LES 2016
Spring PanAm Meeting

ENERGIZE YOUR LICENSING

Solutions Across the Americas

PROGRAM
Dear Colleagues,

What is in a Name? Houston is a city of many names—names that were coined to reflect timely local or national subjects. Some of the more popular names are Big Heart—Houston sheltered more than 100,000 homeless Louisianans after Hurricane Katrina; Space City—Houston is home to the Johnson Space Center and “Houston” was the first symbolic word uttered on the moon; Clutch City—Houston’s rallying cry, which led to its first NBA championship; Bayou City—pre-Civil War, The Golden Buckle of the Sunbelt, Magnolia City, and The Energy Capital of the World. This last one is of particular significance, given LES’s theme for this year’s Spring PanAm Meeting: “Energize Your Licensing: Solutions Across the Americas.” It is truly fitting and timely that LES selected Houston for the 2016 Spring PanAm Meeting—the first such LES event to be held in Houston, Texas.

Thanks to the dozens of volunteers who worked long hours to present you with an outstanding educational and networking program and to our many local, national, and international speakers for their willingness to share their knowledge, skills, and experience in this forum for LES.

Our guest speakers/panelist from Mexico and Brazil deserve a special shout-out for their willingness to travel to Houston to share their specific insights. Whether you attend for the fabulous networking, to hone your market intelligence, or to influence the future of IP, we welcome your participation and look forward to an extraordinary event.

Best regards,

Jeffrey S. Whittle, CLP
President & Chairman of the Board
For fifty years, the **Licensing Executives Society** has been the leading association for professionals engaged in the licensing, transfer, use, development, commercialization and marketing of intellectual property.

**Grow your network. Join LES.**

[www.lesusacanada.org](http://www.lesusacanada.org)

For more information on benefits of membership with LES, please contact:

Elissa Myers, Director of Membership
emyers@les.org
Welcome to LES’s Spring PanAm Meeting in Houston!

We hope the meeting will be thought provoking, provide valuable insights and perspectives, deliver opportunities to meet new people and establish new collaborations, and provide the opportunity to have some fun.

The plenary speakers will stimulate our thinking from the way we innovate to the way we develop successful marketing strategies. Scott Jewett, will address innovative and out of the box thinking to develop products. His experience runs the gamut from candles to strength of the walls in the Pentagon. Brad Cochrane will show us how story telling has the power to cut through noise to engage your target audience.

If you are interested in the role of NPEs in our business, there are two not to be missed panels. The Bad Faith Assertions panel will address the issue from the perspective of the patchwork of laws (Federal Trade Commission and Texas State Legislator) that states are passing and using to bring cases. The Extincting Dinosaur or Re-emerging Phoenix: The Future Role of NPE in Patent Market and Patent Litigation panel brings together well known NPE proponents and opponents to give their perspectives on the future.

Ever wondered why it takes so long to get a new drug to treat a cancer patient or provide a vaccine for the Ebola or Zika viruses? The Moon-shots — Accelerated New Drug and Vaccine Developments panel includes drug and vaccine developers as well as the FDA to discuss what is being done to speed up the process.

Want to know more about the current state of patent litigation? We have two panels that address this. The first will be in the form of a fireside chat, Judicial Viewpoints: Eastern District Judges, where the judges will discuss what they view as current topics in patent law. The other panel, Inter Partes Reviews — The New Form of Patent Litigation, will provide the perspectives of a past and current Patent Judge, as well as statistics on cases before the IPRs.

The Spring Meeting Gala will be at the Houston Museum of Natural Science. The museum boasts one of the largest paleontology halls in the world, as well as a unique energy hall and live butterfly exhibit, all of which will be open for our appreciation.

One of the final panels will be on the Houston “Pumps and Pipes” collaborative. This group was formed by the Houston energy industry, medical industry and space industry, when several of their members realized they had common technical needs. It’s a true Houston creation, bringing together diverse skills to address Texas size challenges.

We hope you will enjoy the program and encourage you to participate in the panel discussions, meet new colleagues and have some fun!

2016 Spring PanAm Meeting Planning Committee
GENERAL INFORMATION

Registration and Information Desk

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Tuesday, April 26</td>
<td>7:00 am – 6:00 pm</td>
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<tr>
<td>Wednesday, April 27</td>
<td>7:00 am – 5:00 pm</td>
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<tr>
<td>Thursday, April 28</td>
<td>7:00 am – 5:00 pm</td>
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Exhibit Hours

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About LES
For more than 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.

Who We Are
LES is a welcoming business community that empowers, connects, and celebrates IP professionals through: Education, Best Practices, Networking, Participation and Mentoring.

Mission Statement
LES is an independent, professional organization that facilitates global IP commerce through Education, Networking, Standards Development, and Certification.

Vision
LES is the global leader in Standards Development, Education, and Certification in promoting IP commerce.
**SCHEDULE AT-A-GLANCE**

**MONDAY, APRIL 25**
11:00 am – 5:00 pm
Final Round LES Foundation
2016 International Business Plan Competition

**TUESDAY, APRIL 26**

**ExxonMobil Site Visit & Workshops**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>7:15 am</td>
<td>Bus Load-In <em>(Hotel ZaZa Front Entrance)</em></td>
</tr>
<tr>
<td>7:30 am</td>
<td>Depart Hotel ZaZa to ExxonMobil</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Check in through Security at the Energy Cube</td>
</tr>
<tr>
<td>9:00 am</td>
<td><strong>Big Data and Applications/Challenges in the Energy Sector</strong></td>
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<tr>
<td>10:00 am</td>
<td><strong>3D Visualization of Unconventional &amp; Extended Reach Drilling</strong></td>
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<td><strong>Roundtable Discussions</strong></td>
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<tr>
<td>2:45 pm</td>
<td><strong>Explore the ExxonMobil Energy Cube</strong></td>
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<tr>
<td>3:45 pm</td>
<td>Bus Load-In <em>(Departure)</em></td>
</tr>
<tr>
<td>5:00 pm</td>
<td>Arrive at Hotel ZaZa</td>
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**JLABS at Texas Medical Center Site Visit & Workshops**

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<td>10:30 am</td>
<td><strong>JLABS at Texas Medical Center Campus Tour</strong></td>
</tr>
<tr>
<td>1:00 pm</td>
<td>**Energizing Your Patent Strategies: Innovation Institute — How to Leverage IP Landscapes to Gain a Competitive Advantage <em>(2.75 hours of MCLE approved)</em></td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Bus Load-In <em>(Departure)</em></td>
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<tr>
<td>4:20 pm</td>
<td>Arrive at Hotel ZaZa</td>
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6:00 pm – 8:00 pm
**Welcome Reception**
**Celebrate World IP Day with LES**

Licensing Executives Society celebrates World IP Day by uniting IP and Business Professionals across the globe to move innovation forward.
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<tr>
<td>10:15 am – 10:45 am</td>
<td>Networking Break</td>
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**Concurrent Spotlight Sessions**

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<td>IP Business in Brazil and Mexico Energizing Pan Am License Closings and Payments</td>
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<td>New Deal Models for Creating Efficiency in Academic/Industry Collaborations</td>
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### Thursday, April 28

**8:30 am – 10:15 am**
Plenary Session: Fueling Ideas

### Concurrent Spotlight Sessions

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<td>Networking Break</td>
</tr>
<tr>
<td>10:45 am – 12:00 pm</td>
<td>Public Policy Update — LES Appearances on the Hill and in the Courtroom</td>
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<tr>
<td>10:45 am – 12:00 pm</td>
<td>The Value of Creative Innovation Strategies</td>
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<tr>
<td>2:00 pm – 3:15 pm</td>
<td>Texas Federal Court Judges Discuss What is on Their Minds</td>
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<td>2:00 pm – 3:15 pm</td>
<td>SPACE RACE Innovation Challenge — Building an Innovation Ecosystem</td>
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<tr>
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<td>Securing the IoT: Security Challenges and Solutions in a Connected World</td>
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<td>3:15 pm – 3:45 pm</td>
<td>Networking Break</td>
</tr>
<tr>
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<td>Pumps, Pipes and Progress: How Good Neighbors Make Good Business</td>
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<tr>
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<td>Inter Partes Reviews — The New Form of Patent Litigation</td>
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### Friday, April 29

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 am – 5:15 pm</td>
<td>IP Business Basics 101</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>CLP Review Course</td>
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<tr>
<td>9:00 am – 2:00 pm</td>
<td>Board of Trustees Meeting</td>
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### Saturday, April 30

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00 am – 12:00 pm</td>
<td>Train the Trainer</td>
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LES 2016
Spring PanAm Meeting
ENERGIZE YOUR LICENSING
Solutions Across the Americas
MONDAY, APRIL 25

11:00 am – 5:00 pm  Off-Site
Final Round LES Foundation 2016 International Business Plan Competition
Hosted by: Berkeley Research Group

TUESDAY, APRIL 26

7:00 am – 6:00 pm  Piano Man Pre-Function Lobby Level
Registration & Information Desk

ExxonMobil Site Visit & Workshops

ExxonMobil Houston
22777 Springwoods Village Parkway | Spring, TX 77389

9:00 am
Big Data and Applications/Challenges in the Energy Sector

Moderator:
Timothy F. Kinn, CLP, IP and Licensing Associate, ExxonMobil Upstream Research Company

Panelists:
Thomas Halsey, Chief Computational Scientist, ExxonMobil Upstream Research Company
Lapi Dixit, Chief of Products & Enterprise Software, Landmark Software and Services

10:00 am – 10:45 am
3D Visualization of Unconventional & Extended Reach Drilling

11:00 am – 12:00 pm
Lunch  EMHC Demonstration

1:30 pm – 2:30 pm
Roundtable Discussions

Moderator:
Timothy F. Kinn, CLP, IP and Licensing Associate, ExxonMobil Upstream Research Company

2:45 pm – 3:30 pm
Explore the ExxonMobil Energy Cube

3:45 pm  Bus Load-In (Departure)
5:00 pm  Arrive at Hotel ZaZa
JLABS at Texas Medical Center Site Visit & Workshops

Texas Medical Center, Johnson & Johnson Innovation Institute
2450 Holcombe Blvd, Suite J | Houston, TX 77021

10:30 am – 12:00 pm
JLABS at Texas Medical Center Campus Tour

12:00 pm – 1:00 pm
Lunch

1:00 pm – 4:00 pm
Energizing Your Patent Strategies: Innovation Institute — How to Leverage IP Landscapes to Gain a Competitive Advantage

This workshop will give attendees insights into how to use off-the-shelf patent landscaping tools to help them gain a competitive advantage with regard to their IP strategies. At least three third-party patent landscaping search tools will be shown, and others will be mentioned where applicable. A real-world IP landscape work product, consisting of thousands of patent records, will be walked through from beginning to end, with valuable insights and points to look out for, highlighted along the way. Finally, the mechanics of putting together your own IP landscape presentation, for your formal audience will be discussed. The workshop has been designed by experienced LES members, both from a corporate Intellectual Asset Management group function and from outside counsel. There is no prerequisite for the course. It is designed for people who help develop, manage and monetize technologies of all kinds, both for lawyers and non-lawyers (whether in-house or with outside counsel).

The course is divided into the following topic areas:

- Learn what an IP landscape is, types of landscapes, and what they are/are not
- Requesting a landscape on behalf of your organization or of a client (audience, purpose, etc.)
- Beginning a landscape on your own (real-world example will be illustrated)
- Analyzing landscape outputs for strategic and IP planning purposes
- Putting together a final IP landscape work product/presentation for your audience
- Questions to ask third parties when commissioning a landscape from a third party provider
The course will not make you an expert, but you will learn how to begin working on your own towards creating IP landscapes for your organization or for your customers. It will also give you the background knowledge required to commission a landscape from a third party provider that will meet or exceed your expectations.

Leaders:
Shayne Phillips, MS, MBS, Senior IP Manager, Intellectual Asset Management Halliburton
Marc S. Kaufman, Partner, Reed Smith

Getting a Workable Contract to Signature Sooner
This workshop will be a cross between a review of key licensing basics and a master class of pro tips. It will use an innovative pedagogical technique, pioneered by a Harvard physics professor, in which students work in small groups to brainstorm problem sets based on frequently occurring negotiation challenges and then compare notes to share best practices. Extensive, easy-to-read written materials will be made available via the Web and students are encouraged to bring notebook computers or tablets for in-class access.

▶ A review and discussion on key issues, such as royalties and other compensation arrangements; audits; indemnities; limitations of liability; different ways of managing disputes to preserve the contract relationship; etc.

▶ A discussion about various “canary-in-the-coal-mine” clauses to help identify potential trouble spots, as well as creative ways of getting a draft contract through legal review more quickly.

Leaders:
D.C. Toedt, III, Law Office of D.C. Toedt III and Adjunct Professor University of Houston Law Center
Susan L. Stodard, PhD, CLP, Senior Licensing Manager Mayo Clinic Ventures
Jonathon K. Hance, Associate, Bracewell & Giuliani

6:00 pm – 8:00 pm  Fountain/Ultimate Ransom, Lobby Level

Welcome Reception: Celebrate World IP Day with LES

Opening Remarks
Hope Shimabuku, Regional Director USPTO – Texas Regional Office

Sector Team Margarita Competition

Sponsors:
High Tech Industry Team
CEEM Team
Vinson&Elkins LLP
WEDNESDAY, APRIL 27

7:00 am – 5:00 pm  Piano Man Pre-Function, Lobby Level

Registration & Information Desk

7:30 am – 8:30 am  Fountain/Ultimate Ransom, Lobby Level

Breakfast

8:30 am – 5:00 pm  Fountain/Ultimate Ransom, Lobby Level

Exhibit Hall Open

8:30 am – 8:45 am  Phantom Ballroom, Lobby Level

Opening Remarks

LES Chairman of the Board:
Jeffrey S. Whittle, CLP, Partner, Hogan Lovells US LLP

8:45 am – 10:15 am

Plenary Session: Innovating the Unknown

Keynote Speaker:
Scott Jewett, Co-Founder and CEO, Element-Y Engineering

Concurrent Spotlight Sessions

10:45 am – 12:00 pm  Grapevine, 11th Floor

Wireless Charging — Electric and Parallel Hybrid Vehicles and the Hand Held Devices Inside — Emerging Technology, IP and Standards

Hear from experts and practitioners representing various sectors of the wireless charging industry about the latest intellectual property licensing trends. Topics discussed by the panel include:

▶ Quick review of the drive for vehicle electrification and technologies available for wireless charging for vehicles.

▶ How does the industry need for interoperability impact the standard setting and for the industry associations and the role of Society of Automotive Engineers?

▶ What is the impact of growing importance of EV/PHEV in global markets, such as China, on IP development and Global standards setting?

▶ How does IP contribute to the developing global vehicle standards?

Panelists:
John P. Carney, Director Commercialization & Licensing
Delphi Automotive Systems, LLC
David A. Schatz, Vice President Business Development
WiTricity

Moderator:
Michael T. Fluhler, Partner, Fishman Stewart PLLC
10:45 am – 12:00 pm  Hemingway, Lobby Level

**The Defend Trade Secret Act**

The panel will include a discussion of proactive tips for protecting trade secrets as well as options to address trade secret misappropriation in the U.S. The panel will also discuss the effect of proposed legislation with regard to trade secret litigation. When the panel concludes their presentation, they will present a hypothetical situation for roundtable discussion.

**Panelists:**
- James Pooley, Former Deputy Director General of WIPO
- Kurt Jones, Associate General Counsel, Celanese International Corporation
- Gary L. Haag, CLP, Gary L. Haag Consulting, LLC

**Moderator:**
- Nicki Kennedy, Associate, Kilpatrick, Townsend & Stockton LLP

10:45 am – 12:00 pm  The Prop Shop, The Gallery

**Innovating the Unknown — Innovative and Fresh Ideas for Licensing Products and Developing “White Space” Growth Opportunities**

Where do you find the next blockbuster product or idea? How do you identify the next rocket startup and protect it? Expect a dynamic discussion in this session on how to create, protect and bring to market innovations in markets where no product has tread before. We will discuss where to find these growth opportunities, the intellectual property protection issues, ways to drive meaningful innovation, and how to bring these unique products to market.

**Panelists:**
- Joseph M. Casino, JD, Partner, Wiggin and Dana
- William Cory Spence, Attorney, SpencePC
- Ted Curtin, Chief Marketing Officer, LMCA-ProdigyWorks

**Moderator:**
- Richard A. Baker, Jr., CLP, President, New England Intellectual Property, LLC

12:00 pm – 1:30 pm  Phantom Ballroom, Lobby Level

**Luncheon with Featured Speakers**

- Rosemarie Truman, Founder & CEO, The Center for Advancing Innovation Inc.
- Sourav Sinha, Founder and CEO of Oncolinx

*Special update on LES Standards Presented by:
- Phil C. Hartstein, President & CEO of Finjan Holdings, Inc.*
Concurrent Spotlight Sessions

2:00 pm – 3:15 pm  Phantom Ballroom, Lobby Level

Bad Faith Assertions

Ms. Munck will open the discussion with an example enforcement action against “bad faith assertion” (MPHJ Matter). Activities addressed included (among others) (i) no assertion without a good-faith basis, including adequate due diligence on the accused infringer (ii) ‘reasonable specificity’ in infringement claims, (iii) disclosure of ancillary Court and USPTO questions of validity and (iv) support for proposed license fees.

Senator Nichols will then discuss his personal background in technology development, patenting and licensing and assignments. He will address passage of Texas law (effective 9/1/15) “Bad Faith Claims of Patent Infringement” which he sponsored and the logistics associated with same.

Mr. Skarvan will then provide a summary of laws regarding bad faith infringement claims issued or pending in over 30 states. He will address issues that Licensors may consider when asserting patents in different states.

Peter Harter then will lead a closing discussion of international issues Licensors may consider when asserting patents outside the USA. He will wrap up the discussion with an overview of proposed LES standards and other policy considerations for the USA and elsewhere.

Panelists:
Suzanne Munck, Deputy Director, Chief Counsel for Intellectual Property, Office of Policy Planning, US Federal Trade Commission
The Honorable Robert Nichols, Texas State Senator
Dennis C. Skarvan, Deputy General Counsel, Caterpillar’s Law and Public Policy Division

Moderator:
Peter Harter, Founder, The Farrington Group

2:00 pm – 3:15 pm  Grapevine, 11th Floor

Moonshots — Accelerated New Drug and Vaccine Development

Can you fill the unforgiving minute with 60 seconds of development run? Learn about accelerated discovery programs for cancer drugs and Zika vaccines, and the infrastructure for rapidly commercializing these findings. You’ll hear about MDAnderson Cancer Center’s Moon Shots program and the University of Texas Medical Branch’s Sealy Center for Vaccine Development — one of only two World Health Organization Collaborating Centers for Vaccine Research, Evaluation and Training on Emerging Infectious Diseases in the Western Hemisphere. Panel participants from the FDA and the pharmaceutical industry will share perspectives on accelerated regulatory options.

JOIN THE CONVERSATION! #LESSpring2016
The panel features inspired scientific minds and leaders of the efficient use of development time revolution. You’ll walk away with ammo useful in accelerating your own life science IP development and commercialization efforts.

**Panelists:**
- Phil Jones, Head of Drug Discovery, Institute for Applied Cancer Science, The University of Texas MD Anderson Cancer Center
- Pei-Yong Shi, I. H. Kempner Professor of Human Genetics, Department of Biochemistry & Molecular Biology, University of Texas Medical Branch
- Leigh Marcus, Medical Officer, Division of Oncology Products 2, Office of Hematology and Oncology Products, Office of New Drug Center for Drug Evaluation and Research, U.S. Food and Drug Administration
- Julie Waterbury, PhD, CLP, Executive Director, Global Vaccine Strategy and Innovation, Merck Vaccine Division, Merck & Co

**Moderator:**
- Karthika Perumal, CLP, Dentons US LLP

**2:00 pm – 3:15 pm**  
Hemingway, Lobby Level

**Internal Valuation and Competitive Intelligence**

Please join us for a discussion with several experts who use/provide competitive intelligence as a major element in valuing technology & IP.

- Are you entering a new market (for you) with established market players?
- Are you creating a new market?
- Are you looking to improve your existing positioning?
- Can you use existing agreements (in addition to royalty rates and other tools) to determine competitive market moves?
- What other tools/techniques are there that you need to understand?

Without real-time information about competitive forces in any existing or prospective market, it is possible to make big, strategic valuation/pricing errors. Please join us for a robust discussion — and small group discussions on this topic towards the end of the session.

**Panelists:**
- David Jarczyk, CLP, President and CEO, KtMINE
- Alex Tang, Licensing and Commercialization Manager, Gas Technology Institute

**Moderator:**
- Ada C. Nielsen, CLP, Foodexus, LLC

**3:15 pm – 3:45 pm**  
Fountain/Ultimate Ransom, Lobby Level

**Networking Break**

**Sponsor:**

Duff & Phelps
Concurrent Spotlight Sessions

3:45 pm – 5:00 pm  Grapevine, 11th Floor

**Oil & Gas v. Life Sciences: A Comparison of IP Valuation and Licensing Best Practices Across Industries**

Hear top in-house, legal and valuation professionals discuss key differences that impact licensing in the Oil & Gas and Life Sciences industries. Learn best practices for crafting your license agreements in these industries and the impacts they have on license value and potential future damages.

**Panelists:**
- Weston Anson, CLP, Chairman, CONSOR Intellectual Asset Management
- Scott Weingust, Leader, Intellectual Property Valuation Practice, Stout Risius Ross, Inc. (SRR)
- Albert Shung, Chief IP Counsel, Total Refining & Chemicals
- Emmanuelle Schuler, PhD, Head of JLABS@TMC

**Moderator:**
- Erin Ator Thomson, Counsel, Vinson and Elkins, LLP

Co-Chair, IPO Licensing Committee

3:45 pm – 5:00 pm  Phantom Ballroom, Lobby Level

**Energizing Pan Am License Closings and Payments —IP Business in Brazil and Mexico**

This panel will discuss opportunities and related strategic issues in cross-border transactions when expanding into Pan Am countries from the USA/Canada. “Common deal needs” for expedited patent procurement, project finance, payment remittance, extended secrecy, and IP tax optimization will be addressed, using Mexico and Brazil as examples. Panelists will distill complex factors to provide guidance for decisions related to technology development investment and IP licensing in Mexico and Brazil.

**Speakers:**
- Virginia Herrera Larios, Manager of Science & Technology Management, PEMEX, Mexico
- Jesus Hernandez, Patent Attorney, USPTO Office of Policy and International Affairs
- Andreia de Andrade Gomes, Head of Intellectual Property and Fashion Law Practice Group, TozziniFreire, Brazil
- Hector E. Chagoya Cortez, CLP, Partner, Director of Patents and Technology, Becerril Coca & Becerril, Mexico
- Claudette M. Christian, Partner, Hogan Lovells, Brazil

**Moderator:**
- Tom F. Pruitt, Partner, Tom F. Pruitt, PLLC
3:45 pm – 5:00 pm  
**Hemingway, Lobby Level**

**New Deal Models for Creating Efficiency in Academic/Industry Collaborations**

There are important differences in culture between academia and industry. While industry desires to identify new sources for innovation and increase competitive advantage to grow shareholder value, the mission at higher education institutions is to enable faculty and students to learn, advance, and share their knowledge with society. Join our panelists, who have experience in both academia and industry, in an interactive discussion on “New deal models for creating efficiency in academic/industry collaborations”. Following the panel discussion, we will break into facilitated roundtable discussions on the topic with the tables all reporting back on their findings at the end of the session.

**Panelists:**

- Vasiliki Anest, PhD, Sr. Director, Corporate Collaborations, USC Stevens Center for Innovation
- Timothy F. Kinn, CLP, Commercial, IP and Licensing Associate, ExxonMobil Upstream Research Company
- John Gebhard, PhD, Senior Executive Director, Office of Technology Commercialization, University of Texas Health Sciences Center at San Antonio
- Amany N. Kandil, CLP, Associate Director, Business Development & Director Licensing, Merck & Co., Inc.

**Moderator:**

Jennifer L. Dyer, Executive Director, University of Southern California, USC Stevens Center for Innovation

6:30 pm – 9:00 pm  
**Houston Museum of Natural Science**

**Spring Meeting Gala**

Enjoy an evening of networking and dine with the dinosaurs. The Morian Natural Science Hall of Paleontology is packed with prehistoric beasts, predators and prey chasing, eating and escaping as they struggle for life. Embark on a “prehistoric safari” that includes the grand saga of human evolution — from tree-climbing australopithecines to courageous mammoth-hunters. Energy & Butterfly Exhibits will be open.

**Sponsors:**

- Hogan Lovells

**HOUSTON MUSEUM OF NATURAL SCIENCE**

Photo Courtesy of Visit Houston
**Plenary Session: Fueling Ideas**

**Keynote Speaker:**
Virginia Herrera Larios, Manager of Science & Technology Management, PEMEX, Mexico

** Networking Break**

**Concurrent Spotlight Sessions**

** Extincting Dinosaur or Re-emerging Phoenix: The Future Role of NPE in Patent Market and Patent Litigation**

PATB petitions, the Alice decision, LOTNET, and patent reform bills. It’s certainly an understatement to say that NPEs have been facing fierce headwinds; they have been besieged by forces from legislative campaign, market mechanism, and court rulings. However, boiling down to the effects of all of these, the evidences are mixed or even contradicting, leaving all of us wondering whether NPEs are on the verge of extinction or have adapted, evolved, and re-emerged.

On the one hand, we saw that 75% of the challenged patents failed to survive PTAB, patent market depth has been reduced dramatically, and the stock prices of publicly-traded NPEs plummeted 50% to 95%. On the other hand, we were told that NPE lawsuits reached another record-high in 2015 and that patent price may have been on an upward trend.

So how have NPEs actually fared so far? What are the roles of NPEs and what are their true effects on patent transactions and lawsuits? What are the potential effects of SCOTUS decision in Cuozzo Speed and the patent reform bills pending in Congress? Most importantly, if NPEs are here to stay, what are the strategies for operating companies to deal with NPEs in the future? Our panel will bring together a group of industry insiders to address these issues, explore solutions, and outline strategies. The panel, moderated by a well-published IP economist and financial analyst, will present balanced views from panelists practicing in different IP segments, including “one of the most notorious patent trolls in America”; the CEO of
a network created by certain frequent targets of NPE lawsuits to preempt NPEs; a veteran IP licensing executive who has monitored NPEs for years; and a partner of a well-known law firm that represents mostly patent owners and NPEs.

Panelists:
- Kevin Burgess, PhD, Principal, McKool Smith
- Kevin Klein, PhD, PVP & GM/Products and Licensing VORAGO Technologies
- Kurt Brasch, Senior Patent Licensing, Google, Inc.
- Erich Spangenberg, CEO, nXn Partners

Moderator:
- Jack Lu, PhD, CFA, Partner & Chief Economist, Intellectual Property Market Advisory Partners (IPMAP), LLC

10:45 am – 12:00 pm  The Prop Shop, The Gallery

Public Policy Update — LES Appearances on the Hill and in the Courtroom

LES continues to be active in IP-related public policy debates. Rachel Kreppel, Purdue Pharma, and Chair of the LES Public Policy Committee, will moderate a panel discussing the Committee’s activity. The panel will include LES Chairman-elect, Brian P. O’Shaughnessy, discussing his recent testimony before the Senate Committee on Small Business and Entrepreneurship on the effects of patent law changes on the small business community. Other panelists will discuss recent LES activity as amicus curiae at the Supreme Court, including Daniel S. Stringfield, Steptoe & Johnson, on the LES brief in Halo Electronic, Inc. v. Electronic Inc. and Stryker Corporation v. Zimmer, Inc. (standard for enhanced damages for willful infringement); and Gary D. Fedorochko, Banner & Witcoff, on the LES brief in Cuozzo Speed Technologies v. Lee (standard of review in Inter Parts Review proceedings). Both firms prepared the briefs pro bono, and under the direction of the LES Board.

Panelists:
- Brian P. O’Shaughnessy, Shareholder, RatnerPrestia
- Daniel S. Stringfield, Counsel, Steptoe & Johnson LLP
- Gary D. Fedorochko, Attorney, Banner & Witcoff Ltd.

Moderator:
- Rachel S. Kreppel, Senior Assistant General Counsel, Purdue Pharma, Chair of the LES Public Policy Committee

10:45 am – 12:00 pm  Room with a View, 11th Floor

The Value of Creative Innovation Strategies

Panel will address soup to nuts innovation, from turning a hope or dream into a final product and beyond. Using case studies as a guide, the panelists will illustrate how unique and new outsourced innovation models are enabling companies to rapidly deploy new products in today’s global environment. The innovation journey will cover the following.

White Space to Concept | Ted Curtin (ProdigyWorks) will discuss how to bring together unique combinations of Mensa geniuses & creative thinkers to identify whitespace and use super-charged brainstorming techniques to create a rich pipeline of new-to-the-world concepts, with you owning all the resulting IP.
Concept to Product | Greg Austin (ThoughtWorks) will walk through the rapid innovation platform used to turn the concept for a germ zapping robot into a reality. From development of hardware and software, to sourcing production in China and India, this case study will cover from concept, to supply chain, to market.

Product and Beyond | Darius Sankey (Accelerate IT Ventures) will walk us through a case study involving an innovative additive manufacturing/3D printing supply chain solution. From OEM, to 3rd party design, to outsourced printing agencies, this portion of the discussion will address IP ownership, monitoring, and licensing issues surrounding this innovative new supply chain.

Licensing to Ownership and Valuation | Justin Barnes (Troutman Sanders) and Justin Lewis (Ocean Tomo) will address some of the IP ownership and valuation issues related to these models and how you can effectively protect and monetize the resulting IP and products.

Panelists:
Darius Sankey, General Partner, Accelerate-IT Ventures
Greg Austin, Vice President, ThoughtWorks
Ted Curtin, EVP, Marketing and Innovation, ProdigyWorks
Justin Barnes, Counsel, Troutman Sanders

Moderator:
Justin Lewis, CPA, CVA, Managing Director
Ocean Tomo

12:00 pm – 1:00 pm  Monarch & Terrace, Lobby Level

Luncheon with Featured Speaker
“Igniting Solutions”
Keynote Speaker:
Brad Cochrane, Marketing Strategist, Story First Marketing

Concurrent Spotlight Sessions

2:00 pm – 3:15 pm  Grapevine, 11th Floor

Texas Federal Court Judges Discuss What is on Their Minds
A panel of Federal District Court Judges discuss what they view as the current topics in patent law and related intellectual property areas.

Panelists:
John D. Love, Magistrate Judge, Eastern District of Texas
K. Nicole Mitchell, Magistrate Judge, Eastern District of Texas

Moderator:
Louis Bruculeri, Partner, Blank Rome LLP

2:00 pm – 3:15 pm  Room with a View, 11th Floor

SPACE RACE Innovation Challenge — Building an Innovation Ecosystem
You have an incredible portfolio of discovery. Now how do you connect to experienced, consensus-building leaders who will place your IP on a sustainable trajectory towards the market? How do you avoid engine failure
on your mission to Mars? Learn from experts who have spent decades building programs to seed successful, high-risk technology ventures. Understand the models for cultivating your own ecosystem and launching products into profitable orbits. Life science, device, and high-technology perspectives.

**Panelists:**

Rosemarie Truman, Founder & CEO, Center for Advancing Innovation  
Atul Varadhachary MD, PhD, Managing Partner at Fannin Innovation Studio  
Ticora Jones, PhD, Division Chief, Higher Education Solutions Network, U.S. Global Development Lab, USAID

**Moderator:**

Anna K. Benefiel, MS, Licensing Business Specialist Office for Technology Development, University of Texas Southwestern Medical Center

**2:00 pm – 3:15 pm**  
**The Prop Shop, The Gallery**

**Securing the IoT: Security Challenges and Solutions in a Connected World**

The oil & gas industry, which is one of the largest segments of the Industrial Internet of Things (IIoT), is facing increasingly growing security challenges as the pace of technological advancement is accelerated. All layers of security: data storage, physical access and network connectivity, represent some of the primary concerns of the Industrial IoT ecosystem. The use of sensors and actuators in the field, the security of data and application workflows, and the safety of pipelines, ships and ports, are some of the unique IIoT security challenges facing the petroleum industry.

Our panel features some of the Houston areas’ most prominent security and policy experts, who will highlight the challenges associated with IIoT security. The panel will address some of the existing solutions and policies in place, as well as existing gaps and opportunities for new solutions to be created and deployed and for companies to create and leverage new technologies and intellectual property.

**Panelists:**

Earl Dodd, President of Ideas and Machines, Houston, TX, and the President of the Society for High Performance Computing Professionals, Houston, TX and the Cybersecurity Center of Performance in Washington, DC  
Michael K. Fithen, Special Agent in Charge, US Secret Service Miami Field Office (RET)  
Angela Haun, Special Agent/InfraGard Coordinator, FBI Houston Division

**Moderator:**

Efrat Kasznik, President, Foresight Valuation Group LLC  
Co-Chair, IoT Committee

**3:15 pm – 3:45 pm**  
**Fountain/UltimateRansom, Lobby Level**

**Networking Break**
Concurrent Spotlight Sessions

3:45 pm – 5:00 pm  
Grapevine, 11th Floor  
Pumps, Pipes and Progress: How Good Neighbors Make Good Business  
Pumps & Pipes is an association of Medical, Energy, Aerospace, Academic and Community professionals and leaders. Founded in 2007, our core essentials are Education, Communication and Collaboration. Its guiding principle to problem solving is exploring “The Other Guy’s Toolkit”.

Co-Sponsor: LES Houston Chapter
Panelists:  
William E. Kline, PhD, Manager, Drilling & Subsurface, ExxonMobil Upstream Research Company (retired 2016) Director Pumps & Pipes  
Frank D. Perez, Chairman & CEO, Sfile Technology Corporation  
Joy Kelly, PhD, Vice President and Deputy General Manager Clear Lake Group, Jacobs  
Steve Igo, Director  
Moderator:  
Jonathon K. Hance, Associate, Bracewell & Giuliani

3:45 pm – 5:00 pm  
The Prop Shop, The Gallery  
Inter Partes Reviews — The New Form of Patent Litigation  
A panel of experienced IPR practitioners discusses current IPR topics, including Supreme Court cases and pending litigation.

Panelists:  
James Smith, Chief IP Counsel of Ecolab, Inc., former Chief Patent Judge of the PTAB  
Celine Crowson, Head of IPMT, Hogan Lovells  
Georgianna Braden Witt, Administrative Patent Judge  
Moderator:  
Emily Hostage, Director, RPX Corporation, Corporate Development & Policy Counsel

5:00 pm – 6:30 pm  
Monarch Terrace, Lobby Level  
Closing Reception

6:30 pm – 8:30 pm  
Sector Dinner  
(Tickets available for purchase at the registration desk.)
FRIDAY, APRIL 29

8:00 am – 5:15 pm  Ultimate Ransom, Lobby Level  

**IP Business Basics 101** (4.0 hours MCLE approved)  
This one-day, deal-centric course has been designed by experienced Licensing Executives Society (LES) (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.

_Instructors:_  
Ada C. Nielsen, CLP, CEO of Foodexus, LLC  
Matthew C. McNeil, Chief Innovation Officer of Rite-Hite Holding Corp.

8:00 am – 5:00 pm  Déjà vu, Lobby Level  

**CLP Review Course** (7.0 hours MCLE approved)  
This one-day review course and CLP Knowledge Community access helps professionals prepare for the CLP exam. Taught by experienced CLP-certified LES members, the emphasis of the course is on the eight CLP domains, the practice exam questions and the participants’ results. The one-day review also includes access to our Virtual Knowledge Community, providing another opportunity for participants to review the domains and to ask questions of the LES experts. Of those who have taken this review course and the exam, 80 percent passed. Earning the CLP credential establishes credibility among your colleagues, shows that you understand and utilize the latest industry practices, recognizes your experience and qualifications, and demonstrates your commitment to professional development.

_Instructors:_  
Henry N. Wixon, Chief Counsel, National Institute of Standards and Technology (NIST)  
Tom D. Major, CLP, Vice President, TransactionsIP, LLC  
Krista F. Holt, CLP, President & CEO, Greatbridge Consulting, Inc.

9:00 am – 2:00 pm  Room with a View, 11th Floor  

Board of Trustees Meeting

SATURDAY, APRIL 30

9:00 am – 12:00 pm  Napoleon, Lobby Level  

**Train the Trainer**

_Instructors:_  
Ada C. Nielsen, CLP, CEO, Foodexus, LLC  
Jeffrey S. Whittle, CLP, Partner, Hogan Lovells US LLP
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Bracewell LLP has global experience representing clients as both sellers and purchasers of commercial licensing rights in patents, manufacturing designs, digital content, technical know-how and trade secrets. We structure, draft and negotiate complex joint ventures, strategic alliances, licensing, joint marketing, and collaboration research agreements. In addition, we explore intellectual asset protection strategies, including through IP litigation, where applicable.

Duff & Phelps, LLC
Duff & Phelps is the premier global valuation and corporate finance advisor with expertise in complex valuation, dispute and legal management consulting, M&A, restructuring, and compliance and regulatory consulting. The firm’s more than 2,000 employees serve a diverse range of clients from offices around the world.

Finnegan
Finnegan is one of the largest IP law firms in the world. From offices in Atlanta, Boston, London, Palo Alto, Reston, 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.

Greenblum & Bernstein PLC
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 and licensing as well as all aspects and stages of intellectual property practice, including prosecution, post-grant procedures, and litigation.

Hogan Lovells
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.
Innography | Exhibit Booth 1

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.

IPFC Corp. | Exhibit Booth 5

IPFC is an independent consulting firm that provides corporate and law firm clients with financial, economic, valuation, damages quantification/assessment, and expert witness services for matters involving patent, trade secret, trademark, trade name, trade dress, copyright, and other commercial disputes.

Merck

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.

PatBak

PatBak is a technical consulting company 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.

Questel | Exhibit Booth 2

Questel offers a comprehensive suite of web-based services for productivity & collaboration dedicated to Intellectual Property, covering the entire innovation cycle including competitive intelligence, technology scouting, innovation capture, prior art searching, patent portfolio management, evaluation & licensing.
RatnerPrestia

RatnerPrestia’s practice is devoted exclusively to intellectual property (IP) law. With extensive and diverse legal, technical and corporate expertise, its professionals provide practical, cost-effective, business-oriented counseling to a wide range of international and domestic businesses. It represents clients in court proceedings and before the U.S. Patent and Trademark Office. Through its extensive network of foreign associates, it also represents clients before courts and administrative bodies around the world. RatnerPrestia is a full-service IP firm with a 30 year proven track record of success. For additional information, visit www.RatnerPrestia.com.

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Vinson & Elkins LLP | Exhibit Booth 3

With approximately 700 lawyers collaborating across 15 offices, Vinson & Elkins, LLP provides a global team of innovative and business-focused, multi-lingual lawyers in numerous practice areas, including intellectual property. Our attorneys are well positioned and experienced to assist our clients with all facets of their intellectual property development, management and protection.
GLOBAL DEALS: NEW STRATEGIC FRONTIERS

2016 Annual Meeting

October 23-26, 2016
VANCOUVER, BC, CANADA

PRELIMINARY SCHEDULE OF EVENTS

SUNDAY, OCTOBER 23, 2016

IP Business Basics 101
Chapter Leader Training Sessions
Sector Meet-Ups | Speed Mentoring
Welcome Reception/New Member Reception

MONDAY, OCTOBER 24, 2016

Committee Meetings
One-on-One Networking Appointments
Exhibit Hall
Plenary Session
Spotlight Plenary Sessions
Train the Trainer
Off-site Sector Networking Events on Granville Island

TUESDAY, OCTOBER 25, 2016

Committee/Sector Meetings
One-on-One Networking Appointments
Exhibit Hall
Plenary Session
Spotlight Plenary Sessions
Deal of Distinction Awards & Business Meeting
LES Celebration

WEDNESDAY, OCTOBER 26, 2016

Committee/Sector Meetings
Women in Licensing Breakfast
Exhibit Hall
One-on-One Networking Appointments
Plenary Session
Spotlight Plenary Sessions
Annual Frank Barnes Mentor Award Luncheon

For meeting registration & sponsorship opportunities, go to: www.lesusacanada.org