 a.m. – 4:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 10:00 a.m.	Kansas City Flavor There is more to Kansas City than great BBQ and football! Come explore what else is happening in the town of the reigning Super Bowl champions. While the Chiefs provide excitement and entertainment on the weekends, during the week KC is busy becoming the world's most inclusive biologics hub, planning innovation festivals, growing the Animal Health Corridor, saving lives on Hospital Hill, and more.
10:00 a.m. – 10:30 a.m.	Networking Break
10:30 a.m. – 12:00 p.m.	What Companies are Looking for in University Tech Transfer and Research Engagements 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.
12:30 p.m. – 1:30 p.m.	Lunch with the Experts

1:30 p.m. – 3:00 p.m.	<p>Technology Transfer Therapy Session Technology transfer should not be a solo sport. This session will discuss the benefits of having a peer support group and meeting with them regularly. A support group will encourage and help you get through all the crazy issues that pop up while working in technology transfer.</p>
3:00 p.m. – 3:30 p.m.	<p>Networking Break</p>
3:30 p.m. – 5:00 p.m.	<p>AUTM Welcome Address and Newest News Now! 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.</p>
5:30 p.m. – 7:00 p.m.	<p>Opening Reception Connecting with colleagues and industry pros has never been easier. Bring business cards!</p>

Tuesday, July 18

7:30 a.m. – 4:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 9:45 a.m.	Concurrent Sessions: Leveraging the University-Venture Capitalist Relationship Interaction between university tech transfer offices and venture capital firms has grown considerably over recent years. Some venture capitalist firms exert significant influence on campus, through managing/financing incubators and hosting educational events. This panel will discuss the benefits of working closely with venture capitalist firms, the potential conflicts that may arise, and how to best manage the relationship to maximize positive outcomes for the university. The panelists will further discuss how university licensing officers can learn to think and evaluate IP like a venture capitalist. For example, there are many situations where the technology might be commercially valuable, but faculty are not interested in doing a startup. Insights from venture capitalists may shed light on how to evaluate such IP. Intersection of Patent Protection and FDA Clearance for Medical Devices Regulatory clearance and patent protection are key milestones for the success of any medical device. While the legal pathways to achieve each are distinct, there are important areas of interplay between the two. This session will address the various routes to attaining FDA clearance/approval for medical devices, potential impacts on patent protection and patent term, and how to navigate these processes in the university technology transfer setting.
9:45 a.m. – 10:00 a.m.	Transition Break
10:00 a.m. – 11:00 a.m.	Concurrent Sessions: Data Licensing – Pros, Pitfalls and the Overall Value Proposition Learn the pros and pitfalls of licensing animal, agriculture, and human health -related data, including: the overall value proposition that supports university-industry collaboration that helps answer the question, "why go there"?; properly identifying who owns the data; Federal rights; University IP policy impact; ethical considerations; data archiving, retention and de-identification (human); Federated models; differentiated licenses; exclusive v nonexclusive data

	<p>license situations; use & field restrictions; third party considerations; derivatives coverage; and distribution of royalties, along with a quick example of a case study, etc.</p> <p>From Provisional to Utility Congratulations! We just filed a provisional.... Now what? What happens during the next 10 months? What is expected of the inventors, the TTO office, outside counsel? This session will be filled with best practices as we share different ideas and approaches to making that all important decision – to convert or not to convert!</p>
11:00 a.m. – 11:30 a.m.	Networking Break
11:30 a.m. – 12:30 p.m.	<p>Concurrent Sessions:</p> <p>How to Talk with Your Administration on Prudent Management of University IP Unlocking value and generating revenue from patented technology has taken a mainstream position in technology transfer and commercialization. The fact is that some corporations are using university issued patents in products on the market, sometimes intentionally. The commercialization obligation under Bayh-Dole requires that income from subject IP be shared with inventors and, very importantly, cycled back into more research in order to produce more technologies for the public good. University administrators are now considering this to be a mainstream activity. How does a university go about discovering the hidden or less obvious assets which could be licensed? How does the research institution or its spinoff companies balance strategic interests in deciding what actions to or not to take? How do any of the relevant stakeholders' fund or finance these activities that can cost in the tens of millions of dollars?</p> <p>Evolving IP Strategy for Startups This panel will explore IP considerations in acquiring, spinning off, and starting-up new businesses running on new tech. To aid you, a playbook will be provided for each stage of the transaction—technology development, strategy, diligence, negotiation, agreement, integration, maintenance, and exit. With these resources, you will be on your way to identifying valuable IP and avoiding legal and technological hurdles in expanding business ventures.</p>
12:30 p.m. – 1:45 p.m.	Lunch
1:45 p.m. – 3:00 p.m.	<p>Concurrent Sessions</p> <p>Licensing 'Know-How,' Software, Materials, and Other Non-Patent Items</p>

The panel will share ideas and past success stories and pitfalls about licensing inventions outside of patent rights. The Bayh/Dole Act has been an awesome tool enabling technology transfer and bettering the lives of millions; but by nature of the era in which it was drafted, it is patent centric, and patent costs have increased, while patent eligibility has diminished under section 101. Industry and technology transfer practitioners are evolving to a more nuanced view of IP and the time is ripe for a discussion about how to license beyond the patent rights.

Many TTOs patent IP before offering it for license because a patent grants exclusive rights to sell that specific invention or idea, protecting and benefiting inventors and the institution. Despite this protection, TTOs often wait to market the invention until there is an inventor publication, or patent publication. This works well for the bulk of federally funded basic science research, the desired outcome of the Bayh/Dole act; however, there are other ways you can license ideas without the expensive and time-consuming patent process. Make a good non-enabling pitch and marketing materials you share with the businesses you are interested in working with, in hopes of signing a non-disclosure or confidentiality agreement (NDA, CDA), and share this information on your TTO website, and there are also specific online marketplaces for many innovations.

Getting TTO Licensing Professionals Ready for the New European Patent System and UP/UPC Checklist

Are your license and inter-institutional agreements properly drafted to take into account the new European patent system? If you don't know the answer to this question, it's very likely that it's "no". Under the new system (which should be well underway when the Central Region Meeting takes place), the interests of licensors and licensees are not as aligned as they are under the current system. Thus, after providing an overview of the new European patent system, this session will focus on specific recommendations for modifying certain provisions in license and collaborative agreements mainly from the point of view of a university licensor. For example, agreements should account for the party that is responsible for deciding strategic patent prosecution issues. In addition, litigation provisions need to be modified so that the university licensor can retain control over litigation strategy and avoid pitfalls inherent in the new system. The session materials also will include a checklist of the main issues for easy reference.

3:00 p.m. – 3:30 p.m.

Networking Break

3:30 p.m. – 5:00 p.m.

AUTM Central Region Trivia Contest

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 16th year.

6:00 p.m. – 9:00 p.m.

Offsite Reception at Kemper Museum of Contemporary Art

Wednesday, July 19

7:30 a.m. – 10:00 a.m.	Registration
7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 10:00 a.m.	Metrics - Moving Beyond the Traditional to Impact Measurement Over \$86 billion was spent in total research & development sponsored research at U.S. universities in 2020. Traditionally the way the technology transfer output from this research is in invention disclosures, patents filed and issued, income received, and more recently, in the number of startups companies created. The way technology transfer is being measured may change going forward. Some universities are adding various metrics to track “impact”. What is “impact”? How do the tracking numbers for impact vary from the traditional tracking indices? Hear from two of the leading international experts on the subject plus also a large university which is focusing on newer measurements that do focus on “impact”. The University of Texas at Austin has adopted the mission led by the President of the university to be the “highest impact public university in the United States”. Many are starting to realize that academic technology transfer is driving the innovation economy and benefiting society. And some, including UT Austin, are focusing on driving the impact on the innovation economy and intend to measure and improve upon that mission.
10:00 a.m. – 10:30 a.m.	Networking Break
10:30 a.m. – 12:00 p.m.	The Howard Bremer Memorial Plenary - The Full Spectrum of Government-TTO Partnership: Past, Present, and Future In the past few years, our profession has witnessed a sea change in how the federal government engages with technology transfer. Whether through the regulations and policies that govern universities, new federal funding for economic development, or the many valued AUTM members who work at federal labs, the government is an ever-evolving partner in innovation. To help us consider the full spectrum of influences, this concluding session of the conference will feature a Kansas City tech transfer leader at a Department of Energy center, the President of a Wisconsin foundation using an NSF award to drive regional innovation across multiple universities, and the current Chair of AUTM to give us an overview of how we got to where we are and what we can expect for the future. The Howard Bremer Plenary is named for a founding father

of the Bayh-Dole Act and long-time WARF patent counsel. Howard was no stranger to managing change and engaging with the federal government. The panel honors his memory and advances the legacy of his generation of tech transfer professionals.

12:30 p.m. – 1:30 p.m.

Committee Recap Luncheon (By Invitation Only)