



LES (USA & CANADA) 2013 SPRING MEETING

IP Matters In Every Deal

West Coast: Hub of Innovation

MAY 14-16, 2013
W HOTEL SEATTLE
SEATTLE, WA



ONSITE GUIDE



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

SCHEDULE AT-A-GLANCE


MONDAY, MAY 13

1:00 PM – 5:00 PM LES Foundation International Graduate Student Business Plan Competition



TUESDAY, MAY 14

8:00 AM – 7:00 PM Registration
8:30 AM – 5:00 PM IP & Licensing Basics
2:00 PM – 5:00 PM Ask the Experts
2:00 PM – 5:00 PM Education Workshop
6:00 PM – 7:30 PM Welcome Reception

WEDNESDAY, MAY 15

8:00 AM – 5:00 PM Registration
8:30 AM – 9:30 AM Continental Breakfast
9:30 AM – 10:30 AM **PLENARY SESSION**
Solving the World's Imminent Problems with Innovative Science
10:30 AM – 11:00 AM Networking Break
Sponsored by:  CHRISTENSEN | O'CONNOR
JOHNSON | KINDNESS
11:00 AM – 12:00 PM **PLENARY SESSION**
Secondary Patent Market—Trends and Practices
12:00 PM – 2:00 PM **FEATURED LUNCHEON SPEAKER:**
IP Perspectives from a Northwest Angel Investor
Brian Arbogast, Director of the Water, Sanitation & Hygiene Program, Bill & Melinda Gates Foundation & Angel Investor, Northwest Energy
2:00 PM – 3:15 PM Workshops
3:15 PM – 3:45 PM Networking Break
Sponsored by: **HUSCH BLACKWELL**
3:45 PM – 5:00 PM Workshops
6:30 PM – 8:30 PM **Networking Reception at Chihuly Garden and Glass**
Sponsored by: **INTELLECTUAL VENTURES***

THURSDAY, MAY 16

8:00 AM – 12:00 PM Registration
8:30 AM – 9:30 AM Continental Breakfast
9:30 AM – 10:30 AM **KEYNOTE: Hello Kitty as a Global Licensing & Marketing Phenomenon**
Ray Hatoyama, Managing Director, Strategy and Overseas Division, Sanrio
10:30 AM – 11:00 AM Networking Break
Sponsored by:  **Betts Patterson Mines**
ATTORNEYS
11:00 AM – 12:00 PM Mini-Plenary Sessions
12:00 PM – 1:30 PM Luncheon & LES Foundation Awards
Featured Speaker: The Geek's Guide to Seattle
Todd Bishop, Co-Founder, GeekWire
2:00 PM – 3:15 PM Workshops
3:15 PM – 3:45 PM Networking Break
3:45 PM – 5:00 PM Workshops
5:00 PM – 6:00 PM **Closing Reception**
Sponsored by the IP Section of: 

On behalf of the LES (USA & Canada) Board of Trustees and the 2013 Spring Meeting Committee, welcome to Seattle and the 2013 LES Spring Meeting.

This is the first time LES (USA & Canada) will host a meeting in the Emerald City of Seattle in Washington State—Washington is home to more than 160 biopharma, 250 medical technology companies and 36 non-profit research institutes as well as thousands of high tech companies, including 9 of Fortune's top 50 most admired US companies.

I'm particularly excited to hear our Keynote Speaker, Ray Hatoyama. Mr. Hatoyama, Managing Director, Strategy and Overseas Division of Sanrio, is responsible for turning Hello Kitty into a world-recognized brand. His presentation, "Hello Kitty as a Global Licensing & Marketing Phenomenon," should provide great insight on globalizing a business, localizing operations, and global licensing.

But that's not all. We'll hit upon a variety of topics across multiple sectors and industries, including software IP, life science partnerships and acquisitions, federal and national labs, IP collaborations in China, high tech startups, and many more! Some of the world's leading companies, including Adobe, Allen Institute of Brain Science, Boeing, the Bill & Melinda Gates Foundation, HP, IBM, Infections Disease Research Institute, Microsoft, Oracle, Starbucks, T-Mobile and more will share their insights on IP, licensing, business development and dealmaking.

Also, prepare for a memorable networking reception at the magnificent Chihuly Garden and Glass, one of Seattle's most visually-stunning exhibitions featuring the indoor and outdoor glass sculptures of the acclaimed artist Dale Chihuly. It will be an evening you won't forget!

I encourage you to take advantage of the many opportunities this meeting offers, and am confident this will prove to be productive and enjoyable. I look forward to seeing you this week.

Sincerely,



Simmone Misra
Senior Licensing Executive, Microsoft
2013 LES Spring Meeting Chair



Thank you to the LES 2013 Spring Meeting Committee

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Simmone Misra

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We'd also like to acknowledge the support of and thank the members of the Seattle, Silicon Valley, San Francisco, Vancouver, San Diego and Los Angeles Chapters for their efforts in developing the program and planning the Spring Meeting.

GENERAL INFORMATION

Emergency Procedure

In case of a life threatening emergency, please call 911 from any house phone. In case of a non life threatening emergency, please call the operator from any house phone. Be prepared to give your location, your name and the nature of the emergency. Also please report any suspicious conditions. In the case of an emergency the following procedures will take place: When an alarm sounds on any floor, the floors above and below will sound as well. The Seattle Fire Department responds to all fire alarms. Either a Security Officer or an Engineer will be dispatched to the source of the alarm to determine the nature of the alarm. A Security Officer will also be dispatched to the Fire Control Center. Either a Security Officer or an Engineer will radio the Security Officer in the Fire Control Center and inform him/her of the status of the alarm. If the alarm is false you will hear an announcement twice. If the alarm is determined to be real, you will hear the following announcement twice:

“Ladies and Gentlemen may I have your attention please. We have an emergency, please evacuate the building via the nearest stairwell.”

Do Not Take Elevators and follow all instructions given. Also take a minute to review and follow the security/safety information that can be found in your guest room.

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(206) 624-1144
viriniamason.org

HOTEL INFORMATION

W SEATTLE

1112 4th Avenue
Seattle, WA 98101
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OFF-SITE RECEPTION INFORMATION

Chihuly Garden and Glass

305 Harrison Street
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LES Spring Meeting Wi-fi Available In all Meeting Rooms!

Use Wi-Fi Access Code: **LES13** (case sensitive)



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Visit www.LESspring.org/DigitalTote for speaker presentations, attendee lists, and links to valuable white papers, articles, special promotions, and information generously supplied by our Spring Meeting sponsors and partners.

Virtual Recordings

Is there a session you missed? One you want to experience again? As a Spring Meeting attendee, enjoy complimentary access to the Spring Meeting Virtual Package and gain access to all session recordings. To take advantage of this special offer, visit www.LESSPRING.org and enter promo code: **SMAttendee**.

Earn CLE, CLP & CPE Credits

As a service to meeting attendees LES provides CLE, CLP, and CPE credits for the Spring Meeting. The meeting is approved for up to 10 CLE credits in Washington (pending approval), California, Illinois and Pennsylvania, 10 CLP credits, and 12 CPE credits. For additional information, please visit LESSpring.org/CLE.

For more information regarding refund, complaint and/or program cancellation policies, please contact LES at meetings@les.org or 703.836.3106.



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What's New in LES Membership

Stop by the membership table (located near the registration area) and see what's new at LES. Sign up for automatic renewals, refer a friend, become a guide for new HTS members and professionals, and find out what's going on at your local LES Chapter. We look forward to seeing you!

MONDAY, MAY 13

12:00 PM – 1:00 PM

Business Plan Competition Luncheon

Studio 6 & 7, Third Floor (*invitation only*)

1:00 PM – 5:00 PM

LES Foundation International Graduate Student Business Plan Competition

Great Room 2, Second Floor

Join us as student teams from across the globe present their cutting-edge, IP-based business plans to a world-class panel of judges in hopes of taking home valuable cash and in-kind prizes.

TUESDAY, MAY 14

8:00 AM – 7:00 PM

Registration

Second Floor

8:30 AM – 5:00 PM

IP & Licensing Basics

Great Room 2, Second Floor

This course provides a survey of the basics of intellectual property (IP) and licensing. It builds a practical understanding of core IP and licensing concepts from both the business and legal perspectives. Each course, taught by both legal and business experts working as a team, is divided into five topics with examples, exercises and interaction between instructors and fellow students. Topics include: Introduction to IP; Basics of IP Commercialization & Licensing; Determining Reasonable License Fees & Royalty; Managing Risks; and a Licensing Case Study.

Presenters: Ron Epperson, *Managing Director, Intellectual Energy LLC*
Michael Samardzija, *PhD, Partner, Bracewell & Giuliani LLP*
Tim Seeley, *Attorney, Intellectual Ventures*

2:00 PM – 5:00 PM

Ask the Experts

Studio 6 & 7, Third Floor

“Ask the Experts” is an interactive, open-format session designed for all meeting attendees, but especially those that are new to the licensing business. During this session, attendees will have unparalleled access to top experts in the industry. You’ll have a unique opportunity to seek advice and learn from these experts in open space format where attendees will be able to select their topics of choice.

TUESDAY, MAY 14 continued

2:00 PM – 5:00 PM

**Education Workshop: Case Study —
Winning Negotiations Through Practice**

Studio 1 & 2, Second Floor

Presenters: Linda Chao, *Senior Associate, Stanford University*
Tom Major, *Vice President, IPOfferings*

6:00 PM – 7:30 PM

Welcome Reception

Great Room, Second Floor

WEDNESDAY, MAY 15

8:00 AM – 5:00 PM

Registration

Second Floor

8:30 AM – 9:30 AM

Continental Breakfast

Great Room, Second Floor

9:30 AM – 10:30 AM

PLENARY SESSION**Solving the World's Imminent Problems
with Innovative Science**

Great Room, Second Floor

The Bill & Melinda Gates Foundation, the Allen Institute for Brain Science, and the Infectious Disease Research Institute are all Seattle-based non-profit organizations that fund, manage, and engage in life sciences research. Together and individually they represent organizations that make investments in basic science, clinical trials and seeing new products brought to market ultimately. Necessarily, intellectual property and licensing play a role in forming the collaborations and managing the work of these organizations.

The goal of this plenary session is to explain the work of these organizations, their overall objectives and the role that licensing plays. And given that they are all non-profit entities, the panel will explore the implications of licensing involving commercial actors to achieve charitable outcomes.

**Moderator:**Chris Rivera, *President, WBBA***Panelists:**

Erik Iverson, *Executive Vice President of Business Development and External Affairs, Infectious Disease Research Institute*



Dick Wilder, *Associate General Counsel, Bill & Melinda Gates Foundation*



Maja Larson, *General Counsel, Allen Institute for Brain Science*

WEDNESDAY, MAY 15 continued

10:30 AM – 11:00 AM

Networking Break

Sponsored by:



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11:00 AM – 12:00 PM

PLENARY SESSION

Secondary Patent Market — Trends and Practices

Great Room, Second Floor

Recent large-scale and high-profile patent transactions have brought the marketplace into sharper focus for businesses, government, and the general public, making it apparent that the IP market, along with its trends and practices, is an increasingly-important aspect of business. This distinguished panel of top dealmakers will share diverse perspectives on patent acquisitions and sales. They'll discuss the state of the secondary market and trends, share best practices, and aim to demystify the patent bubble.



Moderator:

Matt Penarczyk, *Associate General Counsel, Microsoft*

Panelists:



Michele Baumgartner-Bonanno, *Director of IP Strategy, IBM*



Jeremy Salesin, *Vice President, Acquisitions, Intellectual Ventures*



John Goldstone, *Director, Technology Licensing, Weyerhaeuser*

12:00 PM – 2:00 PM

FEATURED LUNCHEON SPEAKER:

IP Perspectives from a Northwest Angel Investor

Great Room, Second Floor

Former Microsoft executive turned angel investor in clean tech Brian Arbogast will discuss IP relevance and challenges in the startup world. Brian, an angel investor and advisor, has a background in software strategy, development, and clean tech, and is on the boards of several local startups focused on innovative sustainability. He will discuss trends that impact investing, including business practices for sustainability.



Brian Arbogast, *Angel Investor & Advisor, Northwest Energy*

WEDNESDAY MAY 15 continued

2:00 PM – 3:15 PM

Workshops**Getting To Know the Federal and National Laboratories**

Studio 6 & 7, Third Floor

The panel will discuss everything you ever wanted to know about the federal laboratories, but were afraid to ask. What is a federal lab? What goes on at a federal lab? What is the difference between a “national” and “federal” laboratory?

Speakers: Daniel Broderick, *Jet Propulsion Laboratory & California Institute of Technology*

Cheryl Cejka, *Pacific Northwest National Laboratory*

Robin Johnston, *Joint Bioenergy Institute & Lawrence Berkeley National Laboratory*

Annemarie Meike, *Business Development Executive, Lawrence Livermore National Laboratory*

Start-Ups Using IP to Break New Ground in Mobile Advertising, Marketing and Content Consumption

Great Room, Second Floor

Moderator: Simone Misra, *Senior Licensing Executive, Microsoft*

Speakers: Ivan Braiker, *Hipcricket, Augme Technologies*

Isaac Jacobson, *Accelerate Ventures*

Laura Marriott, *NeoMedia Technologies, Inc.*

Purnima Thakre, *refine+focus*

Mikko Välimäki, *Tuxera*

Deflated in Canada – A Cautionary Tale of the Recent Viagra Ruling

Studio 1 & 2, Second Floor

In November of 2012, the Canadian Supreme Court unanimously decided to strike down Pfizer’s patent on Viagra due to insufficient disclosure. Panelists, which include Canadian, U.S. and European patent attorneys, will review the Canadian case and examine impacts in other jurisdictions, weaving a cautionary tale for those who draft and perform due diligence on pharmaceutical claims.

Speakers: Sean Alexander, *Gowling Lafleur Henderson LLP*

Mae Joanne Rosok, *Seed Intellectual Property Law Group PLLC*

Hilton W.C. Sue, *Oyen Wiggs Green & Mutala LLP*

David H. Takagawa, *Oyen Wiggs Green & Mutala LLP*

3:15 PM – 3:45 PM

Networking Break

Sponsored by: **HUSCH BLACKWELL**

WEDNESDAY, MAY 15 continued

3:45 PM – 5:00 PM

Workshops

East Meets West – Finding Common Ground for Successful IP Collaborations in China

Great Room, Second Floor

Attracted by enormous market potential and relatively inexpensive labor, American companies flocked to China over the past 15 years despite deep concerns over what may become of their IP. Foreign players have begun to navigate the channels for obtaining and enforcing IP through what was once an untested PRC framework. It's now becoming clear that cooperation and rather than opposition is the touchstone for successful operations in China. This session explores where and how to find the common ground to build a foundation for success. The session will highlight the commonalities between U.S. and Chinese IP systems from the procurement and enforcement side, describe the IP challenges and successes of at least two high tech companies doing business in China and provide a perspective of how to turn adversaries into advocates with regard to IP.

Speakers: Susan Pan, *Sughrue Mion, PLLC*
Shengping Yang, *Beyond Law*
Song Zhu, *Hogan Lovells LLP*

ePayments: Mobile Payments Demystified!

Studio 1 & 2, Second Floor

Speakers: Scott Forbes, *Intellectual Ventures*
Andy Kleitsch, *CEO, Buck*
Ashok Misra, *Chief Security Officer, Flint Mobile*

De-Franchise My License Please!

Studio 6 & 7, Third Floor

Franchising and licensing are closely related concepts. Learn how to blend franchising and trademark and retail licensing. How T-Mobile, Starbucks and other innovative licensors have used franchising or licensing, and have avoided franchise laws or complied with franchise laws.

Speakers: Gary Duvall, *Dorsey & Whitney*
Ed Miller, *Starbucks Coffee Company*
Michael Stentowski, *T-Mobile*



6:30 PM – 8:30 PM

Networking Reception at Chihuly Garden and Glass

Join us for an Unforgettable Experience at the Chihuly Garden and Glass. Experience an artist's world as you network with your LES peers and delight in Seattle's newest exhibition.

Please display your LES Spring Meeting badge for admittance into the reception. (6:15pm shuttle service begins from the main lobby. Continuous Service to/from until the conclusion of reception.)

Sponsored by: **INTELLECTUAL VENTURES®**

THURSDAY, MAY 16

8:00 AM – 12:00 PM

Registration

Second Floor

8:30 AM – 9:30 AM

Continental Breakfast

Great Room, Second Floor

9:30 AM – 10:30 AM

KEYNOTE SPEAKER**Hello Kitty as a Global Licensing & Marketing Phenomenon**

Great Room, Second Floor

**Ray Hatoyama, Managing Director, Strategy and Overseas Division, Sanrio**

Sanrio is Japan's leading company in global licensing with products available in over 109 countries. Sanrio's success has been drawing a lot of attention, so much so that it was featured in a special documentary aired in May of 2012 by Japanese public broadcaster NHK. A key figure involved in this success is Ray Hatoyama, who took the company's Hello Kitty brand worldwide, and he will speak about his experiences. His talk will cover themes such as Sanrio's focus on globalizing its business in recent years, the localization of its operations worldwide, and the strong growth in global licensing.

10:30 AM – 11:00 AM

Networking Break

Sponsored by:



11:00 AM – 12:00 PM

MINI-PLenary SESSIONS**West Coast Software Giants Focus on IP**

Great Room, Second Floor

- What's top of mind from an IP perspective for each company?
- What types of deals does the team get involved in?
- What are the typical IP-related hurdles to clear, and where are the biggest challenges and opportunities moving into the future?

Speakers: Dana Rao, *Vice President, IP and Litigation, Adobe*
 Matthew Sarboraria, *Patent Counsel, Oracle*

Nissa Strottman, *Senior Counsel, Cloud Computing and Open Source, HP*

THURSDAY, MAY 16 continued

Life Sciences: A Guide to Turning a Strategic Partnership into an Acquisition

Studio 6 & 7, Third Floor

Commercializing your platform via strategic partnerships, while retaining enough proprietary to interest a would-be acquirer. How to identify appropriate strategic partners. When and how to call it quits on an unworkable strategic partnership. What terms in a strategic partnership agreement cause the most trouble when a strategic partnership is unwound. What do venture investors look for in strategic partnership deals. Negotiating terms that pave the way for a successful transition from strategic partnership to acquisition.

Moderator: *Beth G. Etscheid, Director of Licensing, Washington Research Foundation*

Speakers:

Eric Dobmeier, *Chief Operating Officer, Seattle Genetics*

Sonya Erickson, *Partner, Cooley Godward*

Kenneth Galbraith, *General Partner, Ventures West Capital*

Jonathan Mow, *Chief Business Officer, PhaseBio*

12:00 PM – 1:30 PM

Luncheon & LES Foundation Awards

Featured Speaker: The Geek's Guide to Seattle – Regional Innovation and Trends in the Tech Industry

Great Room, Second Floor



Todd Bishop, *Co-Founder, GeekWire*

What's unique about the Seattle region's technology industry, and what does its future say about the direction of the broader industry? Todd Bishop, a longtime technology journalist based in Seattle, will share inside secrets about the region's biggest players and look ahead to what's next — from airplanes and coffee to software and spaceflight.

2:00 PM – 3:15 PM

Workshops

IP Protection for Start-Ups: Is It Worth It?

Great Room, Second Floor

While comprehensive international patent protection sounds attractive, it can be severely cost-prohibitive. This panel will discuss a pragmatic approach to intellectual property protection for small companies, with a particular focus on technology transfer from research organizations.

Speakers: *Andrea Belz, USC Greif Center for Entrepreneurial Studies*

Rob Berman, *IP Dispute*

Dan Broderick, *Caltech*

Keith Rosema, *Intellectual Ventures*

THURSDAY, MAY 16 continued**Innovation California Style: How are West Coast Companies Getting from Bench to Product?**

Studio 6 & 7, Third Floor

What is the recipe to nurture novel, innovative ideas to bear fruit in a commercial product? Representatives from the academic, pharma and founder community address the role each can play in the early stages of taking intellectual property from an academic setting to a startup. The panel will address those initial issues a new innovator company faces in licensing in intellectual property assets and how best to leverage those assets in early stage development deals.

Speakers: Hemmie Chang, *Foley Hoag LLP*

Robert Dunkle, *OncoSynergy*

Karin Immergluck, *P.D., UCSF Office of Innovation, Technology and Alliances*

Neela Patel, *AbbVie*

An Insider's Look at the Convergence of Gambling with Interactive Entertainment in the US and Europe

Studio 1 & 2, Second Floor

Wager gaming has evolved to a very interesting place in its history. In the last four years, in most of the world, the industry's revenues have remained relatively flat. The primary opportunity for growth has been the expansion of wager-gaming into the internet – particularly in America – which is currently unlawful. This raises at least a couple of very interesting questions.

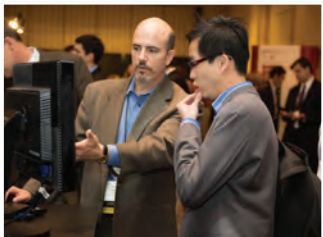
Speakers: JP Cody, *PhD, MultiMedia Games*

Terry McMillin, *International Game Technology (IGT)*

Jas Purewal, *Osborne Clarke*

Kevin Spivak, *Greenblum & Bernstein*

3:15 PM – 3:45 PM

Networking Break

DAY-BY-DAY SCHEDULE

3:45 PM – 5:00 PM

Workshops

Innovation Happens When Collaboration Agreements Work

Studio 6 & 7, Third floor

Speakers: Frank X. Curci, *Ater Wynne LLP*

Bill Elkington, *Rockwell Collins, Inc.*

Rodger McKinley, *Boeing*

David A. Vaughan, *The Boeing Company*

You Thought Halo Was Big: Wait ‘Til You See What the IP Has “In Store” — The Xbox Halo Case Study

Studio 1 & 2, Second Floor

Speakers: Christine Finch, *343 Industries*

Matthew Skelton, *Microsoft*

Open Networking

Studio 8, Third Floor

5:00 PM – 6:00 PM

Closing Reception

Sponsored by the IP Section of:



► Visit LESspring.org for additional information.

We'll see you next year at the
**LES (USA & Canada)
2014 Mid Year Meeting!**

MARCH 25 – 27, 2014
NEW YORK, NEW YORK

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