

GLOBAL DEALS: **NEW STRATEGIC FRONTIERS**

LES 2016 ANNUAL MEETING

OCTOBER 23 -26, 2016
VANCOUVER CONVENTION CENTRE
VANCOUVER, BC, CANADA



Licensing Executives Society
(U.S.A. and Canada), Inc.

VANCOUVER, BC, CANADA

#LESAM16

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GLOBAL DEALS: **NEW STRATEGIC FRONTIERS**

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VANCOUVER, BC, CANADA

TABLE OF CONTENTS

Welcome Letters	4
Thank You to the 2016 Sponsors & Exhibitors	10
Keynote Speakers	14
Acknowledgements	16
General Information	17
Annual Meeting Highlights	18
Committee Meeting Schedule	24
Schedule-at-a-Glance	26
Detailed Meeting Schedule	32
2016 Sponsor & Exhibitor Descriptions	55
Vancouver Convention Centre Floor Plans	66



Licensing Executives Society
(U.S.A. and Canada), Inc.

WELCOME | LES Chairman & President



Jeffrey S. Whittle

We extend our warmest greetings to LES members and conference visitors on your visit to Vancouver for the LES (USA & Canada) Annual Meeting. We want to start by thanking our Canadian colleagues, including the LES Vancouver Chapter members, for hosting us in your beautiful country and helping us to plan what promises to be a wonderful event.

We also want to thank Mark Peterson, our LES Annual Meeting Chair, Chuck Neuenschwander, and our Programming Chair for the Annual Meeting, our Annual Meeting Committee, and our association management company, Drohan Management Group, for its hard, diligent, and faithful work in planning and delivering this outstanding meeting. Please know the appreciation we have for you.

How appropriate for our LES Annual Meeting to be held this year in Vancouver, British Columbia, Canada – a city named after a famous English navigator and explorer. This year's theme of "Global Deals: New Strategic Frontiers" indicates our launch as technology and intellectual asset commercialization professionals into what has started as a century of global change. In the past decade, for example, there have been significant changes in the economies, technology, business models, and legal environments that arguably have been unprecedented. Yet, we as professionals must adapt. Our companies and clients often require us to have a strong understanding of these changing landscapes and call on us to plan a commercialization or other intellectual property strategy. We must know how to navigate what often can be treacherous waters. Exciting and wonderful times lay ahead, and we should seize the opportunity to lead our teams into these new frontiers.

To expand our understanding and this knowledge base, we have exciting speakers, programming, networking, and educational forums in store for attendees this year. The renowned Robin Farmanfarmaian, COO of Arc Fusions Programs, starts our meeting on Monday by pointing us to the future – these unexplored frontiers – and how exponential technologies change global business models. Robin is followed by numerous outstanding panelists from various industries discussing how these changing business models occur, their impact on our profession, and how to adapt global commercialization strategies in different industries and geographical regions. Danny Marti, the U.S. Intellectual Property Enforcement Coordinator at the White

House, will be our luncheon speaker on Tuesday to remind us of how the legal environment changes in the U.S. and its impact internationally. Another slew of outstanding panelists surround Danny's talk to challenge us to enhance our understanding and view of the value proposition models for technology and other intellectual assets with respect to these changing global tides. Wow – what a terrific program that is lined up for us – onward and upward as we strategically navigate and explore!

Please warmly greet old friends and reach out to make new friends throughout the conference as we come together in this beautiful Vancouver setting. We hope you enjoy and are stimulated by this year's LES Annual Meeting and the greater Vancouver surrounding area.

On behalf of the LES Board of Directors, with the warmest welcome and kindness,



Jeffrey S. Whittle

Chairman and President, LES USA and Canada

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WELCOME | Premier of British Columbia



Christy Clark

As Premier of the Province of British Columbia, I am pleased to welcome everyone to the Licensing Executives Society's Annual Meeting, here at the Vancouver Convention Centre.

This is a great opportunity for delegates to network and learn from business development, intellectual property and technology specialists as they talk about different aspects of licensing. I am sure that this year's theme of "Global Deals: New Strategic Frontiers," explored through presentations, real-world examples, hands on activities and mentorship opportunities, will bring to light practical experiences and approaches that will be of use to you in your practice.

Welcome to Vancouver. I wish you a most successful Conference, and hope that you have an opportunity to explore the sights, sounds and culture of this beautiful city while you are here.



Christy Clark

Premier of British Columbia



WELCOME | Mayor of Vancouver**Gregor Robertson**

On behalf of the citizens of Vancouver, and my colleagues on City Council, I want to extend my warmest greetings to everyone attending the Licensing Executives Society (USA and Canada), 2016 Annual Meeting.

We recognize the Licensing Executives Society consists of a business community that empowers, connects and celebrates intellectual property through education, best practices, networking and mentoring. I hope that in addition to attending the meeting, you are able to experience many educational, cultural and recreational activities in our multicultural City.

We are very proud of the reputation Vancouver enjoys as one of the world's most beautiful and unique meeting destinations. Once again, welcome to Vancouver!

Sincerely,

A handwritten signature of Gregor Robertson in black ink. The signature is stylized and cursive, matching the printed name below it.

Gregor Robertson
Mayor of Vancouver

WELCOME | LES Annual Meeting Chair



Mark A. Peterson

On behalf of the 2016 LES Annual Meeting Committee, we welcome you to Vancouver, British Columbia. As an international gateway city, Vancouver is the perfect place to spotlight our meeting's theme: *Global Deals: New Strategic Frontiers*. With technology breaking down barriers, businesses both large and small, that were once regional, find themselves able to compete on a global stage. This opportunity brings

with it the need for new strategies to access these frontiers.

This year's Annual Meeting has over thirteen hours of formal networking events, 12 Keynote and Plenary Panel presentations, and over 30 workshops and educational sessions. We begin with Sunday night's opening reception, 'A Taste of Vancouver' at the Pan Pacific. On Monday we begin the meeting program with Robin Farmanfarmaian, COO of ARC Fusion speaking on how "Exponential Technologies Drive Global Changes In Business Models". Monday night we will host our Gala Dinner in the spectacular West Ballroom, at the Vancouver Convention Centre. This spectacular event will begin with the Frank Barnes award presentation given annually to a LES member who has contributed significantly to the field of licensing and to the development of fellow licensing professionals through outstanding mentorship activities.

Tuesday's luncheon features the LES Deals of Distinction Keynote Speaker, Danny Marti, U.S. Intellectual Property Enforcement Coordinator at the White House. Tuesday night will feature a trip to Granville Island with sector specific receptions at some of the island's best restaurants.

The week will be full of educational, networking and business opportunities. Each year the LES Annual Meeting is the greatest gathering in the licensing world. For over 50 years LES has been providing its members with unparalleled educational and networking experiences. This year will be no exception, so make the most of your Vancouver experience!

Mark A. Peterson

Chair, 2016 LES Annual Meeting Committee

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KEYNOTE SPEAKERS



Robin Farmanfarmaian
COO, Arc Fusion Programs

Robin Farmanfarmaian is an entrepreneur, founder, professional speaker and best-selling author working in cutting edge technology and medicine. Currently Farmanfarmaian is the COO of Arc Fusion Programs, working on the fusion of medicine, science and IT, and a VP at INVICTA Medical, a device company for sleep apnea. A lifelong philanthropist and mentor, she is the Co-Founder and on the Board of Directors (formally Executive Director) for the Organ Preservation Alliance, catalyzing breakthroughs in organ banking for transplants and tissue engineering, and President for the Innovation for Jobs Summit, finding solutions to disrupt unemployment.

Robin is on the advisory board of many startups and conferences, and mentors' female entrepreneurs. Previous work includes being one of the founders of Morfit, the Exponential Medicine conference, and a VP at Singularity University. Her book, "The Patient as CEO: How Technology Empowers the Healthcare Consumer", is a #1 Best Seller on Amazon.



Danny Marti
*Intellectual Property Enforcement
Coordinator, Executive Office of the
President of the United States of America*

Danny Marti currently serves as the Intellectual Property Enforcement Coordinator within the Executive Office of the President. Mr. Marti was nominated by President Barack Obama in August 2014, and unanimously (92-0) confirmed by the United States Senate on March 9, 2015. He was sworn into office by Vice President Joseph Biden.

As the Intellectual Property Enforcement Coordinator at the White House, Mr. Marti leads the Obama Administration's efforts to develop a strategic plan on the enforcement of intellectual property rights – including trade secrets, trademarks, copyrights and patents – and is responsible for coordinating the efforts of the U.S. Government criminal, national security, and economic agencies engaged in intellectual property policy and enforcement.

To facilitate the development of the strategic plan, Mr. Marti chairs two inter-agency committees. The first committee, as established by Congress under the Prioritizing Resources and Organization for Intellectual Property Act of 2008, is comprised of senior, Senate-confirmed representatives from over a dozen Federal departments, office and agencies, while the second committee is convened and chaired by Mr. Marti pursuant to a directive issued by President Obama (Executive Order 13565), and is comprised of the heads or deputies to the heads of the Department of State, the Department of the Treasury, the Department of Justice, the Department of Agriculture, the Department of Commerce, the Department of Health and Human Services, the Department of Homeland Security, the Office of Management and Budget, and the Office of the United States Trade Representative.

Mr. Marti is also charged with reporting to the President and to Congress regarding domestic and international intellectual property enforcement programs, and facilitating the issuance of policy guidance to departments and agencies on intellectual property matters.

Prior to joining the Administration, Mr. Marti was a partner at a large international law firm, where he specialized in the protection, management and enforcement of intellectual property assets in the United States and abroad. Within the law firm, Mr. Marti held multiple leadership roles, including serving as the Managing Partner of the firm's Washington, D.C. office, Co-Chair of the Intellectual Asset Acquisitions & Transactions Group, Chair of the Diversity Council, and a member of the firm's Shares Committee and Hiring Committee. Mr. Marti's commitments to mentorship and promoting an inclusive work and community environment have been long-standing values, as illustrated by his recognition as firm-wide "Coach of the Year" in 2007, and his early service on the Miami-Dade Community Relations Board (CRB) in 2000, by appointment of the Mayor of Miami.

Born in Washington, D.C., Mr. Marti received his J.D. from Emory University School of Law, and his undergraduate degree from Georgetown University, where he wrote his senior thesis under the mentorship of former U.S. Ambassador to the United Nations, Jeanne Kirkpatrick. He has participated in Executive Education programs at Harvard Business School focused on developing frameworks for formulating effective strategies, establishing and communicating value across the organization, and implementing models to meet evolving market trends and identify future business needs. Mr. Marti has served on several professional associations and charitable boards, including the American Cancer Society's National Capital Region Corporate Council.

ACKNOWLEDGEMENTS

Thank you to the members of the 2016 LES Annual Program Committee for their hard work and contribution in developing this year's programs including the keynote speaker, mini-plenaries, general session, workshops, and sector programming.



Licensing Executives Society
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GENERAL INFORMATION

ABOUT LES

For nearly 50 years, LES has been the leading association for intellectual property, technology and business development professionals to achieve professional and personal success. Whether you are new to licensing or an experienced licensing executive, LES is your professional home. LES is a welcoming business community that empowers, connects and celebrates IP professionals through: education, best practices, networking, participation and mentoring.

EXHIBIT SET-UP

Sunday, October 23: 3:00 pm – 5:00 pm

EXHIBIT HALL HOURS

Monday, October 24: 9:00 am – 12:00 pm
2:00 pm – 4:30 pm

Tuesday, October 25: 9:00 am – 12:00 pm
2:00 pm – 4:30 pm

Wednesday, October 26: 8:00 am – 11:30 am

WI-FI

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Join the Conversation on Twitter! LES encourages Annual Meeting attendees to “tweet” during and after the meeting. Please use hash tag #LESAM16. Follow us at @LESUSACanada.



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SPEAKER READY ROOM

The Speaker Ready Room is provided for presenters to prepare for their presentations. All speakers must check in at the registration desk located in the lobby of the Vancouver Convention Centre East.

Speaker Ready Room Hours:

Monday, October 24	8:00 am – 4:00 pm
Tuesday, October 25	8:00 am – 4:00 pm
Wednesday, October 26	8:00 am – 12:00 pm

CONNECT WITH YOUR COLLEAGUES

TASTE OF VANCOUVER WELCOME RECEPTION

► **Sunday, October 23 | 6:30 pm – 8:30 pm**

Pan Pacific - Atrium

Kick off your 2016 LES Meeting experience at the Welcome Reception in the beautiful atrium of the Pan Pacific Hotel overlooking the picturesque waters of Vancouver. Enjoy local Vancouver favorites and drinks while networking with sponsors, exhibitors and your peers.

2016 “SPEED MENTORING” FOR NEW MEMBERS & SECTOR MEET-UPS

► **Sunday, October 23 | 5:30 pm - 6:30 pm**

Vancouver Convention Centre South - Foyer (Rooms 1-3)

First Time Attendee? Arriving on Sunday? No plans? Join us for an informal, come as you are pre-reception time of conversation, networking, and fun at the “Speed Mentoring” and Sector Meet-ups hour. Through this exciting event, LES’ newest members will be paired with LES board members, sector leaders and committee chairs as mentors. During the event, mentors and mentees will have a chance to meet in 10-minute intervals to get to know one another and share experiences and advice. (*Recommended dress for Receptions: Casual*)

LES GALA DINNER CELEBRATION AND FRANK BARNES AWARDS PRESENTATION

► **Monday, October 24**

Cocktails | 6:30 pm – 7:30 pm

Gala Dinner Celebration | 7:30 pm – 10:00 pm

Vancouver Convention Centre West - Ballrooms C&D

This annual award is presented to an LES Member who has mentored licensing executives. The award honors Frank Barnes, Corporate Vice President of Licensing at Abbott during the 1980s and 1990s, who mentored others extensively. The 2016 honoree is Ed Saltzman. See page 21 for more information.

Join us at the Gala Dinner Celebration for an evening of elegance and exquisite Vancouver dining. Evening entertainment will include the IMPROVisors, featuring David C. Cook and his comedy group. This award winning group has a reputation of presenting great, clean comedy entertainment, and are praised for customizing and adapting to the audience. You will not want to miss this hilarious performance, as they will incorporate LES into their act!

ON-SITE NETWORKING OPPORTUNITIES

LES ONE-ON-ONE NETWORKING

A first-time attendee or seasoned? Have no plans or an unexpected break? Come as you are to meet great contacts, network with others and much more.

The LES One-On-One Networking Lounge will be open for scheduled meetings at the following times:

Monday, October 24 8:00 am – 5:30 pm

Vancouver Convention Centre East - Hall A

Tuesday, October 25 8:00 am – 5:30 pm

Vancouver Convention Centre East - Hall A

Wednesday, October 26 8:00 am – 11:30 am

Vancouver Convention Centre East - Hall A

MONDAY, OCTOBER 24

AM Networking Break 10:15 am – 10:45 am

Vancouver Convention Centre East - Ballrooms ABC

Sponsored By:



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PM Networking Break

3:30 pm – 4:00 pm

Vancouver Convention Centre East - Ballrooms ABC

TUESDAY, OCTOBER 25

AM Networking Break

10:15 am – 10:45 am

Vancouver Convention Centre East - Ballrooms ABC

Sponsored By:



PM Networking Break

3:30 pm – 4:00 pm

Vancouver Convention Centre East - Ballrooms ABC

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WEDNESDAY, OCTOBER 26

AM Networking Break

10:00 am – 10:30 am

Vancouver Convention Centre East - Ballrooms ABC

OFFSITE SECTOR NETWORKING EVENTS

► **Tuesday, October 25 | 6:30 pm – 9:00 pm**

Granville Island | **Note:** Transportation departs Pan Pacific Hotel at 6:00 pm.

Offsite Event Transportation Sponsored By:



► **High Tech Sector Event**

Locations subject to change. Please check the Annual Meeting Mobile app for the most current information.

Life Sciences Sector Event

Locations subject to change. Please check the Annual Meeting Mobile app for the most current information.

CEEM/IUGI Sectors Event

Locations subject to change. Please check the Annual Meeting Mobile app for the most current information.

Sponsored By:



AWARDS

DEALS OF DISTINCTION AWARDS

The LES Deals of Distinction Award (DoD) is an annual industry sector award program of LES, which aspires to recognize worthy licensing deals and promote creative and innovative solutions to business issues involving contracts.

Each of the LES sector committees has the option to select a nominee they feel has completed the most deserving deal from within their field to be awarded this honor.

LES 2016 Deal of Distinction Award Recipients:

Life Sciences Sector

Precision Biosciences – Baxalta (now a part of Shire)

ARCUS Genome Editing Technology

High Tech Sector

Nokia, Audi, BMW, Daimler

Nokia's HERE Mapping and Location Business

Chemicals, Energy, Environment, and Materials Sector (CEEM)

Kimberly-Clark Corporation and Imaflex Inc.

Superabsorbent Polymer Licensing Agreement

FRANK BARNES AWARD

The Frank Barnes Mentor Award was established in 2000 by a group of LES members to memorialize Frank Barnes' vast contributions to the field of licensing through mentorship.

Each year at the LES Annual Meeting, a \$500 award is presented to an LES member who, like Mr. Barnes, has dedicated considerable time and energy to mentoring fellow licensing professionals.



Ed Saltzman

LES 2016 Frank Barnes Mentor Award Honoree:

Ed is President and Founder of Defined Health. He possesses a vast knowledge of the pharmaceutical and biotechnology industry accumulated over Defined Health's 27 years of consultancy to pharma, biotech, specialty pharma and investors.

From this unique perspective, he manages business development and disease area strategy projects and also provides guidance on most of Defined Health's project work.

Prior to founding Defined Health, Ed held positions at the Ayerst Laboratories unit of American Home Products, where he had responsibility for evaluation and forecasting of compounds being considered for licensing, and at FIND/SVP, where he managed the Healthcare Information Center.

Ed is a well-regarded and in demand speaker on industry issues. He has spoken over the past 10 years to large audiences at Defined Health's Therapeutic Insight conferences, the Licensing Executives Society Annual Meeting and various industry conferences. In addition to these public events, Ed has presented targeted strategy briefings and held discussions privately with scores of boards of directors, executive management committees and licensing and business development teams at large pharma, specialty pharma and biotech companies.

Ed is a member of the Licensing Executives Society and the New York Pharma Forum and is a graduate of New York University.

PROFESSIONAL DEVELOPMENT

CERTIFIED LICENSING PROFESSIONALS CONTINUING EDUCATION CREDIT



All educational programs and sessions offered by the Licensing Executives Society during the LES 2016 Annual Meeting are eligible for CE credit towards CLP

Recertification. Certificates of Attendance will be emailed to attendees following the Annual meeting.

MANDATORY CONTINUING LEGAL EDUCATION (MCLE)



As a service to our participants from the legal profession, LES will provide assistance in securing CLE credit for qualifying LES program and activities held during the 2016 Annual Meeting.

All qualifying sessions have been submitted to the jurisdictions listed below for CLE approval, however, we anticipate many jurisdictions will not provide final approval until after the 2016 Annual Meeting.

Certificates of Attendance will be provided via email to attorneys who: 1) sign the official record of attendance form for each session attended; 2) complete the CLE request form emailed following the Annual meeting.

Requests for CLE approval have been submitted to the following jurisdictions. LES will apply to additional jurisdictions upon request: California, Illinois, New York, New Jersey, Pennsylvania, Texas, Virginia, Wisconsin, Washington.

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COMMITTEE MEETING SCHEDULE

► Room locations subject to change. Please check the Annual Meeting Mobile app for the most current information.

VCC: Vancouver Convention Centre

SUNDAY OCTOBER 23, 2016

11:00 am – 12:30 pm	2017 High Tech Sector Survey Team Meeting <i>Pan Pacific - Oceanview Suite 7</i>
1:00 pm – 2:30 pm	Meeting Planning Committee Leadership <i>Pan Pacific - Gallery Board Room</i>
4:00 pm – 5:30 pm	2017 Annual Meeting Planning Committee Meeting <i>Pan Pacific - Gallery Board Room</i>

TUESDAY OCTOBER 25, 2016

7:30 am – 8:30 am	Technology Branding and Trademark Licensing Committee Meeting <i>VCC East - Room 13</i>
7:30 am – 8:30 am	Aerospace & Transportation Committee Meeting <i>VCC East - Room 14</i>
7:30 am – 8:30 am	Emerging Enterprises Committee Meeting <i>VCC East - Room 4</i>
7:30 am – 8:30 am	Valuation & Pricing Committee Meeting <i>VCC East - Room 16</i>
7:30 am – 8:30 am	LES Standards Group Meetings <i>VCC East - Room 18</i>
7:30 am – 8:45 am	Nomination Committee Meeting <i>VCC East - Refer to Annual Meeting Mobile App for location</i>

WEDNESDAY OCTOBER 26, 2016

7:30 am – 8:45 am	Public Policy Committee Meeting <i>VCC East - Room 13</i>
7:30 am – 8:30 am	Education Committee Meeting <i>VCC East - Room 4</i>
7:30 am – 8:45 am	Sector Committee Leadership Meeting with Spring Meeting Chair <i>VCC East - Room 19</i>



EXPLORE LES' SECTOR-SPECIFIC WORKSHOPS & NETWORKING

Design the schedule that meets your interest
and professional focus with programs open
to all attendees.

CEEM

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HTS

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IUGI

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LSS

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Licensing Executives Society
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LES 2016 SCHEDULE-AT-A-GLANCE

► Room locations subject to change. Please check the Annual Meeting Mobile app for the most current information.

VCC: Vancouver Convention Centre

SATURDAY OCTOBER 22, 2016

8:00 am – 5:00 pm **Negotiations Skills | Day 1**
Pan Pacific - Oceanview Suite 4

SUNDAY OCTOBER 23, 2016

8:00 am – 5:15 pm **IP Business Basics 101**
Pan Pacific - Pacific Rim Suite 2

8:00 am – 5:00 pm **Negotiations Skills | Day 2**
Pan Pacific - Oceanview Suite 4

12:00 pm – 5:00 pm **Registration Open**
VCC East - Convention Level Lobby

1:30 pm – 4:30 pm **Education Workshops**

IAM Strategy
Pan Pacific - Oceanview Suite 5

Living with the Deal and Managing the Relationship once the Signing Party is Over
Pan Pacific - Oceanview Suite 6

5:30 pm – 6:30 pm **Speed Mentoring** for New Members & Sector Meet-ups
VCC South - Foyer (Rooms 1-3)

6:30 pm – 8:30 pm **Taste of Vancouver Welcome Reception**
Pan Pacific - Atrium

8:30 pm – 10:00 pm **Young Members Congress Offsite Pub Event**
Refer to Annual Meeting Mobile App for location

MONDAY OCTOBER 24, 2016

7:30 am – 5:00 pm **Registration Open**
VCC East - Convention Level Lobby

7:30 am – 8:45 am **Networking Continental Breakfast**
VCC East - Ballrooms ABC

7:30 am – 8:45 am **Women in Licensing Breakfast**
VCC East - Meeting Room Level South Foyer

8:00 am – 5:30 pm **One-on-One Networking Appointments**
VCC East - Ballrooms ABC

8:45 am – 9:00 am **Welcome and Opening Remarks**
VCC East - Hall A

9:00 am – 10:15 am **Opening Plenary: Exponential Technologies Drive Global Changes in Business Models**
VCC East - Hall A

9:00 am – 12:00 pm	Exhibit Hours <i>VCC East - Ballrooms ABC</i>
10:15 am – 10:45 am	Networking Break <i>Sponsored by: Banner & Witcoff, Ltd.</i> <i>VCC East - Ballrooms ABC</i>
10:45 am – 12:00 pm	Plenary Panel: Innovation in Business Models: Global IP Strategies <i>VCC East - Hall A</i>
12:15 pm – 1:45 pm	Annual Business Meeting & Deals of Distinction Awards Presentation <i>VCC East - Hall A</i>
2:00 pm – 4:30 pm	Exhibit Hours <i>VCC East - Ballrooms ABC</i>
2:00 pm – 5:00 pm	CLP Board Meeting <i>Pan Pacific - Gallery Board Room</i>
2:00 pm – 5:00 pm	Train the Trainer <i>VCC East - Room 16</i>
2:15 pm – 3:30 pm	Spotlight Plenary Sessions
LSS	Disruptive Models in Fostering Healthcare Innovation <i>VCC East - Room 1</i>
HTS	Big Data: Utilization and Alliances <i>VCC East - Rooms 2 & 3</i>
CEEM	IP Gold in the Arabian Desert: Deal-making and Partnerships in One of the World's Most Untapped Resource-Rich Nations <i>VCC East - Rooms 8 & 15</i>
LSS/IUGI	Gene Editing: More than just CRISPR? <i>VCC East - Room 11</i>
3:15 pm – 4:00pm	Networking Break <i>VCC East - Ballrooms ABC</i>
3:45 pm – 5:30 pm	LES Foundation Board Meeting (<i>invitation only</i>) <i>Fairmont Waterfront - Seymour Suite</i>
4:00 pm – 5:15 pm	Sector Workshop Sessions
CEEM/CP	Choose Your Own Misadventure: Tap Dancing in the Ethics Minefield of an Intellectual Property Transaction <i>VCC East - Room 1</i>
HTS	From Component to Electronic Product: IP Challenges Along the Supply Chain <i>VCC East - Rooms 2 & 3</i>
IUGI	Curling Brooms vs. Spiderman: A Discussion of Key Differences in Canadian and US Licensing Best Practices <i>VCC East - Room 11</i>
Legal	Welcome to Canada: An Untapped Venue for Patent Enforcement? <i>VCC East - Room 12</i>

4:00 pm – 5:15 pm Sector Workshop Sessions continued...

	LSS The Emerging Art of Negotiating and Drafting Global Healthcare Alliances <i>VCC East - Rooms 8 & 15</i>
4:00 pm – 6:00 pm	LESI Board of Trustees Meeting <i>(invitation only)</i> <i>Fairmont Waterfront - Nootka Room</i>
6:00 pm – 6:30 pm	VIP Sponsors & Exhibitor Appreciation Toast <i>(invitation only)</i> <i>VCC West - Ballrooms C&D Foyer</i>
6:30 pm – 7:30 pm	LES Gala: Cocktail Hour <i>VCC West - Ballrooms C&D Foyer</i>
7:30 pm – 10:00 pm	LES Gala Dinner Celebration & Frank Barnes Awards Presentation <i>VCC West - Ballrooms C&D</i>

TUESDAY OCTOBER 25, 2016

6:15 am – 8:00 am	LES 6K Fun Run <i>RUNVAN Tent outside Pan Pacific Hotel</i>
7:30 am – 5:00 pm	Registration Open <i>VCC East - Convention Level Lobby</i>
7:30 am – 8:30 am	Networking Continental Breakfast <i>VCC East - Ballrooms ABC</i>
8:00 am – 5:30 pm	One-on-One Networking Appointments <i>VCC East - Ballrooms ABC</i>
8:45 am – 9:00 am	Welcome/Opening Remarks <i>VCC East - Hall A</i>
9:00 am – 10:15 am	Plenary Session: Do Patents Still Matter? <i>VCC East - Hall A</i>
9:00 am – 12:00 pm	Exhibit Hours <i>VCC East - Ballrooms ABC</i>
10:15 am – 10:45 am	Networking Break <i>Sponsored by: European Patent Office</i> <i>VCC East - Ballrooms ABC</i>
10:45 am – 12:00 pm	Spotlight Plenary Sessions Pricing and Paying for Progress: Disrupting the BioPharma Business Model <i>VCC East - Rooms 2 & 3</i> Eliminating the Middleman: Evolving Strategies in the World of Finance <i>VCC East - Rooms 8 & 15</i> New Recruiting Models for Business and Licensing Professionals <i>VCC East - Room 11</i> 3D Printing: The Shifting Ground for IP Rights <i>VCC East - Room 1</i>

12:15 pm - 2:00 pm	Luncheon - Plenary and Deals of Distinction Awards Presentation: Opportunities for Improving Coordination of IP Enforcement <i>VCC East - Hall A</i>
2:00 pm - 4:30 pm	Exhibit Hours <i>VCC East - Ballrooms ABC</i>
2:15 pm - 3:30 pm	Sector Workshop Sessions
Valuation	The Use and Value of Preferential Rights in Intellectual Property Agreements <i>VCC East - Room 11</i>
LSS	Release of 5th Global Life Sciences Royalty Rate and Deal Terms Survey <i>VCC East - Room 12</i>
Legal	Top 10 Court Decisions of 2016 Affecting Licensing <i>VCC East - Room 1</i>
CEEM	Joint Development Agreements: Best Practices and Lessons Learned in Negotiating and Living Under a Joint Development Agreement <i>VCC East - Room 18</i>
HTS	Patent and Technology Licensing in High Tech: Recent Trends <i>VCC East - Rooms 2 & 3</i>
3:30 pm - 4:00 pm	Networking Break <i>Sponsored by: Foresight Valuation Group, LLC</i> <i>VCC East - Ballrooms ABC</i>
4:00 pm - 5:15 pm	Sector Workshop Sessions
IUGI	Checklist for License Agreements <i>VCC East - Room 11</i>
CP	Building Universes, Growing Revenue <i>VCC East - Rooms 8 & 15</i>
CEEM	Cyber Espionage, Trade Secrets, and Business Protection <i>VCC East - Room 18</i>
LSS	Yours, Mine & Ours: Partnering Late Stage Compounds Globally <i>VCC East - Room 1</i>
HTS	Valuation of Technology in China <i>VCC East - Rooms 2 & 3</i>
Emerging Enterprises	How to Create and Evaluate New IP Portfolio Opportunities <i>VCC East - Room 12</i>
6:30 pm - 9:00 pm	Offsite Sector Networking Dinners on Granville Island <i>Transportation Sponsored by: PatBak</i>

WEDNESDAY OCTOBER 26, 2016

7:30 am – 12:00 pm	Registration Open <i>VCC East - Convention Level Lobby</i>
7:30 am – 9:00 am	Continental Breakfast <i>VCC East - Ballrooms ABC</i>
8:00 am – 11:30 am	Exhibit Hours <i>VCC East - Ballrooms ABC</i>
8:00 am – 11:30 am	One-on-One Networking Appointments <i>VCC East - Ballrooms ABC</i>
8:45 am – 10:00 am	Sector Workshop Sessions
HTS	Vehicle Electrification: New Inroads in the Chinese Market – Vehicles, Infrastructure and IP <i>VCC East - Rooms 2 & 3</i>
CP	Innovative Solutions to Challenges in Global Licensing <i>VCC East - Room 11</i>
IUGI	I Love You, Now Change: A Counseling Session Between Industry, Government and Academia <i>VCC East - Room 18</i>
LSS	The Impact of IPRs and CBMs on the Healthcare Industry <i>VCC East - Room 1</i>
CEEM	First Contact: Practical Considerations for Start-Ups to Fortune 500 Companies in Approaching a Potential Deal <i>VCC East - Rooms 8 & 15</i>
10:00 am – 10:30 am	Networking Break <i>VCC East - Ballrooms ABC</i>
10:30 am – 12:00 pm	Sector Business Meetings
	IUGI <i>VCC East - Room 12</i>
	High Tech <i>VCC East - Room 11</i>
	CEEM <i>VCC East - Room 18</i>
	Life Sciences: Immuno-Oncology Partnering: Tipping Point of Tip of the Iceberg? <i>VCC East - Room 1</i>
	Consumer Products <i>VCC East - Rooms 8 & 15</i>
12:15 pm – 2:00 pm	2017 Chairman's Luncheon <i>VCC East - Hall A</i>
2:00 pm – 5:00 pm	Chapter Leader Training Session & Awards <i>VCC East - Room 11</i>
2:15 pm – 3:30 pm	Sector Workshop Sessions
LSS/IUGI	Medical Device Licensing: Aligning Your Business and IP Strategies <i>VCC East - Room 1</i>

2:15 pm – 3:30 pm Sector Workshop Sessions continued...

HTS **CyberSecurity Patent Behavior: Nexus of Licensing & Information Sharing**
VCC East - Rooms 8 & 15

CEEM **Next Generation Batteries: IP and Licensing Challenges Going from Lab to Market**
VCC East - Rooms 2 & 3

Legal **Why Is Patent Litigation So Expensive And What Can be Done About It**
VCC East - Room 12

5:00 pm – 6:00 pm **President's Cocktail Networking Reception with Chapter Leadership and YMC members**
VCC East - Room 11

THURSDAY OCTOBER 27, 2016

8:00 am – 5:30 pm **CLP Review Course**
Fairmont Waterfront - Cheakamus Room

Licensing Executives Society Foundation

**2016–2017
INTERNATIONAL
Business Plan Competition**

KEY DATES:

November 16, 2016

Start Date

December 16, 2016

Deadline for submissions to gain access to IP Tool Box and get a mentor

February 10, 2017

Business Plan submission deadline: First Round

May 8, 2017

Final round of the Business Plan Competition



LES Foundation

A foundation of the Licensing Executives Society (USA and Canada), Inc.



LES 2016 DETAILED MEETING SCHEDULE

► Room locations subject to change. Please check the Annual Meeting Mobile app for the most current information.

VCC: Vancouver Convention Centre

SATURDAY OCTOBER 22, 2016

8:00 am – 5:00 pm	Negotiations Skills Day 1 <i>Pan Pacific - Oceanview Suite 4</i>
Instructors:	Charles Neuenschwander <i>Principle, International Patent Licensing Company LLC (IPLC)</i> Mark Shelley <i>Senior Associate, Hogan Lovells, LLP</i>
10:30 am – 12:00 pm	Past Presidents' Roundtable <i>(invitation only)</i>

SUNDAY OCTOBER 23, 2016

8:00 am – 5:15 pm	IP Business Basics 101 <i>Pan Pacific - Pacific Rim Suite 2</i>
Instructors:	Ada Nielsen <i>CEO, FOODEXUS, LLC</i> Matthew McNeill <i>Chief Innovation Officer, Rite-Hite Holding Corp.</i>
Description:	This one-day, deal-centric course has been designed by experienced Licensing Executives Society (U.S.A. & Canada) executives for business and licensing professionals who are newer to the field in the United States and Canada. Whether it is a trademark, international brand, copyright, patent, know-how, trade secrets, or a combination of some/all of these, recent transactions and auctions have confirmed the value of IP in business. This course is interactive and built around real-world examples and small, hands-on, group exercises.
8:00 am – 5:00 pm	Negotiations Skills Day 2 <i>Pan Pacific - Oceanview Suite 4</i>
Instructors:	Charles Neuenschwander <i>Principle, International Patent Licensing Company LLC (IPLC)</i> Mark Shelley <i>Senior Associate, Hogan Lovells, LLP</i>
12:00 pm – 5:00 pm	Registration Open <i>VCC East - Convention Level Lobby</i>

1:30 pm – 4:30 pm	Education Workshops
	IAM Strategy <i>Pan Pacific - Oceanview Suite 5</i>
Instructors:	Robert F. Held, CLP <i>President, Held Intellectual Property, LLC</i> John D. Somich <i>Intellectual Asset Strategist, BP</i>
Description:	This workshop will concentrate on the importance of the alignment of an organization's IA and business/organization strategies. We will present tools and business "speak" you can use to initiate and drive an IA strategy discussion with your organization's leadership and colleagues. Our discussions will center around the use of The Intellectual Asset Management Model Process. The presentation will be followed by an interactive group exercise in which a mock case study will be used to prepare for a licensing negotiation. The exercise will include preparing an IA inventory, IA gap analysis and developing the key strategic objectives to take into the negotiation.
	Living with the Deal and Managing the Relationship once the Signing Party is Over <i>Pan Pacific - Oceanview Suite 6</i>
Panelists:	Bruce Orr <i>Director, Grant Thornton LLP</i> Timothy Kinn, CLP <i>Intellectual Property and Licensing Associate ExxonMobil Upstream Research Company</i>
Description:	This panel will discuss important aspects of maintaining the relationship between the parties to a deal once the negotiating teams have left the stage and the real work begins.
5:30 pm – 6:30 pm	Speed Mentoring for New Members & Sector Meet-ups
	<i>VCC South - Foyer (Rooms 1-3)</i>
Description:	Through this exciting event, LES' newest members will be paired with LES board members, sector leaders and committee chairs as mentors. During the event, mentors and mentees will have a chance to meet in 10-minute intervals to get to know one another and share experiences and advice.

6:30 pm – 8:30 pm	Taste of Vancouver Welcome Reception <i>Pan Pacific - Atrium</i> Special welcome remarks from: Konstantinos Georgaras <i>Acting Executive Director, Organizational Strategies & Services, Canadian Intellectual Property Office</i>
8:30 pm – 10:00 pm	Young Members Congress Offsite Pub Event <i>Refer to Annual Meeting Mobile App for location</i>

MONDAY OCTOBER 24, 2016

7:30 am – 5:00 pm	Registration Open <i>VCC East - Convention Level Lobby</i>
7:30 am – 8:45 am	Networking Continental Breakfast <i>VCC East - Ballrooms ABC</i>
7:30 am – 8:45 am	Women in Licensing Breakfast <i>VCC East - Meeting Room Level South Foyer</i>
8:00 am – 5:30 pm	One-on-One Networking Appointments <i>VCC East - Ballrooms ABC</i>
8:45 am – 9:00 am	Welcome and Opening Remarks <i>VCC East - Hall A</i>
9:00 am – 10:15 am	Opening Plenary: Exponential Technologies Drive Global Changes in Business Models <i>VCC East - Hall A</i>
Keynote Speaker: Description:	Robin Farmanfarman COO, Arc Fusion Programs Andrew Grove, Hungarian-born American business executive, spoke of inflection points; the emergence of technologies that critically disrupt the balance of power in established industries. These are technologies that propel us forward. We are witnessing an explosion of such society-shaping “exponential technologies” with the likes of Bitcoin, Airbnb, 3-D printing and Wikileaks. Many are wildly controversial. They are difficult to maneuver against because they are decentralized and driven by a diverse network of individuals working together. They are often candid and reveal prized discoveries to the world. In short, they will mess with established intellectual property paradigms, perhaps sooner than we think.
9:00 am – 12:00 pm	Exhibit Hours <i>VCC East - Ballrooms ABC</i>
10:15 am – 10:45 am	Networking Break <i>Sponsored by: Banner & Witcoff, Ltd.</i> <i>VCC East - Ballrooms ABC</i>

10:45 am – 12:00 pm	Plenary Panel: <i>Innovation in Business Models: Global IP Strategies</i> <i>VCC East - Hall A</i>
Moderator:	Charles Neuenschwander <i>Principal, International Patent Licensing Company, LLC (IPLC)</i>
Panelists:	Eric Schulman <i>Principal, Fish & Richardson</i> Michael K. Petracci <i>Executive Vice President, GE Licensing & Technology Ventures</i> Doug Hudson <i>Senior Counsel, Etsy, Inc.</i> Jeb Keiper <i>Chief Business Officer, Nimbus Therapeutics</i>
Description:	Innovative business models challenge the status quo. From taxis, entertainment content, payment systems, wind turbines, and intelligent software, business disrupters are changing the landscape. Today, global manufacturing and consumer behavior command just-in time delivery, on demand services, and payments. Speakers will address how they have or will utilize technology to disrupt old paradigms or been the subject of those who do. They and their companies are real-life examples of Exponential Technologies.
12:15 pm – 1:45 pm	Annual Business Meeting & Deals of Distinction Awards Presentation <i>VCC East - Hall A</i>
2:00 pm – 4:30 pm	Exhibit Hours <i>VCC East - Ballrooms ABC</i>
2:00 pm – 5:00 pm	CLP Board Meeting <i>Pan Pacific - Gallery Board Room</i>
2:00 pm – 5:00 pm	Train the Trainer <i>VCC East - Room 16</i>
Instructors:	Ada Nielsen <i>CEO, FOODXUS, LLC</i> Matthew McNeill <i>Chief Innovation Officer, Rite-Hite Holding Corp.</i>
2:15 pm – 3:30 pm	Spotlight Plenary Sessions
LSS	Disruptive Models in Fostering Healthcare Innovation <i>VCC East - Room 1</i>
Moderator:	Karthika Perumal, PhD <i>Associate, Bracewell LLP</i>

2:15 pm – 3:30 pm Spotlight Plenary Sessions continued...

Panelists: Dr. Robert Schneider
Associate Dean, Office of Therapeutic Alliances
NYU

Dr. Lesley Stolz, PhD
Senior Director of Transactions
Johnson & Johnson Innovation

Description: Join us for an interactive discussion about the various approaches for fostering early stage technologies as implemented by different players engaged in the innovation ecosystem such as a research and educational institution, and a large pharmaceutical company. The panelists will discuss the similarities and the uniqueness of their challenges and advantages of their approaches. They will also address their metrics of defining success, the drivers of the innovation ecosystem, the pros and cons of virtual advisors and shared resources, and methods to translate community excitement to constant engagement.

HTS **Big Data: Building Value and Alliances**
VCC East - Rooms 2 & 3

Moderator: Soody Tronson
Founding Manager, STLGIp Law Firm

Panelists: Dr. Meredith Lee
Executive Director, West Big Data Innovation Hub, UC Berkeley, Stanford University

Dr. Mahesh Dodani
Lead Advisor, Client Engagements on Cognitive Computing, Internet of Things & Cloud Computing, IBM

Catherine Van Aken
Senior Director Strategy, Business Development & Marketing, Connected Home Business, Technicolor

Description: In the last few years, data has been a pivot around which companies have been launched and alliances have been formed to enhance scalability of operations and agility of business goals. Using the correct analytics models can give organizations a competitive edge they didn't have before: from cost reduction; to faster, better decision making; to new products and services. Our panel representing diverse verticals will discuss how various industries are utilizing data to drive value and how partnerships and alliances can be forged to solve technical, health, and societal challenges and bring better solutions to customers.

2:15 pm – 3:30 pm Spotlight Plenary Sessions continued...

CEEM

IP Gold in the Arabian Desert: Deal-making and Partnerships in one of the World's Most Untapped Resource-Rich Nations

VCC East - Rooms 8 & 15

Moderator: Jeffrey S. Whittle, CLP
Partner, Hogan Lovells, LLP

Panelists: Craig Smith
*Chief Executive Officer
 Dhahran Techno Valley Company*

Samir Raiyan
Chief Executive Officer, Dolcera Corporation

Andrew White
Corporate Vice President, Emerson

Robert Barton
Senior System Engineer, Cisco Systems, Inc.

LSS/IUGI

Gene Editing: More than just CRISPR?

VCC East - Room 11

Moderator: Sian Godwin
Head of Licensing, GE Healthcare

Panelists: Michael Dombeck
*Vice President, Business Development
 Precision BioSciences*

Erik Rhodes
CEO, ERS Genomics

Tara A. Nealy, PhD
Polsinelli PC

Curt Herberts
*Vice President & Head of Corporate
 Development, Sangamo BioSciences*

3:15 pm – 4:00 pm

Networking Break

VCC East - Ballrooms ABC

3:45 pm – 5:30 pm

LES Foundation Board Meeting (invitation only)

Fairmont Waterfront - Seymour Suite

4:00 pm – 5:15 pm

Sector Workshop Sessions

CEEM/CP

Choose Your Own Misadventure: Tap Dancing in the Ethics Minefield of an Intellectual Property Transaction

VCC East - Room 1

Moderator: Joseph T. Miotke
Patent Attorney, DeWitt Ross & Stevens SC

Panelists: Joseph F. Marinelli
Partner, Fitch, Even, Tabin & Flannery LLP

Ross J. Christie
*Patent Examiner, United States Patent
 and Trademark Office*

4:00 pm – 5:15 pm Sector Workshop Sessions continued...

- Description:** This course is an interactive exercise that enables attorneys and business people to understand and explore the various ethical questions that can arise during the negotiation of an intellectual property.
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- HTS** **From Component to Electronic Product: IP Challenges Along the Supply Chain**
VCC East - Rooms 2 & 3
- Moderator:** Doris Johnson Hines
Finnegan, LLP
- Panelists:** Peter Kirk
*Former Chief Patent Counsel
Fairchild Semiconductor*
- Phillip J. Fries, Jr
*Vice President and Legal Counsel
QUALCOMM Incorporated*
- Dave Djavaheerian
Associate General Counsel, Broadcom
- Marc Pepin
Vice President IP Services, TechPats
- Description:** The panelists, from a range of companies across the supply chain of semiconductor products, electronic components and finished products will discuss recent IP challenges from their perspective in the supply chain. Issues include: 1) patent exhaustion; 2) extraterritoriality and making and defending against infringement allegations when there are overseas activities; 3) licensing strategies; and 4) claim drafting strategies.
-
- IUGI** **Curling Brooms vs. Spiderman: A Discussion of Key Differences in Canadian and US Licensing Best Practices**
VCC East - Room 11
- Panelists:** Aislinn Sirk
Industry Liaison Officer, University of Victoria
- Lindsay Frehlick, PhD
Industry Liaison Officer, University of Victoria
- Brent Sternig
Director of Research, University of Victoria
- Description:** Can you license know-how? Can you collect royalties on an expired patent? Do all owners of the patent need to agree to a licensing agreement? Can you file your PCT application in Korea? Do you need to have proof of usefulness before you patent? What is a double-double? These questions can have different answers depending on what country you are in. We will discuss some of the key differences to be aware of when licensing, patenting and negotiating in the US versus Canada.

4:00 pm – 5:15 pm Sector Workshop Sessions continued...

Legal **Welcome to Canada: An Untapped Venue for Patent Enforcement?**

VCC East - Room 12

Panelists: Michael Crichton
*Partner, Gowling WLG*Curt Dodd
Attorney, Intellectual Property Consultant
*Procopio Business Advisors*Lance Follett
Vice President, Corporate Development
*Westport Innovations***Description:** This panel will discuss the factors that drive patent enforcement and what makes Canada an attractive venue for at least some patentees. For the first time, actual data on Canadian patent litigation matters have been examined and will be discussed with particular focus on trends in the level of practicing entity vs. NPE activity in Canada and the degree of success that patentees have enjoyed. Strategies for effectively enforcing patent rights in Canada will also be highlighted.**LSS** **The Emerging Art of Negotiating and Drafting Global Healthcare Alliances**

VCC East - Rooms 8 & 15

Moderator: Julie Barnes-Weise
*Co-Director of the Global Healthcare Innovation Alliances, Duke University***Panelists:** Richard Wilder
Gates Foundation
Michael R. Mowatt, PhD
Director, Technology Transfer and Intellectual Property Office, National Institute of Allergy and Infectious Diseases, National Institutes of Health, US Department of Health and Human Services
Julian Bouchard
Head Vaccine Business Development Research Development Centre Belgium & Global Operations, GlaxoSmithKline Biologicals
Ana Santos Rutschman
*Jaharis Faculty Fellow in Health Law & Intellectual Property, DePaul Law School***Description:** Global healthcare partnering requires new ways of drafting, negotiating and implementing alliances so the agreements can be completed and successfully managed. Experienced lawyers and licensing directors will share their experiences and tools for achieving these complicated structures in a time effective manner.

4:00 pm – 6:00 pm	LESI Board of Trustees Meeting <i>(invitation only)</i> <i>Fairmont Waterfront - Nootka Room</i>
6:00 pm – 6:30 pm	VIP Sponsors & Exhibitor Appreciation Toast <i>(invitation only)</i> <i>VCC West - Ballrooms C&D Foyer</i>
6:30 pm – 7:30 pm	LES Gala: Cocktail Hour <i>VCC West - Ballrooms C&D Foyer</i>
7:30 pm – 10:00 pm	LES Gala Dinner Celebration & Frank Barnes Awards Presentation <i>VCC West - Ballrooms C&D</i>

TUESDAY OCTOBER 25, 2016

6:15 am – 8:00 am	LES 6K Fun Run <i>RUNVAN Tent outside Pan Pacific Hotel</i>
7:30 am – 5:00 pm	Registration Open <i>VCC East - Convention Level Lobby</i>
7:30 am – 8:30 am	Networking Continental Breakfast <i>VCC East - Ballrooms ABC</i>
8:00 am – 5:30 pm	One-on-One Networking Appointments <i>VCC East - Ballrooms ABC</i>
8:45 am – 9:00 am	Welcome/Opening Remarks <i>VCC East - Hall A</i>
9:00 am – 10:15 am	Plenary Session: Do Patents Still Matter? <i>VCC East - Hall A</i>
Moderator:	David Kappos <i>Partner, Cravath, Swaine & Moore</i>
Panelists:	Michael Frohlich <i>Director of European and International Legal Affairs, PCT European Patent Office (EPO)</i> Russ Slifer <i>Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office (USPTO)</i> Konstantino Georgaras <i>Acting Executive Director Organizational Strategies and Services, Canadian Intellectual Property Office (CIPO)</i>
Description:	In recent years the patent system has come under increasing scrutiny from a host of different scholars. These critiques have been taken up by competition authorities and supreme courts. Misunderstanding the full value proposition of the patent system can pose a danger to innovation. This panel will look at the impact of SCOTUS, CAFC, Congress, FTC and the USPTO as well as PAEs and trans-national corporations on the landscape of the US. The growing role of Europe (and the impact of Brexit) will be examined as well as the importance of patents in the future health and prosperity of developed and developing nations.

9:00 am – 12:00 pm	Exhibit Hours VCC East - Ballrooms ABC
10:15 am – 10:45 am	Networking Break <i>Sponsored by: European Patent Office</i> VCC East - Ballrooms ABC
10:45 am – 12:00 pm	Spotlight Plenary Sessions
	Pricing and Paying for Progress: Disrupting the BioPharma Business Model VCC East - Rooms 2 & 3
Speaker:	Ed Saltzman <i>President and Founder, Defined Health</i>
Description:	We are experiencing an unprecedented acceleration in the speed at which breakthrough therapies arise from basic scientific discovery. Simultaneously, therapeutic platforms are expanding from traditional mass market small molecules and biologics to personalized and even fully individualized interventions. This presentation will explore the dramatic changes that innovation is bringing to Pharma with a focus on implications for program value inflection, portfolio prioritization and deal making.
	Eliminating the Middleman: Evolving Strategies in the World of Finance VCC East - Rooms 8 & 15
Moderator:	Stefan Tamme <i>Vice President of IP Strategy & Licensing Rambus, Inc.</i>
Panelists:	Michael Gokturk <i>CEO, Payfirma</i> Jerry Wald <i>Senior Director, Intellectual Asset Management & Strategy, Visa</i> Simmone Misra <i>Director Business Development, Microsoft</i> Ashok Misra <i>Vice President, Product and Compliance iPayYou</i>
Description:	Pundits call for a fintech-driven demise of commercial banking as we know it today. Payment systems from Apple, Samsung, Starbucks and others grab the headlines, but global advancements in financial technology are revolutionizing the developing world. Speakers will discuss how the revolution in financial technologies impacts the economies of both the developed and less developed countries.

10:45 am – 12:00 pm Spotlight Plenary Sessions continued...

New Recruiting Models for Business and Licensing Professionals

VCC East - Room 11

Moderator: Tanya Moore
T.K. Moore Associates, LLC

Panelists: Tobi Lytle
Management Consultant, Skyline Group
Priya Priyadarhini
Director of Human Resources, Microsoft
J. Christopher Giffin
Senior Vice President
Bench International Search, Inc.

Description: Did you know that 60% of LinkedIn's 2015 revenue came from its Talent Solutions sales to enterprises, large and small? The LinkedIn network has over 433 million members in 200 countries and territories around the globe. Today, without a first-rate LinkedIn profile, you are at a disadvantage.

3D Printing: The Shifting Ground for IP Rights

VCC East - Room 1

Moderator: John Hornick
Attorney at Law, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

Panelists: Michael H. Baniak, CLP
General Counsel, EOS of North America, Inc.
John Cheek
Deputy Intellectual Property Counsel, Caterpillar

Description: As John Hornick, author of *3D Printing Will Rock Your World*, states, "IP principles apply to 3D printing in the same way as any other technology, and 3D printing has the unique potential to threaten the value of IP rights and their ability to give companies a competitive edge. Combined with democratized manufacturing, 3D printing has the power to make IP rights irrelevant." The effect on enforcement of IP rights, both litigation and licensing, will be explored by the speakers.

12:15 pm - 2:00 pm **Plenary Luncheon: Opportunities for Improving Coordination of IP Enforcement**

VCC East - Hall A

Invited Keynote Speaker: Danny Marti
U.S. Intellectual Property Enforcement Coordinator, The White House

2:00 pm – 4:30 pm **Exhibit Hours**
VCC East - Ballrooms ABC

2:15 pm – 3:30 pm

Sector Workshop Sessions**Valuation****The Use and Value of Preferential Rights in Intellectual Property Agreements***VCC East - Room 11***Moderator:**

Tom Hankinson

*Partner, Keating Muething & Klekamp PLL***Panelists:**

Kevin Arst

Managing Director, 284 Partners, LLC

Antoine Bellemare

*Technology Transfer Officer**Universite Laval, Quebec City*

Don Drinkwater

*Licensing Director, Bose Corporation***Description:**

This panel will review the four main types of preferential “rights,” options, rights of first refusal, rights of first offer and rights of first negotiation, and will discuss their use, benefits, limitations, and value in intellectual property agreements. The panelists will also share case studies regarding the use of preferential rights in IP agreements and explore methods for valuing such preferential rights.

LSS**Release of 5th Global Life Sciences Royalty Rate and Deal Terms Survey***VCC East - Room 12***Moderator:**

James A. McCarthy, CLP

*Global Business Development, CorpDev Ventures***Panelists:**

Rob McInnes

Partner, DibbsBarker

Ben Bonifant

Partner, Triangle Insights Group, LLC

Elizabeth Gildea

Licensing Director, GE Healthcare

Jennifer L. Dyer, CLP

*Executive Director, University of Southern**California, USC Stevens Center for Innovation*

Sean Sheridan

*Principal, Charles River Associates***Description:**

Join us for the late-breaking release of the 5th Global Life Sciences Royalty Rate and Deal Terms Survey. This collaborative initiative between the LES (USA & Canada) Life Sciences/Health Care Sector and the LESI Life Sciences Sector targeted members in the biotechnology and pharmaceutical industries across countries. The global survey report provides a detailed analysis on fixed royalties, tiered royalties, deal terms, valuation methods, and therapeutic areas.

2:15 pm – 3:30 pm Sector Workshop Sessions continued...

Legal **Top 10 Court Decisions of 2016****Affecting Licensing**

VCC East - Room 1

Speaker: Russell Levine
Partner, Kirkland & Ellis

Description: This session will identify the top ten court decisions affecting licensing in 2016. The speaker will discuss each case and its potential impact on drafting and negotiating patent license agreements.

CEEM **Joint Development Agreements: Best Practices and Lessons Learned in Negotiating and Living Under a Joint Development Agreement**

VCC East - Room 18

Moderator: Charles O'Brien, Esq.
*IP Transactional Practice Group Leader
 Cantor Colburn LLP*

Panelists: Bill Elkington
*Senior Director, IP Management
 Rockwell Collins*

Louise Levien, PhD, CLP
*Commercial, Intellectual Property & Licensing
 ExxonMobil Upstream Research Company*

Rimma S. Driscoll
*Vice President, Business Development
 & Commercial Alliances, Zoetis*

Description: This workshop will address questions that a business entity should ask itself (and risks it should weigh) to determine if joint development makes sense. The workshop will then address key terms in a JDA and options in negotiating those terms as well as best practices and real life lessons learned from entities (large and small) that have lived under a JDA.

HTS **Patent and Technology Licensing in High Tech: Recent Trends**

VCC East - Rooms 2 & 3

Moderator: Sanjay Prasad
Principal, Prasad IP, PC

Panelists: Kwang-Jun (KJ) Kim
President, Intellectual Discovery

Judson Cary
*Vice President & Deputy General Counsel
 CableLabs*

James A. Siegel
*Global Licensing Director
 Open Invention Network, LLC*

Chris Capuano
Vice President of Licensing, Avigilon

2:15 pm – 3:30 pm Sector Workshop Sessions continued...

Description: This panel will focus on the discussion will focus on recent experiences in patent licensing in the high tech industry. Included will be a focus on the difficult licensing environment and the move by several licensors to add technology licensing into their business model.

3:30 pm – 4:00 pm **Networking Break**
Sponsored by: Foresight Valuation Group, LLC
 VCC East - Ballrooms ABC

4:00 pm – 5:15 pm **Sector Workshop Sessions****IUGI Checklist for License Agreements**

VCC East - Room 11

Moderator: Sadhana Chitale
Director, Life Sciences/Technology Transfer
New York University

Panelists: Colm Lawler, PhD, CLP
Senior Licensing Manager
Partners Healthcare Innovation

Scott MacFarlane
Director of Technology Transfer, State University of New York (SUNY) Upstate Medical University

Description: How many times have you wished that you were able to have or make your own checklist for any particular licensing negotiation scenario? The presenters have taken their cue from Dr. Atul Gawande's *The Checklist Manifesto* and have created a checklist for a few different types of license agreements based on their cumulative experience.

CP Building Universes, Growing Revenue

VCC East - Rooms 8 & 15

Moderator: Peter Canalichio
President & Founder, Licensing Brands, Inc.

Panelists: Mark Di Somma
Creative Brand Strategist, The Audacity Group

John Friend
Head of Consumer Products & International Expansion, 343, a Microsoft Company

Description: Every company is under pressure to grow their footprint and revenues. Many brands are looking for ways to do so on a global basis. In this three-way discussion, the speakers share their findings and experiences on what it takes to build valuable assets and to generate more value from those assets against a backdrop of rising consumer expectations around experiences and what consumers get for free. We'll look at how a game like Halo generates millions in revenue through long term storytelling, partnerships and the judicious use of technology, and explore through conversation what other brands can learn.

4:00 pm – 5:15 pm Sector Workshop Sessions continued...

CEEM **Cyber Espionage, Trade Secrets, and Business Protection**

VCC East - Room 18

Moderator: Nicoleta (Nicki) Kennedy
*Attorney, Kilpatrick Townsend & Stockton, LLP***Panelists:** Mark Mermelstein
*Partner, White Collar & Corporate Investigation Co-Chair, Cybersecurity & Data Privacy Group Orrick, Herrington & Sutcliffe, LLP*Lindsay Kelly
*Vice President, Roivant Sciences*John Friend
*Head of Consumer Products & International Expansion, 343, a Microsoft Company*James Pooley
*Former Deputy Director, World Intellectual Property Organization (WIPO)***Description:** This panel will provide a brief discussion of trade secrets tailored to non-attorneys. The panel will then discuss how trade secrets are misappropriated through cyber espionage and what enforcement mechanisms are currently available: criminal through DOJ and civil through DTSA. The panel will also provide an update on the DTSA following implementation.**LSS** **Yours, Mine & Ours: Partnering Late Stage Compounds Globally**

VCC East - Room 1

Moderator: Mark Edwards
*Managing Director, Bioscience Advisors***Panelist:** Steve Barrett
Partner & Co-Chair, Technology Transactions & Licensing Practice Group, WilmerHale
Bob Smith
*Senior Vice President, Business Development, Worldwide Research and Development, Pfizer***Description:** Pharma has long searched for late stage deal structures that are both global in scope and regional in execution. The Pfizer alliance for Lipitor with Warner-Lambert in 1996 was an early example; Pfizer's deal with Eyetech for Macugen in 2002 was another. Novartis followed one approach with Idenix in 2003 and another with Human Genome in 2006. More recently, Genzyme/Alnylam and AbbVie/Infinity have devised novel approaches. What have we learned about global deals for late stage assets?

4:00 pm – 5:15 pm Sector Workshop Sessions continued...

HTS Valuation of Technology in China

VCC East - Rooms 2 & 3

Moderator: Albert Wai-Kit Chan, PhD
Founder & Director, United States-China Intellectual Property Institute

Panelists: Alan Paau
*CEO & Chairman
 Advance Immune Medical Systems*

David Ai, JD, MS, MBA
Director, Knowledge Transfer Office (KTO)

Yuanjia Hu, PhD
*Associate Professor of Biomedical Sciences
 & Programme Coordinator of Medicinal Administration in Institute of Chinese Medical Sciences, University of Macau (UM)*

Description: Before entering into a licensing agreement, it's important to know how the Chinese value technology. Learn about the processes and the role that social, cultural, and regulatory factors play. Eager to transform the economy to one that is innovation-driven, the Chinese government plans to set policies and strategically subsidize businesses towards this goal. We will discuss China's new five-year plan and how it will influence the valuation of technology. We will also review the types of technology that may attract Chinese investments, as well as the challenges foreigners may face. Obtaining the proper valuation for your intellectual property is key to a successful transaction.

Emerging Enterprises How to Create and Evaluate New IP Portfolio Opportunities

VCC East - Room 12

Panelists: Mike McClean
*Senior Vice President IP & Technical Services
 TechInsights*

Peter Cowan
Principal Consultant, Northworks IP

Description: IP portfolios built on the business value chain offer strategic IP protection as today's technology markets converge. Service providers and companies should take a closer look at how strong links between IP and innovation can expand a portfolio's breadth and depth, and identify areas to build out new IP using an IP value chain view. The session will cover a) a framework for linking business and IP strategies; b) IoT market and technology case study, and c) developing an implementation plan.

6:30 pm – 9:00 pm

Offsite Sector Networking Dinners*Transportation Sponsored by: **PatBak****Granville Island**Bus Transportation: Pan Pacific Hotel Lobby**Loading 5:45 pm & Departure 6:00 pm**Returning from Granville Island 9:00 pm***WEDNESDAY OCTOBER 26, 2016**

7:30 am – 12:00 pm

Registration Open*VCC East - Convention Level Lobby*

7:30 am – 9:00 am

Continental Breakfast*VCC East - Ballrooms ABC*

8:00 am – 11:30 am

Exhibit Hours*VCC East - Ballrooms ABC*

8:00 am – 11:30 am

One-on-One Networking Appointments*VCC East - Ballrooms ABC*

8:45 am – 10:00 am

Sector Workshop Sessions**HTS****Vehicle Electrification: New Inroads in the Chinese Market – Vehicles, Infrastructure and IP***VCC East - Rooms 2 & 3***Moderator:**

Jayson Pankin

*President & CEO, AutoHarvest Foundation***Panelists:**

John Carney

Director, Commercialization & Licensing, Delphi

Hakan Kostepen

Executive Director, Product Planning Strategy & Innovation, Panasonic

Amer Akhtar

Head of US Region, M&A, NextEv

David Kelley

IP Counsel, Ford Global Technologies, LLC

Dragon Wang, PhD

Partner, Beijing East IP Law

Ethan Zhu

*CEO, Shanghai PowerShare***Description:**

The Chinese government is creating a big push for the rapid introduction of electric vehicles by mandating significant increases in fuel economy standards of 47 MPG by 2020, and increasing to 56 MPG by 2025. This panel will discuss EV introduction in the Chinese market including the vehicles, the infrastructure, and the related IP. Speakers include vehicle OEMs, Tier 1 suppliers, and members of the Chinese IP community. We will discuss the approach car makers are taking in response to the market demand and the role of joint ventures, licensing and localization of new models, and the related charging infrastructure in China.

8:45 am – 10:00 am Sector Workshop Sessions continued...

CP Innovative Solutions to Challenges in Global Licensing

VCC East - Room 11

Panelists: Ted Curtin*Executive Vice President, Chief Marketing Officer, ProdigyWorks*

George Williams

Managing Director, LMCA Asia

Christian Mayer

Managing Director, TELEFUNKEN Licenses GmbH

Description: Falling under the “Innovation in Global Business Models” sub-theme, this panel will explain the opportunities and challenges with extending licensing programs overseas. We will address solutions that iconic brands have used to maximize their brand’s global potential while protecting their trademarks, ensuring high quality, and minimizing corporate risk. The panel will include licensing agencies, licensees, and brand licensor executives.

IUGI I Love You, Now Change: A Counseling Session Between Industry, Government and Academia

VCC East - Room 18

Moderator: Jay Reilly*Special Counsel, Saul Ewing***Panelists:** Paul Stewart, MBA, CLP*Managing Director, PASCO Ventures, LLC*

Shah Baiju

CEO, BioMotiv, LLC.

Nadim Shohdy, PhD

*Director & Co-Founder,**NYU Office of Therapeutics Alliances*

Susan Rucker, JD, CLP

*Senior, Technology Licensing Specialist &**Senior Advisor for IP Transactions National**Institutes of Health, National Cancer Institute*

David A. Lewin, PhD

*Senior Associate Director**Yale Office of Cooperative Research*

Description: This panel includes representatives from industry, academia, and the government. We will explore the different constraints faced by each type of organization and the issues that arise from those constraints. The panel will also discuss different negotiating strategies for overcoming those issues and actual solutions that have been utilized to bridge negotiating differences.

8:45 am – 10:00 am Sector Workshop Sessions continued...

LSS **The Impact of IPRs and CBMs on the Healthcare Industry**

VCC East - Room 1

Moderator: Michael Lee, CLP
*Director, Sterne, Kessler, Goldstein & Fox P.L.L.C.***Panelists:** Deborah Sterling, PhD
*Director, Biotechnology, Chemical Group, Sterne, Kessler, Goldstein & Fox P.L.L.C.*Dr. Hans Saucer
*Deputy General Counsel, Biotechnology Innovation Organization (BIO)***Description:** IPRs result in the cancellation of about 60% of patent claims in the healthcare industry. This workshop analyzes the impact IPRs and CBMs are having on the healthcare industry, including the impact of the IPRs filed by hedge fund managers such as Kyle Bass. We also cover the developing practice of early termination of healthcare patents through ex parte reexam in light of the recent Gilead decision, and how the combined attack of IPRs and ex parte reexams can be devastating to patent owners.**CEEM** **First Contact: Practical Considerations for Start-Ups to Fortune 500 Companies in Approaching a Potential Deal**

VCC East - Rooms 8 & 15

Moderator: Ann M. Cannoni
*Director and Vice President, The Webb Law Firm***Panelists:** Mike Gross, CLP
*Corporate Research & Engineering - Global Licensing, Kimberly-Clark*Jeffrey M. Bockman, PhD
*Vice President, Defined Health***Description:** This presentation is an interactive panel session to discuss how the initial contacts with potential licensors, licensees, and partners can influence the success of the deal. The discussion will focus on how to prepare your team for the meeting, issues and key deal terms for negotiating, and negotiation strategy.10:00 am – 10:30 am **Networking Break**

VCC East - Ballrooms ABC

10:30 am – 12:00 pm **Sector Business Meetings****IUGI**

VCC East - Room 12

High Tech

VCC East - Room 11

10:30 am – 12:00 pm Sector Business Meetings continued...

CEEM

VCC East - Room 18

Life Sciences: Immuno-Oncology Partnering: Tipping Point of Tip of the Iceberg?

VCC East - Room 1

Guest Speaker: Jeffrey Bockman, PhD
Vice President, Defined Health

Description: Deal making in the Immuno-Oncology (IO) space has been intense over the past two years. As first movers strategically took on more targets and modalities to broaden and deepen their pipelines (including numerous collaborations), follow-on players ventured out into new platforms, and those on the sidelines started to be compelled to participate placing early bets in potentially next wave therapies. With any stumble, pundits proclaim the bubble is about to burst, and yet with more data, some of it only incremental but much quite meaningful, the so-called frenzy becomes reinvigorated. This talk will look at the analytics around deals and pipeline, providing Defined Health's perspective on IO strategies: what is driving deals, such as franchise and/or MOA synergies; what are late entry follow-on ("me, too's") companies doing to potentially compete; what are the hot new areas? Finally, what can the partnering in IO tell us about the state of the industry?

Consumer Products

VCC East - Rooms 8 & 15

12:15 pm – 2:00 pm **2017 Chairman's Luncheon**

VCC East - Hall A

2:00 pm – 5:00 pm **Chapter Leader Training Session & Awards**

VCC East - Room 11

2:15 pm – 3:30 pm **Sector Workshop Sessions****LSS/IUGI****Medical Device Licensing: Aligning Your Business and IP Strategies**

VCC East - Room 1

Moderator: Michael T. Fluhler
Patent Attorney, Fishman Stewart PLLC

Panelist: Scott Phillips
President, StarFish Medical

Parminder Singh
Intellectual Ventures Canada (previously)

Michael Arciero, JD
Director of Technology Licensing & New Ventures, University of Southern California, USC Stevens Center for Innovation

2:15 pm – 3:30 pm Sector Workshop Sessions continued...

Description: The medical devices industry is one of the largest segments in healthcare, driven by innovation, patient needs, and new regulations. Join us for a moderated session with senior leaders in the Medical Device sector to discuss the positive and negative drivers of the market both today and in the future.

HTS **CyberSecurity Patent Behavior: Nexus of Licensing & Information Sharing**

VCC East - Rooms 8 & 15

Moderator: Peter Harter
Founder, The Farrington Group

Panelist: Adam Ullman
CEO, PDCIP, LLC

Greg Miller
*Co-Founder and Chief Development Officer
OSET Foundation*

Description: In 2016 the Cyber Security Information Sharing Act became law in the US, which opens up the sharing of information about threats and vulnerabilities between companies and government. As a result, patent reform is moving parties to share information more clearly in order to avoid or punish abusive gamesmanship on both sides. If all participants in cyber information sharing abided by LES standards for patent licensing, would this enhance confidence and create a presumption of suspect behavior?

CEEM **Next Generation Batteries: IP and Licensing Challenges Going from Lab to Market**

VCC East - Rooms 2 & 3

Moderator: Grant M. Ehrlich, PhD
Counsel, Cantor Colburn, LLP

Panelist: Robert S. Bramson, CLP
Partner, Bramson & Pressman

Steven J. Visco
*Chief Executive Officer and CTO
PolyPlus Battery Company*

Description: This panel will discuss IP and licensing issues associated with the transition of new battery technology from the laboratory to the marketplace. Panelists include key contributors from academia, industry, and service providers. The discussion will address cooperative arrangements between academia and industry players, licensing activity between patent owners and device manufacturers, and relationships between startups and established corporations.

2:15 pm – 3:30 pm Sector Workshop Sessions continued...

Legal **Why Is Patent Litigation So Expensive And What Can be Done About It?***Refer to Annual Meeting Mobile App for location***Moderator:** Sandeep (Sandy) Seth
*Founder & CEO, PatBak, LLC***Panelist:** Mark Shelley
*Senior Associate, Hogan Lovells, LLP*Mark A. Peterson, CPA, CLP
*CEO, Robinwood Consulting, LLC*Lawrence M. Hadley
*Principal, McKool Smith*David Kelley
*IP Counsel, Ford Global Technologies, LLC***Description:** The panelists will discuss the specific issues they face that make patent litigation so expensive. The panel will include perspectives from in-house counsel, litigation counsel, and expert witness. The panel will discuss what specific areas add the most cost and which are the most difficult to control, backed up with cost statistics. The audience and panelists will discuss real world successes in the containment of patent litigation costs.5:00 pm – 6:00 pm **President's Cocktail Networking Reception with Chapter Leadership and YMC members**
*VCC East - Room 11***THURSDAY OCTOBER 27, 2016**8:00 am – 5:30 pm **CLP Review Course**
*Fairmont Waterfront - Cheakamus Room***Instructors:** Tatiana K. Moore CLP
*T.K. Moore & Associates, LLC*Chris Schulte, CLP
*Director, 284 Partners, LLC*Hilton W. Sue
Partner, Oyen, Wiggs, Green & Mutala, LLC

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Anaqua

Exhibit Booth 305

Anaqua software combines insight with well managed processes and services to help turn intellectual property into competitive advantage. Our platform, ANAQUA8, unifies analytics with critical tools, workflow, data, and documents into one efficient, intelligent environment. Our clients gain better insight for decision-making and business alignment while dramatically reducing and controlling costs.

AutoHarvest Foundation

Media Supporter

AutoHarvest Foundation operates a unique innovation ecosystem led by some of the most highly respected figures in the automotive and manufacturing industries. This system allows users of all types to showcase capabilities, technologies and needs system-wide and privately connect with fellow inventors and commercializers to explore technology and business opportunities

AUTM

Media Supporter

The Association of University Technology Managers (AUTM) is dedicated to bringing research to life by supporting and enhancing the global academic technology transfer profession through education, professional development, partnering and advocacy. AUTM's 3,300 members represent managers of intellectual property from more than 350 universities, research institutions and teaching hospitals around the world as well as numerous businesses and government organizations. Visit www.autm.net to learn more.

Banner & Witcoff

Networking Sponsor

A national law firm with more than 100 attorneys and agents and 95 years of practice, Banner & Witcoff provides legal counsel to the world's most innovative companies. The firm's attorneys have the experience and insight needed to handle complex intellectual property issues, as well as resolve difficult disputes and business challenges for clients across all industries and geographic boundaries.

BIO

Media Supporter

The largest, most influential biotech Convention in the world is coming to San Diego, June 19-22, 2017. Experience powerful business partnering, benefit from innovative education sessions

and network with 15,000+ of biotech's best and brightest. Discover the next big breakthrough at BIO 2017! Learn more at convention.bio.org.

BioScience Advisors

Exhibit Booth 210

BioScience Advisors (Biosci) was founded in 2011 as a consulting and database firm focused on biopharma alliances. Our deal database, BiosciDB, is the most comprehensive reference database on biopharma alliances. It includes 12,000 undated SEC-filed contracts, mostly obtained via Freedom of Information Act (FOIA) requests, plus analyses, snapshots and quarterly deal updates.

ClearstoneIP LLC

Exhibit Booth 307

ClearstoneIP has developed a web-based platform purpose-built by patent attorneys for the most efficient patent infringement analysis possible. With a particular focus on portfolio management and monetization, the system enables analysts to zero in on the most relevant portfolio patents at speeds and accuracy unmatched by any conventional method.

The Certified Licensing Professional (CLP)

Exhibit Booth 204

The Certified Licensing Professional (CLP) is a professional designation intended to distinguish those who have demonstrated experience, proficiency, knowledge and exposure to licensing and commercialization of intellectual property through active involvement in patenting, marketing, valuation, IP law, negotiation, business development and intellectual asset management. Visit the CLP booth to learn more about the goal of the CLP program, the certification process, the recertification process, and the value of certification to the field.

EisnerAmper

Exhibit Booth 309

EisnerAmper's Royalty Audit & Contract Compliance Services Group is a dedicated group of professionals with the expertise to assist clients with protecting intellectual properties and recovering underpaid royalties and profits. The members of our team have extensive experience providing compliance services in this specialized practice area, with a proven track record of delivering results.

European Patent Office

Networking Sponsor | Exhibit Booth 306

Quality is the hallmark of the European Patent Office. At this

year's LES 2016, the EPO will present the quality improvements to its search and examination standards, especially those concerning the coverage of Asian documentation and the new options and services available for PCT applicants filing with the EPO. As the launch of the European unitary patent draws closer, expert staff will be on hand to address applicants' questions. The Office will also present its Federated Patent Register and Global Dossier projects, both of which bring together reliable legal status information from multiple patent registers.

Finnegan

Gold Sponsor

Finnegan is one of the largest IP law firms in the world. From offices in Atlanta, Boston, London, Palo Alto, Reston, Seoul, Shanghai, Taipei, Tokyo, and Washington, DC, the firm practices all aspects of patent, trademark, copyright, and trade secret law, including counseling, prosecution, licensing, and litigation. Finnegan also represents clients on IP issues related to European patents and trademarks, international trade, portfolio management, the Internet, e-commerce, government contracts, antitrust, and unfair competition. For additional information on the firm, please visit www.finnegan.com.

Foresight Valuation Group, LLC

Networking Sponsor

Foresight Valuation Group is an intellectual property consulting and startup advisory firm. As IP experts based in Silicon Valley, we work with our clients to align their IP position with their business strategy. We help companies develop an informed approach to managing their intangible assets, and extract value from innovation.

GEN

Media Supporter

Genetic Engineering and Biotechnology News (GEN) is the longest-running, most widely read, and largest circulated global biotechnology news publication. Published 21 times a year and recently redesigned to focus on Biobusiness, OMICS, Drug Discovery, Bioprocessing, and Translational Medicine, GEN reports on key news developments and technology trends in the bioindustry.

Global Royalty Audits, Inc

Exhibit Booth 202

We work with clients to maximize their licensing revenues while preserving their relationships with their licensees. Our team of forensic accountants and lawyers have a broad range of industry experience to assist with conducting forensic based royalty

audits, advising on license portfolio risks and developing a licensing compliance program.

Google

Wi-Fi Sponsor

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

Gorodissky & Partners

Bronze Sponsor | Exhibit Booth 101

Russian IP boutique Gorodissky & Partners with headquarters in Moscow and branch offices in 10 Russian/1 Ukrainian cities remains heading top positions in every aspect of protection, disposal and enforcement of IP rights. Team of 140 IP professionals provides domestic/foreign clients and associates with comprehensive, professional and cost effective legal services relating to all IP matters.

Greenblum & Bernstein

Tote Bag Sponsor

G&B specializes in intellectual property law, representing clients, ranging from multinational corporations to start-ups, in a broad array of technologies worldwide, and is involved in all aspects of intellectual property monetization/licensing and diligence/acquisitions as well as all aspects and stages of intellectual property practice, including prosecution, post-grant procedures, and litigation.

Grid Logics

Exhibit Booth 303

Grid Logics is a leading provider of products and custom software solutions for Intellectual Property research and analysis. Our products: PatSeer-a Patent database containing the world's most comprehensive full-text Patent collection along with integrated analytics, project workflow and collaboration capabilities and Patent iNSIGHT Pro-a comprehensive Patent research, analysis and mapping platform.

Hogan Lovells

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Hogan Lovells is a global legal practice that helps corporations, financial institutions, and governmental entities across the spectrum of their critical business and legal issues globally and locally. We have over 2,500 lawyers operating out of more than

45 offices in the United States, Europe, Latin America, the Middle East, Africa, Asia, and Australia.

IAM

Official Strategic Media Partner | Exhibit Booth 410

IAM reports on intellectual property as a business asset. In-depth online and print content provides a high-level corporate readership with cutting-edge insights into how intellectual property is being used to create strategic advantage, forge collaborative relationships, build shareholder returns, generate bottom-line revenue and gain greater leverage in the financial markets.

IEEE

Exhibit Booth 300

InnovationQ Plus, powered by IEEE and IP.com, is a new innovation discovery and analytics platform that combines deep engineering knowledge from IEEE content with IP.com's global patent and non-patent literature. Powered by IP.com's proprietary cognitive retrieval engine, InnovationQ Plus rapidly sifts through massive amounts of big data to quickly and efficiently pinpoint relevant patents, applications, and non-patent literature, delivering industry leading search results. InnovationQ Plus enables IP discovery, analysis, and mapping of patent and non-patent material in one easy-to-use, highly accurate search tool.

(www.ieee.org/innovationqplus)

Innography

Gold Sponsor | Exhibit Booth 311:

Intellectual property is changing as IP has become central to business decisions across companies large and small, influencing Product, Marketing, M&A, in addition to Legal strategies. Innography, a CPA Global company, provides IP professionals quick access to insights to questions from across organizations. Innography's industry-leading quality of cleansed and correlated data and proprietary analytics are the foundation for intuitive, interactive visualizations. Our offerings and client-centric support has led to fast growth and 97% satisfaction rating from our client base of leaders in various categories.

InvotexIP

Exhibit Booth 208

InvotexIP's dedicated CPAs conduct Royalty Audits throughout the world uncovering underreported royalties in 87% of audits performed. InvotexIP's success is attributed to our understanding of the partnership nature of a licensing arrangement. Our audits are conducted in a professional and congenial manner creating a positive audit experience for all parties.

IPOS International

Exhibit Booth 302

IPOS International is the international arm of the Intellectual Property Office of Singapore (IPOS). Appointed as the 19th International Searching and Preliminary Examining Authority (ISA/IPEA) by the World Intellectual Property Organization (WIPO), IPOS-International has over 100 patent examiners with 90% doctorates and is ISO 9001:2008 accredited for its patent search and examination services.

IPPRO The Internet

Media Supporter

IPPro The Internet is the go-to industry publication for free news, views and opinion on intellectual property online. The fortnightly publication and accompanying website—the only free-to-read intellectual property resources around—cover the full spectrum intellectual property rights, including patents, trademarks, copyright and domain names, as they relate to the internet. The website also provides the latest information on intellectual property events around the world, and advertises the key jobs available in this industry as they become available.

Keisen Associates

Exhibit Booth 203

Keisen Associates is a full service Japanese Intellectual Property Law Firm, having offices in Tokyo and Philadelphia. Our practice offers a broad range of Japanese and international legal support in patent, design, and trademark law, as well as legal consultation for international business development and technology transfer support in Japan.

ktMINE

Networking Sponsor | Exhibit Booth 201

ktMINE is an innovation and intellectual property information firm founded in 2008. Focused on mining, organizing and connecting the world's IP information, ktMINE provides businesses across the globe access to insights on industry players, technologies, and developments.

LES Foundation

Exhibit Booth 109

The LES Foundation was established in 2000 by the Licensing Executives Society, (USA & Canada), Inc., to increase awareness and understanding of the licensing of intellectual property rights (IP) and to communicate the critical role licensing plays in bringing creations and innovation to the commercial marketplace.

Merck

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Merck has a strong history of success in translating cutting-edge research into life-saving medical breakthroughs. We're pursuing some of the most innovative areas in biomedical research emerging today in order to drive great science forward without regard to therapeutic area or modality. Merck has hundreds of successful collaborations. Let's talk. Learn more at merck.com/licensing.

Microsoft

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Microsoft is the leading platform and productivity company for the mobile-first, cloud-first world, and its mission is to empower every person and every organization on the planet to achieve more. Microsoft is a top investor in innovation worldwide. Our patents, copyrights, and trademarks result from our investments in developing innovative software, devices and services that help over a billion people and businesses fulfill their potential. Microsoft's portfolio of nearly 60,000 patents is consistently rated at the top of the industry.

Okayama University

Exhibit Booth 206

Okayama University has the 2nd largest number of faculties in Japanese universities and has several strong research fields such as physics, life science, plant science, medicine and clinical study and so on. Researchers focus on wide range of unique research topics in interdisciplinary research environment.

PatBak

Offsite Event Transportation Sponsor

PatBak is the technical consulting division of SethLaw and was founded by a patent litigator for patent litigators. We provide professional consulting for infringement and invalidity contentions, deep support to technical experts in patent cases, and patent analytical support and consulting to corporate counsel needing to understand the patent landscape relating to product commercialization.

Potter Anderson Corroon LLP

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As the oldest and one of the largest law firms in Delaware, Potter Anderson is the firm of choice for companies established or operating in Delaware. We provide a full range of legal services to our clients who range from Fortune 500 international companies, to small local companies, to individuals.

PwC

Exhibit Booth 205

PwC's Global Licensing Management & Contract Compliance Practice is dedicated to helping our clients maximize and protect the value of their Intellectual Property. Our team of 300+ global specialists work to build resilient strategies and solutions to protect what matters most: relationships and value. For more information, visit www.pwc.com/us/forensics.

Questel

Silver Sponsor | Exhibit Booth 207

Questel offers a comprehensive suite of online productivity & collaboration services covering the entire innovation lifecycle: competitive intelligence, technology scouting, innovation capture, invention disclosure workflow, prior art searching, patent portfolio management, valuation & licensing. The unique databases can be visualized, analyzed, shared and archived online. Questel offers consulting services and online training.

RatnerPrestia

Gold Sponsor

RatnerPrestia is a full service intellectual property law firm representing clients in all major industries and in all areas of intellectual property law. Whether you need expert advice in portfolio planning and prosecution, transactions and licensing, or litigation and risk reduction, RatnerPrestia will guide you to your goal.

ROBIC

Lanyard Sponsonor

ROBIC is a full-service IP boutique founded in 1892 whose primary purpose is to service its clients' needs in the field of Intellectual Property and Business Law. Internationally renowned, our professionals including lawyers, scientists and engineers provide dynamic and entrepreneurial representation to clients in managing all aspects of their intellectual capital.

RoyaltyStat

Exhibit Booth 304

RoyaltyStat is an interactive, searchable, online database with nearly 19,500 license agreements, each with an unredacted royalty rate. The database has indispensable tools and information to produce benchmarking studies and valuation of IP. RoyaltyStat includes the full text of each agreement and provides online statistical tools to analyze royalty rates in several industries and regions. Everything is organized by project, giving you full control of the documentation in the event of an audit.

RSM US LLP

Exhibit Booth 301

RSM US LLP is the leading provider of audit, tax and consulting services, including royalty audits, with more than 9,000 people in 86 offices nationwide. We are a licensed CPA firm and the U.S. member of RSM International, a global network of independent audit, tax and consulting firms with more than 38,300 people in over 120 countries.

ShareVault

Digital Tote Sponsor | Media Supporter | Exhibit Booth 111

ShareVault is the trusted document sharing solution (virtual data room) for licensing professionals sharing confidential intellectual property during due diligence. With unmatched enterprise grade security, functionality that simplifies document organization and viewing, and detailed analytics that track document activity, ShareVault gives organizations full access controls for document sharing.

TechInsights/Chipworks

Exhibit Booth 105

In June, TechInsights and Chipworks announced a merger creating a leader in advanced technology and patent services. TechInsights researches technology in electronics and software by analyzing the innovation in commercial products. TechInsights uses this analysis to investigate the use of patented inventions for clients needing evidence to prove patent value.

WIPR

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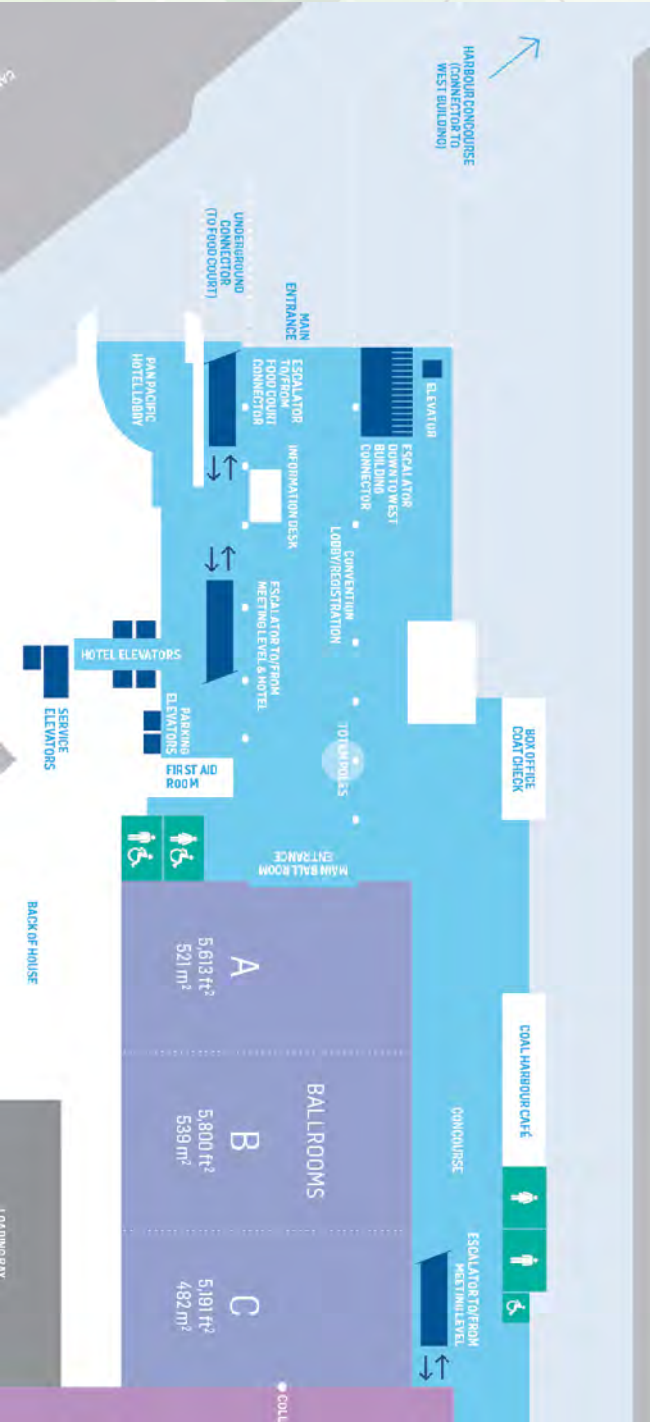
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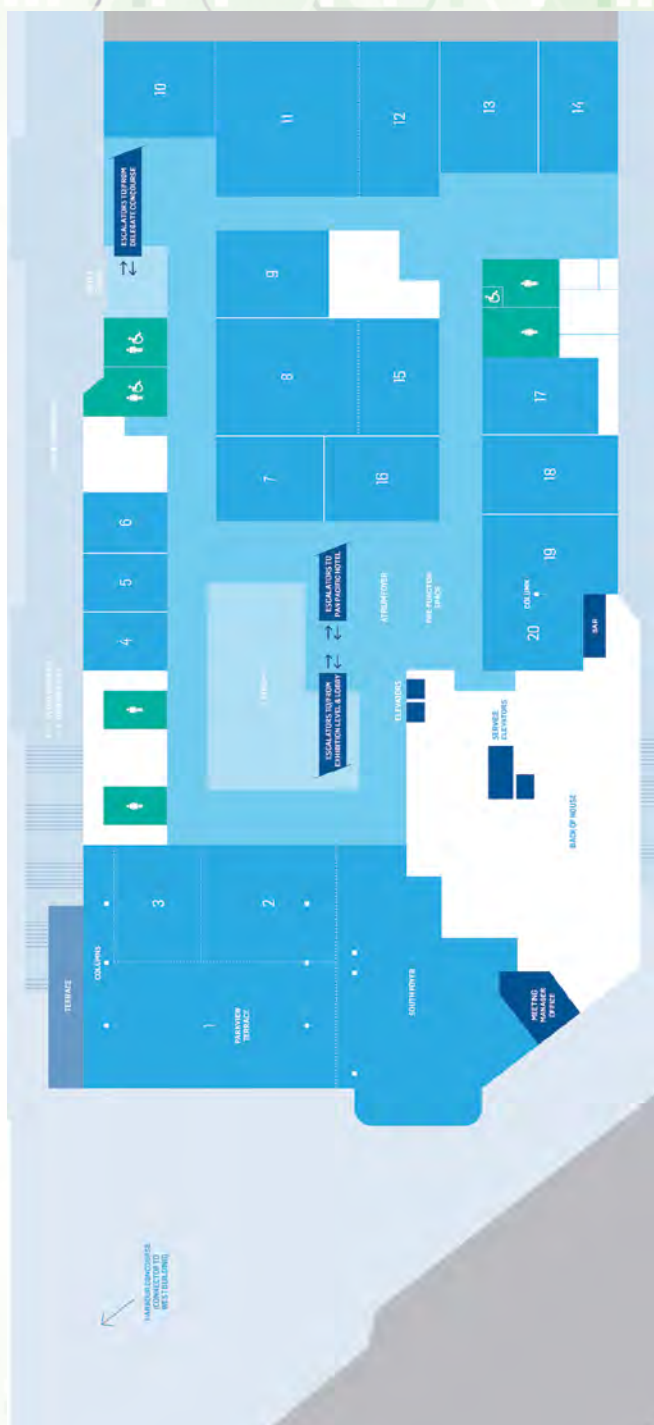


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Grid Logics	303
IAM	410
IEEE	300
Innography	311
InvotexIP, LLC	208
IPOS International	302
Keisen Associates	203
ktMINE	201
LES	200
LES Foundation	109
Okayama University	206
PwC	205
Questel	207
RoyaltyStat	304
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