16 “Top 100 Verdicts”

McKool Smith has won more VerdictSearch and The National Law Journal “Top 100 Verdicts” over the last ten years than any other law firm in the country.

10 NINE-Figure jury verdicts

$2.6 BILLION in verdicts for firm clients

45 jury trials during the past 5 years
LES 2017 ANNUAL MEETING
OCTOBER 22-25 | CHICAGO, IL
Marriott Downtown Magnificent Mile
HARNESSING CHANGE
Advancing Intellectual Business Practices in Today’s World

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Dear Fellow LES Members:

Welcome to the LES U.S.A. & Canada 2017 Annual Meeting! We are delighted you are joining us here in Chicago. On behalf of all of our members, I thank our 2017 Annual Meeting Chair, Sian Godwin, and the entire meeting planning committee. They have worked tirelessly to put together an informative and topical program that offers something for all LES members. Meetings are a hallmark of LES, and vital to our sense of community; and I am sure this meeting will meet that high standard, and will better prepare you to harness the winds of change buffeting our industry.

We come together to do collectively the things we cannot do alone. Your attendance and participation in this meeting is critical to its success. Provide input, and engage your fellow members.

LES, as a community, is devoted to advancing the practice of commercial transactions involving IP. These transactions are key economic drivers, and critical to the birth and growth of industries and businesses. Our freedom to devise durable IP transactions that align with commercial objectives generates both private wealth and enhanced societal well-being. This dual benefit is a hallmark of the U.S., Canadian and other enlightened free-market systems, and one that directly correlates with economic success and prosperity.

LES is devoted to strong, durable, and reliable intellectual property protection. At our meetings, and elsewhere, we discuss, debate, and advocate for the development and preservation of informed intellectual property laws and policies. As a community of experts in IP transactions, LES promotes the ethical and responsible use of those rights.
LES is engaged in the development of educational programs promoting policies and practices that stimulate economic development, and that more rapidly bring the fruits of innovation to market. We also direct our educational efforts externally—meeting with legislators and policymakers to provide perspective and to ensure that the voice of our industry is heard where it is needed most.

Collectively, we are reaching out to the entire innovation ecosystem to devise voluntary consensus standards. The LES Standards initiative is an ANSI-certified standards development program for the development and designation of standards for the management and use of intellectual property. These standards will preserve the benefits of competition yet streamline transactions, which together enhances economic efficiency.

These and many other opportunities exist within LES for you to become involved as the voice of our industry, and to build your own professional network while doing so. While you are here in Chicago, look for those opportunities; and, if you need information as to where those opportunities lie, please feel free to contact me, or our CEO Kim Chotkowski, or any other LES leader. We look forward to working with you, and we welcome your involvement.

Enjoy the meeting, and the city of Chicago—one of our favorite places for an LES meeting. As home to some of the world’s great cultural, tourist and dining destinations, Chicago offers a host of opportunities for entertainment, and we hope you find your time here both enriching and enjoyable.

Very best regards.

Brian P. O’Shaughnessy
President & Chair of the Board
Licensing Executives Society (U.S.A. & Canada), Inc.
Dear Colleagues,

The time is here for your LES U.S.A. & Canada 2017 Annual Meeting! We hope that you are as excited as we are for this event. As your CEO, I am very pleased to welcome you to this year’s Annual Meeting in Chicago.

My personal thanks to each and every member of the 2017 Annual Meeting Planning Committee, who worked tirelessly to create a unique program filled with cutting edge information, thought provoking content, networking opportunities and other special events. We are overwhelmed with appreciation to our sponsors, exhibitors and speakers for their support and contributions to ensure that this Annual Meeting will be an unprecedented success. LES is thankful for the loyalty and gracious support of this vibrant IP Business community.

The LES Annual Meeting brings together the dynamic depth of our membership and licensing profession to network and share information in furtherance of science, technology, commerce and the advancement of LES. Your Society has consistently distinguished itself from other organizations because our LES membership representation spans the full-spectrum of technology and science fields. This breadth of experience, thought and perspective means that our members and affiliates own space over the entire landscape of Intellectual Property and across the value/supply chain. You are recognized as “thought leaders” in this industry.

LES and the leadership team, has worked to enhance the LES Value Proposition and we have created new meeting opportunities with presenters that will challenge the status quo and promote dialogue.
As an integral part of this forward direction, LES is expanding its meeting offerings, education programming, adding more sponsorship opportunities and creating outlets for greater corporate involvement. We instituted a member outreach and an improved benefits program. We have postured LES to have an expanded role to influence public policy on matters of IP legislation, practice and commerce. We are also reviewing and improving our governance procedures so that LES is prepared to meet the growing needs and interests of our members now and well into the future. The LES website is undergoing transformation to provide a more user friendly platform with easier access to the many great changes that have been made for your LES.

As much as we have accomplished in 2017, there is more work we can do, but LES needs your help. As a fellow member, I know how difficult it is to find time to get involved and to "call in" on that committee meeting. But your voice, ideas and talents are extremely valuable and important for the continued success of LES — so I am inviting you to "dial (back) in". As we revel and engage at the 2017 Annual Meeting, please take the time to fill out the Call for Action Flyer, think about taking on a bigger role in LES and consider how you can be part of the future of LES.

Enjoy the meeting and I will look forward to hearing your voice on that Sector or Committee conference call!

Best,

Kimberly S. Chotkowski, Esq. CLP
Chief Executive Officer
Licensing Executives Society (U.S.A. & Canada), Inc.
WELCOME | LES 2017 ANNUAL MEETING PLANNING COMMITTEE CHAIR

On behalf of everyone on the LES 2017 Annual Meeting Planning Committee I am thrilled to welcome you to the wonderful Windy City of Chicago. We started preparing for this meeting over a year ago and one of our first tasks was to pick a theme for the meeting. LES members are entering an era where business practices of the past won’t meet the needs of the future. So what does the deal of the future look like? No-one really knows the definitive answer to this question but we hope that through the workshops, plenaries, panel discussions and networking activities here in Chicago you will be better equipped to Harness the Winds of Change and Advance Intellectual Business Practices in Today’s World.

Most of the world’s major innovators are in the midst of the same transformational journey—needing to develop, acquire and protect the latest technologies to meet customer demands and stay ahead of the competition. As licensing professionals, we need to join them on this journey, navigating through the ever-changing environment to develop a commercialization or other intellectual property strategy that can adapt along the way and deliver results. The Planning Committee has worked tirelessly with me to pull together a program to support your professional journey so that you can transact smarter and advance intellectual property commerce.

Although the main focus of the meeting is on educational, networking and business opportunities we also want you to enjoy your time in Chicago. On Sunday evening, there is a sports themed opening reception, feel free to wear sport themed attire. The gala dinner on Monday evening recreates the atmosphere and opulence of Chicago in the 1920s. Tuesday evening provides you with plenty of opportunities to network at the “LES Make a Deal Networking Event”.

Thank you for joining us in Chicago we hope you have a fulfilling meeting.

S C Godwin
2017 Annual Meeting Planning CommitteeChair
SPECIAL THANK YOU TO OUR SPONSORS

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NETWORKING BREAKS

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INTELLECTUAL PROPERTY LAW

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Collaborate, Innovate and Win

Bio

Biotechnology Innovation Organization

CLP

Control Law Professionals

FLAGSHIP IP

GEN

Genetic Engineering & Biotechnology News

IP Pro

The Internet

Share Vault

Share documents. Simply, securely.

WIPR

World Intellectual Property Review
“Composing Your World”

Kai Kight is an innovative violinist, composer, and speaker who has inspired thousands to reach their own creative potential. He brings his message to conferences, companies, and organizations across the world. With a diverse background, Kai holds an engineering degree from Stanford University’s design school and as a violinist has performed in venues including the White House and the Great Wall of China.

As a classical violinist turned innovative composer, Kai Kight uses music as a metaphor to inspire individuals and organizations across the world to compose paths of imagination and fulfillment. Inspired by his own mother who, when diagnosed with cancer, revealed regrets of not bringing her ideas to the world, Kai is on a mission to spark a global mindset shift in which ingenuity is the norm, not the exception. In his emotionally powerful presentations, Kai performs mesmerizing original music and vulnerably shares stories from his own transformation as an artist. Kai translates these insights into takeaways that audiences can easily infuse into their own lives and work environments.

A product of Stanford University’s design and engineering program, the d. School, Kai remains fascinated by the leaders, artists, and companies who dare to be different. As both a Mayfield Fellow and Kleiner Perkins Design Fellow, Kai has proven himself as a leader of the next generation of innovative and entrepreneurial talent. As a musician, Kai has performed his original music for thousands in venues across the world, from the White House to the Great Wall of China. As a speaker, he has created impactful experiences for audiences at conferences, companies, and universities internationally. Kai brilliantly uses music as a metaphor to empower people at many of the world’s leading organizations, from The Walt Disney Company, to PricewaterhouseCoopers, to the Super-bowl winning Seattle Seahawks of the NFL. His mesmerizing and original violin performance beautifully becomes a sonic metaphor for the core of his message: to inspire people to compose unique ideas in a world that celebrates conformity.
ACKNOWLEDGMENTS

We would like to thank the 2017 LES Annual Meeting Planning Committee for their hard work in developing this year’s program—including the keynote speaker, sector programming, spotlight sessions, plenaries, and workshops.

Sian C. Godwin | 2017 Annual Meeting Planning Committee Chair
Brian P. O’Shaughnessy | LES President & Chair of the Board
Kimberly S. Chotkowski | LES Chief Executive Officer (CEO)
Scott Williams | LES Director of Meetings
Emma Bienias | 2017 Annual Meeting Budget Co-Chair

Spotlight Plenary Co-Chairs:
- Michael Fluhler
- Veronique Bougie

Workshop Co-Chairs:
- David Powsner
- Karthika Perumal
- Conor Flynn
- Paul Burns
- Vasiliki Anest

Committee Members:
- Kate Berezutskaya
- Keith Fredlake
- Keith Lerner
- Ian DiBernardo
- Jen Dyer
- James McGee
- Elizabeth Gildea
- Bill Elkington
- Kevin Spivak
- Soody Tronson
- Bob Held
- Kristi Stathis
- Linda Hogan
- Mark Hankins
- Nicki Kennedy
GENERAL INFORMATION & HIGHLIGHTS

ABOUT LES
For nearly 52 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 HALL HOURS
Monday, October 23 | 7:30 am – 5:30 pm
Tuesday, October 24 | 7:30 am – 5:00 pm
Wednesday, October 25 | 8:00 am – 11:00 am

WI-FI
LES Annual Meeting WI-Fi Available In all Meeting Rooms!
SSID: Marriott_CONFERENCE  |  PSWD: Finjan2017

Sponsored by:

DIGITAL TOTE | Access the Digital Tote!
Visit: www.lesannual2017.sharevault.net for speaker presentations, attendee lists, and links to valuable white papers, articles, special promotions, and information generously supplied by our Annual Meeting sponsors.

Sponsored by:

SPEAKER READY ROOM
Illinois | 6th Floor
The Speaker Ready Room is provided for presenters to prepare for their presentations. All speakers must first check in at the registration desk located on the 7th floor.

Speaker Ready Room Hours
Sunday, October 22 | 12:00 pm – 5:00 pm
Monday, October 23 | 7:00 am – 5:00 pm
Tuesday, October 24 | 7:30 am – 5:00 pm
Wednesday, October 25 | 8:00 am – 3:00 pm
CONNECT WITH LES

“Tweet” before, during and after the meeting. Please use hashtag #LESAM17 when tweeting about the meeting and follow LES at @lesusacanada.

Join the most robust online licensing conversation on the LES LinkedIn group.

Upload photos and share on the LES Facebook page

LES 2017 Annual Meeting Mobile App

The LES 2017 Annual Meeting mobile app for iPhone®, iPad®, and Android® devices is now available for download. Don’t have an iPhone®, iPad®, or Android® device? View the mobile web version of the app. Open your mobile device’s web browser and navigate to:

https://connect.jujama.com/LES2017

To access secure content within the app, log in using the same email address you entered to register for the Annual Meeting.

Forgot your password?
Click “retrieve login credentials.”

Tap into the meeting to:

— Connect with colleagues
— Schedule One-on-One meetings
— Create your personal event itinerary using My Schedule
— Search and learn more about attendees, sessions and speakers
— Discover events or sessions that are relevant to your sector
— Provide immediate feedback through surveys
— Receive real-time meeting alerts
— Preview Sponsor and Exhibitor information
— Access general information about the meeting schedule and locations

PLEASE NOTE: iPhone® and Android® users will be able to download this information and have it available at all times. Those using Blackberrys® and other devices will need to use a live Internet connection to use the app. LES 2017 Annual Meeting registrants can access the Wi-Fi connection by using this password: Finjan2017.
REGISTRATION HOURS

Sunday, October 22 | 12:00 pm – 6:00 pm
Monday, October 23 | 7:00 am – 6:00 pm
Tuesday, October 24 | 7:00 am – 5:00 pm
Wednesday, October 25 | 8:00 am – 5:00 pm

PRESS OFFICE

The Press Office is for pre-authorized members of the media (and attendees being currently interviewed). Please obtain your press badge at the registration desk located on the 7th Floor.

HOURS

Sunday, October 22 | 12:00 pm – 5:00 pm
Monday, October 23 | 7:00 am – 5:00 pm
Tuesday, October 24 | 7:30 am – 5:00 pm
Wednesday, October 25 | 8:00 am – 5:00 pm

ON-SITE NETWORKING OPPORTUNITIES

A first-time attendee or seasoned? Have no plans or an unexpected break? Then join us for an informal, come-as-you-are evening of conversation, networking, and fun.

The LES Networking Lounge will be open for networking at the following times.

Monday, October 23
Continue networking with colleagues while taking a break from sessions.

AM Networking Break | 10:15 am – 10:45 am
Sponsored by: [Sponsor Logo]

PM Networking Break | 3:15 pm – 3:45 pm
Sponsored by: [Sponsor Logo]

Tuesday, October 24

AM Networking Break | 10:30 am – 11:00 am
Sponsored by: [Sponsor Logo]
AWARDS

Deals of Distinction Awards
The LES Deals of Distinction Award (DDA) 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 2017 Deals of Distinction

High Technology Sector
AT&T and Uber
AT&T’s Patent Sale to Uber

Chemicals, Energy, Environment, and Materials Sector
POSCO and ExxonMobil Upstream Research Company
High Manganese Steel Slurry Pipe License and Commercialization

Industry-University-Government Interface Sector
National Institutes of Health (NIH-US), AbbVie and Biogen
Zinbryta® for treatment of relapsing multiple sclerosis

Life Sciences Sector
Xencor and Novartis
Preclinical Immuno-Oncology Bispecific Antibody Alliance
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.

LES 2017 Frank Barnes Mentor Award Honoree

Bill Mattson has spent more than 40 years in the bio pharma industry. Within that time, he spent 17+ years with Abbott Labs and Monsanto/Searle, and the balance in founding and growing The Mattson Jack Group.

Bill has been involved in almost $6 billion of pharma transactions spanning branded, generic, and OTC categories. He helped orchestrate the out-licensing of the blockbuster drug Provigil to more than $1 billion in annual US sales and eventual sale of Labs Lafon to Cephalon for $450 million. He was involved in King Pharma’s purchase of JonesPharma for $2.7 billion, Monsanto’s purchase of Searle/NutraSweet for $2.2 billion, and Bock Pharmacal’s sale to Sanofi for $250 million.

Bill began his career in finance at Abbott Labs and went on to serve in executive marketing and business development roles based in the U.S., Asia, and Middle East. Bill then joined Monsanto and assumed Senior Vice President responsibility for Searle Pharmaceuticals’ Middle East, African, and Indian sub-continent region. Following his operating career, Bill co-founded, ran, and served as Chairman of The Mattson Jack Group, a leading advisory and analytics consulting firm serving the pharmaceutical and healthcare industry. He grew The Mattson Jack Group to 110 employees before it was acquired by WPP Group (now part of Kantar Health Group). From 2013-2017, Bill was an Operating Partner with Linden Capital, a healthcare-focused, private equity firm.
Bill holds a Bachelor of Science in accounting from Bradley University and a Master of Business Administration in Marketing from Loyola University Chicago. He remains involved in education, as he served as a Board of Directors Trustee for the St. Louis College of Pharmacy.

PROFESSIONAL DEVELOPMENT

Certified Licensing Professionals (CLP)
Continuing Education (CE)

All educational programs and sessions offered by the Licensing Executives Society during the LES 2017 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 programs and activities held during the 2017 Annual Meeting. Those sessions eligible for CLE credit are marked within the schedule, although not all eligible sessions will receive credit in every jurisdiction. All qualifying sessions will be submitted to the jurisdictions requested by attendees for CLE approval, however, we anticipate many jurisdictions will not provide final approval until after the 2017 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.

GENERAL INFORMATION

Ticket Sales

Tickets for the welcome reception, gala reception, gala dinner, and networking events are included in your registration packet.

Event-Only Tickets: Tickets can be purchased until Noon on Monday, October 23, 2017 at the registration desk.
Evaluation Forms & Surveys
Please let us know how we are doing and the value of this meeting. Evaluation forms and surveys will be emailed to all attendees throughout the Meeting, as well as via the mobile app.

Electronic Devices
While we encourage you to download the LES 2017 Annual Meeting mobile app, as a courtesy to speakers and meeting attendees, please silence or turn off all electronic devices during sessions. For important calls and for your own privacy, please step out of the room and away from meeting room doors so you do not disturb fellow members.

Presentations
All available speaker presentations will be accessible via the Digital Tote Bag (courtesy of sponsor ShareVault) and mobile app: lesannual2017.sharevault.net. If you are unable to find a presentation, please ask your speaker to email the file to meetings@les.org.

Proud Sponsor
LES 2017 Annual Meeting
For more than 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/join

Renew your LES Membership today for a chance to win up to two free conference registrations for 2018! For details, come to the LES Registration desk.
LES is proud to offer a new member benefit program which adds value to your membership. Take advantage of any number of the offers from the providers listed below.

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<th>BUSINESS SERVICES</th>
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For more information about these programs and to enroll
Visit: www.lesusacanada.org/BenefitPartners
## COMMITTEE MEETING SCHEDULE

### MONDAY, OCTOBER 23

<table>
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<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>7:30 am – 8:45 am</td>
<td>Patent Licensing</td>
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<td></td>
<td>IP Brokerage</td>
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<td></td>
<td>IP Protection in Supply Chain</td>
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<td>IP Valuation</td>
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<td>Intellectual Assets in the Boardroom</td>
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<td>IP Hygiene for Startups</td>
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<td></td>
<td>Education Committee</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td>Meetings Oversight Committee</td>
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### TUESDAY, OCTOBER 24

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<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>7:15 am – 8:15 am</td>
<td>Automotive &amp; Aerospace</td>
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<td>Women in Licensing</td>
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<td>Emerging Enterprises</td>
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<td>Mobile &amp; Consumer Electronics</td>
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<td>Semiconductor</td>
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<td>Valuation and Pricing</td>
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<td>Advanced Science &amp; Technology</td>
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<td>Cloud Services and Software</td>
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<td>Internet of Things</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td>2018 LESI Annual Conference Planning Committee</td>
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### WEDNESDAY, OCTOBER 25

<table>
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<th>Time</th>
<th>Topic</th>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>Sector &amp; Committee Leadership</td>
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<td>Technology Branding &amp; Trademark Licensing</td>
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<td>2018 IP100 Planning Committee</td>
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<td>12:30 pm – 2:00 pm</td>
<td>2018 Annual Meeting Planning Committee</td>
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<tr>
<td>2:00 pm – 4:30 pm</td>
<td>Chapter Leadership Training</td>
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#LES 2017 | HARNESSING CHANGE

## SCHEDULE AT-A-GLANCE

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

### SATURDAY, OCTOBER 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Advanced Negotiations Skills Day 1</td>
<td>Los Angeles/Miami (5th Floor)</td>
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<tr>
<td><strong>Instructors:</strong></td>
<td>Charles R. Neuenschwander, CLP</td>
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<td></td>
<td>Principal, International Patent Licensing Company</td>
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<td></td>
<td>Mark D. Shelley II, Senior Associate</td>
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<td>Hogan Lovells</td>
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<td></td>
<td>Jeffrey S. Whittle, CLP, Partner</td>
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<td>Hogan Lovells US, LLP</td>
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### SUNDAY, OCTOBER 22

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Advanced Negotiations Skills Day 2</td>
<td>Los Angeles/Miami (5th Floor)</td>
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<tr>
<td>8:00 am – 5:15 pm</td>
<td>IP Business Basics 101</td>
<td>O’Hare (10th Floor)</td>
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<tr>
<td><strong>Instructors:</strong></td>
<td>Joseph T. Miotke, Patent Litigation and Licensed Patent Attorney</td>
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<td>DeWitt Ross &amp; Stevens SC</td>
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<td>Karen Temple, Commercialization Manager, University of Toronto</td>
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<tr>
<td>12:00 pm – 5:00 pm</td>
<td>Speaker Ready Room</td>
<td>Illinois (6th Floor)</td>
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<tr>
<td>12:00 pm – 4:00 pm</td>
<td>LES Board of Directors Meeting</td>
<td>Denver/Houston (5th Floor)</td>
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<td><strong>By Invitation Only</strong></td>
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<tr>
<td>12:00 pm – 6:00 pm</td>
<td>REGISTRATION OPEN</td>
<td>7th Floor Registration Area</td>
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<tr>
<td>Time</td>
<td>Event</td>
<td>Location</td>
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<tr>
<td>1:30 pm – 4:30 pm</td>
<td>IAM STRATEGY</td>
<td>Scottsdale (5th Floor)</td>
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<tr>
<td>4:00 pm – 5:00 pm</td>
<td>Past President’s Roundtable</td>
<td>Avenue (4th Floor)</td>
</tr>
<tr>
<td>4:30 pm – 6:30 pm</td>
<td>Orientation and Speed Mentoring for New Members &amp; First Time Attendees</td>
<td></td>
</tr>
<tr>
<td>6:30 pm – 8:00 pm</td>
<td>Welcome Reception “Take Me Out to the Ballgame”</td>
<td>Grand Ballroom—Salons 1 &amp; 2 (7th Floor)</td>
</tr>
</tbody>
</table>

Contributing Sponsor: [Greer Burns & Crain](#)
## SCHEDULE AT-A-GLANCE | MONDAY

**MONDAY, OCTOBER 23**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 6:00 pm</td>
<td><strong>REGISTRATION OPEN</strong></td>
<td>7th Floor Registration Area</td>
</tr>
<tr>
<td>7:00 am – 5:00 pm</td>
<td><strong>Speaker Ready Room</strong></td>
<td>Illinois (6th Floor)</td>
</tr>
<tr>
<td>7:15 am – 8:30 am</td>
<td><strong>Networking Breakfast</strong></td>
<td>Grand Ballroom—Salon 3 (7th Floor)</td>
</tr>
<tr>
<td>7:15 am – 8:30 am</td>
<td><strong>Breakfast</strong></td>
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<td></td>
<td><strong>Breaking Through Bias</strong></td>
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<td><strong>Hosted by the Women in Licensing Committee</strong></td>
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<td></td>
<td><strong>Chicago Ballroom A/B/C (5th Floor)</strong></td>
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<td></td>
<td><strong>Speakers:</strong></td>
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<td></td>
<td>Andrea S. Kramer, Partner, McDermott Will &amp; Emery LLP</td>
<td>(5th Floor)</td>
</tr>
<tr>
<td></td>
<td>Alton B. Harris, Partner, Nixon Peabody LLP</td>
<td>(5th Floor)</td>
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<td></td>
<td><strong>Sponsored by:</strong></td>
<td></td>
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<tr>
<td>7:30 am – 8:45 am</td>
<td><strong>LES STANDARDS GROUP MEETINGS</strong></td>
<td></td>
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<td></td>
<td><strong>Patent Licensing</strong></td>
<td>Lincolnshire 1 &amp; 2 (6th Floor)</td>
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<td></td>
<td><strong>IP Brokerage</strong></td>
<td>Houston (5th Floor)</td>
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<td><strong>IP Protection &amp; Supply Chain</strong></td>
<td>Scottsdale (5th Floor)</td>
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<td></td>
<td><strong>IP Valuation</strong></td>
<td>Kansas City (5th Floor)</td>
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<td><strong>Intellectual Assets in the Board Room</strong></td>
<td>Los Angeles (5th Floor)</td>
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<td></td>
<td><strong>IP Hygiene for Startups</strong></td>
<td>Old Town (2nd Floor)</td>
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<tr>
<td>Time</td>
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<tr>
<td>7:30 am – 8:45 am</td>
<td>EDUCATION COMMITTEE MEETING</td>
<td>Great America 1 &amp; 2 (6th Floor)</td>
</tr>
<tr>
<td>7:30 am – 5:30 pm</td>
<td>Exhibit Hall Open</td>
<td>Grand Ballroom—Salon 3 (7th Floor)</td>
</tr>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Accompanying Guests’ Lounge</td>
<td>Lakeview (2nd Floor)</td>
</tr>
<tr>
<td>8:45 am – 10:00 am</td>
<td>Opening Session</td>
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<tr>
<td>8:45 am – 9:00 am</td>
<td>Welcome &amp; Opening Remarks</td>
<td>Grand Ballroom—Salons 1 &amp; 2 (7th Floor)</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Opening Key Note Speaker</td>
<td>Grand Ballroom – Salons 1 &amp; 2 (7th Floor)</td>
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<tr>
<td></td>
<td>Composing Your World</td>
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<td></td>
<td>Kai Kight, Violinist, Composer and Speaker</td>
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<tr>
<td>10:00 am – 12:00 pm</td>
<td>Power Networking</td>
<td>Halsted (4th Floor)</td>
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<td></td>
<td>“One-on-One”</td>
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</tbody>
</table>

**SCHEDULE AT-A-GLANCE | MONDAY | CONTINUED**

**LES 2017**

**ANNUAL MEETING**

**SOCIAL MEDIA**

Join the conversation on Twitter

LES encourages Annual Meeting attendees to “tweet” during and after the meeting.

Please use hashtag **#LESAM17**

Follow us at **@lesusacanada**
### Networking Break

**Time:** 10:15 am – 10:45 am  
**Location:** Grand Ballroom—Salon 3 (7th Floor)

**Sponsored by:**

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### Spotlight Plenary Sessions

#### IUGI/International

**Title:** Global Commercialization: Lessons Learned from China  
**Location:** Chicago D (5th Floor)

**Moderator:** Michael Fluhler, Esq., Partner, Fishman Stewart PLLC

**Panelists:**  
- Albert Wai-Kit Chan, PhD, JD, Founder and Director, United States-China Intellectual Property Institute, Inc.  
- Dr. David Ai, Director of Knowledge Transfer, City University of Hong Kong  
- Professor Dongmin Chen, Chair Professor, Peking University Big Data Institute

---

#### Life Sciences

**Title:** Dream Team or Elm Street—Building an Effective Business Development and Legal Working Relationship to Drive a Deal to Conclusion  
**Location:** Chicago A/B/C (5th Floor)

**Moderator:** John McCracken, Vice President Business Alliances, Pfizer, Inc.

**Panelists:**  
- Christopher Slavinsky, Assistant General Counsel, Pfizer, Inc.  
- John Poulos, Operating Partner, Linden Capital  
- Lara M. Levitan, Vice President, Legal R & D, Alliance Management Transactions, AbbVie

---

#### High Technology

**Title:** Vehicle to Everything: Connectivity—Software, Systems and IP  
**Location:** Chicago E (5th Floor)

**Moderator:** Jayson Pankin, President, AutoHarvest
Panelists: John Carney, Director, Commercialization & Licensing, Delphi Automotive Systems, LLC
Philip J. Fries, Jr., Vice President and Legal Counsel, QUALCOMM
Cory Hohs, Chief Executive Officer and Co-Founder, HAAS Alert
Chandrapiya (CP) Seetharama, Assistant Vice President, Aricent

**Consumer Products/ High Tech/ International**

**IP Litigation and SEP Licensing Post Huawei v ZTE: Recent Developments on Negotiations, Injunctions and Royalty Rates**
Chicago F/G/H (5th Floor)

**Moderator:** Roberto Dini, Founder, Sisvel Group

**Panelists:** Matteo Sabattini, Director IP Policy Ericsson
John Paul, CLP, Partner, Finnegan Henderson, Farabow, Garrett & Dunner, LLP
Cordula Schumacher, Partner Arnold Ruess

**Consumer Products/ General Interest**

**Brand Licensing: How to Enhance, Promote and Protect Brand Equity**
Los Angeles/Miami/Scottsdale (5th Floor)

**Moderator:** Kimberly Kociencki, Chief Executive Officer, Society of Product Licensors Committee to Excellence (SPLiCE)

**Panelists:** Kenneth Beaupre, Brand Advocacy & Licensing Manager, Global Brand Marketing, Caterpillar Inc.
Manny Grace, Associate General Counsel The Walt Disney Company
Joel Satin, Vice President, Global Brand Licensing & CPG, Consumer Products and Film Eastman Kodak Company

CONTINUED →
### Panelists (continued)
- **Toni Sdao**, Director of Licensing, Whirlpool Corporation
- **Vera Tsekeris**, Director Brand Partnerships Business Strategy and Development, Licensing, HP, Inc.

### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:00 pm – 5:00 pm</td>
<td><strong>LESI Board of Directors Meeting</strong></td>
<td>Grace (5th Floor)</td>
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<td><em>By Invitation Only</em></td>
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<tr>
<td>12:15 pm – 1:45 pm</td>
<td><strong>Annual Business Meeting &amp; Deals of Distinction Awards Luncheon</strong></td>
<td>Grand Ballroom—Salons 1 &amp; 2 (7th Floor)</td>
</tr>
<tr>
<td>2:00 pm – 6:00 pm</td>
<td><strong>Power Networking “One-on-One”</strong></td>
<td>Halsted (4th Floor)</td>
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<td><strong>Sponsored by:</strong> SONOS</td>
</tr>
<tr>
<td>2:00 pm – 3:30 pm</td>
<td><strong>CEEM Sector Deals of Distinction Deep Dive Analysis</strong></td>
<td>Cook (3rd Floor)</td>
</tr>
<tr>
<td>2:00 pm – 3:30 pm</td>
<td><strong>Meetings Oversight Committee Meeting</strong></td>
<td>Old Town (2nd Floor)</td>
</tr>
<tr>
<td>2:00 pm – 5:00 pm</td>
<td><strong>Train the Trainer</strong></td>
<td>Watertower (10th Floor)</td>
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<tr>
<td>2:00 pm – 3:15 pm</td>
<td><strong>SPOTLIGHT PLENARY SESSIONS</strong></td>
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<td></td>
<td><strong>High Tech/General Interest</strong></td>
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<td></td>
<td><strong>MYSTIC VALLEY: Where Tomorrow is Being Created Today</strong></td>
<td>Chicago A/B/C (5th Floor)</td>
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<td><strong>Moderator:</strong> <strong>Lawrence J. Udell</strong>, Chapter Chair Licensing Executives Society, Silicon Valley</td>
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<td></td>
<td><strong>Panelists:</strong> <strong>Damon Matteo</strong>, President, Fulcrum Strategies, Inc.</td>
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</tr>
</tbody>
</table>
Panelists:  
Soody Tronson, Founding Manager, STLGP Law Firm  
Ron Laurie, Managing Director, Inflexion Point Strategy, LLC  
Nola Masterson, President, Science Futures, Inc.

General Interest  
Licensing 2.0: Corporation’s New Approach to IP Monetization  
Chicago D (5th Floor)  
Moderator:  
Suzanne Harrison, Principal, Percipience LLC  
Panelists:  
Patrick Patnode, President, Licensing & Technology Ventures, GE  
James Kovacs, Head of Patent Licensing Group, Law & Policy Group, Intel  
Stephanie Goeller, Patent Counsel, Transactions, Google

Life Sciences/General Interest  
Strategic Alliances: Changing the Deal—How Far Can You Go & How Often?  
Chicago E (5th Floor)  
Moderator:  
Mark Edwards, Managing Director, Bioscience Advisors  
Panelists:  
Barbara Kosacz, Head of Life Sciences Practice, Cooley Godward Kronish LLP  
Vincent Angotti, Chief Executive Officer, AcelRx Pharmaceuticals  
Henry Gosebruch, Executive Vice President & Chief Strategy Officer, AbbVie

General Interest  
Trade Secrets: What Can an Organization do to Address the Elephant in its Facility?  
Chicago F/G/H (5th Floor)  
Moderator:  
Kate Berezutskaya, Partner, Greer, Burns & Crain Ltd.
Panelists:

Ekkehard Schoettle, Senior Counsel, Global IP Licensing, BP
Brian M. Wishnow, Intellectual Property Counsel, USG Corporation
Mark Lopes, Co-Founder, G2S Global, LLC
R. Mark Halligan, Partner, FisherBroyles, LLP

General Interest
The End of Licensing? How LES Focuses our Strength
Los Angeles/Miami/Scottsdale (5th Floor)

Moderator: Aaric S. Eisenstein, Vice President, Business Development, Personalized Media Communications
Panelists: Bruce Berman, Founder, The Center for Intellectual Property Understanding
Peter Harter, Founder, The Farrington Group
Philip Johnson, Member of the Board and Executive Committee, Intellectual Property Owners Association
Katharine Wolanyk, IP Director, Burford Capital

General Interest
A Decision Tree for Protecting Software Inventions—Unlocking Value in Software Patent Portfolios
Indiana/Iowa, Michigan State (6th Floor)

Moderator: Eugene Molinelli, Partner, Beusse Wolter Sanks & Maire PLLC
Panelists: Ian MacLean, Vice President, Intellectual Property Services, TechInsights
Martin S. Chester, Partner, Faegre Baker Daniels, LLP
Mark Bloom, CLP, RTTP, Director, Technology Transfer and Research Integrity Officer, Sidra Medical and Research Center
Drew Bennett, Associate Director, Software Licensing, Office of Technology Transfer, The University of Michigan
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:15 pm – 3:45 pm</td>
<td>Networking Break</td>
<td>Grand Ballroom—Salon 3 (7th Floor)</td>
<td>Sponsored by: Merck</td>
</tr>
<tr>
<td>3:30 pm – 5:30 pm</td>
<td>LES Foundation Board Meeting</td>
<td>Denver (5th Floor)</td>
<td>By Invitation Only</td>
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<tr>
<td>3:45 pm – 5:00 pm</td>
<td>WORKSHOP SESSIONS</td>
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<tr>
<td>Life Sciences</td>
<td>The Complexities of Life Science Transactions in China</td>
<td>Indiana/Iowa/Michigan/Michigan State (6th Floor)</td>
<td></td>
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<tr>
<td>Moderator:</td>
<td>James A. (Andy) Mcgee, CLP. Senior Director, Corporate Business Development</td>
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<tr>
<td>Panelists:</td>
<td>Geoffrey Lin, Partner, Ropes &amp; Gray LLP</td>
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<td>Bill Haskel, Senior Vice President General Counsel, Corporate Secretary</td>
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<td>Paratek Pharmaceuticals</td>
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<td>Gurkeerat Singh, PhD, Vice President Search and Evaluation, Eli Lilly and Company</td>
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<tr>
<td>CEEM/General Interest</td>
<td>Strategic Intellectual Property Portfolio Management</td>
<td>Lincolnshire 1&amp;2 (6th Floor)</td>
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<tr>
<td>Moderator:</td>
<td>Nicole Wagner, Intellectual Capital Manager, The Dow Chemical Company</td>
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<tr>
<td>Panelists:</td>
<td>Mike Devon, Principle Research Scientist Dow Coating Materials</td>
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<td>Michael Falk, General Counsel Legal Intellectual Property, Wisconsin Alumni Research Foundation (WARF)</td>
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<td>Andrew Filler, Partner &amp; General Counsel Sherpa Technology Group (STG)</td>
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<td>Marie Claire Maple, Senior IP Counsel GE Healthcare</td>
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</table>
| IUGI/ General Interest | Diversity in Innovation—Closing the Patent Gender Gap  
Northwestern/Ohio State (6th Floor)  
Moderator: Jennifer Gottwald, Licensing Manager  
Wisconsin Alumni Research Foundation (WARF)  
Panelists: Dimitra Georganopoulou, Director of Commercialization, Northwestern University, INVO Office of Innovation and New Ventures  
Jessica Milli, Study Director, Institute for Women’s Policy Research  
Laurie Self, Vice President and General Counsel, Qualcomm  
Linda Suzu Kawano, Principal, GroupOptima |
Purdue/Wisconsin (6th Floor)  
Moderator: Joseph Yang, Partner, PatentEsque Law Group, LLP  
Panelists: Stefan Tamme, Vice President Worldwide Licensing & IP Strategy  
Rambus, Inc.  
Ray Strimaitis, Vice President & Chief Patent Counsel, Yahoo!, Inc.  
James Kovacs, Associate General Counsel & Director, Patent Licensing Group, Intel Corporation |
| Consumer Products | Preserving and Protecting IP  
Great America 1&2 (6th Floor)  
Moderator: Adam Ullman, Principal & Chief Executive Officer, PDCIP, LLC  
Panelists: Adrian Punderson, PwC, Global IP Protection Practice  
Paul Morinville, Founder, U.S. Inventor  
Gene Quinn, Founder, IPWatchDog |
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<tbody>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td><strong>VIP Sponsors &amp; Exhibitor Appreciation Toast</strong></td>
<td>Alcove North (7th Floor)</td>
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<td><em>By Invitation Only</em></td>
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<tr>
<td>6:30 pm – 7:30 pm</td>
<td><strong>LES Gala Cocktail Hour</strong> “Licensing In Blues Alley”</td>
<td>Grand Ballroom Foyer (7th Floor)</td>
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<td></td>
<td><em>Featuring Malik’s Jazz Arts Ensemble</em></td>
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<tr>
<td>7:30 pm – 10:00 pm</td>
<td><strong>Frank Barnes Award Presentation &amp; Gala Dinner</strong></td>
<td>Grand Ballroom—Salons 1 &amp; 2 (7th Floor)</td>
</tr>
<tr>
<td>TUESDAY, OCTOBER 24</td>
<td><strong>Fun Run</strong></td>
<td>Running enthusiast meet in the lobby of the Marriott Magnificent Mile and chart your own course around the downtown Chicago area.</td>
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<tr>
<td>7:00 am – 5:00 pm</td>
<td><strong>REGISTRATION OPEN</strong></td>
<td>7th Floor Registration Area</td>
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<td>7:30 am – 5:00 pm</td>
<td><strong>Speaker Ready Room</strong></td>
<td>Illinois (6th Floor)</td>
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<tr>
<td>7:15 am – 8:15 am</td>
<td><strong>COMMITTEE MEETINGS</strong></td>
<td>Automotive &amp; Aerospace</td>
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<td><em>Los Angeles (5th Floor)</em></td>
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Committee Meetings: continued

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<tr>
<th>Committee Meetings</th>
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<td>Semiconductor</td>
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<td>Women In Licensing</td>
<td>Miami (5th Floor)</td>
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<td>Emerging Enterprises</td>
<td>Scottsdale (5th Floor)</td>
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<tr>
<td>Mobile &amp; Consumer Electronics</td>
<td>Houston (5th Floor)</td>
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<tr>
<td>Valuation &amp; Pricing</td>
<td>Kansas City (5th Floor)</td>
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<tr>
<td>Advanced Science &amp; Technology</td>
<td>Indiana (6th Floor)</td>
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<tr>
<td>Cloud Services &amp; Software</td>
<td>Iowa (6th Floor)</td>
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<tr>
<td>Internet of Things</td>
<td>Michigan (6th Floor)</td>
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**SCHEDULE AT-A-GLANCE | TUESDAY | CONTINUED**

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<tr>
<th>Time</th>
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<th>Location</th>
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<tbody>
<tr>
<td>7:30 am – 8:15 am</td>
<td>Networking Breakfast</td>
<td>Grand Ballroom—Salon 3 (7th Floor)</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Accompanying Guests’ Lounge</td>
<td>Lakeview (2nd Floor)</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Exhibit Hall Open</td>
<td>Grand Ballroom—Salon 3 (7th Floor)</td>
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<tr>
<td>8:30 am – 10:30 am</td>
<td>PLENARY SESSION</td>
<td>Grand Ballroom—Salons 1 &amp; 2 (7th Floor)</td>
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<tr>
<td>8:30 am – 8:45 am</td>
<td>OPENING REMARKS</td>
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<tr>
<td>8:45 am – 10:30 am</td>
<td>PLENARY PANEL</td>
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</table>

**Moderator:** Ron Laurie, Managing Director, Inflexion Point Strategy, LLC
### Panelists:

- **The Honorable Paul R. Michel (Ret.)**  
  Former Chief Judge of the United States Court of Appeals for the Federal Circuit
- **Alexandra Rehmeier**, Senior Manager  
  IP Integration Policy Compliance  
  The Boeing Company
- **Bill Elkington**, Senior Director  
  IP Management, Rockwell Collins  
  Chair Elect & President Elect  
  LES U.S.A. and Canada
- **Patrick Kilbride**, Vice President  
  International IP, Global Intellectual Property Center, US Chamber of Commerce

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<th>Time</th>
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</table>
| 10:30 am – 12:30 pm | **Power Networking “One-on-One”**  
  Halsted (4th Floor) |
| **Sponsored by:** | **SONOS**  
  The Home Sound System |

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<th>Time</th>
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| 10:30 am – 11:00 am | **Networking Break**  
  Grand Ballroom—Salon 3 (7th Floor) |

**Sponsored by:**

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<th>Time</th>
<th>Event</th>
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</table>
| 11:15 am – 12:15 pm | **SPOTLIGHT PLENARY SESSIONS**  
  Los Angeles/Miami/Scottsdale (5th Floor) |
| **International** | **Moderator:**  
  Dr. Helen Henderson, Senior Associate  
  Withers & Rogers LLP  
  **Panelists:**  
  Richard Goddard, 2nd Vice President of CITMA & Trade Mark Attorney BP plc  
  Kevin Mooney, Attorney, Simmons & Simmons  
  Susan Beaubien, Barrister & Solicitor  
  Macera & Jarzyna LLP  
  Dr. Michael Roberts, Partner, Reddie & Grose LLP |

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### High Technology/Legal

**Innovative and Alternative Licensing Programs**

Chicago A/B/C (5th Floor)

**Moderator:** Jaime Siegel, Chief Executive Officer
Flip Tix, LLC, Chief Executive Officer
Cerebral Assets, Global Director of Licensing for Open Invention Network

**Panelists:**
- **Tim Kowalski**, Senior Patent Counsel
  Google
- **Russ Binns**, Chief Executive Officer
  Allied Security Trust
- **Peter Toto**, Senior Vice President
  Sony Corporation of America

### Valuation

**Towards a More Data-Driven Approach to Patent Valuation**

Chicago D (5th Floor)

**Moderator:** Robert Heath, Chief Strategy Officer
RPX Corporation

**Panelists:**
- **Changhae Park**, Vice President Licensing, NXP Semiconductor
- **Claus Melarti**, Vice President, Licensing
  Technicolor SA
- **Kent Richardson**, Partner, Richardson Oliver Law Group

### International/High Tech/Legal

**Secrets and Unwritten Rules for Success When Licensing in China**

Chicago E (5th Floor)

**Moderator:** Erick Robinson, Director of Patent Litigation, Beijing East IP Ltd.
(Beijing, PRC)

**Panelists:**
- **The Honorable R. Randall Rader**, (Ret.)
  Former Chief Judge of the United States Court of Appeals for the Federal Circuit
  Founder, The Rader Group
- **Don Merino**, Co-Founder
  Asia Patent Group
Panelists:
- Ting-Mao Chao, Director of Patent Licensing, Dolby Laboratories
- David Pridham, Chief Executive Officer, Dominion Harbor Group

International

Thinking Outside the Box—Adapting North American Technology Transfer Models to Regional Economic Development Needs
Chicago F/G/H (5th Floor)

Moderator: John Taylor McEntire, Director of IP Commercialization, Research Strategy and Impact Management, Qatar Foundation Research Development (QFRD)

Panelists:
- Dr. David Ai, Director of Knowledge Transfer, City University of Hong Kong
- Erik J. Stenehjem, Board Member, Qatar Science and Technology Special Projects Corporation
- David L. Gulley, Director, Technology Transfer Office, Puerto Rico Science Technology & Research Trust

12:30 pm – 2:00 pm
Chairman’s Luncheon
Grand Ballroom—Salons 1 & 2 (7th Floor)

2:00 pm – 6:00 pm
Power Networking “One-on-One”
Halsted (4th Floor)

2:00 pm – 2:30 pm
Networking Break
Grand Ballroom—Salon 3 (7th Floor)
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:00 pm – 3:30 pm</td>
<td>2018 LESI Annual Conference Planning Committee Meeting</td>
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<tr>
<td></td>
<td>Old Town (2nd Floor)</td>
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<tr>
<th>Time</th>
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<tr>
<td>2:30 pm – 3:30 pm</td>
<td><strong>PLENARY PANEL SESSION</strong></td>
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<tr>
<td></td>
<td>Different Approaches VCs Take When Investing in Companies</td>
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<td></td>
<td>Grand Ballroom—Salons 1 &amp; 2 (7th Floor)</td>
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<tr>
<td><strong>Moderator:</strong></td>
<td>McKool Smith Law Firm</td>
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<tr>
<td><strong>Panelist:</strong></td>
<td>Oded Ben-Joseph, PhD, MBA, Managing Director, Outcome Capital, LLC</td>
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<td></td>
<td>Dr. Luc Marengere, Managing Partner TVM Life Sciences</td>
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<tr>
<td></td>
<td>Johnston Erwin, Vice President Corporate Business Development Eli Lilly and Company</td>
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<th>Time</th>
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<tr>
<td>4:00 pm – 5:00 pm</td>
<td><strong>GENERAL INTEREST WORKSHOPS</strong></td>
</tr>
<tr>
<td>**Life Sciences/</td>
<td>The Right Kind of Conflict in an Alliance</td>
</tr>
<tr>
<td>General Interests</td>
<td>Indiana/Iowa/Michigan State (6th Floor)</td>
</tr>
<tr>
<td><strong>Speaker:</strong></td>
<td>David Thompson, Chief Alliance Officer Eli Lilly and Company</td>
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</table>

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>**Life Sciences/</td>
<td>Digital Disruption in the HealthCare and Automotive Industries:</td>
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<tr>
<td>High Tech/</td>
<td>Challenges and Opportunities</td>
</tr>
<tr>
<td>General Interest</td>
<td>Denver/Houston (5th Floor)</td>
</tr>
<tr>
<td><strong>Moderator:</strong></td>
<td>Janice Z. Davis, Chair, Technology Transactions Group, Bracewell LLP</td>
</tr>
<tr>
<td><strong>Panelists:</strong></td>
<td>Luke McElroy, Vice President, Business Development, Avanci, LLC</td>
</tr>
<tr>
<td></td>
<td>Michael Arciero, Director of Licensing USC Stevens Center for Innovation</td>
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</tbody>
</table>
**Consumer Products/Legal**  
**Panelists:** Paul Burns, Esq., Partner, Procopio  
Anthony Flint, Esq., Manager, Licensing Operations, Harley Davidson  
**Moderator:** Lewis Stark, Partner, Royalty Audit & Contract Compliance, Prager Metis CPAs, LLC  
**IUGI**  
**Panelists:** Mark Bloom, CLP, RTTP, Director Technology Transfer and Research Integrity Officer, Sidra Medical and Research Center  
Gianna J. Arnold, Esq., Partner Saul Ewing Arnstein & Lehr LLP  
**Legal/General Interest**  
**Panelists:** Phil Hartstein, President & Chief Executive Officer, Finjan Holdings, Inc.  
Michael Gulliford, Founder & Managing Principal, Soryn IP Group  
Chris Schulte, Managing Director 284 Partners, LLC  
Charles Baxter, Underwriting Manager General Counsel, Intellectual Property Insurance Services Corporation  
**Moderator:** Thomas Hankinson, Partner Keating Muething & Klekamp PLL

---

**Essential Financial and Audit Provision Terminology for a TM or Brand License to Maximize or Minimize Royalties and to Avoid Costly Mistakes**  
Lincolnshire 1 & 2 (6th Floor)  

**Open Innovation and IP: Strategies for Implementing the Right IP Structure for Harnessing the Advantages of Open Innovation**  
Northwestern/Ohio (6th Floor)  

**A Bridge to a License: Financing Patent Litigation**  
Purdue/Wisconsin (6th Floor)
### SCHEDULE AT-A-GLANCE | TUESDAY | CONTINUED

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>5:00 pm – 6:30 pm</td>
<td>Women in Licensing Mixer &amp; Guided Networking Event</td>
<td>North Alcove (5th Floor)</td>
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<tr>
<td>6:30 pm – 9:00 pm</td>
<td>Sector Networking Dinner “LES Make A Deal”</td>
<td>Chicago Ballroom (5th Floor)</td>
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<td>Potter Anderson Corroon LLP</td>
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<td>The Gold Standard for Patent Brokerage</td>
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**WEDNESDAY, OCTOBER 25**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>REGISTRATION OPEN</td>
<td>7th Floor Registration Area</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Speaker Ready Room</td>
<td>Illinois (6th Floor)</td>
</tr>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Networking Breakfast</td>
<td>Grand Ballroom Salon 3 (7th Floor)</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Accompanying Guests’ Lounge</td>
<td>Lakeview (2nd Floor)</td>
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**HARNESSING CHANGE**

Advancing Intellectual Business Practices in Today’s World
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
<td>COMMITTEE MEETINGS</td>
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<td>Sector &amp; Committee Leadership</td>
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<td></td>
<td>Scottsdale (5th Floor)</td>
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<td></td>
<td>Technology Branding &amp; Trademark Licensing</td>
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<td></td>
<td>Denver (5th Floor)</td>
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<tr>
<td>8:00 am – 11:00 am</td>
<td>Exhibits Open</td>
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<td>Grand Ballroom Salon 3 (7th Floor)</td>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>2018 IP100 Planning Committee</td>
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<td></td>
<td>Old Town (2nd Floor)</td>
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<tr>
<td>9:00 am – 10:00 am</td>
<td>PLENARY PANEL SESSION</td>
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<td></td>
<td>Adapting The Deal to Succeed</td>
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<td>Chicago D/E (5th Floor)</td>
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<tr>
<td>Moderator:</td>
<td>Jack Tupman, Vice President JRT ASSOCIATES/284 Partners</td>
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<tr>
<td>Panelists:</td>
<td>Jay Stamatis, Vice President and Head of Business Development &amp; Acquisitions AbbVie</td>
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<td>Kurt Brasch, Head of Patent Transactions Uber</td>
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<tr>
<td>10:00 am – 12:00 pm</td>
<td>Power Networking</td>
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<td></td>
<td>“One-on-One”</td>
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<td>Halsted (4th Floor)</td>
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<tr>
<td>Sponsored by:</td>
<td>SONOS The Home Sound System</td>
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<tr>
<td>10:15 am – 10:45 am</td>
<td>Networking Break</td>
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<td>Grand Ballroom—Salon 3 (7th Floor)</td>
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<tr>
<td>Sponsored by:</td>
<td>Banner &amp; Witcoff, Ltd. (Intellectual Property Law)</td>
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</table>
10:45 am – 12:00 pm **SPOTLIGHT PLENARY**

**Choose Your Own Misadventure: Tap Dancing in the Ethics Minefield of an Intellectual Property Transaction**
Chicago A/B/C (5th Floor)

Speakers:  
Kimberly C. Weinreich, General Attorney U.S. Patent and Trademark Office

10:45 am – 12:00 pm **WORKSHOP SESSIONS**

**General Interest**  
**Standards Workshop**  
Great America (6th Floor)

**General Interest**  
**IP Protection in the Supply Chain**  
Purdue/Wisconsin (6th Floor)

**Legal/International**  
**Global Licensing and Litigation: Will Europe’s New Unitary Patent and UPC System be a Game Changer?**  
Lincolnshire 1&2 (6th Floor)

Moderator: Alan Johnson, Partner, Bristows LLP  
Panelists: Michael Fröhlich, Director of European and International Legal Affairs, PCT, European Patent Office (EPO)  
Ashley Keller, Managing Director Burford Capital  
Clemens Heusch, Head of European Litigation, Nokia

**Life Sciences/Consumer Product/High Tech**  
**Ghosts of Deals Past: What Keeps In-House Counsel Up at Night about Licensing**  
Purdue/Wisconsin (6th Floor)

Moderator: Daniel Stringfield, Partner, Steptoe & Johnson, LLP
Panelists: Rachel Kreppel, Senior Assistant General Counsel, Purdue Pharma L.P.  
Cary Pumphrey, Director and Managing Counsel, Intellectual Property & Marketing Law, Walgreens  
Daniel Shulman, Chief Intellectual Property Counsel, Reynolds Group Holdings Ltd. and Fram Auto Group

12:15 pm – 1:45 pm  
SECTOR BUSINESS MEETINGS & LUNCHEONS

High Tech  
Fireside Chat with AT&T and Uber  
Chicago F/G/H (5th Floor)

Moderator: Efrat Kasznik, President, Foresight Valuation Group

Panelists: Dave Kaufman, Director, Intellectual Property, AT&T  
Kurt Brasch, Head of Patent Transactions, Uber  
Matt Kuipers, Patent Counsel, Uber  
Stan Quintana, Senior Director Intellectual Property, AT&T

Sponsored by: foresight

CEEM  
Freedom-to-Operate: A Potential Roadblock to Deal Making  
Chicago A/B/C (5th Floor)

Moderator: Peter Blasi, JD, Senior IP Business Development Manager, CAS

Panelists: Heidi Berven, PhD, JD, Partner & Co-Leader: Patent Practice Group Honigman Miller Schwartz & Cohen  
Anne C. Di Sante, MS, MBA  
Associate Director, Michigan State University Innovation Center  
Andrew Leon, PhD, JD, Director of Intellectual Property, Nanostring  
Anne Marie Clark, PhD, Senior Researcher, CAS
### Life Sciences

**The Toughest Negotiation: Getting Internal Organizational Approval to Proceed with a Deal?**

*Chicago D (5th Floor)*

**Speakers:**
- Arpi J. Siyahian, PhD, Technology Manager, NUtech Ventures
- Lalit Gaur, CLP, Head of Global Business Development & Licensing, Vetoquinol

### Consumer Products

**Discussion on Relevant Consumer Products Licensing Topics**

*Los Angeles/Miami/Scottsdale*

**Speakers:**
- Professor James Conley, Clinical Professor of Technology at Northwestern University’s Kellogg Center for Research in Technology & Innovation and at the Segal Design Institute
- Dr. Alexander Krasnikov, Assistant Professor of Quinlan School of Business Loyola University

### IUGI

**Your Changing Approaches and Best Practices in Collaborative Licensing Deals**

*Chicago E (5th Floor)*

**Moderator:**
- Laura Savatski, MBA, CLP, RTTP Technology Transfer Officer, Blood Center of Wisconsin, Blood Research Institute

**Panelists:**
- Steven M. Ferguson, CLP, Deputy Director, Licensing & Entrepreneurship NIH Office of Technology Transfer
- Jon Soderstrom, PhD, Managing Director Office of Cooperative Research Yale University
- Paul Stewart, CLP, Managing Director PASCO Ventures LLS

**12:30 pm – 2:00 pm**

**2018 Annual Meeting Planning Committee Meeting**

*Old Town (2nd Floor)*
<table>
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<td>Halsted (4th Floor)</td>
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<tr>
<td>2:00 pm – 4:30 pm</td>
<td>Chapter Leadership Training</td>
<td>Chicago A/B/C (5th Floor)</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td>WORKSHOP SESSIONS</td>
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<tr>
<td>Life Sciences</td>
<td>CRISPR/Cas9—Six Months on From the PTAB Ruling</td>
<td>Great America (6th Floor)</td>
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<tr>
<td>Speakers:</td>
<td>Ashley Stevens, CLP, President</td>
<td>Focus IP Group, LLC</td>
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<td></td>
<td>Kristin Neuman, Executive Director of Bio Technology Licensing, MPEG LA, LLC</td>
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<td></td>
<td>High Tech</td>
<td>Artificial Intelligence and the Future of Law &amp; Licensing—Will Your Computer Become an Even More Trusted Assistant or Your Replacement</td>
</tr>
<tr>
<td>Moderator:</td>
<td>IV Ashton, President &amp; Founder of LegalServer and Houston.AI</td>
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<tr>
<td>Panelists:</td>
<td>Rafiq Mohammadi, Chief Scientist iManage</td>
<td>Pablo Arredondo, Co-Founder and Chief of Legal Research, Casetext</td>
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<td></td>
<td>Nick Jaramillo, Attorney, Microsoft</td>
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<tr>
<td>IUGI/General Interest</td>
<td>Start-Ups: The Pathway to Technologies of the Future</td>
<td>Northwestern/Ohio State (6th Floor)</td>
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<tr>
<td>Moderator:</td>
<td>Sherry Rollo, Partner, Hahn Loeser &amp; Parks LLP</td>
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<tr>
<td>Panelists:</td>
<td>Thierry Page, Univalor, Montreal, Canada</td>
<td>Vivek Mali, Senior Counsel, SAP</td>
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</table>
Panelists:  
Arjan Quist, Director of Engineering & Physical Sciences, Innovation and New Ventures (INVO) Northwestern University  
John O’Connor, Chief Executive Officer StrongBox eSolutions, LLC

High Tech  
Royalty Rate Survey  
Indiana/Iowa/Michigan State (6th Floor)

3:30 pm – 6:00 pm  
Closing Networking Reception  
“See You in Boston”  
Chicago E/F/G/H

THURSDAY, OCTOBER 26

8:00 am – 12:30 pm  
2018 LES Board of Directors Meeting  
Northwestern/Ohio State (6th Floor)

8:00 am – 5:30 pm  
CLP Exam Review Course  
Lincolnshire 1&2 (6th Floor)

Instructors:  
Jeffrey S. Whittle, CLP, Partner Hogan Lovells US, LLP  
Thomas D. Major, CLP, Vice President and Founder, TransactionsIP, LLC  
Mark Peterson, CPA, CLP, Chief Executive Officer, Robinwood Consulting LLC
Explore LES’ Sector-Specific Workshops & Networking

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

**CEEM**
Chemicals, Energy, Environmental and Materials

**CP**
Consumer Products

**HT**
High Technology

**IUGI**
Industry-University-Government Interface

**LS**
Life Sciences
Finnegan advises and assists companies ranging from innovative start-ups to Fortune 500 corporations in procuring, transferring, and enforcing IP rights and has done so in virtually every type of IP-related transaction and legal proceeding.

Over the past 50 years we created and refined best practices to understand, develop, and use patent portfolios to support business objectives. We analyze patent portfolios and the patent landscape to identify business opportunities and threats, increase the business value of the portfolios by strategic filings and acquisitions, create and implement plans for generating revenue by selling or licensing patents, negotiate and draft a wide range of agreements for joint development and dispute resolution, and litigate to enforce and defend rights.

For more information, please contact info@finnegan.com.
Mission
The Foundation actively works to promote mentorship and to educate professionals about the world of IP licensing through two key programs:

LES Foundation’s Annual Business Plan Competition

Ways to get Involved:
 Volunteer as a Mentor
 Volunteer as a Judge
 Spread the Excitement and Pass out Flyers
 Promote the BPC on Social Media
 Join the BPC Director’s Team and Take the Competition to a New Level

The Frank Barnes Mentor Award Program

Established in 2000 by a group of Licensing Executives Society (U.S.A. and Canada), Inc., members, this award memorializes Frank Barnes’ vast contributions to the field of licensing through mentorship.

For more information and to make a donation please visit http://www.lesfoundation.org/
**SA TURDAY, OCTOBER 21**

8:00 am – 5:00 pm  **Advanced Negotiations Skills Day 1**
Los Angeles/Miami (5th Floor)

*Instructors:*  
Charles R. Neuenschwander, CLP  
Principal, International Patent Licensing Company

Mark D. Shelley II, Senior Associate  
Hogan Lovells

Jeffrey S. Whittle, CLP, Partner  
Hogan Lovells US, LLP

This course offering is perfect for mid-level managers responsible for negotiating agreements and contracts that are fair to both their organization and partners. Instructors bring alive concepts and skills needed to competently negotiate high-technology agreements within industry and governmental settings. This course is intended for industry; academic, governmental and public law firm junior and mid-level individuals who find themselves in rooms seeking win-win solutions or at least avoid being out-negotiated. Opportunities are also provided for participants to hypothesize negotiating scenarios and request suggestions from the instructors and others in the room.

**SUNDAY, OCTOBER 22**

8:00 am – 5:00 pm  **Advanced Negotiations Skills Day 2**
Los Angeles/Miami (5th Floor)

8:00 am – 5:15 pm  **IP Business Basics 101**
O’Hare (10th Floor)

*Instructors:*  
Joseph T. Miotke, Deputy Director  
Licensing & Entrepreneurship  
DeWitt Ross & Stevens SC

Karen Temple, Commercialization Manager, University of Toronto

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.

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<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Instructors</th>
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<tr>
<td>12:00 pm – 6:00 pm</td>
<td>REGISTRATION OPEN</td>
<td>7th Floor Registration Area</td>
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</table>
| 1:30 pm – 4:30 pm  | IAM STRATEGY                                     | Scottsdale (5th Floor)    | John D. Somich, Intellectual Asset Strategist, BP  
|               |                                                   |                             | Robert A. Payne, CLP, President, IP Licensing Advisors, LLC |
| 4:30 pm – 6:30 pm  | Orientation and Speed Mentoring for New Members & First Time Attendees  
|               | Demystifying LES Committees —How to Get More Involved! And Mentored!  
|               | Hosted by Young Members’ Congress (YMC)          | Northwestern/Ohio State/Purdue/Wisconsin (6th Floor)  
|               |                                                   |                             | Eszter Szakacs, Partner, Sar and Partners LESI YMC Mentorship Program Chair  
|               |                                                   |                             | Soody Tronson, Founder & Counsel STLG Intellectual Property Law Firm  
|               |                                                   | Kimberly S. Chotkowski, Esq., CLP  
|               |                                                   | Chief Executive Officer, Licensing Executives Society (U.S.A. & Canada)  
|               |                                                   | Pamela Cox, Patent Attorney & Chair of IP Transactions, Marshall, Gerstein & Borun LLP  
|               |                                                   | Want to get more involved? Volunteers are vital to the growth and vibrancy of the LES U.S.A. & Canada organization. Many new and even long-standing |

CONTINUED ➔
Orientation and Speed
Mentoring for New Members...

members are interested in becoming involved but are often wondering how to do so. In this session we will showcase some of our committees that are seeking volunteers and hearing about some of the exciting volunteer opportunities. Mentorship opportunities are also available through the Young Members Congress (YMC) and generally for those that want some one-on-one assistance with the “demystification”.

6:30 pm – 8:00 pm Welcome Reception
“Take Me Out to the Ballgame”
Grand Ballroom—Salons 1 & 2 (7th Floor)

Did you know that Chicago is one of only ten U.S. cities to have at least one team in each of the five professional sports (baseball, basketball, football, hockey, and soccer)? The LES (U.S.A. and Canada) Chicago Chapter wants you to throw on your athletic apparel and show off your favorite sports team! Enjoy some fun photo opportunities, as we discuss all things brand licensing, Chicago, IP, sports and more!

Contributing Sponsor: 

GREEN BURNS & CRAIN
INTELLECTUAL PROPERTY LAW

MONDAY, OCTOBER 23

7:00 am – 6:00 pm REGISTRATION OPEN
7th Floor Registration Area

7:00 am – 5:00 pm Speaker Ready Room
Illinois (6th Floor)

7:15 am – 8:30 am Networking Breakfast
Grand Ballroom—Salon 3 (7th Floor)

7:15 am – 8:30 am Breakfast
Breaking Through Bias
Hosted by the Women in Licensing Committee
Chicago Ballroom A/B/C (5th Floor)

Speakers:
Andrea Kramer, Partner, McDermott Will & Emery LLP
Alton Harris, Partner, Nixon Peabody LLP

CONTINUED
Breakfast: Breaking Through Bias.

An informative discussion on typical gender stereotypes and biases which obstruct women’s ability to advance as fast and as far as they wish in their careers. Panelists will lead and facilitate the conversation with practical examples of how to use distinctive, practical, effective communication techniques, women can use to overcome gender bias and be noticed as the capable, competent, ambitious professionals they are.

Sponsored by: UBER

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<thead>
<tr>
<th>7:30 am – 8:45 am</th>
<th>LES STANDARDS GROUP MEETINGS</th>
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<tbody>
<tr>
<td><strong>Patent Licensing</strong></td>
<td>Lincolnshire 1 &amp; 2 (6th Floor)</td>
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<td><strong>IP Brokerage</strong></td>
<td>Houston (5th Floor)</td>
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<td><strong>IP Protection &amp; Supply Chain</strong></td>
<td>Scottsdale (5th Floor)</td>
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<td><strong>IP Valuation</strong></td>
<td>Kansas City (5th Floor)</td>
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<tr>
<td><strong>Intellectual Assets in the Board Room</strong></td>
<td>Los Angeles (5th Floor)</td>
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<td><strong>IP Hygiene for Startups</strong></td>
<td>Old Town (4th Floor)</td>
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<tr>
<th>7:30 am – 8:45 am</th>
<th>EDUCATION COMMITTEE MEETING</th>
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<tr>
<td><strong>Great America 1 &amp; 2</strong> (6th Floor)</td>
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<th>7:30 am – 5:30 pm</th>
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<tr>
<td><strong>Grand Ballroom—Salon 3</strong> (7th Floor)</td>
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<th>Accompanying Guests’ Lounge</th>
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<tr>
<td><strong>Lakeview</strong> (2nd Floor)</td>
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| 8:45 am – 10:00 am | Opening Session |
8:45 am – 9:00 am Welcome & Opening Remarks
Grand Ballroom—Salons 1 & 2 (7th Floor)

9:00 am – 10:00 am Opening Keynote Address “Composing Your World”
Grand Ballroom—Salons 1 & 2 (7th Floor)

Keynote Speaker: Kai Kight, Violinist, Composer and Speaker

Kai Kight is an innovative violinist, composer, and speaker who has inspired thousands to reach their own creative potential. He brings his message to conferences, companies, and organizations across the world. With a diverse background, Kai holds an engineering degree from Stanford University’s design school and as a violinist has performed in venues including the White House and the Great Wall of China.

Kai brilliantly uses music as a metaphor to empower people at many of the world’s leading organizations, from The Walt Disney Company, to PricewaterhouseCoopers, to the Super-bowl winning Seattle Seahawks of the NFL. Listen closely as Kai shares his story and leaves you with ideas that you can take to compose your own breathtaking creations. Please join me in welcoming Kai Kight!

10:45 am – 12:00 pm SPOTLIGHT PLENARY SESSIONS

IUGI/International Global Commercialization: Lessons Learned from China
Chicago D (5th Floor)

Moderator: Michael Fluhler, Esq., Partner, Fishman Stewart PLLC

Panelists: Albert Wai-Kit Chan, PhD, JD, Founder and Director, United States-China Intellectual Property Institute, Inc.
Dr. David Ai, Director of Knowledge Transfer, City University of Hong Kong
Professor Dongmin Chen, Chair Professor, Peking University Big Data Institute
Commercialization is a complex process in itself, especially so when doing it in a foreign country. As the second largest economy in the world, China is well positioned to provide both the financial resources and a sizeable market for the commercialization of a product. Chinese investors are eager for innovation and to find the right idea to develop and manufacture. However, there are many challenges in the process of obtaining and working with a Chinese funder, providing valuable lessons. Our experts will share the Chinese investors’ or licensees’ perspective of what they are seeking, deal breakers, some easily disputable costs and negotiables, and tips to make your commercialization a success. We will discuss ways to identify potential investors and collaborators, key elements to negotiating the licensing, the necessary intellectual property protection, as well as other components to protect your interests.

As China can be both the financial resource and market for commercialization, the lessons learned can be the key to your success. Learn about what investors are seeking and what makes the deal. Our experts will share how to identify potential investors, the licensee/investors’ perspective, deal breakers, disputable costs and negotiables, and tips make your commercialization a success.

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**Life Sciences**

**Dream Team or Elm Street — Building an Effective Business Development and Legal Working Relationship to Drive a Deal to Conclusion**

Chicago A/B/C (5th Floor)

**Moderator:** John McCracken, Vice President Business Alliances, Pfizer, Inc.

**Panelists:** Christopher Slavinsky, Assistant General Counsel, Pfizer, Inc.

John Poulos, Operating Partner, Linden Capital

The panel will discuss how Business Development and Legal professionals can most effectively work together on a new business deal.

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Dream Team or Elm Street... continued

We will explore issues such as when should the lawyer become involved, who should participate in the business negotiations and contract negotiations, and how should these negotiations be managed. We will also delve into issues that tend to side track negotiations and how should they be addressed. Let’s trade some war stories on how to drive a deal to conclusion.

High Technology Vehicle to Everything Connectivity—Software, Systems and IP

Chicago E (5th Floor)

Moderator: Jayson Pankin, President, AutoHarvest
Panelist: John Carney, Director of Commercialization & Licensing, Delphi Automotive Systems, LLC
Philip Fries, Jr., Vice President and Legal Counsel, QUALCOMM Incorporated
Cory Hohs, Chief Executive Officer & Co-Founder, HAAS Alert
Chandrapriya (CP) Seetharaman, Assistant Vice President, Aricent

This panel will be composed of Vehicle OEMs, Tier I suppliers, software providers, electronic component producers and standards setting organizations aimed at discussing the introduction of Vehicle to Everything (V to X) systems to the driving public. The world of V to X encompasses vehicle-to-vehicle, vehicle to infrastructure and vehicle to device/pedestrian communication systems. The role of all three groups (Vehicle OEMS, Systems and Software Suppliers and standards setting bodies) in creating IP work together toward cooperating with regulators to provide this new Tech to the driving public.

The Panel will review the emerging standards, IP sharing and licensing and managing the needs of the standardization and safety in a competitive marketplace.
### Consumer Products/High Tech/International

**IP Litigation and SEP Licensing**  
Post Huawei v ZTE: Recent Developments on Negotiations, Injunctions and Royalty Rates  
Chicago F/G/H (5th Floor)

**Moderator:** Roberto Dini, Founder, Sisvel Group  
**Panelists:**  
Matteo Sabattini, Director IP Policy, Ericsson  
John Paul, CLP, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP  
Cordula Schumacher, Partner, Arnold Ruess

The ECJ Huawei v ZTE decision confirms the importance of maintaining all remedies against unwilling licensees in the context of licensing SEPs. In particular, the ECJ confirmed that FRAND is a “two way street”—a dual commitment by technology providers, who commit to offering a license on FRAND terms, and implementers, who commit on entering good-faith negotiations to take said licenses on FRAND terms. It is now up to national courts to apply and implement its guidelines and to resolve the questions left open. The panel will present recent court decisions addressing the requirements for obtaining injunctions based on SEPs and highlight important and unsettled questions left open by the ECJ decision including how to define a FRAND royalty rate.

| Consumer Products/ | Brand Licensing: How to Enhance, Promote and Protect Brand Equity  
Los Angeles/Miami/Scottsdale (5th Floor)  

**Moderator:** Kimberly Kociencki, Chief Executive Officer, Society of Product Licensors Committee to Excellence (SPLiCE)  
**Panelists:**  
Kenneth Beaupre, Brand Advocacy & Licensing Manager, Global Brand Marketing, Caterpillar Inc.  
Manny Grace, Associate General Counsel, The Walt Disney Company |

| General Interest | CONTINUED |
Panelists: Vera Tsekeris, Director Brand Partnerships, Business Strategy and Development, Licensing, HP Inc.

Toni Sdao, Director of Licensing Whirlpool Corporation

Joel Satin, Vice President, Global Brand Licensing & CPG, Consumer Products and Film Eastman Kodak Company

The candid discussion will include how decisions are made to enter into new regions and categories for brand licensing. We will discuss best practices for risk mitigation and how to utilize trend indicators (positive or negative) that guide the program and align with core brand. The panel will also contemplate what are the similarities and differences between this type of licensing versus technology and corporate trademark brand licensing.

12:00 pm – 5:00 pm LESI Board of Directors Meeting
Grace (5th Floor)
By Invitation Only

12:15 pm – 1:45 pm Annual Business Meeting & Deals of Distinction Awards Luncheon
Grand Ballroom—Salons 1 & 2 (7th Floor)

The LES Deals of Distinction Award (DDA) 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.

2:00 pm – 3:30 pm CEEM Sector Deals of Distinction Deep Dive Analysis
Cook (3rd Floor)
Train the Trainer
Watertower (10th Floor)

This is the follow-up session for anyone interested in teaching the IP Business Basics 101 for your Local Chapter or at LES Meetings. To be eligible, you must take the IP Business Basics 101 and attend the Train-the-Trainer (TTT) workshop. Following your training, you will have access to course materials, coaching, and other resources to get you started.

SPOTLIGHT PLENARY SESSIONS

High Tech/General Interest

MYSTIC VALLEY: Where Tomorrow is Being Created Today
Chicago A/B/C (5th Floor)

Moderator: Lawrence J. Udell, Chapter Chair Licensing Executives Society Silicon Valley

Panelists: Damon Matteo, Chief Executive Officer Fulcrum Strategies, Inc.
Soody Tronson, Founding Manager STLGip Law Firm
Ron Laurie, Managing Director, Inflexion Point Strategy, LLC
Nola Masterson, President, Science Futures, Inc.

This panel of senior executives, entrepreneurs and IP professionals will share their experiences living and working in Silicon Valley through the dramatic changes from apricot orchards to the new Apple spaceship and what that holds for the future of the Valley and its global impact. The panel’s involvement in the creativity and inventions that became high-tech and biotech for the world’s leading technology corporations will provide a personal backdrop for the discussions. They will share their visions of tomorrow and how these changes may affect the large expanse of IP and licensing globally.
### General Interest

**Licensing 2.0: Corporation’s New Approach to IP Monetization**

Chicago D (5th Floor)

*Moderator:* Suzanne Harrison, Principal
Percipience LLC

*Panelists:* Patrick Patnode, President, Licensing & Technology Ventures, GE
James Kovacs, Head of Patent Licensing Group, Law & Policy Group, Intel
Stephanie Goeller, Patent Counsel Transactions, Google

Times are rapidly changing. We are well past the time when companies could make easy money monetizing their patents. Today, companies are more sophisticated about IP monetization and looking for ways to utilize it more strategically. This panel will showcase three operating companies (GE, Google and Intel) and provide case studies of three very different ways they are monetizing IP strategically.

### Life Sciences/General Interest

**Strategic Alliances: Changing the Deal—How Far Can You Go & How Often?**

Chicago E (5th Floor)

*Moderator:* Mark Edwards, Managing Director
Bioscience Advisors

*Panelists:* Barbara Kosacz, Head of Life Sciences Practice, Cooley Godward Kronish LLP
Vincent Angotti, CEO, AcelRx Pharmaceuticals
Henry Gosebruch, Executive Vice President & Chief Strategy Officer, AbbVie

It’s a truism that change is the one constant—but that’s not too helpful when negotiating an alliance that may last for decades. This session will spotlight how changing circumstances affect key alliances, and how alliances impact the parties to them. We’ll talk about how shifts in the corporate landscape impact a portfolio of current and prospective partners. We’ll also look
Strategic Alliances... continued

at the frequency of amendments, restatements and role reversals in biopharma collaborations. We’ll ask the panel how to socialize, negotiate and make a major change, and how to minimize the risks of a deal coming undone.

General Interest  
Trade Secrets: What Can an Organization do to Address the Elephant in its Facility?  
Chicago F/G/H (5th Floor)

Moderator: Kate Berezutskaya, Partner, Greer Burns & Crain Ltd.

Panelists: Ekkehard Schoettle, Senior Counsel Global IP Licensing, BP  
Brian M. Wishnow, Intellectual Property Counsel, USG Corporation  
Mark Lopes, Co-Founder G2S Global, LLC  
R. Mark Halligan, Partner FisherBroyles, LLP

LES is more than just licensing, and our interactive spotlight plenary panel of four speakers will analyze a topic applicable across multiple industries. We will discuss recent developments and best practices in managing and protecting trade secrets. The discussion will be focused on addressing questions on how to identify potential problems and implement a sound plan for protecting your organization’s IP. Ample time will be provided for questions from attendees.

General Interest  
The End of Licensing? How LES Focuses our Strength  
Los Angeles/Miami/Scottsdale (5th Floor)

Moderator: Aaric S. Eisenstein, Vice President Business Development, Personalized Media Communications

Panelists: Bruce Berman, Founder, The Center for Intellectual Property Understanding  
Peter Harter, Founder, The Farrington Group

CONTINUED ➔
Panelists: Philip Johnson, Member of the Board and Executive Committee, Intellectual Property Owners Association
Katharine Wolanyk, IP Director, Burford Capital

The Licensing industry faces an existential crisis if predictability and transparency that historically characterized the US patent market erode further. The US Federal Courts and USPTO are undermining decades of well-understood norms that made US Licensing the envy of the world. LES can be a vital venue for channeling members’ expertise to reestablish the preeminence of the US licensing industry. This panel represents industry-wide perspectives on how LES can protect Licensing’s future.

General Interest: A Decision Tree for Protecting Software Inventions—Unlocking Value in Software Patent Portfolios

Indiana/Iowa/Michigan/Michigan State (6th Floor)

Moderator: Eugene Molinelli, Partner, Beusse Wolter Sanks & Maire PLLC

Panelists: Ian MacLean, Vice President, Intellectual Property Services, TechInsights
Martin S. Chester, Partner, Faegre Baker Daniels, LLP
Mark Bloom, CLP, RTTP, Director Technology Transfer and Research Integrity Officer, Sidra Medical and Research Center

3:45 pm – 5:00 pm WORKSHOP SESSIONS

Life Sciences: The Complexities of Life Science Transactions in China

Indiana/Iowa/Michigan/Michigan State (6th Floor)

Moderator: James A. (Andy) McGee, CLP, Senior Director, Corporate Business Development, Eli Lilly and Company

Panelists: Geoffrey Lin, Partner, Ropes & Gray LLP
China, the second largest pharmaceutical market in the world, represents a significant opportunity for any new product in development. To address this opportunity, multinational pharmaceutical companies have sought to partner with Chinese companies to co-develop and/or co-commercialize innovative products in China, with the aim to speed local development and regulatory approval, which was typically years behind similar approvals in the US and EU. In recent years, the Chinese government have made a focused effort to invest in life sciences innovation as well as the China Food and Drug Administration (CFDA) regulatory reforms. As a result of these investments, world-class Chinese-sourced innovation is being developed and is starting to mature, and the once very long regulatory process is being shortened. However, successfully completing life science transactions in China can be challenging due to multiple complexities. In this panel, we will hear from panelists who have all completed life science transactions in China. The panel will focus on the complexities of successfully completing life science transactions in China and discuss how deals get done.
Panelists: Andrew Filler, Partner & General Counsel, Sherpa Technology Group (STG)  
Marie Claire Maple, Senior IP Counsel, GE Healthcare  

Prior to the generation of intellectual property (IP), there are several elements of planning for the IP that should be considered. An active, dynamic, and strategic approach to project planning will provide significant contributions to the protection scope, competitiveness, and portfolio cost management. As an example, the development of a patent strategy will be shown to be a critical contributor to strategic decisions in R&D projects and licensing decisions and provides insights on where to concentrate or de-emphasize technical efforts. Comparison and contrast between industrial and university setting will be a featured aspect of the panel discussion.

| IUGI/General Interest | Diversity in Innovation—Closing the Patent Gender Gap  
Northwestern/Ohio State (6th Floor)  

Moderator: Jennifer Gottwald, Licensing Manager, Wisconsin Alumni Research Foundation (WARF)  

Panelists: Dimitra Georganopoulou, Director of Commercialization, Northwestern University, INVO Office of Innovation and New Ventures  
Jessica Milli, Study Director, Institute for Women’s Policy Research  
Laurie Self, Vice President and General Counsel, Qualcomm  
Linda Suzu Kawano, Principal, GroupOptima  

We hear more and more about diversity in innovation, and studies from academics, WIPO, and policy groups have confirmed a significant gender gap in patenting. The Institute for Women’s Policy Research reports that although the number of women inventors named on US patent applications is increasing, it will be 2092 before women are represented on half
Diversity in Innovation — Closing the Patent Gender Gap

of these applications. Those of us working in the business of innovation should recognize that this discrepancy represents inventions that we are missing and therefore not protecting nor licensing nor benefiting from. This panel will feature IP licensing and policy experts to show evidence of this patenting gender gap, explain how it effects our business (both in companies and in universities), and give some advice and resource ideas for exploring and affecting it in your own innovation ecosystem.


Purdue/Wisconsin (6th Floor)

Moderator: Joseph Yang, Partner, PatentEsque Law Group, LLP

Panelists: Stefan Tamme, Vice President Worldwide Licensing & IP Strategy Rambus, Inc.

Ray Strimaitis, Vice President & Chief Patent Counsel, Yahoo!, Inc.

James Kovacs, Associate General Counsel & Director, Patent Licensing Group, Intel Corporation

IP monetization keeps evolving in response to changes to patentability (e.g., 101, PTAB, etc.) as well as the legal and the litigation environment. Leading experts will explore the current status of IP monetization, evolving transactional models (e.g., blended patent/IP monetization keeps evolving in response to changes to patentability (e.g., 101, PTAB, etc.) as well as the legal and the litigation environment. Leading experts will explore the current status of IP monetization, evolving transactional models (e.g., blended patent/technology licensing, sale-and-leaseback, etc.), industry trends, and share war stories. We will compare key deal elements, “sales” cycle, transaction costs, & negotiating dynamics for different monetization approaches. Other related topics may include SEPs/RAND, differences among jurisdictions, industry-specific issues, antitrust overlays, and more.
Consumer Products: **Preserving and Protecting IP**

**Great America 1&2 (6th Floor)**

**Moderator:** Adam Ullman, Principal & Chief Executive Officer, PDCIP, LLC

**Panelists:**
- Adrian Punderson, PwC, Global IP Protection Practice
- Paul Morinville, Founder, U.S. Inventor
- Gene Quinn, Founder, IPWatchDog

IP is under assault. Patents rights have been weakened and trademarks are misappropriated. Patent infringing knock-offs and counterfeit products free-flow in through our borders. As licensing professionals, strong, enforceable IP rights are critical to our jobs. This panel will discuss failures of IP enforcement mechanisms for and against small businesses as well as solutions currently being employed and discussed to better enforce IP rights in a global economy.

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<tr>
<td>5:30 pm – 6:30 pm</td>
<td><strong>VIP Sponsors &amp; Exhibitor Appreciation Toast</strong></td>
<td>Alcove North (7th Floor)</td>
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| 6:30 pm – 7:30 pm | **LES Gala Cocktail Hour**
|                | **“Licensing In Blues Alley”**              | Grand Ballroom Foyer (7th Floor) |                                    |
| 7:30 pm – 10:00 pm | **Frank Barnes Award Presentation & Gala Dinner “Chicago, Chicago, That Kind of Town”** | Grand Ballroom—Salons 1 & 2 (7th Floor) | Gala Reception and “Chicago, Chicago, That Kind of a Town” Gala Dinner: ‘Go back to the heart of music in Chicago by wearing some 1920s-inspired, after-five (semi-formal) style for a night of nostalgic fun at our annual gala reception and dinner. |

**TUESDAY, OCTOBER 24**

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<tr>
<td>7:00 am – 8:15 am</td>
<td><strong>Fun Run</strong></td>
<td>Running enthusiast meet in the lobby of the Marriott Magnificent Mile and chart your own course around the downtown Chicago area.</td>
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<td>7:00 am – 5:00 pm</td>
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<td>8:30 am – 10:30 pm</td>
<td>PLENARY SESSION</td>
<td>Grand Ballroom—Salons 1 &amp; 2 (7th Floor)</td>
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<td>8:30 am – 8:45 am</td>
<td>OPENING REMARKS</td>
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<td>8:45 am – 10:30 am</td>
<td>PLENARY PANEL</td>
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<td>The LES IP Standards Initiative—Moving from Conception to Reality</td>
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<td><strong>Moderator:</strong> Ron Laurie, Managing Director, Inflexion Point Strategy, LLC</td>
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|                      | **Panelists:** The Honorable Paul R. Michel (Ret.)  
The Boeing Company  
Bill Elkington, Senior Director  
LES (U.S.A. and Canada)  
Patrick Kilbride, Vice President  
International IP, Global Intellectual Property Center, US Chamber of Commerce |                        |
| 11:15 am – 12:15 pm  | SPOTLIGHT PLENARY SESSIONS                                           | Los Angeles/Miami/Scottsdale (5th Floor) |
|                      | **International**  
|                      | **Moderator:** Dr. Helen Henderson, Senior Associate Withers & Rogers LLP |                        |
|                      | **Panelists:** Richard Goddard, 2nd Vice President of CITMA & Trade Mark Attorney BP plc  
Kevin Mooney, Attorney, Simmons & Simmons |                        |
### High Technology/Legal

**Panelists:**
- Susan Beaubien, Barrister & Solicitor, Macera & Jarzyna LLP
- Dr. Michael Roberts, Partner, Reddie & Grose LLP

**Innovative and Alternative Licensing Programs**
Chicago A/B/C (5th Floor)

**Moderator:** Jaime Siegel, Chief Executive Officer, Flip Tix, LLC; Chief Executive Officer, Cerebral Assets; Global Director of Licensing for Open Invention Network

**Panelists:**
- Tim Kowalski, Senior Patent Counsel, Google
- Russ Binns, Chief Executive Officer, Allied Security Trust
- Peter Toto, Senior Vice President, Sony Corporation of America

Whether you are concerned with open source licensing, non-practicing entities or general risk mitigation, or are supporting clients that have these concerns, this session will provide an overview of a number of innovative, alternative licensing programs that address different issues. The programs that will be discussed address specific technology solutions and general IP risks on a global basis. You will gain an understanding from the organizations and their corporate participants. We will bring together a panel to discuss the various alternative licensing programs that cut across all sectors, including the Open Invention Network, LOT Network, Allied Security Trust, along with industry participants. We will discuss the benefits and risks of these organizations; what has driven these groups to thrive; why these programs present alternative risk mitigation solutions for all industries internationally that have IP concerns.

### Valuation

**Towards a More Data-Driven Approach to Patent Valuation**
Chicago D (5th Floor)

**Moderator:** Robert Heath, Chief Strategy Officer, RPX Corporation
By examining settlement prices, patent portfolio offerings, and data derived from patent litigation, assigning value to patent assets is as transparent a process as ever. Panelists will discuss how they use data to value patent portfolios, what sources of data are available, and how a changing patent landscape influences the availability and reliability of data.

### International/High Tech/Legal

**Secrets and Unwritten Rules for Success When Licensing in China**

Chicago E (5th Floor)

**Moderator:** Erick Robinson, Director of Patent Litigation, Beijing East IP Ltd. (Beijing, PRC)

**Panelists:**
- The Honorable Randall R. Rader (Ret.), Former Chief Judge for the U.S. Court of Appeals of the Federal Circuit, Founder, The Rader Group
- Don Merino, Co-Founder, Asia Patent Group
- Marco Tong, Senior Licensing Director at ZTE and President of Inteq Technologies
- David Pridham, Chief Executive Officer, Dominion Harbor Group

China is now not just a huge manufacturing and sales market, but an excellent venue for enforcing patents. In only a few years, China has gone from worst to first in enforcing patents. Yet licensing to Chinese companies is still a challenge with many political, regulatory, and cultural barriers. We will reveal the secrets and unwritten rules for success to licensing in the Middle Kingdom, including how to deal with government regulations and antitrust barriers. This All-Star panel will reveal the secrets and unwritten rules or success to licensing to Chinese companies in the Middle Kingdom as well as using China as a tool in worldwide licensing.
International Thinking Outside the Box—Adapting North American Technology Transfer Models to Regional Economic Development Needs
Chicago F/G/H (5th Floor)

Moderator: John Taylor McEntire, Director of IP Commercialization, Research Strategy and Impact Management, Qatar Foundation Research Development (QFRD)

Panelists: Dr. David Ai, Director of Knowledge Transfer, City University of Hong Kong
Erik J. Stenehjem, Board Member Qatar Science and Technology Special Purpose Corporation
David Gulley, Director, Technology Transfer Office, Puerto Rico Science Technology & Research Trust

Although North America has the longest running programs and tends to be a role model for initiating and planning a licensing office, there are particular differences that must be dealt with in order to adapt the model to the regional environment. This session will share experiences with the audience about strategic endeavors of technology licensing offices in three very different regions of the world capitalizing on the needs of their particular area. Each office must deal with the regional peculiarities in regards to knowledge, experience and infrastructure (or lack thereof) in order to create licensing opportunities for intellectual property. In some regions like the Middle East IP is still a fairly new concept and must be taught from ground up. Other areas started on a North American model at first but have needed to adapt to the economic development needs of the particular country. Join us for an invigorating discussion of the regional takes on technology development and licensing with an economic development twist. Who knows maybe you can use some of these ideas to invigorate your own operations.

12:30 pm – 2:00 pm Chairman’s Luncheon
Grand Ballroom—Salons 1 & 2 (7th Floor)
2:30 pm – 3:30 pm

**PLENARY PANEL SESSION**

**Different Approaches VCs Take When Investing in Companies**

Grand Ballroom—Salons 1 & 2 (7th Floor)

**Moderator:** McKool Smith Law Firm

**Panelist:**
- Oded Ben-Joseph, PhD, MBA, Managing Director, Outcome Capital, LLC
- Dr. Luc Marengere, Managing Partner TVM Life Sciences
- Johnston Erwin, Vice President Corporate Business Development Eli Lilly and Company

Panelists will discuss their different approaches and strategies to mergers & acquisitions, corporate finance and advisory services.

4:00 pm – 5:00 pm

**GENERAL INTEREST WORKSHOPS**

**Life Sciences/General Interests**

**The Right Kind of Conflict in an Alliance**

Indiana/Iowa/Michigan State (6th Floor)

**Speaker:** David Thompson, Chief Alliance Officer Eli Lilly and Company

During the presentation the speaker will present data collected over a 14-year period of time that demonstrates how conflict can drive value in an alliance setting. This data was published in December 2016 in the online version of the Harvard Business Review. The speaker will discuss the tools and techniques used to maximize alliance value.

**Life Sciences/High Tech/General Interest**

**Digital Disruption in the HealthCare and Automotive Industries: Challenges and Opportunities**

Denver/Houston (5th Floor)

**Moderator:** Janice Z. Davis, Chair, Technology Transactions Group, Bracewell LLP

**Panelists:** Luke McLeroy, Vice President, Business Development, Avanci, LLC

**CONTINUED ➔**
Panelists: Michael Arciero, Director of Licensing, USC Stevens Center for Innovation

Digitization and new business models are transforming the healthcare and automotive industries. Industry leaders in these sectors are innovating and adapting to effectively engage with both their consumers and other entities in the value chain.

We bring together experts from what may appear as disparately different sectors to discuss several common issues like connectivity of devices, data portability, consumer expectations, and changes in pricing models.

### Consumer Products/Legal

**Essential Financial and Audit Provision Terminology for a TM or Brand License to Maximize or Minimize Royalties and to Avoid Costly Mistakes**

Lincolnshire 1 & 2 (6th Floor)

**Moderator:** Lewis Stark, Partner, Royalty Audit & Contract Compliance, Prager Metis CPAs, LLC

**Panelists:** Paul Burns, Esq., Partner, Procopio

Anthony Flint, Esq., Manager, Licensing Operations, Harley Davidson

Understanding how the financial provisions of a license agreement actually work is critical for licensors to maximize and guarantee revenue, protect your trademarks and brands and influence licensee behavior. It’s also critical for licensees to know what their financial obligations will be. If you are or represent a licensor, you want to structure your agreement to incentivize the licensee to fully exploit your properties. If you are or represent a licensee, you want to structure your agreement to ensure you are able to profit under the license. In this session you will gain an understanding of the proper contractual language, definitions and standards to utilize in a license agreement to achieve your goals from the perspectives of a
Essential Financial and Audit Provision Terminology...

CPA, licensing attorney and from industry. Find out the ramifications from using improper terms and standards or by trying to circumvent the financial contractual requirements. Hear real life case studies from an experienced royalty auditor, licensing attorney and from industry licensing professionals to find out the issues that arise from the use of improper or incorrect terminology. Learn how to prevent these issues, how to use financial provisions to influence behavior and protect IP, the importance of negotiating the “forgotten” audit provision up front and how to maintain a successful and profit relationship with your licensing partners.

IUGI Open Innovation and IP: Strategies for Implementing the Right IP Structure for Harnessing the Advantages of Open Innovation

Northwestern/Ohio (6th Floor)

Speakers:

Mark Bloom, CLP, RTTP, Director
Technology Transfer and Research Integrity Officer, Sidra Medical and Research Center

Gianna Arnold, Esq., Partner
Saul Ewing Arnstein & Lehr LLP

Over the past two decades, biomedical knowledge has grown exponentially, giving us completely new insights into how life works. Astonishing advances in genomics, bioinformatics, imaging, and stem cell medicine are offering up possibilities that were unimaginable just a few years ago. New tools that will allow us not only to heal disease, but to also predict it and prevent it, are finally within our reach. This is more than just a revolution in science and health care—it’s a revolution in the human condition. However, because of regional and international economic changes and uncertainties, core systemic financial support for basic research is decreasing or becoming more competitive to obtain, especially for younger researchers, at a time when the pace of biomedical innovation and its concurrent
translation development and adoption should be increasing to address unmet health care needs. What can we do in view of this new (fiscal) reality? Expertise, experience, resources, and technology must be cross-linked in entirely new ways to establish even more efficient and effective collaborative public-private partnerships to accelerate the advancement of biomedical science. The adoption of “open innovation” programs and platforms could be an important step in attaining this goal. The benefits and various key IP challenges of adopting an “open innovation” project in a public-private setting will be described.

**Legal/General Interest**

A Bridge to a License: Financing Patent Litigation

Purdue/Wisconsin (6th Floor)

*Moderator:* Thomas Hankinson, Partner Keating Muething & Klekamp PLL

*Panelists:* Phil Hartstein, President & Chief Executive Officer, Finjan Holdings, Inc.

Michael Gulliford, Founder & Managing Principal, Soryn IP Group

Chris Schulte, Managing Director 284 Partners, LLC

Charles Baxter, Underwriting Manager General Counsel, Intellectual Property Insurance Services Corporation

Sometimes there is no viable license negotiation without viable litigation financing. A panel of professionals with direct experience in financing both sides of patent litigation will discuss their practical experiences, new models that are being developed and road tested, and prospective risks and benefits associated with different financing methods and structures.
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<td>5:00 pm – 6:30 pm</td>
<td>Women in Licensing Mixer &amp; Guided Networking Event</td>
<td>North Alcove (5th Floor)</td>
<td>[Hogan Lovells] [SeedIP] [UBER] [STLGip] [Dolcera]</td>
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<td>6:30 pm – 9:00 pm</td>
<td>Sector Networking Dinner “LES Make A Deal”</td>
<td>Chicago Ballroom (5th Floor)</td>
<td>[GE] [Potter Anderson Corroon LLP] [The Gold Standard for Patent Brokerage]</td>
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**WEDNESDAY, OCTOBER 25**

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<tr>
<th>Time</th>
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| 9:00 am – 10:00 am | PLENARY PANEL SESSION                                                | Chicago D/E (5th Floor) | **Adapting the Deal to Succeed**

**Moderator:** Jack Tupman, Vice President
JRT ASSOCIATES/284 Partners

**Panelists:** Jay Stamatis, Vice President and Head of Business Development & Acquisitions, AbbVie
Kurt Brasch, Head of Patent Transactions, Uber

CONTINUED ➔
Adapting the Deal to Succeed continued

The panelists will discuss their thoughts around the statement: “Old models may not necessarily work in today’s environment—we need to adapt deal models”. The panelists will discuss the changes which are affecting their particular industries and how each of them has adapted deal structures in order to ensure success.

10:45 am – 12:00 pm SPOTLIGHT PLENARY

Ethics Choose Your Own Misadventure: Tap Dancing in the Ethics Minefield of an Intellectual Property Transaction
Chicago A/B/C (5th Floor)

Kimberly C. Weinreich, General Attorney U.S. Patent and Trademark Office

10:45 am – 12:00 pm WORKSHOP SESSIONS

General Interest Standards Workshop
Great America (6th Floor)

General Interest IP Protection in the Supply Chain
Purdue/Wisconsin (6th Floor)

Legal/International Global Licensing and Litigation: Will Europe’s New Unitary Patent and UPC System be a Game Changer?
Lincolnshire 1 & 2 (6th Floor)

Moderator: Alan Johnson, Partner, Bristows LLP
Panelists: Michael Fröhlich, Director of European and International Legal Affairs, PCT European Patent Office (EPO)
Clemens Heusch, Head of European Litigation, Nokia
Ashley Keller, Managing Director Burford Capital
Global Licensing and Litigation...

By the end of 2017, Europe should be ready to press the start button for its new unitary patent and UPC system. The session will therefore look at the impact of the new system on global licensing and litigation strategy, as well as the effects of Brexit. The unitary patent will be economically attractive for many users and result in patent protection over an economic area with a population of over 400 million. The enforcement system (the Unified Patent Court) will make monetizing unused patent assets (existing as well as future) much easier for a whole range of users. The recent decision in the UK in Unwired Planet v Huawei to grant an injunction in favor of an NPE, despite the case being one involving standard essential patents, is a particular landmark demonstrating that successful Plaintiffs in the UPC can expect to be able to obtain injunctions in cases where the eBay rule would deny this in the US.

Life Sciences/Consumer Product/High Tech

Ghosts of Deals Past: What Keeps In-House Counsel Up at Night about Licensing

Purdue/Wisconsin (6th Floor)

Moderator: Daniel Stringfield, Partner, Steptoe & Johnson, LLP

Panelists: Rachel Kreppel, Senior Assistant General Counsel, Purdue Pharma L.P.
Cary Pumphrey, Director and Managing Counsel, Intellectual Property & Marketing Law, Walgreens
Daniel Shulman, Chief Intellectual Property Counsel, Reynolds Group Holdings Ltd. and Fram Auto Group

In the context of IP licensing, in-house counsel may be responsible for evaluating the company’s IP portfolio or IP needs, searching for licensing partners, negotiating the license and, once the deal is done, ensuring that all parties perform. Because licenses often have a life of multiple years, in-house counsel take extreme care in the licensing process—or else risk being haunted by deals past. This will be a panel discussion of experienced in-house counsel from various industries (pharma, high-tech, retail and consumer products) who each have a unique perspective.

CONTINUED
### Ghosts of Deals Past... continued

On licensing various types of IP (e.g., patent and trademark). Through our discussion of past deals and lessons learned therefrom, we will learn more about the role of in-house counsel in the licensing process, concerns that in-house counsel have, and some tips for successful licensing.

**12:15 pm – 1:45 pm**

**SECTOR BUSINESS MEETINGS & LUNCHEONS**

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<th>Sector</th>
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<tr>
<td>High Tech</td>
<td>Fireside Chat with AT&amp;T and Uber</td>
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<tr>
<td>Moderator</td>
<td>Efrat Kasznik, President, Foresight Valuation Group</td>
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<td>Panelists</td>
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<td></td>
<td>Dave Kaufman, Director, Intellectual Property, AT&amp;T</td>
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<td>Kurt Brasch, Head of Patent Transactions, Uber</td>
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<td>Matt Kuipers, Patent Counsel, Uber</td>
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<td>Stan Quintana, Senior Director Intellectual Property, AT&amp;T</td>
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<td>The High Tech Sector selected AT&amp;T’s sale of patents to Uber as its Deal of Distinction (DoD) for 2017. IP executives from AT&amp;T and Uber will share insights and key takeaways from this ground-breaking deal. The AT&amp;T patent sale gave Uber a diversified portfolio of patents covering various technologies related to messaging, call handling, routing network traffic, VoIP, and billing.</td>
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**Sponsored by:**

[INTERDigital.](#)

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<td>Moderator</td>
<td>Peter Blasi, JD, Senior IP Business Development Manager, CAS</td>
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<td></td>
<td>Freedom-to-Operate: A Potential Roadblock to Deal Making</td>
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Companies often conduct a Freedom-to-Operate (FTO) prior to licensing or launching a new product. A number of roadblocks can develop that prevent deal making. FTO analysis involves looking for patents that might require additional licensing or may prevent entry into the market. Generally, analysis begins by searching patents and obtaining opinions regarding the search results. Panelists will review key concepts in freedom-to-operate, describe common pitfalls and best practices, including in-licensing, cross-licensing, or out licensing technology.

**Life Sciences**

**The Toughest Negotiation: Getting Internal Organizational Approval to Proceed with a Deal?**

Chicago D (5th Floor)

**Speakers:**

Arpi J. Siyahian, PhD, Technology Manager

NUtech Ventures

Lalit Gaur, DLP, Head of Global Business Development & Licensing, Vetoquinol

Internal negotiations can be often more difficult than negotiations with outsider entities. Even when everybody on internal teams talk about a “win-win” negotiation, they can be functioning-with conflicting goals, motivations, rewards, and rules of engagement with regards to a deal.

Join us to discuss strategies to build internal alignment for a deal, such as understanding the players and their roles, establishing a common negotiation framework, focusing on mutual interests vs. individual positions, and developing a cooperative climate.
Consumer Products  
**Discussion on Relevant Consumer Products Licensing Topics**  
Los Angeles/Miami/Scottsdale (5th Floor)  

*Speakers:*  
Professor James Conley, Clinical Professor of Technology at Northwestern University’s Kellogg Center for Research in Technology & Innovation and at the Segal Design Institute  
Dr. Alexander Krasnikov, Assistant Professor of Quinlan School of Business Loyola University

IUGI  
**Your Changing Approaches and Best Practices in Collaborative Licensing Deals**  
Chicago E (5th Floor)  

*Moderator:*  
Laura Savatski, MBA, CLP, RTTP Technology Transfer Officer, Blood Center of Wisconsin, Blood Research Institute  

*Panelists:*  
Steven M. Ferguson, CLP, Special Advisor, NIH Office of Technology Transfer  
Jon Soderstrom, PhD, Managing Director Office of Cooperative Research Yale University  
Paul Stewart, CLP, Managing Director PASCO Ventures LLS

Join us for the Industry University Government Interface (IUGI) lunch where current best practices in license negotiation will be discussed. Experts from academic, government, and industry licensing will discuss overarching principles in effective and ethical licensing deal flow. It has been more than 10 years since the Nine Points to Consider in Licensing University Technology was published and supported by the technology licensing community. This session seeks to bring to the forefront this important aspect of licensing high value transformative technologies through an interactive discussion with the audience.

12:30 pm – 2:00 pm  
**2018 Annual Meeting Planning Committee Meeting**  
Old Town (2nd Floor)
CRISPR/Cas9 is widely considered one of the most powerful, broadly applicable and disruptive genetic technologies to have been discovered in the entire biotechnology era. A decision by the US Patent Trial and Appeal Board in February 2017 set the stage for the possibility that UC Berkeley (along with co-owners U Vienna and Dr. Charpentier) and The Broad Institute (with co-owners MIT and Harvard College) will hold blocking patents on the use of CRISPR/Cas9 in eukaryotic cells. Berkeley and its co-owners are appealing this decision. A patent pool has been proposed and is gaining traction and contributors.

If the pool does come into existence, it will be the first commercial patent pool to operate in the life sciences. Knowledge Ecology International has asked the NIH to adopt licensing guidelines to maximize public access and benefit to the technology. In short, CRISPR is probably the most complex IP landscape a tech transfer professional will ever encounter.

This panel will discuss the implications of CRISPR/Cas9 is widely considered one of the most powerful, broadly applicable and disruptive genetic technologies to have been discovered in the entire biotechnology era. A decision by the US Patent Trial and Appeal Board in February 2017 set the stage for the possibility that UC Berkeley (along with co-owners U Vienna and Dr. Charpentier) and The Broad Institute (with co-owners MIT and Harvard College) will hold blocking patents on the use of CRISPR/Cas9 in eukaryotic cells. Berkeley and its co-owners are appealing this decision.
A patent pool has been proposed and is gaining traction and contributors. If the pool does come into existence, it will be the first commercial patent pool to operate in the life sciences. Knowledge Ecology International has asked the NIH to adopt licensing guidelines maximize public access and benefit to the technology. In short, CRISPR is probably the most complex IP landscape a tech transfer professional will ever encounter. This panel will discuss the implications of the PTAB decision, how this complex IP and licensing landscape is unfolding and much more. Implications of the PTAB decision, how this complex IP and licensing landscape is unfolding and much more.

High Tech

Artificial Intelligence and the Future of Law & Licensing—Will Your Computer Become an Even More Trusted Assistant or Your Replacement

Lincolnshire 1&2 (6th Floor)

Moderator: IV Ashton, President & Founder of LegalServer and Houston.AI

Panelists: Rafiq Mohammadi, Chief Scientist iManage

Pablo Arredondo, Co-Founder and Chief of Legal Research, Casetext

Nick Jaramillo, Attorney, Microsoft

Like it or not, computers have become indispensable to the practice of licensing and law. Imagine trying to turn a last-minute draft critical to closing a deal without them. Word processing, once the sole province of secretaries, is now part of the daily routine among professionals. Even the luddites among us are pretty good at email. But the panelists for this workshop will tell us, “you’ve seen nothing yet.” Artificial intelligence (“AI”) promises to revolutionize licensing and law over the coming years. Enhanced research software and online tools will continue to speed the acquisition of facts, laws, and other information. Word processing and other writing tools will go well
Artificial Intelligence and the Future of Law & Licensing...

beyond mundane spell-checking and will take charge of drafting the text of licenses, briefs and other documents. Over time, AI will find its way into deal-sourcing, negotiations and deal-closing. Do these advances spell the end or the elevation of the licensing professional? Will they replace us or relieve us of mundane tasks and allow focus on the bigger picture and critical components of each transaction. Find out by joining our panel in a discussion of artificial intelligence and the future of law and licensing.

IUGI/General Interest

Start-Ups: The Pathway to Technologies of the Future
Northwestern/Ohio State (6th Floor)

Moderator: Sherry Rollo, Partner, Hahn Loeser & Parks LLP

Panelists: Thierry Page, Principal Director Business Development, Science & Engineering, Univalor, Montreal, Canada

Vivek Mali, Senior Counsel, SAP

Arjan Quist, Director of Engineering & Physical Sciences, Innovation and New Ventures (INVO) Northwestern University

John O’Connor, Chief Executive Officer StrongBox eSolutions, LLC

This interactive panel will discuss the unique issues facing start-ups as they pave the way with the newest technological developments. Our panelists will explore topics such as: Open innovation and IP—where is the balance and can it be combined? How to develop partnerships with established companies and what are the pitfalls and obstacles to such a relationship? What role do universities and academia play? Strategies for licensing developed and developing IP from the position of a SME.

High Tech

High Tech Royalty Rate Survey
Indiana/Iowa/Michigan State (6th Floor)
3:30 pm – 5:30 pm  **Closing Networking Reception “See You in Boston”**
Chicago E/F/G/H

Hosted by the LES U.S.A. and Canada Boston Chapter, this reception will bid farewell to The Windy City and get you ready for the LES 2018 Annual Meeting at the Marriott Copley Place in Boston, October 14-17, 2018. Are you ready to bring some new concepts to one of America’s oldest cities?

**THURSDAY, OCTOBER 26**

8:00 am – 5:30 pm  **CLP Exam Review Course**
Lincolnshire 1 & 2 (6th Floor)

**Instructors:**
Jeffrey S. Whittle, CLP, Partner
Hogan Lovells US, LLP

Thomas D. Major, CLP, Vice President and Founder, TransactionsIP, LLC

Mark Peterson, CPA, CLP, Chief Executive Officer, Robinwood Consulting LLC

This one-day review course and CLP 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% passed. Earning the CLP credentials 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.
PUT A VOICE TO THE ISSUES THAT AFFECT YOUR JOB

Join the LES Standards Group

Standards make deals happen, by establishing how we can better work together—with our businesses, our countries, our economies, our industries, and our products.

“The [LES IP-] Standards Initiative is the single most important thing happening in IP. If you expect [the courts and the FTC] to come up with better standards than you could come up with, it’s not gonna happen...we already know what the alternative is and it’s worked horribly for several decades.”

Hon. Paul R. Michel (Ret.)
Chief Judge, U.S. Court of Appeals for the Federal Circuit

ATTEND & LEARN MORE

October 23 | 8:45 am – 10:30 am

The LES IP Standards Initiative: Moving from Conception to Reality

The LES Standards Group was accredited as an ANSI Accredited Standards Developer (ASD) in January 2017.

www.lesusacanada.org/LESStandards
Association of Intellectual Property Firms (AIPF) | Media Supporter

The Association of Intellectual Property Firms (AIPF) is an organization dedicated to supporting the unique needs of the IP boutique to better serve clients by providing resources and a forum for international collaboration.

Association of University Technology Managers (AUTM) | Media Supporter | Booth 304

The Association of University Technology Managers is a nonprofit organization 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 more than 3,200 members represent managers of intellectual property from more than 300 universities, research institutions and teaching hospitals around the world as well as numerous businesses and government organizations.

AutoHarvest (AH) | Media Supporter

AutoHarvest Foundation (AH), a 501(c)(3) nonprofit, created and operates an innovative ecosystem for the automotive and manufacturing industries. In 2012, AutoHarvest.org was launched as the world’s only truly neutral and global on-line meeting place for innovators of all types with an interest in advanced manufacturing. This system allows users of all types to showcase capabilities, technologies and needs system-wide and then privately connect with fellow inventors and commercializers to explore technology and business development opportunities of mutual interest. The AutoHarvest interest group consists of over 350 prominent R&D and manufacturing organizations from industry, government and academia.

Banner & Witcoff, Ltd. | Networking Break Sponsor

A national law firm with more than 100 attorneys and 95 years of practice, Banner & Witcoff counsels the world’s most innovative companies regarding complex intellectual property matters. The firm’s attorneys handle intellectual property lawsuits and post issuance proceedings including inter partes reviews, and obtain intellectual property protection for clients.

Bristows LLP | Annual Meeting Contributor

Bristows is a leading city law firm in London working with innovative companies in the Technology, Life Sciences, Media and Telecom sectors. For the past 180 years, the Bristows name has represented a rigorous intellectual approach to the law, as well as a practical understanding of the ever-changing demands of business. Today the firm remains independent in a global market, bringing together a diverse collection of talent to deliver high-quality full service legal advice.
Bristows LLP (continued)

Bristows works with world-leading clients across its key sectors, including TMT, life sciences and consumer products. The firm provides a true spectrum of legal expertise, both contentious and non-contentious. It offers an unusually deep knowledge of the industries it serves and is particularly well-known for representing businesses with significant IP and technology assets. A high proportion of Bristows’ lawyers have specialist backgrounds, including technical degrees, PhDs and practical experience working in industries such as IT, media, telecoms, pharmaceuticals and biotech. Bristows is committed to maintaining its well-deserved reputation as an approachable firm dedicated to serving new entrants, as well as established businesses, across the full range of legal disciplines.

With market-leading strength in IP and technology, the firm has generated unparalleled expertise in litigation and corporate/commercial transactions for innovative companies. The firm’s expertise in dispute resolution extends to commercial conflicts of all kinds, with regular and significant instructions from North America, Europe and the Far East. The firm is also well-known for corporate and commercial law in its key sectors and handles a wide range of transactions from IPOs, takeovers and mergers to private equity financings, outsourcing, joint ventures, licensing and university technology spin-offs. Other stand-out practices include the firm’s highly regarded data privacy, competition and regulatory teams.

Much of the firm’s work is cross-border and over 70% of its instructions are generated from outside of the UK. Bristows has close links with leading US practices and also works alongside leading independent firms in other European jurisdictions as well as firms in the Far East, to provide an integrated international service to clients as required.

Certified Licensing Professional (CLP) | Exhibitor | Booth #302

The Certified Licensing Professional (CLP) distinguishes professionals working in the fields of licensing, business development and commercialization of intellectual property. Earning the CLP credential helps you to demonstrate that you have achieved a higher standard of professionalism and shows employers and colleagues that you are experienced and proficient in the licensing and commercialization of intellectual property. More than 800 individuals hold the CLP certification.

Delegate | Exhibitor | Booth #204

Delegate is the combined expertise of two names recognized for outstanding quality in the IP administrative services industry—Valipat and Envoy. We help over 600 patent agencies, law firms and corporate in-house IP departments throughout the world relieve the pressures they are facing.
Delegate (continued)

We provide structured, secure and effective IP administrative services for:

- IP annuities and renewals
- IP recorders
- PCT national/regional phase entries
- Paris Convention filings
- Stand-alone translations by patent attorneys
- European patent validations (for EP attorneys only)

Dinsmore & Shohl LLP | Chairman’s Suite Sponsor

Dinsmore & Shohl LLP is comprised of more than 650 attorneys with locations in 21 cities throughout California, Colorado, Connecticut, Illinois, Kentucky, Michigan, Ohio, Pennsylvania, Washington, D.C. and West Virginia. For more than a century, Dinsmore has provided a broad range of integrated services, including Corporate, Finance, Intellectual Property, Litigation, and Labor and Employment, to meet the needs of both large and small businesses as well as institutions, associations, governments, professional firms and individuals.

www.dinsmore.com

E-merge Tech | Annual Meeting Contributor & Exhibitor
Booth #207

Leadership in technology depends on innovations & patents. E-Merge tech offers a wide array of innovation & Patent services for creating, protecting, scouting and commercialization of innovations. Our researchers are the rare breed with technical, legal and commercial mind. Our solutions fuel innovations and help to take strategically important in-licensing / out-licensing & technology collaboration decisions. We deliver the Triple Benefits - Speed, Quality & Cost.

European Patent Office (EPO) | Networking Break
Sponsor & Exhibitor | Booth #206

With the Unitary Patent and the Unified Patent Court poised in the starting blocks, the EPO will present essential information on the new system at this year’s LES 2017. The Unitary Patent and the Unified Patent Court are the new building blocks which will complete and strengthen the existing centralised European patent granting system. Users will have (at their disposal) an attractive, cost-effective option for patent protection and dispute settlement across Europe.

www.epo.org
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP | 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.

www.finnegan.com

Finjan Holdings, Inc. | WiFi Sponsor

Finjan, founded in 1996, is a technology company committed to enabling innovation through the licensing of its intellectual property through its subsidiaries Finjan, Inc, Finjan Mobile and Finjan Blue. The Company’s engineers and developers pioneered behavior-based, real-time detection of online threats by identifying patterns and expected behavior of code and content rather than relying solely upon “signatures” of existing and already known threats. Finjan’s commitment to innovation in the security space continues through its investments which have culminated in the development of mobile applications through Finjan Mobile, the launch of Finjan’s consulting services business, CybeRisk, and incubation of up-and-coming technology startups pioneering a new generation of security technologies through our investment in Jerusalem Venture Partners (JVP) Fund VII’s Cyber Labs.

Flagship IP | Annual Meeting Supporter

FlagshipIP is a law firm specializing in LARGE patent portfolio analysis. We combine advanced Artificial Intelligence algorithms with broad legal and technical expertise. Our clients are operating businesses, patent aggregators and top law firms who have a recurring need to evaluate thousands of patents for evidence of infringement and validity.

Foresight Valuation Group, LLC | High Tech Sector Business Meeting & Sector Luncheon Co-Sponsor

Foresight Valuation Group is a Silicon-Valley based intellectual property (IP) valuation and strategy advisory firm. Foresight helps corporations of all sizes, across a range of industries, understand the value of their IP by thinking strategically about how to extract value from innovation. Foresight provides a full suite of analytical services related to the valuation, management and commercialization of IP and technology.

GE | Gold Sponsor

GE is the world’s Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the “GE Store,” through which each business shares and
GE (continued)

accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry.

Genetic Engineering and Biotechnology News (GEN) | Media Supporter

Genetic Engineering & Biotechnology News (GEN) has retained its position as the premier biotech publication since its launch in 1981. GEN publishes a print edition 21 times a year and has additional exclusive editorial content online, including news and analysis as well as webinars, videos, and polls. GEN’s unique news and technology focus covers the entire bioproduct life cycle, including drug discovery, early-stage R&D, applied research (e.g., omics, biomarkers, and diagnostics), bioprocessing, and commercialization.

Global Royalty Audits, Inc. | Exhibitor | Booth #103

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.

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

Greer Burns & Crain, Ltd. | Welcome Reception Contributor

Greer Burns & Crain, Ltd. is an intellectual property (IP) law firm. At GBC, we are all about IP, including patents, trademarks, trade secrets, copyright, licensing and technology transfer, and international IP portfolios. We are committed to providing every client with personal service.

Hogan Lovells | Bronze Sponsor & WII Licensing Mixer & Guided Networking Event Co-Sponsor

With 2,500 lawyers on six continents, Hogan Lovells offers extensive experience and insights gained from working in some of the world’s most complex legal environments and markets for corporations, financial institutions, and governments.
IAM | Official Strategic Media Partner & Exhibitor
Booth #107

IAM is universally acknowledged as the world’s leading IP business media platform. It was launched as a magazine in July 2003 to address the need for organisations to maximise the value of their intellectual property and other intangibles, and to examine the strategies they can put in place to do this. IAM now produces a wide range of publications, as well as a weekly email and daily blog.

Innography, a CPA Global Company | Silver Sponsor & Exhibitor | Booth #200

CPA Global is the world’s leading IP management and technology company. We offer customers The IP Platform: delivering integrated Innovation and IP Portfolio software, services and insights across the entire Idea Lifecycle, supporting customers every step of the way to realize the value of their ideas. IP One Data is at the heart of The IP Platform—empowering our customers with comprehensive, verified and reliable data. We are trusted by many of the world’s leading corporations and law firms and backed by a global team of more than 2,000 passionate and visionary people.

InterDigital | High Tech Sector Business Meeting & Sector Luncheon Co-Sponsor

InterDigital designs and develops advanced mobile technologies that enable and enhance communications. For over four decades, InterDigital has been a pioneer in mobile technology and a key contributor to global wireless standards. Our team of approximately 160 engineers has unparalleled expertise in major mobile connectivity and content delivery technologies. Since 2000, InterDigital has spent over $1 billion on technology research and development. The company’s activities are organized around the concept of the Living Network: a future where intelligent networks self-optimize to deliver service that is tailored to the content, context and connectivity of the user, device or need.

InvotexIP | Exhibitor | Booth #209

InvotexIP’s dedicated CPAs conduct Royalty Audits throughout the world uncovering underreported royalties in 86% 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 royalty audit experience for all parties.
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.

McKool Smith | Platinum Sponsor

In intellectual property cases, McKool Smith’s courtroom track record is unrivaled. Since 2006, the firm has secured eight nine-figure patent infringement verdicts - more than any other law firm in the country - and seven eight-figure patent infringement verdicts. Earlier this year, McKool Smith was awarded “Plaintiff IP Firm of the Year” by Managing IP. The firm was also awarded 2016 United States “IP Firm of the Year” by Benchmark Litigation and named a 2014 “IP Group of the Year” by Law360. McKool Smith has more than 100 patent litigators across offices in Austin, Dallas, Houston, Los Angeles, Marshall, New York, Silicon Valley, and Washington, D.C.

Merck | Networking Break Sponsor

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 without regard to therapeutic area/modality. Merck has hundreds of successful collaborations with companies, academic institutions, and other organizations. Learn more at www.merck.com/licensing.

Okayama University | Exhibitor | Booth #203

Okayama University in Japan has several strong research fields such as IT, life science, clinical study and so on. Researchers focus on wide range of unique research topics in interdisciplinary environment. Various IPs have been filed and are available to the industry. We now have Silicon Valley Office in California.

PatentSight | Exhibitor | Booth #202

Since 2008, PatentSight has helped clients decipher the enigma associated with patents into quantifiable, objective, and actionable insight. Powered by the Patent Asset Index™ our clients can effectively communicate to executive leadership and investors the link between their IP and business strategy in a clear and easy to understand way.
Potter Anderson & Corroon, LLP | IUGI Sector
Event Sponsor
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.

Practice Insight | Exhibitor | Booth #109
Practice Insight’s software products change the business of IP:
- Citation Eagle: Identify possible IP infringement, opposition or licensing opportunities from global patent citations
- Filing Analytics: Competitive intelligence analysis for IP firms to streamline customer acquisition and business travel
- WiseTime: Seamless time tracking for businesses offering flexible working arrangements, professional services and freelancers

PRV Interpat, a part of the Swedish Patent Office
Exhibitor | Booth #205
The Swedish Patent Office has more than 130 full time patent examiners, covering all technical areas. As part of their duties they perform very high quality patent searches such as: Prior Art-, Novelty-, FTO- and Validity searches. We are considered to have the highest quality, the best search tools and the highest secrecy available.

Questel | Bronze Sponsor & Exhibitor | Booth #208
Questel, established in 1978 and trusted by 3,000+ companies and 100,000 users worldwide, offers a comprehensive suite of web based services for productivity and collaboration dedicated to intellectual property with search, analysis and idea-to-asset management capabilities for each stage of innovation lifecycle.

RSM US LLP | Booth #300
RSM US LLP is the leading provider of audit, tax and consulting services, including royalty audits, with more than 9,000 people in 90 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 41,000 people in over 120 countries.

ROBIC | Lanyard Sponsor
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 | Exhibitor | Booth #201
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Tangible IP was founded by Louis Carbonneau, the former GM, Intellectual Property Licensing at Microsoft Corporation and boasts a team of world class of experts in their fields. We offer full-service patent brokerage and related strategic IP advisory services. With over 2,000 patents successfully brokered, we are often referred to as the “gold standard” for patent brokerage in the industry. Tangible IP also helps its clients define and execute on their IP strategy and offers several patent-related services such as freedom to operate (FTO), IP audits, patentability analysis, landscape studies, patent analysis and valuation, portfolio optimization and directed inventions. At Tangible IP, we deliver results!
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**World IP Review (WIPR)** | Media Supporter

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April 29, 2018 – May 2, 2018
Manchester Grand Hyatt Hotel | San Diego, CA

LES 2018 Annual Meeting
October 14-17, 2018
Boston Marriott Copley Place | Boston, MA

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