LES 2017 SPRING MEETING

Stronger Economies Through Licensing
Is IP Policy Making or Breaking Your Deals?

May 9-11, 2017
Willard InterContinental Hotel
Washington, D.C.

PROGRAM
Dear Friends and Fellow LES Members,

Welcome! I am thrilled you have chosen to join us here at the LES USA & Canada Spring Meeting in Washington, D.C. We have a great meeting ahead of us. I hope you take full advantage of the programs and the networking opportunities.

LES is dedicated to the proposition that strong and reliable intellectual property rights are essential to improving the human condition, and to building strong economies. IP is like any other property right—it must be respected in the market, and it must be supported by transparent, rational, and equitable legal regimes and institutions. Those legal regimes and institutions must survive the winds of change, and afford a solid foundation on which inventors and investors can build durable enterprises. Increasingly complex technologies equate with increased risk. By creating that solid foundation for growth with identifiable and predictable risks, we stimulate investment, business formation, and job creation.

Here in the U.S., we are in a period of profound change. A new Administration, a new Congress, and rapidly evolving jurisprudence prove again the old adage that the only constant is change. As anywhere, the challenge we face in the IP commercialization world is, how can we ensure that change inures to the public benefit. And that is why we come together for this meeting: to do the things collectively that we cannot do alone. Among other things, we will debate the contours of that change, and how it might be shaped to best meet the dual objectives of public benefit and private incentives. To achieve that balance is no small feat, and a worthy pursuit for the great minds of IP licensing and business development that we have assembled here. We commend you for devoting yourself to this important civic duty, and we thank you for your participation.

No conference of this sort comes together on its own. I encourage you to join me in acknowledging the hard work and dedication of the Spring Meeting Planning Committee. This committee of your fellow LES volunteers has worked tirelessly to identify the topics that are critical to this debate, to seek out world renowned experts, and to bring them together in a majestic venue to enhance our understanding of those issues, and to drive a more informed global policy for IP commercialization. This is what LES does best—foster a civil exchange of ideas as to how best to bring the fruits of innovation to market.

We hope you will join your fellow LES members in furthering that mission by volunteering and participating in the good works of the Society. A great place to start is by joining a future meeting planning committee to ensure that this mission continues unabated. LES is a member-driven society, and we depend on you to ensure that its good works continue, and continually improve.

Thank you for your help and dedication.

Brian P. O’Shaughnessy
President and Chair of the Board, LES USA & Canada
Dear Colleagues,

Welcome to our Annual Spring Meeting. We have a fantastic conference planned—one that is incredibly timely given the profound changes happening in the IP and licensing industries. At the center of our keynotes and breakout sessions, we’ll be discussing how legislative and policy changes are likely to affect transactions involving IP rights.

We’ll open our meeting at the Embassy of Canada, where we expect the Ambassador to provide some comments about IP as it relates to Canada and international IP. This event is sure to be lively, with a sector cocktail competition planned.

We have several excellent plenary panels sessions scheduled. Our first session on Wednesday will address how legislation affects IP owners. Panelists representing all sides of the debate and from a variety of industries will discuss the IP landscape and how it affects their business.

During lunch on Thursday, we’ll hear from IP executives from AT&T, Microsoft, Qualcomm and Visa as they discuss current trends and revenue opportunities in technologies that fuel the IoT ecosystem.

As always, our closing reception is a must-attend event. The evening will feature String Attack, a local string quartet who will entertain us with a retrospective of popular music as we Stroll Down IP Memory Lane.

This is my first conference as the CEO of LES and I’ve been honored to step into this role amidst the huge opportunities for growth and development. As we look ahead to the rest of 2017, I’m excited to make further enhancements to our educational offerings, our website, chapter involvement, sponsorship packages, networking opportunities and IP Standards. Clearly LES is more than just licensing.

I want to extend a big thank you to our speakers, sponsors and partners who helped make this event possible. I also want to thank YOU, our members. LES is a member-driven organization and we continue to look to our members for support, participation, and volunteering. Our continued success will be achieved through your input and involvement.

Sincerely,

Kimberly Chotkowski, CLP
Chief Executive Officer
LES USA & Canada
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.

For more than 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.
Board of Directors | 2017

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Director Education

Spring Meeting Planning Committee

Spring Meeting Chair:
Justin Lewis

Plenary Chair:
Peter Harter

Workshop Chairs:
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Karthika Perumal, CLP
Michael Fluhier

Committee Members

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Andrew Zappia

Licensing Executives Society (U.S.A. and Canada), Inc.
11130 Sunrise Valley Drive | Suite 350 | Reston, Virginia 20191
703.234.4058 | Fax 703.435.4390 | www.lesusacanada.org

Join the Conversation: #LESSpring2017
@LESUSACanada
Dear Colleagues,

It is my great honor to welcome you to the 2017 LES Spring Meeting in beautiful Washington, D.C. With a new administration in office, we thought it only fitting that this year’s spring meeting be held in our nation’s capital and discuss the impact this administration may have on intellectual property and licensing.

When we started the planning process, it quickly became apparent the majority of our constituents are focused on how the new administration will treat IP in the coming years. This helped guide our meeting strategy to incorporate perspectives from all facets of the IP policy and industry into our program—legislative, executive, judicial, pro-patent, anti-patent, large organization, individual inventor, not to mention all the industries that rely on licensing. I’m very excited to share this event with our colleagues, and we look forward to all of the insights from our presenters and attendees.

As the meeting committee chair, I’ve had the great privilege of working closely with an amazing team of thought leaders on the meeting planning process. This meeting’s success is all due to them, and I cannot thank them and all the LES supporters enough for their contributions. Without them, this meeting would not be possible. The planning committee is especially grateful to all those who submitted proposals for workshops, speakers, plenaries and trainings. We could not be more pleased with all of the thoughtful, exciting and poignant submissions. Our only regret is being limited by the number of speaking opportunities we had to fill.

On behalf of the planning committee and all those involved with LES, we thank you for joining us and helping make this meeting and LES an astounding success.

Best regards,

Justin Lewis
Organizing Committee Chair
Standards Membership

The LES Standards initiative provides an opportunity to have a real a very significant impact on the future of the IP economy here and around the world. Standards are being developed in the areas of:

- Patent Licensing
- IP Brokerage
- IP Protection in the Supply Chain
- IP Valuation
- IP in the Boardroom

If you have a stake in the IP industry, this is your opportunity to make sure that your interests are represented as the new industry standards in IP are created. We offer two levels of membership; Enterprise and Consensus Standards Partnership.

JOIN TODAY
www.lesusacanada.org/LESStandards
Call: 703.234.4058
For more information email: standards@les.org
For more than 30 years, Ocean Tomo professionals have been at the forefront in helping businesses with all financial services related to intangible assets. Through a track record of firsts unmatched by the rest of the industry, we have proven ourselves to be the Intellectual Capital Merchant Banc™ firm.

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EisnerAmper
ShareVault
Innography
STOUT

Questel

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Embassy of Canada

Canada
**Registration and Information Desk**

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Tuesday, May 9</td>
<td>7:00 am – 6:00 pm</td>
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<tr>
<td>Wednesday, May 10</td>
<td>7:00 am – 5:00 pm</td>
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<tr>
<td>Thursday, May 11</td>
<td>7:30 am – 5:00 pm</td>
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**Exhibit Hours**

<table>
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<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Wednesday, May 10</td>
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<tr>
<td>Thursday, May 11</td>
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**About LES**

For more than 50 years, LES has been the leading association for intellectual property, technology, and business development professionals to achieve professional and personal success. Whether you are new to licensing or an experienced licensing executive, LES is your professional home.

**Who We Are**

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

**Mission Statement**

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

**Vision**

LES is the global leader in Standards Development, Education, and Certification in promoting IP commerce.

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**2017 LES UNIVERSITY**

**JULY 17-21**

Take your career to the next level with LES University – hands-on, interactive, and cutting-edge education programs taught by distinguished professionals.

Brinks Gilson & Lione, NBC Tower, Suite 3600, 455 N. Cityfront Plaza Dr., Chicago

TO REGISTER, VISIT: lesuscanada.org OR CALL 703.234.4058
## SCHEDULE AT-A-GLANCE

*Room locations subject to change.*

### MONDAY, MAY 8

<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><strong>Best Practices Licensing Course (Day 1)</strong> Kilpatrick, Townsend &amp; Stockton LLP</td>
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<tr>
<td>8:30 am – 1:30 pm</td>
<td><strong>LES Board of Directors Meeting</strong></td>
<td>Nest</td>
</tr>
<tr>
<td>10:00 am – 4:00 pm</td>
<td><strong>Accompanying Guest Tours</strong>*</td>
<td></td>
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<tr>
<td>11:00 am – 6:00 pm</td>
<td><strong>Final Round LES Foundation 2017 International Business Plan Competition</strong></td>
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### TUESDAY, MAY 9

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>7:00 am – 6:00 pm</td>
<td><strong>Registration &amp; Information Desk</strong></td>
<td>Ante Lobby</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td><strong>Best Practices Seminar (Day 2)</strong> At Kilpatrick Townsend &amp; Stockton LLP</td>
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<tr>
<td>8:00 am – 5:15 pm</td>
<td><strong>IP Business Basics 101</strong> Douglas Room</td>
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<tr>
<td>10:00 am – 4:00 pm</td>
<td><strong>Accompanying Guest Tours</strong>*</td>
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<tr>
<td>2:00 pm – 3:30 pm</td>
<td><strong>Tour of the U.S. Capitol Building</strong>*</td>
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<tr>
<td>3:00 pm – 5:00 pm</td>
<td><strong>Exhibit Set-Up</strong> Ballroom Foyer</td>
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<tr>
<td>4:00 pm – 6:00 pm</td>
<td><strong>LES Foundation Board Meeting</strong> Chase Room</td>
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<tr>
<td>5:00 pm – 6:00 pm</td>
<td><strong>New Member Speed Mentoring</strong> Ballroom</td>
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<tr>
<td>6:30 pm – 8:30 pm</td>
<td><strong>Welcome Reception</strong> Hosted by the Embassy of Canada</td>
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*Hosted by the Embassy of Canada
Transportation provided from the Willard InterContinental F St. entrance starting at 6:00 pm

*Information available at the Registration & Information Desk*

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**LES 2017 Spring Meeting May 9-11, 2017**
## WEDNESDAY, MAY 10

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00 am – 5:00 pm</td>
<td>Registration &amp; Information Desk</td>
<td>Ante Lobby</td>
</tr>
<tr>
<td>7:15 am – 8:00 am</td>
<td>Networking Breakfast with Exhibitors and Sponsors</td>
<td>Ballroom Foyer</td>
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<tr>
<td>7:15 am – 5:00 pm</td>
<td>Exhibits Open</td>
<td>Ballroom Foyer</td>
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<tr>
<td>8:00 am – 4:00 pm</td>
<td>Accompanying Guest Tours*</td>
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### PLENARY SESSION

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15 am – 8:45 am</td>
<td>Opening Remarks &amp; Senator Views on IP</td>
<td>Ballroom</td>
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<tr>
<td>8:45 am – 10:00 am</td>
<td>How Legislation Affects IP Owners</td>
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<tr>
<td>10:00 am – 10:45 am</td>
<td>Networking Break</td>
<td>Ballroom Foyer</td>
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**Co-Sponsored by:**

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- INNOGRAPHY
- MERCK
- Questel

### CONCURRENT SPOTLIGHT PLENARIES

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:00 am – 12:15 pm</td>
<td>High Tech: Autonomous Vehicles, IP, Regulations and Getting Safe Vehicles on the Road</td>
<td>Pierce Room</td>
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<tr>
<td></td>
<td>Life Sciences: Slow Repeal of the Affordable Care Act (&quot;ACA&quot;) and What Does that Mean for the Pharmaceutical and Biotech Industries</td>
<td>Peacock Lounge</td>
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### Luncheon—White House IP Policy

**Keynote Speaker:** The Honorable F. Scott Kieff, Commissioner U.S. International Trade Commission

**Sponsored by:** FINNEGAN

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*Information available at the Registration & Information Desk*
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<th>Time</th>
<th>Event</th>
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<tr>
<td>2:00 pm – 5:00 pm</td>
<td><strong>Train the Trainer</strong></td>
<td>Douglas Room</td>
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<tr>
<td>2:15 pm – 3:30 pm</td>
<td><strong>CONCURRENT WORKSHOP SESSIONS</strong></td>
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<td></td>
<td><strong>Valuation/High Tech</strong></td>
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<td><em>How to Thrive and Not Just Survive in the Current Patent Sale and Licensing Marketplace</em></td>
<td>Pierce Room</td>
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<td><strong>IUGI/Life Sciences</strong></td>
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<td></td>
<td><em>Life Science Funding and Industry Research Partnerships</em></td>
<td>Peacock Lounge</td>
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<td><strong>International</strong></td>
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<td><em>Legal and Economic Considerations Associated with Litigating at the ITC</em></td>
<td>Buchanan Room</td>
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<tr>
<td>3:30 pm – 4:00 pm</td>
<td><strong>Networking Break</strong></td>
<td>Ballroom Foyer</td>
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<tr>
<td>4:15 pm – 5:30 pm</td>
<td><strong>CONCURRENT WORKSHOP SESSIONS</strong></td>
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<td></td>
<td><strong>High Tech/Legal/International</strong></td>
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<td><em>Anticipating and Navigating Government Review of Tech Transactions</em></td>
<td>Pierce Room</td>
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<td><strong>Valuation</strong></td>
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<td><em>The Art and Science of IP Valuation: Methods, Data and Technology for Market-Based Valuation</em></td>
<td>Buchanan Room</td>
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<td></td>
<td><strong>Life Sciences</strong></td>
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<td></td>
<td><em>Pharmaceuticals — A Global Perspective</em></td>
<td>Peacock Lounge</td>
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<tr>
<td>6:30 pm – 10:00 pm</td>
<td><strong>Sector Networking Reception &amp; Gala Dinner</strong></td>
<td>Willard Room</td>
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<td><strong>Stroll Down IP Memory Lane</strong></td>
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Co-Sponsored by: [Hogan Lovells](#), [INNOGRAPHY](#), [MERCK](#), [Questel](#)

Gala Dinner Sponsored by: [STROOCK](#)
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<td>7:30 am – 5:00 pm</td>
<td>Exhibits Open</td>
<td>Ballroom Foyer</td>
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**PLENARY**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30 am – 8:45 am</td>
<td>Opening Remarks</td>
<td>Ballroom</td>
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<tr>
<td>8:45 am – 10:00 am</td>
<td>How the Judiciary is Impacting IP Policy—from Setting Policy to Dealing with Policy</td>
<td>Ballroom</td>
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Sponsored by: [STOUT]

**Accompanying Guest Tours**

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<th>Time</th>
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<tbody>
<tr>
<td>10:00 am – 4:00 pm</td>
<td>Accompanying Guest Tours*</td>
<td>Ballroom Foyer</td>
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**Networking Break**

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<td>10:00 am – 10:45 am</td>
<td>Networking Break</td>
<td>Ballroom Foyer</td>
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Co-Sponsored by: [Hogan Lovells], [INNOGRAPHY®], [MERCK], [Questel]

**CONCURRENT SPOTLIGHT PLENARY SESSIONS**

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:00 am – 12:15 pm</td>
<td>High Tech/CEEM/IUGI/Legal Standards as an Adjunct—or an Alternative—to Legislation, Litigation and/or Regulation</td>
<td>Buchanan Room</td>
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<td></td>
<td>Life Sciences/IUGI/Valuation Role of the FDA</td>
<td>Pierce Room</td>
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*Information available at the Registration & Information Desk*
### Schedule at-a-Glance (Thursday Cont.)

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:30 pm – 2:00 pm</td>
<td><strong>Featured Luncheon Panel</strong>&lt;br&gt;<strong>Ballroom</strong>&lt;br&gt;<strong>View from the Top: Industry Leaders Discuss their IoT Vision and Opportunities</strong></td>
<td>Ballroom</td>
</tr>
<tr>
<td>2:15 pm – 3:30 pm</td>
<td><strong>CONCURRENT WORKSHOP SESSIONS</strong>&lt;br&gt;<strong>High Tech/Life Science/Legal</strong>&lt;br&gt;<strong>Cybersecurity and Privacy: Practical Tips to Survive and Even Thrive in the Dangerous World of Digital Hackers, Phishers, and Hijackers</strong>&lt;br&gt;<strong>Buchanan Room</strong>&lt;br&gt;<strong>Consumer Products</strong>&lt;br&gt;<strong>Augmented and Virtual Reality — New IP for New Media</strong>&lt;br&gt;<strong>Peacock Lounge</strong>&lt;br&gt;<strong>CEEM/IUGI/HT/LS</strong>&lt;br&gt;<strong>Energy Licensing Agreements: Key Provisions and Lessons Learned</strong>&lt;br&gt;<strong>Pierce Room</strong></td>
<td>Buchanan Room, Peacock Lounge, Pierce Room</td>
</tr>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td><strong>Networking Break</strong>&lt;br&gt;<strong>Ballroom Foyer</strong></td>
<td>Ballroom Foyer</td>
</tr>
<tr>
<td>4:00 pm – 5:15 pm</td>
<td><strong>CONCURRENT WORKSHOP SESSIONS</strong>&lt;br&gt;<strong>Legal/Branding</strong>&lt;br&gt;<strong>Building Brands and Maximizing Value</strong>&lt;br&gt;<strong>Buchanan Room</strong>&lt;br&gt;<strong>Life Sciences</strong>&lt;br&gt;<strong>Should we all Move to Boston for Life Science Deals?</strong>&lt;br&gt;<strong>Pierce Room</strong></td>
<td>Buchanan Room, Pierce Room</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td><strong>Exhibit Tear Down</strong></td>
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<tr>
<td>5:30 pm – 7:30 pm</td>
<td><strong>Closing Reception</strong>&lt;br&gt;<strong>Willard Room</strong></td>
<td>Willard Room</td>
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**FRIDAY, MAY 12**

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<th>Location</th>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td><strong>CLP Exam Review Course</strong>&lt;br&gt;<strong>Nest</strong></td>
<td>Nest</td>
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</table>
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
MONDAY, MAY 8

8:00 am – 5:00 pm
**Best Practices Licensing Course (Day 1)**

*Kilpatrick Townsend & Stockton LLP*

*Kilpatrick Townsend & Stockton LLP*

607 14th Street, NW | Suite 900 | Washington, D.C. 20005

During this two-day interactive program, you’ll hear first-hand tales from the trenches as industry experts shed light on best practices for structuring and negotiating transactions. Learn from their experiences and leave armed with the key components you need to successfully close transactions. The high teacher-student ratio optimizes one-on-one interactions with the content leaders and your peers so you gain the most from the program. This course is designed for business development, legal, and technical professionals new to day-to-day management responsibilities of leveraging intellectual property assets as well as those with a few years of IP transactional experience seeking to enhance the breadth of their skills. There are no prerequisites to take this course however IP & Licensing Basics or IP Business Basics 101 are recommended.

8:30 am – 1:30 pm
**LES Board of Directors Meeting**

*Nest*

11:00 am – 6:00 pm
**Final Round LES Foundation 2017 International Business Plan Competition**

This year’s submissions showcases the brightest new businesses and product plans from both domestic and international teams. The first round included teams from Canada, Indonesia, India, and Hong Kong in addition to those from the U.S. 8 teams will be moving forward to compete for 4 prizes: The Grand Prize, International Prize, Members’ Choice, and the Best Student Team. Final winners will be announced during the Wednesday Keynote Luncheon.
TUESDAY, MAY 9

7:00 am – 6:00 pm
Registration & Information Desk
Ante Lobby

8:00 am – 5:00 pm
Best Practices Seminar (Day 2)
Kilpatrick Townsend & Stockton LLP

8:00 am – 5:15 pm
IP Business Basics 101
Douglas Room

Matthew McNeill, Chief Innovation Officer, Rite-Hite Holding Corporation
Louise Levien, PhD, CLP, ExxonMobil (Retired)

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.
2:00 pm – 3:30 pm
**Tour of U.S. Capitol Building**

Meet at Senator Kaine’s office at the Russell Senate Office Building, Room 231.

The closest visitors’ entrance is located on 1st Street and Constitution Avenue. Guests will be given Senate Gallery passes, should they wish to see Senate business being conducted after the tour.

5:00 pm – 6:00 pm
**New Member Speed Mentoring**

Ballroom

Join LES’ newest members and first-time attendees for a speed mentoring and networking hour. New member and first-time attendees will be paired with LES board members, sector leaders and committee chairs as mentors. During the event, mentors and mentees will have a chance to network and meet in 10-minute intervals to get to know one another while sharing experiences and advice.

6:30 pm – 8:30 pm
**Welcome Reception**

Transportation provided from the Willard InterContinental F Street entrance starting at 6:00 pm

Join us as we kick off this year’s Spring Meeting in the Nation’s Capital at the Embassy of Canada. Enjoy local Canadian cocktail tastings and hors d’oeuvres and be part of the Annual Sector Cocktail Competition. This year's winner will have their cocktail featured at the Wednesday evening Sector Networking Reception and Gala Dinner. This event is one you don’t want to miss!

Hosted by the Embassy of Canada

Welcome Reception Co-Sponsored by:

Supported by:
PLENARY SESSION

Ballroom

8:15 am – 8:45 am
Opening Remarks & Senator Views on IP

The Honorable Christopher Coons (Del.) and
The Honorable Ted Cruz (Tex.) Invited

8:45 am – 10:00 am
How Legislation Affects IP Owners

Bloomberg Intelligence moderator describes legislative stakeholders and current policy proposals. Panelists representing all sides of the debate and from a variety of industries discuss what reforms are needed and how they affect licensing.

Moderator:
Tamlin Bason, Legal Associate, Bloomberg Analyst

Panelists:
Dr. Hans Sauer, PhD, JD, Associate General Counsel for Intellectual Property
Biotechnology Industry Organization (BIO)

Ryan Triplette, Partner, Franklin Square Group

Chris Israel, Partner, American Continental Group

Diane K. Lettellier, Senior Managing Counsel
J.C. Penney Corporation

11:00 am – 12:15 pm
CONCURRENT SPOTLIGHT PLENARIES

High Tech
Autonomous Vehicles, IP, Regulations and Getting Safe Vehicles on the Road

Pierce Room

A panel composed of Vehicle OEMs, Tier I suppliers, and U.S. government regulators will discuss the introduction of autonomous vehicles and the interplay between the safety needs of the driving public the U.S. regulators responsible for making safe autonomous vehicles a reality, and the vehicle OEM/Tier I supplier community work together to provide this new technology to the driving public. The panel will review emerging standards, IP sharing, licensing, and managing the needs of standardization and safety in a competitive marketplace.
Moderator:
**Jayson D. Pankin**, Founder, President, and the Chief Executive Officer, Autoharvest Foundation

Co-Moderator:
**Richard Lloyd**, North America Editor, Intellectual Asset Management (IAM)

Panelists:
- **David Strickland**, Counsel, Self-Driving Coalition for Safer Streets; Former Head of U.S. National Highway Transportation Safety Administration
- **Justin Pierce**, Chair of Intellectual Property Division Venable LLP
- **Frank MacKenzie**, Senior Intellectual Property Counsel Mobility, Autonomous Vehicles, Safety, and Electronics at Ford Motor Company, Ford Motor Company
- **John Carney**, Director of Commercialization & Licensing Delphi Automotive Systems, LLC.

**Life Sciences**

*Slow Repeal of the Affordable Care Act (“ACA”) and What Does That Mean for the Pharmaceutical and Biotech Industries*

Peacock Lounge

Change is the only constant. The anticipated unwinding of the Affordable Care Act promises to change the horizon for pharma and biotech. Our panelists will provide insight and predictions about the potential implications of the ACA replacement legislation.

We will explore:
- What are the key provisions in the replacement act that will affect these healthcare companies?
- What is in store for drug pricing and reimbursement?
- How will this affect the investment landscape for healthcare companies?
- How can pharma and biotech prosper under this regime?

Join us as we share our thoughts on these topics and more.

Moderator:
**Karthika Perumal, CLP**, Technology Attorney, BRACEWELL, LLP

Panelists:
- **Timothy P. Ribelin**, Healthcare Attorney, Husch Blackwell LLP
- **Jayson Slotnik**, Principal and Founding Member Health Policy Strategies, LLC
- **Alexander Puutio**, Communications & IT Section UN Secretariat-Procurement Division
- **John Murphy**, Deputy General Counsel Bio Technology Innovation Organization
12:30 pm – 2:00 pm
Luncheon | White House IP Policy  
Sponsored by: Finnegan

Ballroom

Keynote Speaker:
The Honorable F. Scott Kieff, Commissioner
U.S. International Trade Commission

The Honorable Scott Kieff will review the state of intellectual property policy in the US and overseas, including a perspective on trade and competition issues and what this means for the economics of licensing.

Special remarks from Frank Cullen, Jr., Executive Director of U.S. Intellectual Property Policy, U.S. Chamber of Commerce's Global Intellectual Property Center

2:00 pm – 5:00 pm
Train-the-Trainer Instructor Qualification Workshop — Learn from the Best

Douglas Room

This session uses the content outline for the IP Business Basics 101 course as a framework for sharing LES best practices for licensing education instruction. Experienced faculty will demonstrate how to present the concepts covered in each module in the course, involve students with interactive exercises, respond to questions, and review logistics and marketing recommendations. Participants who attend the IP Business Basics Course on Tuesday, May 9 and the Train-the-Trainer program on Wednesday, May 10, may become eligible to teach the IP Business Basics 101 course for LES.

2:15 pm – 3:30 pm
CONCURRENT WORKSHOP SESSIONS

Valuation/High Tech
How to Thrive and Not Just Survive in the Current Patent Sale and Licensing Marketplace

Pierce Room

Patent monetization strategies evolve constantly with ever-changing legal, valuation and business factors. Consequently, entities conducting monetization campaigns need to be nimble. This often means increasing the speed of internal negotiations. Relationships drive deals, and this session will outline concepts on how to leverage existing relationships and build new ones. Key components of, and key factors to, successful licensing, enforcement and patent sales programs will be covered. The panel will also discuss how AIA post-grant proceedings impact licensing discussions and patent valuation, and how to develop associated strategies for dealing with these proceedings.

Moderator:
Ian DiBernardo, Partner, Stroock & Stroock & Lavan LLP
Panelists:

**Joseph Sommer**, Vice President, AT&T Intellectual Property, Inc.

**Tim Seeley**, Chief Counsel, Post Grant Proceedings Intellectual Ventures

**Ashraf Fawzy**, Senior Patent Counsel, Unified Patents

**IUGI/Life Sciences**

*Life Science Funding and Industry Research Partnerships*

Peacock Lounge

The last decade has seen increases in life science partnerships between industry and academic research. Simultaneously, there has been an historic decline and there is potential for future decline in basic research funding at the federal level. This workshop will explore the potential for partnerships that support non-profit research (including priorities and interests of industry funders, and the handling of IP rights), and successful structures for partnerships.

This session will include discussion on the following topics:

1. Existing partnerships: subject areas, benefits/goals, researcher commitments
2. Priorities and future intent of industry funders and non-profit organizations
3. Avoiding conflicts in policy at the public/private and for-profit/non-profit intersection
4. IP Rights development and transfer
5. Streamlining administrative and agreement operations.

Participants will learn current practices in large-scale industry-non-profit research partnerships, the benefits and conflicts inherent in them, and preferred methods for creating and sustaining these partnerships.

Moderator:

**Michael Perham**, Head of Technology Transfer
HHMI/Janelia Research Campus

Panelists:

**Gillian Fenton**, Senior Counsel, Vaccines Legal Operations, GSK

**Dr. Dave Greenwald, PhD**, Director of Corporate Relations
Johns Hopkins

**Thomas Marron**, Pharmaceutical Strategy and Operations
Eli Lilly and Company

**Michael Straightiff**, Executive Director, UVA Licensing & Ventures Group, University of Virginia
International

*Legal and Economic Considerations Associated with Litigating at the ITC*

*Buchanan Room*

The panel will focus on educating the audience on ITC Investigations. The presentation will provide a general overview of ITC litigation, identify key issues to consider when deciding on which venue to pursue, identify specific factors to consider when establishing necessary proofs, and discuss how current events at the ITC may impact future investigations. The following topics will be addressed during the presentation:

- A general discussion of the Role of the ITC in connection with administering Section 337 Investigations
- Historic, current and projected future trends in ITC investigations
- Identification of the differences between ITC and district court litigation and specific factors to be considered when deciding between the two alternatives
- An overview of the process and timeline associated with an ITC investigation
- Available remedies, necessary burdens of proof and specific factors to consider in connection with establishing necessary proofs
- Hot topics happening at the ITC and the potential impact on future ITC litigation.

Panelists:
- **Michael Milani**, Managing Director, Ocean Tomo, LLC
- **Tom M. Schaumberg**, Partner, Adduci Mastriani & Schaumberg LLP
- **Dean Pinkert**, Partner, Hughes, Hubbard & Reed

4:15 pm – 5:30 pm

**CONCURRENT WORKSHOP SESSIONS**

*High Tech/Legal/International*

**Anticipating and Navigating Government Review of Tech Transactions**

*Pierce Room*

Government scrutiny of technology transactions is a growing reality. A wide range of technologies and industries, not just defense contractors, are subject to scrutiny. Even transactions between foreign entities may result in U.S. government review where domestic
technology assets are involved. Furthermore, in recent years, both the degree and breadth of government inquiry has grown. Scrutiny from Defense Security Services, the Committee on Foreign Investment in the U.S. (CFIUS) and other agencies is common. Speakers will provide insight on anticipating and navigating various issues and government agency reviews.

Moderator:
Gregory Jaeger, Special Counsel, Stroock & Stroock & Lavan LLP.

Panelists:
Nicoletta Giordani, Assistant Director, Business Analysis and Mitigation Strategy (BAMS), U.S. Department of Defense
John Pisa-Relli, Managing Director, Global Trade Compliance, Accenture

Valuation
The Art and Science of IP Valuation: Methods, Data and Technology for Market-Based Valuation
Buchanan Room

Growing a strong business through licensing requires assets that are liquid, with a stable value that can be estimated within acceptable limits. Recent rulings, legislations, and the ebb and flow of patent litigations have a large impact on the value of IP assets. This panel will discuss different valuation methods used in practice, the influence of policies and events on the value of different IP assets through the changes seen on licensing and royalty data from the market, difficulties faced by valuation practitioners, and the technologies available for tracking the variations in the value of an IP from scattered market data available on licensing and royalty rates for market based valuation.

The panel will include a licensing professionals from corporations, IP valuation practitioner, licensing and royalty rate data provider, and a technology provider.

Moderator:
Justin Lewis, Managing Director, Ocean Tomo, LLC

Panelists:
Marcia Chang, Managing Director, Intellectual Property Sales and Licensing, Hewlett Packard Enterprise
George Koomullil, Founder & CEO, Relecura, Inc.
Eric Podlogar, Senior Program Manager, ktMine
Lynne Weber, Managing Director, Dunn & Phelps, LLC
Life Sciences

Pharmaceuticals — A Global Perspective

Peacock Lounge

Exploring global perspectives; a year in review and a look forward. Join our industry executives for a conversation on the local and global forces shaping life science licensing and business development activities this year.

Moderator:
James Andrew (Andy) McGee, Sr. Director, Corporate Business Development, Eli Lilly and Company

Panelists:
Sian C. Godwin, CLP, Head of Licensing, GE Healthcare
Gayatri Varma, PhD, Director, Collaborations Partnering & Strategy, AstraZeneca, MedImmune
Albert Keyack, EPO Attaché to the United States International Cooperation European Patent Office
Amany N. Kandil, CLP, Associate Director, Discovery Transactions, Business Development & Licensing, MRL Merck, Sharp & Dohme Corp.

6:30 pm – 10:00 pm

Sector Networking Reception and Gala Dinner

Stroll Down IP Memory Lane

Willard Room

Join LES for an evening stroll down IP Memory Lane. Start the evening networking with industry professionals and the winning Sector of the Annual Sector Cocktail Competition followed by the historic ambience of the Willard Room while enjoying the sounds of the String Attack String Quartet.

Reception Sponsored by: Stroock

Gala Dinner Sponsored by:

Photo Compliments of the Willard InterContinental Hotel
PLENARY SESSION

Ballroom

8:30 am – 8:45 am
Opening Remarks

8:45 am – 10:00 am
How the Judiciary is Affecting IP Policy — From Setting Policy to Dealing with Policy

Sponsored by: STOUT

A discussion about the current state of IP judicial policy and how the PTAB, District Courts, CAFC and Supreme Court are impacting licensing and IP in the U.S. Bloomberg will give a high level description of key judicial impacts on damages and patentability. These panelists will give their thoughts on how they viewed making policy from the bench and now how they see judicial policy impacting innovation and licensing off the bench.

Moderator:
Matt Larson, Tech Litigation Analyst, Bloomberg

Panelists:
Deanna Tanner Okun (Former ITC Chair), Partner Adduci Mastriani & Schaumberg LLP
Dr. Scott Kamholz, MD, PhD, PTAB Trial Lawyer and Former Judge, Covington & Burling LLP
Honorable Faith Hochberg, U.S. District Judge (Retired)

11:00 am – 12:15 pm
CONCURRENT SPOTLIGHT PLENARY SESSIONS

High Tech/CEEM/IUGI/Legal Standards as an Adjunct — or an Alternative — to Legislation, Litigation and/or Regulation

Buchanan Room

An interactive discussion of the potential use of IP-related voluntary consensus standards to facilitate — and in some situations even replace — traditional decision-making processes in judicial, legislative, regulatory and transactional settings.

Moderator:
Ron Laurie, Managing Director, Inflexion Point Strategy LLC
Life Sciences/IUGI/Valuation
Role of the FDA
Pierce Room

The FDA is responsible for regulating 25% of the US economy—its mission is to promote health. With respect to drugs, its principal functions are to decide which drugs must be prescribed (versus available over the counter) and to make sure that all new drugs can be labeled for safe use and are effective. Due to fear from public and Congressional ridicule, the FDA has strayed in its mission such that its principal goal is to protect health. In doing so, it has, in practice, changed the safety and effectiveness requirements such that larger and longer trials are needed to obtain approval. This has had a chilling effect on medical innovation, has driven up drug prices, and has resulted in the development of niche products at the expense of those that can treat tens of millions of Americans. Returning the FDA to its proper role of adjudicating safety and effectiveness is necessary for scientific advancements to be translated into medical innovations available to doctors and patients.

Speaker: 
**Dr. Joseph Gulfo, MD, MBA**, Author, Executive Director Fairleigh Dickinson University
LUNCHEON — PANEL SESSION

Ballroom

12:30 pm – 2:00 pm

View From the Top: Industry Leaders Discuss their IoT Vision and Opportunities

IP executives from AT&T, Microsoft, Qualcomm, Visa and Relecura will share their IoT vision as markets are gearing up to leverage on the promise of 20 billion connected devices by 2020. The panel will discuss current trends and revenue opportunities in technologies that fuel the IoT ecosystem, including: connected devices, wireless connectivity, big data analytics and security, as well as the industry sectors that are poised to grow fastest among the IoT verticals such as: automotive, fintech, healthcare, etc. As the IoT spans across multiple technologies, this panel will also discuss the new business and licensing models needed for companies to succeed in creating products and services.

Moderator:
Efrat Kasznik, President, Foresight Valuation Group

Panelists:
Dmitry Milikovsky, Vice President, Business Development, Qualcomm
Joseph Sommer, Vice President, AT&T Intellectual Property, Inc.
Andy Forsberg, Intellectual Property and Patent Licensing, Microsoft
Dr. Jerry Wald, Senior Director, Intellectual Asset Protection and Program Management Services, VISA
Dr. Sankara Narayanan, PhD, Vice President, Business Development, Relecura

2:15 pm – 3:30 pm

CONCURRENT WORKSHOP SESSIONS

High Tech/Life Science/Legal

Cybersecurity and Privacy: Practical Tips to Survive and even Thrive in the Dangerous World of Digital Hackers, Phishers, and Hijackers

Buchanan Room

We’ve all heard enough about cybersecurity to be scared out of our minds. As the internet of things takes hold, data — important, proprietary, personal data — is subject to attack and ransom as it passes through all types of devices on its way to the cloud. Whether involving life-critical medical devices or ordinary household appliances, how we license, transfer, and protect
data is more important than ever before. If we fail, our personal data, our company’s data, our client’s data — not to mention the future of our business reputation and growth — are all at risk. But there is hope! Hear from a panel of experts representing government, industry, security, and legal sectors as they discuss the latest cybersecurity trends, new, sophisticated behavior-analytics tools that can prevent attacks before they occur, and practical steps victims can take to minimize the damage, stop the wrongdoers, and be responsible community members. Come afraid and leave with a changed mindset ready to tackle cybersecurity with confidence.

Moderator:

Jonathon Hance, CLP, Bracewell LLP

Panelists:

Shamoil Shipchandler, Regional Director, U.S. Securities and Exchange Commission
Mark Schildkraut, Associate General Counsel, IP and Cybersecurity, Becton Dickinson
Beth Richards, Senior Executive, Senior Lead for Cyber at the Laboratory for Analytic Sciences, National Security Agency

Consumer Products
Augmented and Virtual Reality — New IP for New Media

Peacock Lounge

An industry leading panel on intellectual property and licensing issues associated with Augmented Reality (AR) and Virtual Reality (VR) including the related devices, software, and designs. Projected to exceed $150B by 2020, AR/VR is not only a patent centric minefield, but it contains new media combining Hollywood with Madison Avenue, requiring an entirely unique approach to the associated intellectual property and licensing.

Moderator:

Stephen Kabakoff, Partner, Finnegan Henderson

Panelists:

Charles Huston, Partner, Solomar
Marty Bijman, Director, IP Products, TechInsights
Daria Killebrew, Vice President, Analysis Group
Annie Rogaski, Vice President and General Counsel, Avegant
Energy Licensing Agreements: Key Provisions and Lessons Learned

Pierce Room

Please join us for a panel discussion of key provisions to include in energy licensing agreements. This panel will discuss testing, reverse engineering, sub-contracting, and other issues that arise in energy licensing agreements. We will also discuss lessons learned from past licensing agreements and key language that a licensor and licensee can agree on to clarify the obligations of each party.

Moderator: Nicoletta M. Kennedy, Kilpatrick Townsend & Stockton LLP

Panelists:
- Alex Tang, Licensing and Commercialization Manager, Gas Technology Institute
- Ronald J. Schutz, Managing Partner-New York, Robins Kaplan LLP
- Peter Christensen, Manager, Technology Commercialization, Pacific Northwest National Laboratory

4:00 pm – 5:15 pm

CONCURRENT WORKSHOP SESSIONS

Legal/Branding
Building Brands and Maximizing Value
Buchanan Room

Numerous industries are seeing increased reliance on (and litigation regarding) non-patent assets, particularly trademarks. However, building brands involves more than merely obtaining trademark registrations. Hear from industry professionals on how to build brands and create value.

Moderator: Laura Goldbard George, Partner, Stroock & Stroock & Lavan, LLP

Panelists:
- Nicole Pope, Counsel, Talent and Licensing, Feld Entertainment
- Doug Bania, Principal, Nevium IP Solutions
- John Favreau, President, Little Lake Partners, LLC
Life Sciences
Should we all Move to Boston for Life Science Deals?
Pierce Room

Boston is a hub of activity in the life science industry due to the presence of leading universities, major research hospitals, venture capital resources, global corporations and an ever-expanding network of start-ups. Because Boston is viewed as an innovation center, some have argued that companies must move to Boston to succeed in this industry. This workshop will involve a candid discussion with various industry players to assess the impact of geography on deal making activity.

Moderator:  
Faith Charles, Partner, Thompson Hine LLP

Panelists:  
Arthur M. Pappas, MBA, Chief Executive Officer and Managing Partner, Pappas Capital, LLC  
Carl Spana, PhD, Chief Executive Officer, Palatin Technologies Inc  
Ranch Kimball, Managing Director of CIC  
Richard Bendis, President and CEO, BioHealth Innovation, Inc.  
Baiju R. Shah, Chief Executive Officer, BioMotiv

5:30 pm – 7:30 pm  
Closing Reception  
Willard Room
FRIDAY, MAY 12

8:00 am – 5:00 pm

CLP Exam Review Course

Nest

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.

Instructors:

Matthew McNeill, Rite-Hite Holding Corporation
Bob Held, CLP, Held Intellectual Property, LLC
Krista Holt, CLP, PhD, Greatbridge Consulting
It would look like fiction! Royalty statements, like tax returns, require people to prepare them according to a non-fiction set of rules. When oversight is nonexistent or sporadic, human nature causes lines to blur. Aggressive positions are taken, diligence and care suffer, and mistakes occur. When you combine the issues that stem from a lack of oversight with all of the other complexities associated with preparing accurate royalty statements, chances are your royalty statement will be fiction! The U.S. uses the IRS to ensure compliance. Who do you use?

Don’t take a passive approach to royalty compliance. The Royalty Audit and Contract Compliance professionals at EisnerAmper can help. For a no-cost, no-obligation assessment of your licensing arrangements call or write Lewis Stark, 212.891.4086 lewis.stark@eisneramper.com

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PORTFOLIO BREAKDOWN
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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.

EisnerAmper LLP

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GE

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**Ocean Tomo**, established in 2003, provides financial services related to intellectual property and intangible assets. Our services are built upon more than two decades of valuing intellectual property in the most rigorous of venues—State, Federal and international courts. Our financial, market and technical experts provide a unique understanding of the contributory value of proprietary innovation. This is the cornerstone of our business. This insight permeates every practice.

**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.
RoyaltyStat is a searchable online database with 18,000 unredacted license agreements, providing royalty rates and additional payments. This comprehensive and growing database features built-in tools to benchmark intangible asset value and determine arm’s length and “reasonable royalties”. RoyaltyStat supplies the full-text of each agreement and contains several online statistical tools.

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

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The Webb Law Firm, a leader in the practice of Intellectual Property law for more than 170 years, The Webb Law Firm is a leader in safeguarding innovative companies’ IP worldwide. We have grown to over 50 IP professionals to service our clients’ most critical legal challenges, from large global businesses to emerging companies.

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Background Photo Compliments of the Willard InterContinental Hotel

HOTEL FLOOR PLAN

Background Photo Compliments of the Willard InterContinental Hotel
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