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

POCKET PLANNER

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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.

12 NINE-Figure
jury verdicts

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Dear Fellow LES Members,

Welcome to the LES USA & Canada 2018 Annual Meeting! Thank you for joining us here in Boston. On behalf of all of our members, I thank our 2018 Annual Meeting Chair, Michael Fluhler, the Program Chair, Karthika Permual, 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 central to LES, and vital to our sense of community; and I know this meeting will be extraordinarily diverse, providing something new, interesting, and informative to everyone in the intellectual capital management profession.

We come together to do collectively the things we cannot do alone. This is what community provides—a place in time to share knowledge, perspective, and experience with colleagues, along with an occasion to have some fun together. Welcome back to your professional community.

Historically, LES has been 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 also 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.

And LES is consciously making its tent bigger, embracing intellectual capital management areas beyond those described above and looking for participation in the definition of a profession that is as diverse as the people who manage intellectual capital for their enterprises. Eighty percent or more of the value of the 21st century operating company is in its intellectual capital, and a majority of the leaders in such a company are therefore involved its management.

There is therefore more to intellectual capital management than the areas of focus that LES has historically had, and we welcome you and all our members to help us to define content for our meetings, for our educational offerings, for our standards work, and for our publications that reflects that broader set of concerns.

Many opportunities exist within LES for you to become involved and to advance the profession and to build your own professional network while doing so.
While you are here in Boston, please 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 Boston. As home to some of the world’s great cultural, tourist and dining destinations, Boston offers a host of opportunities for entertainment, and we hope you find your time here both enriching and enjoyable.

Very best regards.

Bill Elkington
President & Chair of the Board
Licensing Executives Society (USA and Canada), Inc.
It begins with a promise to discover medicines that make life better.

Since 1876, we have worked tirelessly to develop and deliver trusted medicines that meet real needs, finding ways to come through no matter the odds. From the development of insulin to the discovery of new treatments for mental illness, we have pioneered breakthroughs against some of the most stubborn and devastating diseases. We bring this same determination to our work today, uniting our expertise with the creativity of research partners across the globe to keep finding ways to make life better.
Dear Colleagues,

Welcome to the 2018 LES Annual Meeting!

Congratulations and thank you to each and every member of the 2018 Annual Meeting Planning Committee. The Committee has worked tirelessly to create a unique program filled with cutting edge information, thought-provoking content, networking opportunities and other special events and we are grateful for your involvement. Thank you also to our sponsors, exhibitors and speakers, your input, dedication and funding ensure that this Annual Meeting will be a triumphant success.

Each year, the LES Annual Meeting brings together the dynamic depth of our membership and licensing professionals to network and share information in the furtherance of the business of Intellectual Capital (IC). Our Society consistently distinguishes itself from other organizations because our LES membership includes representation that spans the entire ecosystem of Intellectual Capital Management. This breadth of experience and perspective means that our members and affiliates own space over the entire landscape and across the IC value/supply chain. Accordingly, LES is rolling out a new tag line, “Connecting and inspiring the Intellectual Capital Community.”

Intellectual Capital can be viewed as the entire sum of the intangible value of a business including its people, the business relationships, know how, business processes and everything that is left when the employees go home, of which intellectual property (IP) is a component. It is the sum of everything everybody in a company knows that gives it a competitive edge. LES members are accountants, business leaders, business model innovators, consultants, deal-makers, economists, engineers, IP valuation experts, lawyers, licensing executives, lobbyists, merger and acquisition experts, public policy leaders, scientists, strategic planners, supply chain managers, tax
specialists, brand managers, contract specialist, procurement professionals, business processes consultants and technology transfer specialists. These members represent innovation-centered enterprises of all sizes and kinds—such as government laboratories, professional services firms, universities, operating companies, regulatory authorities, licensing specialty firms, and trade associations. From this robust enterprise, LES has broadened the tent of our membership definition and are providing content and programing that will provided a value proposition to all of our members.

In addition to these changes LES is working on enhancing our governance. With your input for nomination, we have created a Management Council to help guide the day-to-day function of the Society and enabling the Board to focus on the strategic direction and related issues. We have also created an Advisory Board comprised of luminaries in the field who have the pulse on the IC Community. With these new levels of governance we are creating a structure for the Society where there is an opportunity for every member to become involved. There is a seat at the table for you. To that end, you are welcome and I encourage you to come to any Sector or Committee meeting throughout the Annual Meeting and get involved! There is something for everyone regardless of how much “extra” time you have in your schedule! As much as we have accomplished in 2018, there is more work we can do, and we need your help. I look forward to your continued support and hard work in advancing the interest of our Society.

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

Best,

Kim Chotkowski, Esq. CLP
Chief Executive Officer
Dear LES Attendees,

On behalf of the 2018 LES Annual Meeting Planning Committee, we welcome you to this year’s gathering of licensing professionals at the LES (U.S.A. and Canada) 2018 Annual Meeting, October 14-17, in Boston.

Known as the “Birthplace of Innovation,” Boston is a city of historic breakthroughs that date back to the birth of the city and the nation. From early adopters to venture capital investors to large corporate innovation centers, Boston remains a game changer in innovation.

This year’s program has tremendous representation from all industry sectors and is designed to meet the needs of the LES membership: technology, financial, legal, and business development professionals. The program is packed with interactive tracks to engage everyone—East or West Coast, experienced or new to licensing. The diversity of thought and experience represented at this year’s LES (U.S.A. and Canada) Annual Meeting will challenge and inspire you while providing deal-changing takeaways for you to use in every stage of your career.

New members and first-time meeting attendees are encouraged to participate in the “Orientation and Speed Mentoring” event on Sunday night hosted by the Young Members Congress (YMC). The session will introduce attendees to the various ways of becoming more involved with LES. Also, join us to celebrate the 2018 Deals of Distinction in the various industry sectors and to honor the 2018 Frank Barnes Award Recipient for outstanding mentorship.
We invite your enthusiastic engagement at this one-of-a-kind annual event. We have planned many opportunities for meeting new contacts and engaging old friends, such as the scheduled Power Networking One-On-One using the official meeting app, planned mixers, cocktail hours, a Supper Club event, a Fun Run, a friendly cross-sector competition over drinks, and informal meeting zones. We hope that your week will be well spent and you will leave with valuable industry information and professional development ideas.

Looking forward to seeing you here,

Michael Fluhler
Chair of the 2018 Annual Meeting

Karthika Perumal
Program Chair of the 2018 Annual Meeting
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Conference Pens

High Technology Sector Luncheon and Networking Break

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LES Board of Directors Dinner

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LES 2018 Annual Meeting OCTOBER 14-17
Dr. Walter G. Copan was confirmed by Congress as Under Secretary of Commerce for Standards and Technology and NIST Director on October 5, 2017.

As NIST Director, Dr. Copan provides high-level oversight and direction for NIST.

He has had a distinguished and diverse career as a science and technology executive in large and small corporations, U.S. Government, nonprofit and other public-sector settings.

Dr. Copan formerly served as president and CEO of the IP Engineering Group Corporation, providing services in intellectual property strategy, technology commercialization and innovation. Until June 2017, he was founding CEO and Chairman of Impact Engineered Wood Corporation, an advanced materials technology company. He also is a founding board member of Rocky Mountain Innovation Partners, where he led technology transfer programs and innovation services on behalf of the U.S. Air Force Academy, U.S. federal labs and academic institutions and helped foster entrepreneurial businesses in the Rocky Mountain West. He also served with the National Advisory Council to the Federal Laboratory Consortium for more than 5 years, providing industry inputs to advance the U.S. economic impacts of the federal laboratory system.

From 2010-2013, Dr. Copan served as Managing Director of Technology Commercialization and Partnerships at DOE’s Brookhaven National Laboratory (BNL). Among his accomplishments were leading the creation and implementation of the new DOE
technology transfer mechanism, “Agreement for Commercializing Technology” (ACT), to facilitate collaborations between the federal labs and U.S. corporations. He led the “Startup America” initiative on behalf of DOE for entrepreneurial business creation, and he initiated the DOE’s new Small Business Innovation Research – Technology Transfer (SBIR-TT) program, which built upon the experiences of NIST. He served as founding partner and board member of the “Accelerate Long Island” alliance for innovation, economic development and early stage investment.

From 2005–2010, Dr. Copan was Executive Vice President and Chief Technology Officer at Clean Diesel Technologies, Inc., an international technology development and licensing firm. He spearheaded the company’s transformation, growth and listing on NASDAQ (CDTI), as well as the company’s subsequent merger. Prior to joining CDTI, Dr. Copan served at the DOE’s National Renewable Energy Laboratory (NREL) as Principal Licensing Executive, Technology Transfer. There, he led organizational changes that strengthened relationships with industry and the investment community, and led to the more productive commercialization of energy-related technologies.

After earning dual B.S./B.A. degrees in chemistry and music from Case Western Reserve University in 1975, Dr. Copan began his career in chemicals and materials research at the Lubrizol Corporation (now part of the Berkshire Hathaway Group). He earned a Ph.D. in physical chemistry from Case Western in 1982, and subsequently held leadership positions at Lubrizol in research and development, strategy, business unit management, venture capital, and mergers, acquisitions and strategic alliances in the U.S. and abroad. As managing director, Technology Transfer and Licensing, from 1999–2003, he was responsible for Lubrizol’s corporate venturing and open innovation, technology strategy, business development, intellectual assets and the technology licensing business.

Dr. Copan is a patent holder, has authored numerous professional publications and presentations, and has served on the boards of many organizations, including the Licensing Executives Society (LES) U.S.A. and Canada, where he recently served as regional vice president for LES USA. He has contributed to the U.S. National Academy of Sciences, the Council...
on Competitiveness, the World Intellectual Property Organization and the United Nations on innovation, technology transfer, energy and economic development matters.

ANDREI IANCU

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

In his role as the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO), Andrei Iancu provides leadership and oversight to one of the largest intellectual property offices in the world, with more than 12,000 employees and an annual budget of over $3 billion. He also serves as the principal advisor to the Secretary of Commerce on domestic and international intellectual property policy matters.

Prior to joining the USPTO, Mr. Iancu was the Managing Partner at Irell & Manella LLP, where his practice focused on intellectual property litigation. Mr. Iancu appeared in a variety of high-profile matters in front of the USPTO, U.S. district courts, the Court of Appeals for the Federal Circuit, and the U.S. International Trade Commission. He has represented clients across the technical and scientific spectra, including those associated with medical devices, genetic testing, therapeutics, the internet, telephony, TV broadcasting, video game systems, and computer peripherals.

Mr. Iancu has also taught patent law at the UCLA School of Law, and has written and spoken publicly on a variety of intellectual property issues. Prior to his legal career, Mr. Iancu was an engineer at Hughes Aircraft Company.

Throughout his career, many organizations have recognized Mr. Iancu for his work. Among his legal community accolades, the Daily Journal, California Lawyer magazine, Los Angeles Business Journal, Chambers USA, Best Lawyers in America, and many others have acknowl-
edged his expertise in commercial litigation and intellectual property law. Mr. Iancu has also been the recipient of the Patent and Trademark Office Society 36th Annual Rossman Award, the Hughes Aircraft Malcolm R. Currie Innovation Award, and the Melville B. Nimmer Copyright Award.

Mr. Iancu holds a Juris Doctor from the UCLA School of Law. He also has a Master of Science in mechanical engineering and a Bachelor of Science in aerospace engineering, both from UCLA.

Mr. Iancu was born in Bucharest, Romania. He has lived in the United States since the age of 12. He and his wife, Dr. Luiza C. Iancu, have two children, Ariella and Robert.

TUESDAY, OCT 16
CHAIRMAN’S LUNCHEON

PROFESSOR DEEPAK MALHOTRA

ELI GOLDSTON PROFESSOR OF BUSINESS ADMINISTRATION, HARVARD BUSINESS SCHOOL

Deepak Malhotra is the Eli Goldston Professor of Business Administration at the Harvard Business School. His teaching, research and advisory work is focused on negotiation, deal-making and conflict resolution. Deepak has won numerous awards for his teaching, including the HBS Faculty Award and the Charles M. Williams Award. In both 2011 and 2012, the MBA students selected Deepak to give the end-of-year speech to graduating students. In 2014, Deepak was chosen by Poets & Quants as one of the “world’s best business school professors” under the age of 40.
ACKNOWLEDGEMENTS

Thank you to the members of the 2018 LES Annual Program Committee for their hard work and contribution in developing this year’s programs including the keynote speaker, plenaries, spotlight sessions, workshops, and sector programming.

Meeting Chair
Michael Fluhler

Board Liaisons
Scott Williams, Director of Meetings
Gary Fedorochko, Senior VP Meetings, Education & Strategic Alliances

Program Chair
Karthika Perumal

Plenary Chairs
Kevin Spivak
Andy McGee

Spotlight Plenary Chairs
Efrat Kasznik
Lalit Gaur
Nikki Kennedy
Richard Magid

Workshop Chairs
David Powsner
Seema Basu
Gillian Fenton
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David Rikkers
Ana Lopes

Social/Networking Chairs
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Nadine From
Vincent Bergeron

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Mike Perham, Life Sciences Sector Liaison
Vincent Bergeron, Young Members Congress Liaison
Nick Baciu, Valuation and Pricing Liaison
Trevor Blum, Valuation and Pricing Liaison
Janis Elsner, Women In Licensing Liaison
Soody Tronson, Women In Licensing Liaison
Meet ION!

His unwavering gaze gathers details that are often overlooked in a global intellectual property search.

By using a variety of search engines and proprietary analytical methods the “Eye on IP” Staff has direct access to reliable IP data around the World.

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W. Robert Gibson, VP tgcgore@ mindspring.com

Southern Aerospace Company, LLC dba Eye on IP
GENERAL INFORMATION

ABOUT LES

LES is the leading professional society for intellectual property, technology and business development professionals to achieve professional and personal success. For over 52 years, LES has been a member run professional organization focused on the business of intellectual capital strategy and management with members who come from business, technical, financial and legal disciplines. Whether you are new to licensing or an experienced licensing executive, LES is your professional home. We are a welcoming business community from a broad range of industries including biotech, pharma, medical devices, high technology, oil and gas, clean energy, transportation, communication, artificial intelligence, and consumer products that empowers, connects and celebrates IP professionals through: education, best practices, networking, participation and mentoring.

EXHIBIT HALL HOURS

Location: Gloucester | 3rd Floor

Monday, October 15 | 7:30 am - 5:30 pm
Tuesday, October 16 | 8:00 am - 5:00 pm
Wednesday, October 17 | 8:00 am - 11:00 am

SPEAKER READY ROOM

Location: Hyannis Room

The Speaker Ready Room is provided for presenters to prepare for their presentations. All speakers should first check in at the Registration Desk A & B, 4th Floor.

Speaker Ready Room Hours:

Sunday, October 14 | 10:00 am – 5:00 pm
Monday, October 15 | 7:00 am – 5:00 pm
Tuesday, October 16 | 7:00 am – 5:00 pm
Wednesday, October 17 | 8:00 am – 2:00 pm
WIFI

Network: LES2018 | PSWD: McKool18

LES Annual Meeting Wi-Fi Available In All Meeting Rooms

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DIGITAL TOTE

The Annual Meeting Digital Tote is available to all registered attendees. Access session presentations, attendee lists, and links to valuable white papers, articles, special promotions, and information generously supplied by our Annual Meeting sponsors. Visit http://lesannualmeeting2018.sharevault.net for access to presentations and more. If you are unable to find a presentation, please ask your speaker to email the file to meetings@les.org.

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SOCIAL MEDIA | CONNECT WITH LES

Join the conversation and “Tweet” before, during and after the meeting. Please use hashtag #LES2018 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 2018 ANNUAL MEETING MOBILE APP

Get ready to enhance your Annual Meeting networking experience onsite with the 2018 Annual Meeting Mobile App’s “Shake & Connect” technology.
Search LES Meetings and Events and download our official conference app in the app store and use the passphrase: LESAM18.

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.

SPONSORED BY: Soryn

REGISTRATION HOURS

Location: Registration Desk A & B | 4th Floor

Sunday, October 14 | 9:00 am – 7:30 pm

Monday, October 15 | 7:00 am – 6:00 pm

Tuesday, October 16 | 7:00 am – 5:00 pm

Wednesday, October 17 | 8:00 am – 5:00 pm
ON-SITE NETWORKING OPPORTUNITIES

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

**Power Networking One on One**

Location: Cyber Café | 3rd Floor  
Schedule appointments using the [Official Meeting app](#)

**Monday, October 15**

10:00 am – 12:00 pm | 2:00 pm – 6:00 pm

**Tuesday, October 16**

10:00 am – 12:00 pm | 2:00 pm – 6:00 pm

**Wednesday, October 17**

10:00 am – 12:00 pm | 2:00 pm – 4:00 pm

Network with colleagues while taking a break from sessions. The LES Networking Lounge will be open for networking at the following times.

**Monday, October 15**

AM Networking Break | 10:00 am – 10:30 am  
SPONSORED BY: [Banner & Witcoff, Ltd.](#)

PM Networking Break | 4:00 pm – 4:30 pm  
SPONSORED BY: [Banner & Witcoff, Ltd.](#)

**Tuesday, October 16**

AM Networking Break | 10:00 am – 10:30 am  
SPONSORED BY: [Foresight](#)

PM Networking Break | 4:00 pm – 4:30 pm
Boston, MA ★ the birthplace of INNOVATION ★

LES 2018 Annual Meeting OCTOBER 14-17

Wednesday, October 17
AM Networking Break | 10:00 am – 10:30 am

PROFESSIONAL HEADSHOT
STUDIO HOURS (Open to all attendees)

Monday, October 15
10:00 am – 12:00 pm | 2:00 pm – 4:00 pm
Location: Gloucester | 3rd Floor

Tuesday, October 16
10:00 am – 12:00 pm | 2:00 pm – 4:00 pm
Location: Gloucester | 3rd Floor

Wednesday, October 17
2:00 pm – 4:00 pm
Location: Clarendon

RELAXATION CENTER

Location: Gloucester | 3rd Floor
Stop by for a recharge at the LES Relaxation Center. Let the professional technicians relax the classic tension areas of your neck, back, shoulders and arms with a complimentary massage during one of our networking breaks. You will surely be recharged before the next session starts!

Pick up your complimentary massage ticket by visiting any one of the exhibitors.

MASSAGE HOURS

Monday, October 15 | 7:30 am – 5:30 pm
Tuesday, October 16 | 8:00 am – 5:00 pm
Wednesday, October 17 | 8:00 am – 11:00 am
Sunday, October 14 | Welcome Reception
Harney Academy of Irish Dance

The Harney Academy was founded by Liam Harney, a two-time World Championship Irish Step Dancer, an accredited internationally known teacher, and an adjudicator for competitions around the world. Dancers tour locally, nationally, and internationally and have won titles at every level of competition. For over 20 years our academy has provided students, parents, and audiences with the opportunity to experience the rich traditions and heritage of Irish dance and music.

Monday, October 15 | LES Supper Club

The Hot Club of New England is a musical collective featuring the top swing, gypsy, and hot jazz musicians in the New England area. Founded by vocalist Atla DeChamplain, violinist Jason Anick (leader of the internationally renowned gypsy jazz group The Rhythm Future Quartet), guitarist Max O’Rourke, and bassist Greg Loughman, HCNE is on a mission to bring the elegant and classic style of the swing era and the roaring 20’s to a modern audience. Their music contains echoes of Ella Fitzgerald, Duke Ellington, and other legends of the Great American Songbook, tinged with the French Manouche style of the great Django Reinhardt and the Quintette du Hot Club de France. The core instrumentation of voice, violin, acoustic guitar, and upright bass (with the option of adding piano, drums, clarinet, accordion, etc.) works exceptionally well for intimate events, and also has the power to draw people to the dance floor. The Hot Club of New England is looking forward to working with you to make your event swing.

Get ready to enjoy the Hot Club of New England Monday night at the LES Supper Club!
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 within their field to be awarded this honor.

**LES 2018 DEALS OF DISTINCTION**

**Energy, Chemicals and Materials**
Lightbridge Corp. (U.S.), Framatome, (SAS) (France), and Framatome, Inc. (U.S.)—Enfission Joint Venture between Lightbridge and Framatome Formed to Commercialize a Game-Changing Nuclear Fuel Technology

**High Technology**
Blockstack—Blockstack’s $50 Million Token Pre-Sale

**Industry/University and Government Laboratories**
The National Institute of Allergy and Infectious Diseases, part of the National Institutes of Health and Serum Institute of India, Pvt. Ltd.—ROTASiLL®, a low-cost, temperature tolerant rotavirus vaccine for developing countries

**Life Sciences**
Pieris Pharmaceuticals and AstraZeneca — Worldwide Preclinical Alliance for Antibody Mimics to Treat Respiratory Diseases

**Consumer Products**
Ericsson and Micromax—Ericsson-Micromax Global Standards Essential Patent License Agreement
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 2018 FRANK BARNES MENTOR AWARD HONOREE

LOUISE LEVIEN, PhD, CLP

Louise is currently a consultant and active volunteer. She retired from ExxonMobil in 2017 after a career that included a diverse series of assignments. During her career she performed research in several different disciplines, supervised diverse research programs and held assignments in Planning and Analysis. She developed several research management systems, including one to promote cross functional research and one to manage ExxonMobil’s entire upstream research program. After working with Intellectual Property as a scientist and supervisor for many years, Louise joined the Upstream Research Company’s Commercial, Intellectual Property and Licensing group. She was responsible for IP processes, negotiating agreements and ensuring IP terms were consistent with the business needs, in all agreements, including sponsored research and licensing.

Since retirement Louise has joined the MD Anderson Venture Mentoring Service and has been mentoring new ventures across the University of Texas system. She recently had the opportunity to serve as the mentor for an MD Anderson team that was part of a national cohort for the NSF I-Corps program.
Louise has been an active member of LES, speaking at the local, national and international levels, and holding leadership positions, including Chapter Chair of the Houston Chapter. She has been active in the LES educational programs and has taught many LES courses. She currently serves on the LES U.S.A. & Canada Board of Directors as one of the two Directors of Local Chapters. Louise is a Certified Licensing Professional and an inventor on two patents. She holds a ScB degree in Geological Sciences from Brown University and MS and PhD degrees in Geochemistry from Stony Brook University.
PROFESSIONAL DEVELOPMENT

CERTIFIED LICENSING PROFESSIONALS
CONTINUING EDUCATION CREDIT

All educational programs and sessions offered by the Licensing Executives Society during the LES 2018 Annual Meeting are eligible for CE credit towards CLP Recertification. Certificates of Attendance will be emailed to attendees upon request following the Annual Meeting.

MANDATORY CONTINUING LEGAL EDUCATION (MCLE)

As a service to our participants from the legal profession, LES will provide assistance in securing CLE credit for qualifying LES program and activities held during the 2018 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 have been submitted to requested jurisdictions for CLE approval, however, we anticipate many jurisdictions will not provide final approval until after the 2018 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.

**Please stop by the Registration Desk to sign in and out each day**
GENERAL INFORMATION

TICKET SALES

Tickets for the Welcome Reception, LES Supper Club and Frank Barnes Award Presentation, and Sector Crawl events are included in your registration packet. Additional Tickets can be purchased 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 2018 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.
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.

**BUSINESS SERVICES**

- Constant Contact
- InterCall Authorized Partner
- Office Depot
- Lenovo
- UPS

**TRAVEL SERVICES**

- AVIS
- Cruises Only
- Budget
- Hotel Storm
- Collette
- TNT Vacations

For more information about these programs and to enroll, visit:

www.lesusacanada.org/BenefitPartners
BANNER & WITCOFF congratulates Gary Fedorochko, the nominee for president-elect, chair elect of the Licensing Executives Society (U.S.A. and Canada), Inc.
LES 2018
Annual Meeting
October 14-17

SCHEDULE
AT-A-GLANCE

Boston, Massachusetts
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<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>SATURDAY, OCTOBER 13</td>
<td>8:00 am – 5:00 pm</td>
<td>Negotiation Skills—Day 1</td>
<td>Vineyard</td>
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<td>SUNDAY, OCTOBER 14</td>
<td>8:00 am – 5:00 pm</td>
<td>Negotiation Skills—Day 2</td>
<td>Vineyard</td>
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<td></td>
<td>8:00 am – 5:15 pm</td>
<td>IP Business Basics 101</td>
<td>Suffolk</td>
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<tr>
<td>MONDAY, OCTOBER 15</td>
<td>2:00 pm – 5:00 pm</td>
<td>Train the Trainer</td>
<td>Tufts</td>
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<td>*Prerequisite: IP Business Basics 101</td>
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<tr>
<td>THURSDAY, OCTOBER 18</td>
<td>8:00 pm – 5:30 pm</td>
<td>CLP Exam Review Course</td>
<td>Wellesley</td>
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</tbody>
</table>

Separate registration required. For more information please visit: www.lesusacanada.org/education
# BOARD, SECTORS AND COMMITTEE MEETINGS SCHEDULE

## SUNDAY, OCTOBER 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>8:30 am – 12:30 pm</td>
<td><strong>Board of Directors Meeting</strong></td>
<td><strong>Tremont</strong></td>
</tr>
<tr>
<td>12:30 pm – 1:30 pm</td>
<td><strong>LES Board of Directors Luncheon (Invitation Only)</strong></td>
<td><strong>Boylston</strong></td>
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<tr>
<td>1:30 pm – 4:30 pm</td>
<td><strong>lesi Board Meeting</strong></td>
<td><strong>Orleans</strong></td>
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<tr>
<td>4:00 pm – 5:00 pm</td>
<td><strong>Past President’s Roundtable</strong></td>
<td><strong>Tremont</strong></td>
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</tbody>
</table>

## MONDAY, OCTOBER 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30 am – 8:45 am</td>
<td><strong>LES Standards Committee Meetings (Open to all attendees)</strong></td>
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<td></td>
<td><strong>IP Licensing</strong></td>
<td><strong>Brandeis</strong></td>
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<td><strong>IP Brokerage</strong></td>
<td><strong>Harvard</strong></td>
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<td><strong>IP Protection in Supply Chain</strong></td>
<td><strong>Northeastern</strong></td>
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<td><strong>IP Valuation</strong></td>
<td><strong>Fairfield</strong></td>
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<td></td>
<td><strong>Intangible Assets in the Boardroom</strong></td>
<td><strong>Arlington</strong></td>
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<td><strong>ISO/TC 279 Innovation Management</strong></td>
<td><strong>Clarendon</strong></td>
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<td></td>
<td><strong>IP Management for Startups</strong></td>
<td><strong>Exeter</strong></td>
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<tr>
<td>2:00 pm – 5:00 pm</td>
<td><strong>CLP Board Meeting</strong></td>
<td>**Maine</td>
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<tr>
<td>Time</td>
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<tr>
<td>7:30 am – 8:30 am</td>
<td>LESI Life Sciences Committee Meeting</td>
<td>Orleans</td>
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<tr>
<td>7:30 am – 8:30 am</td>
<td>High Technology Sector Leadership Meeting</td>
<td>New Hampshire</td>
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<td>2:30 pm – 3:30 pm</td>
<td>LES Standards Board Meeting</td>
<td>Yarmouth</td>
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<td>3:30 pm – 4:30 pm</td>
<td>2019 Annual Meeting Planning Committee Meeting</td>
<td>New Hampshire</td>
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<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Committee Meetings</td>
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<td>Public Policy</td>
<td>Clarendon</td>
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<td>Technology Branding and Trademark Licensing</td>
<td>Dartmouth</td>
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<td>Valuation and Pricing</td>
<td>Exeter</td>
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<td>Women in Licensing</td>
<td>Fairfield</td>
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<td>Young Members Congress (YMC)</td>
<td>Harvard</td>
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<td>Sector &amp; Committee Leadership</td>
<td>Brandies</td>
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<td>Emerging Enterprises</td>
<td>Berkley</td>
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<td>Artificial Intelligence &amp; Machine Learning</td>
<td>Salon A</td>
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<td>Automotive and Aerospace</td>
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<td>Cloud Services and Software</td>
<td>Salon C</td>
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</tbody>
</table>
BOARDS, SECTORS & COMMITTEE MEETINGS SCHEDULE

**Internet of Things (IoT)**
Location: Salon D

**Mobile and Consumer Electronics**
Location: Salon J

**Semiconductor**
Location: Salon K

**WEDNESDAY, OCTOBER 17**

12:00 pm – 1:30 pm
**Sector Business Meetings & Luncheons**
*(Open to all attendees)*

- **High Technology (HT)**
  Location: Salon G
- **Chemicals, Energy, Environment, and Materials (CEEM)**
  Location: Berkley-Clarendon
- **Life Sciences (LS)**
  Location: Salon E
- **Consumer Products (CP)**
  Location: Wellesley
- **Industry-University-Government Interface (IUGI)**
  Location: Provincetown

2:00 pm – 4:30 pm
**Chapter Leadership Training**
Location: Regis

**THURSDAY, OCTOBER 18**

8:30 am – 12:30 pm
**2019 LES Board of Directors Meeting**
Location: Regis
**MEETING SCHEDULE AT-A-GLANCE**

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

### SUNDAY, OCTOBER 14

**9:00 am – 7:30 pm**
**REGISTRATION OPEN**
Location: *Registration A & B | 4th Floor*

**4:00 pm – 6:00 pm**
**Accompanying Guest Lounge**  
(Open to all registered guests)
Location: *Maine*

**1:30 pm – 5:30 pm**
**Leadership Summit** (Invitation Only)
Location: *Dartmouth - Fairfield*

**1:30 pm – 4:30 pm**
**LES Standards Pre-Meeting Workshops**  
(Open to all attendees)
- IP Valuation  
  Location: *Massachusetts*
- Intangible Assets in the Boardroom  
  Location: *Vermont*

**4:30 pm – 6:30 pm**
**Orientation & Speed Mentoring for New Members & First Time Attendees**  
(Open to all attendees)
Location: *Arlington/Berkeley/Clarendon*

**6:30 pm – 8:00 pm**
**Welcome Reception & Annual Chapter Awards**
Location: *Gloucester | 3rd Floor*

**8:00 pm – until**
**Sunday Night Football with CEEM**  
(Open to all attendees)
Location: *Arlington*

**8:30 pm – until**
**YMC Get-Together**  
(Open to all attendees)
Location: *Offsite*

*check media wall and mobile app for updates*
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 am – 6:00 pm</td>
<td><strong>REGISTRATION OPEN</strong></td>
<td>Registration A &amp; B, 4th Floor</td>
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<tr>
<td>7:30 am – 8:45 am</td>
<td><strong>Networking Breakfast</strong></td>
<td>Gloucester, 3rd Floor</td>
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<td>7:30 am – 5:30 pm</td>
<td><strong>Exhibit Hall Open</strong></td>
<td>Gloucester, 3rd Floor</td>
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<tr>
<td>7:30 am – 8:45 am</td>
<td><strong>WOMEN IN LICENSING BREAKFAST</strong></td>
<td>Salon BCD</td>
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<td><strong>Work Smart: How to Negotiate Your Compensation</strong></td>
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<td><em>(Open to all attendees)</em></td>
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<tr>
<td>8:45 am – 9:00 am</td>
<td><strong>Welcome &amp; Opening Remarks</strong></td>
<td>Salon EFG</td>
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<tr>
<td>9:00 am – 10:00 am</td>
<td><strong>OPENING PLENARY—FIRESIDE CHAT</strong></td>
<td>Salon EFG</td>
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<tr>
<td>10:30 am – 11:45 am</td>
<td><strong>SPOTLIGHT PLENARY SESSIONS</strong></td>
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<tr>
<td><strong>Track 1:</strong></td>
<td>Funding Start-Ups—The Boston Perspective</td>
<td>Salon A-B</td>
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<td><strong>Track 2:</strong></td>
<td>IP Licensing in Vector-Based Gene Therapy</td>
<td>Salon C-D</td>
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<td><strong>Track 3:</strong></td>
<td>Increasing ROI for Government Funded Research: A Call to Action</td>
<td>Salon H-I</td>
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<td><strong>Track 4:</strong></td>
<td>Advanced Telecommunications Licensing 4G, 5G &amp; LTE for Automobiles—</td>
<td>Salon J-K</td>
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<td></td>
<td>How to Create an Efficient Process?</td>
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<td><strong>Track 5:</strong></td>
<td>Real World IP Due Diligence: Managing Risk &amp; Avoiding Disaster in Real Time</td>
<td>Provincetown</td>
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<tr>
<td>11:45 am – 12:00 pm</td>
<td>Transition Break</td>
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<td>12:00 pm – 1:30 pm</td>
<td><strong>Annual Business Meeting &amp; Deals of Distinction Awards Luncheon</strong></td>
<td>Salon EFG</td>
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<tr>
<td>1:30 pm – 2:45 pm</td>
<td><strong>SPOTLIGHT PLENARY SESSIONS</strong></td>
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<tr>
<td>Track 1:</td>
<td>Accessing Early Innovation Through Open &amp; External Innovation Models</td>
<td>Salon A-B</td>
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<td>Track 2:</td>
<td>IIOT: Enabling a Surge in Industrial Productivity</td>
<td>Salon C-D</td>
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<td>Track 3:</td>
<td>Us or Them: Who is Going to Set Standards for Licensing?</td>
<td>Salon H-I</td>
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<tr>
<td>Track 4:</td>
<td>Supercharging Academic-Industry Deals with Hidden Values</td>
<td>Salon J-K</td>
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<td>2:00 pm – 5:00 pm</td>
<td><strong>CLP Board Meeting</strong></td>
<td>Maine</td>
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<td>3:00 pm – 4:00 pm</td>
<td><strong>WORKSHOP SESSIONS</strong></td>
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<tr>
<td>Track 1:</td>
<td>Patenting and Commercializing Machine Learning</td>
<td>Salon A-B</td>
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<td>Track 2:</td>
<td>Connecting Life Sciences IP to Business Development</td>
<td>Salon C-D</td>
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<td>Track 3:</td>
<td>2018 Tax Consequences: Organizational Coordination of IP Monetization &amp; Tax Planning</td>
<td>Salon H-I</td>
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<td>Track 4:</td>
<td>The Joint Chiefs’ Guide to Preparing for Patent War</td>
<td>Salon J-K</td>
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<td>Track 5:</td>
<td>Building and Structuring a Successful Global IP Litigation Program</td>
<td>Provincetown</td>
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<td>4:30 pm – 5:30 pm</td>
<td><strong>WORKSHOP SESSIONS</strong></td>
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<td><strong>Track 1:</strong> IP Strategy High Tech War Game</td>
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<td></td>
<td>Location: Simmons</td>
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<td><strong>Track 2:</strong> Opposites Attract: Large and Small Companies Perspectives on Overcoming Obstacles to Get The Deal Done</td>
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<td>Location: Suffolk</td>
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<td><strong>Track 3:</strong> Strategic Innovations in Academia</td>
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<td>Location: Arlington</td>
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<td><strong>Track 4:</strong> Fireside Chat with Blockstack: High Tech Sector’s Deal of Distinction Award Recipient</td>
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<td>Location: Wellesley</td>
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<td><strong>Track 5:</strong> 2018 Life Sciences Partnering Performance and Reputation Survey Results and Panel Discussion</td>
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<td></td>
<td>Location: Exeter/Fairfield</td>
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<tr>
<td>5:45 pm – 7:15 pm</td>
<td><strong>Women in Licensing Mixer &amp; Guided Networking Event</strong> (Open to all attendees)</td>
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<td></td>
<td>Location: Berkeley/Dartmouth</td>
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<td>5:30 pm – 6:30 pm</td>
<td><strong>VIP Sponsors &amp; Exhibitor Appreciation Toast</strong> (Invitation only)</td>
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<td>Location: 3rd Floor Atrium</td>
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<tr>
<td>6:30 pm – 7:30 pm</td>
<td><strong>Evening Wine and Networking Cocktail Hour</strong></td>
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<td>Location: Foyer Salon A-G</td>
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<tr>
<td>7:30 pm – 10:00 pm</td>
<td><strong>LES Supper Club and Frank Barnes Award Celebration</strong></td>
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<td>Location: Salon A-G</td>
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## TUESDAY, OCTOBER 16

### 6:30 am – 7:30 am
**LES Fun Run**

### 7:00 am – 5:00 pm
**REGISTRATION OPEN**
Location: Registration A & B | 4th Floor

### 7:30 am – 8:30 am
**Networking Breakfast**
Location: Gloucester | 3rd Floor

### 8:00 am – 5:00 pm
**Exhibit Hall Open**
Location: Gloucester | 3rd Floor

### 8:30 am – 8:45 am
**Plenary Session Opening Remarks**
Location: Salon EFG

### 8:45 am – 10:00 am
**PLENARY SESSION**
Digital Health: The Intersection of Life Sciences and Technology
Location: Salon EFG

### 10:30 am – 11:45 am
**SPOTLIGHT PLENARY SESSIONS**

**Track 1:** 2038: Long-Term Insight into the Future of the Licensing Practice
Location: Salon A-B

**Track 2:** Best Practices in License Portfolio Management: Assuring Receipt of Full Value
Location: Wellesley

**Track 3:** Beyond “Deals of Distinction”—Lessons Learned & Best Practices: What Happened After the Ink was Dry?
Location: Salon C-D

**Track 4:** Navigating Standard Essential Patents Issues Through International Waters
Location: Salon H-K

**Track 5:** Zen, Patents, and Open Source: Balancing the Viewpoints of Licensors and Licensees
Location: Suffolk
12:00 pm – 1:30 pm
Chairman’s Luncheon
Keynote Address: Negotiating the Impossible
Location: Salon EFG

1:30 pm – 2:45 pm
PLENARY PANEL SESSIONS

Track 1: When “Not” Becomes Hot: Big Pharma’s Evolving Shopping List
Location: Salon A-B

Track 2: Maximizing IP Value & Minimizing IP Risk in M&A Transactions
Location: Salon C-D

Track 3: Driving Consumer Product Value through Innovation and Licensing
Location: Salon H-I

Track 4: Data Sharing + Licensing Agreements: Partnerships Across Sectors
Location: Salon J-K

3:00 pm – 4:00 pm
WORKSHOP SESSIONS

Track 1: What is Big Data & Why Does It Matter?
Location: Wellesley

Track 2: Immuno-Oncology’s Promise & Peril: The Embarrassment of IO Riches & Implications to Investment, Clinical Development, and Deal-Making
Location: Simmons

Track 3: IP Issues in Strategic Alliances, Joint Ventures, and Joint Development
Location: Suffolk

Track 4: Blockchain: Early Stage Technology Valuation in a Media Hyped Market
Location: Salon H-I

4:30 pm – 5:30 pm
WORKSHOP SESSIONS

Track 1: Madey, Myriad, Mayo, and Mohawk Tribe: Understanding Court Decisions That Have Shaped Technology Transfer & Academic Licensing
Location: Salon H-I
Track 2: Intellectual Property Licensing in the Shadow of Bankruptcy
Location: Suffolk

Track 3: Business of Intellectual Property & the Supply Chain
Location: Simmons

Track 4: Trade Secrets on the Rise — Protecting Trade Secrets in the Global Economy
Location: Provincetown

Track 5: Managing Cross Border IP Enforcement: Hot Topic Issues in the United States, Canada, and Europe
Location: Wellesley

5:30 pm – 6:30 pm
Cocktails and Committees Happy Hour
(Open to all attendees)
Location: Foyer Salon A-G

6:30 pm – 9:00 pm
Sector Crawl
(Open to all attendees)
Location: Salon A-G
**WEDNESDAY, OCTOBER 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
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<tr>
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<td>8:30 am – 8:45 am</td>
<td><strong>Plenary Session Opening Remarks</strong></td>
<td>Salon G</td>
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<td>8:45 am – 10:00 am</td>
<td><strong>PLENARY SESSION</strong></td>
<td>Salon G</td>
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<td>10:30 am – 11:45 am</td>
<td><strong>WORKSHOP SESSIONS</strong></td>
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<tr>
<td>Track 1:</td>
<td>Top 10 Court Decisions of 2018 Affecting Licensing</td>
<td>Salon A-B</td>
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<td>Track 2:</td>
<td>Getting My Product/Technology Reviewed by Big Pharma</td>
<td>Salon C-D</td>
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<td>Track 3:</td>
<td>Recent Developments &amp; Best Practices in Determining Patent Damages</td>
<td>Suffolk</td>
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<td>Track 4:</td>
<td>Identifying Emerging Technologies via Data &amp; IP Analytics</td>
<td>Simmons</td>
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<td>1:30 pm – 3:00 pm</td>
<td><strong>WORKSHOP SESSIONS</strong></td>
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<tr>
<td>Track 1:</td>
<td>Ethics in Negotiation</td>
<td>Wellesley</td>
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<td>Track 2:</td>
<td>Cross-Functional Collaboration to Protect IP in the Supply Chain</td>
<td>Salon J-K</td>
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<td>Track 3:</td>
<td>Career Paths for Dealmakers: A Ladder or a Jungle Gym?</td>
<td>Salon H-I</td>
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</table>
2:00 pm – 4:00 pm  
**Career Development**  
One-on-One Meetings  
Location: Dartmouth – Fairfield

3:00 pm – 5:00 pm  
**Closing Networking Reception**  
Location: 3rd Floor Atrium

**EXPLORE LES’ SECTOR-SPECIFIC WORKSHOPS & NETWORKING**

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

<table>
<thead>
<tr>
<th>Sector</th>
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<tbody>
<tr>
<td>CEEM</td>
<td>Chemicals, Energy, Environmental and Materials</td>
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<td>IUGI</td>
<td>Industry-University-Government Interface</td>
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<tr>
<td>LS</td>
<td>Life Sciences</td>
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EDUCATIONAL OFFERINGS

Ethics in IP
IP Business Basics 101
IP and Licensing Basics
Best Practices in IP Licensing
Business Development for IP Licensing
CLP Exam Review Course
Intellectual Asset Management (IAM) Strategy
Principals and Practices of IAM
Advanced Business Development
Advanced Negotiation Skills
Business Development for Life Science
Strategic Licensing: Advanced Skills and Tools
Plus, webinars for all skillsets!

Volunteer your time on the Education Committee!

Join us at the Education Committee Meeting on Monday, October 15th at 11:00am

For more information please visit: www.lesusacanada.org/education
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.”
Hon. Paul R. Michel (Ret.)
Chief Judge, U.S. Court of Appeals for the Federal Circuit

Learn more about LES Standards Development by visiting any LES Standards Committee Meeting on Monday, October 15th from 7:30am - 8:45am

* See your schedule at a glance for locations.
Learn more about LES Standards Development by visiting any LES Standards Committee Meeting on Monday, October 15th from 7:30am - 8:45am.

* See your schedule at a glance for locations.

LES 2018
Annual Meeting
October 14-17

Boston, Massachusetts
the birthplace of INNOVATION
SATURDAY, OCTOBER 13

8:00 am – 5:00 am  Negotiation Skills – Day 1
Location  Vineyard
Instructors  Charles R. Neuenschwander, CLP, Principal, International Patent Licensing Company
Mark D. Shelley II, Senior Associate Hogan Lovells US, LLP
Jeffrey S. Whittle, CLP, Partner Hogan Lovells US, LLP

Understand the principles underlying effective negotiation, learn and practice skills to become a better negotiator, take home new ideas and reference material to be used in preparing and executing the next negotiation. 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 14

8:00 am – 5:00 am  Negotiation Skills – Day 2
Location  Vineyard

8:00 am – 5:15 am  IP Business Basics 101
Location  Suffolk
Instructors  Jonathan Hance, CLP, Partner Bracewell LLP
Joseph Miotke, DeWitt Ross & Stevens SC

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.
### LES STANDARDS PRE-MEETING WORKSHOPS

#### IP Valuation

**Location** Massachusetts  
**Speaker** Michael J. Pellegrino, President  
Pellegrino and Associates, LLC

This session will address the ongoing development of the IP valuation standard that LES will be submitting to ANSI. The workshop will start with a brief overview of the main contributors to the effort. From there, the workshop will address the many competing demands that the committee had to address and the resulting framework that formed the basis for the standard. Next, the workshop will provide an overview of the current draft standard. Lastly, the workshop will provide a forum to solicit feedback regarding the current draft standard efforts and ways for the membership to engage in further refinement of the standard.

#### Intangible Assets in the Boardroom

**Location** Vermont  
**Panelists**  
Mark Radha, President and Co-Founder Strata Insights  
John Carney, Managing Director China IP Exchange  
Ron Laurie, Chairman InventionShare  
**Moderator** Paul Roberts, Vice President Commercialization, GE Ventures - Business Innovations

Corporate boards of directors are legally accountable for safeguarding shareholder value, which increasingly involves appropriate oversight of intangible asset (IA) value enhancement and risk mitigation. LES has been approved by the American National Standards Institute (ANSI) as a standards development organization, and this particular standard will articulate the process for adequate board oversight of IA, including intellectual property, to benefit the company and also help insulate against both corporate and director liability. The standard will identify the process steps and key principles for boards to achieve those objectives in a non-proscriptive manner. This workshop will discuss key aspects of the draft standard, including:

- Identifying changes in the financial and legal environments that impact a board’s ability to effectively discharge their IA oversight responsibilities;
- Articulating the core principles for appropriate board IA oversight;
• Creating a taxonomy for translating between business and legal terminology to lower existing communication barriers between directors and IA professionals; and
• Developing a “materiality filter” that enables the standard to be applied in a way that reflects differences in company size, maturity, technology, culture, etc.

4:30 pm – 6:30 pm  Orientation and Speed Mentoring for New Members & First Time Attendees - How to Get More Involved with LES

Location  Arlington/Berkeley/Clarendon

Hosted by  Young Members Congress

Panelists  Annie Gauthier, Partner, BCF
Director of Local Chapters East, LES Board of Directors

James A. McGee, Senior Director
Corporate Business Development
Eli Lilly and Company; Chair, LES Life Sciences Sector

Michael Perham, Director
Innovations and External Relations,
HHMI; Member, YMC Committee
LES USA & Canada

Vincent Bergeron, Partner, Lawyer
and Trademark Agent, ROBIC; Chair
YMC Committee LES USA & Canada

Volunteers are vital to the growth and vibrancy of the LES U.S.A. and Canada organization. Many new and even long-standing members are interested in becoming involved but are often wondering how to do so. We will showcase some of our committees that are seeking volunteers and hear 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 and Annual Chapter Awards “All Things Boston”

Location  Gloucester | 3rd Floor

Take a tour of Boston through the eyes of LES with a historic look at IP and the evolution of Patents while honoring our LES Chapters for their achievements in 2018.
8:00 pm – 12:00am  
“Sunday Night Football with CEEM”

Location  Arlington

Extend your Sunday evening networking with Sunday Night Football live as the New England Patriots host the Kansas City Chiefs. Kickoff at 8:20 pm EST. Wear your favorite team jersey, stop by for the game and a chance to win a prize in our CEEM half-time football trivia contest. Have fun and learn more about the Chemicals, Energy, Environment, and Materials (CEEM) sector.

8:30 pm – until  
YMC Get-Together

Location  Offsite

If you are a Young Member (40 and under, or young-at-heart!), first-time attendee or just want to enjoy the company of LES’ future leaders, please join us for a YMC (Young Members Congress) get-together in Boston. Location to be announced on the YMC Bulletin Board during the Welcome Reception. Don’t miss this opportunity to network in a more relaxed setting!

Foley is a proud sponsor of the LES Annual Meeting.

For more information about Foley, please contact:
Mark Kassel in our Madison office at mkassel@foley.com.
The gender pay gap persists. Women in Licensing has partnered with the American Association of University Women (AAUW) to host a facilitated discussion on salary negotiations at its annual breakfast meeting this year. Women who work full time take home 80 cents for every dollar a full-time male worker is paid. And over a lifetime, those lost potential earnings add up. Women who negotiate increase their potential to earn higher salaries and better benefits packages.

AAUW has partnered with cities and states across the country to bring AAUW Work Smart trainings to women all over the US. With the goal of training 10 million women nationwide in salary negotiation, AAUW is working hard to close the gender pay gap by 2030. During this breakfast, you will be introduced to the Work Smart initiative as our invited facilitators share their approach to teaching salary negotiation. The audience can expect to leave with skills to help them advocate for themselves in the workplace. The breakfast is open to our colleagues from all genders.
### DETAILED SCHEDULE | MONDAY | CONTINUED

**Moderator**  Bill Elkington, Senior Director - IP Management, Rockwell Collins, President & Chair of the Board, LES (U.S.A. and Canada)

This plenary will explore the general state of innovation and competitiveness in America. Problems that need to be solved, goals that need to be achieved, and government policies that need to be taken forward will be identified by our distinguished guests. The initiatives of the USPTO and NIST will be described, and their status will be assessed.

**10:30 am – 11:45 am**  SPOTLIGHT PLENARY SESSIONS

**Track 1**  Funding Start-Ups - The Boston Perspective

**Location**  Salon A-B

**Panelists**  
- Ziad Moukheiber, Chief Executive Officer, Boston Harbor Angels
- Sanjay Manandhar, Serial Entrepreneur
- Ed Ahn, Chief Executive Officer, Medicinal Genomics
- Wan Li Zhu, Venture Capitalist

**Moderator**  David Powsner, Partner, IP Group, Nutter, McClennen & Fish, LLP

Funding startups has never been harder. Though investors are putting more dollars to work than ever before, their sophistication requires that an entrepreneur truly understand investor logic. Armed with that understanding, the entrepreneur should be able to play the odds by pitching across the country, especially in this era of low-cost travel and a ubiquitous internet. But is that actually so? Regional differences and, especially in those between the West and East coasts constrain the practicalities of fund-raising for the startup. Come to Part 2 of a Two-Part Series to hear the East Coast perspective on fund-raising.

**Track 2**  IP Licensing in Vector-Based Gene Therapy

**Location**  Salon C-D

**Panelists**  
- Raquel M. Alvarez, Assistant General Counsel, Pfizer
- Kelly Parsons, PhD, Associate Director, Commercialization, The University of North Carolina at Chapel Hill
- Greg Fralish, Director of Business Development, Takeda

**Moderator**  Michael Perham, Director Innovations and External Relations, HHMI / Janelia Research Campus
Vector-based gene therapies incorporate a wide variety of technologies and associated IP rights. They may include AAV vectors, methods of treatment, transfection methods, CRISPR-based DNA excision, methods of inhibiting antibody responses, and manufacture and purification methods. In this talk, we will explore IP and licensing factors in vector-based gene therapy programs and the major domains that affect deals such as the sources of each technology, the affect on valuation, and how to shape a deal from the perspective of licensor and licensee.

### Track 3
**Increasing ROI for Government Funded Research: A Call to Action**

**Location**  
Salon H-I

**Panelists**  
- Orin Herskowitz, Senior Vice President of Intellectual Property & Tech Transfer, Columbia University
- Mark Low, Managing Director Global Cardiovascular Innovation Center, Cleveland Clinic
- Gayatri Varma, Director, Partnering & Strategy, MedImmune
- Courtney Silverthorn, Deputy Director, Technology Partnerships Office, National Institute for Standards and Technology (NIST)
- Joe Allen, President, Allen & Associates

**Moderator**  
DJ Nag, President, InnovAito, LLC

Academic research remains an important source of innovation, with $140 billion spent every year by the federal government to support university and federal laboratory research. Yet, most of this innovation never makes it the market. There is a huge divide in what the industry is looking for and what the universities are producing. Even when there is apparent matching, delays in getting contracts done makes it difficult to transfer innovation. It is especially important today to have a novel and friendly approach to working with industry. With federal funding on the decline and other economies spending significantly in R&D, the innovation ecosystem in the US is under threat. This panel will discuss various approaches in making this conversation easier. What are some of the metrics in measuring this ROI? A recent initiative by the Department of Commerce to enhance ROI will be a major discussion for this panel.

### Track 4
**Advanced Telecommunications Licensing 4G, 5G & LTE for Automobiles - How to Create an Efficient Process?**

**Location**  
Salon J-K
Panelists | Jason Skinder, Global Patent Counsel Software & Services AptivPlc  
Matthias Schneider, Chief Licensing Officer, AUDI AG, I/GG-P  
Michael Lasinski, Founder and Managing Director, 284 Partners  
Luke McLeroy, Vice President Business Development, Avanci  

Moderator | John Carney, Managing Director China IP Exchange, LLC  

Telephones are not new to vehicles and have been integrated into vehicles with systems like On-Star and similar systems for years. What is different about 4G/CDMA/5G/LTE connectivity for vehicles and what is driving the need for additional licenses for SEP/IP?  

What is currently in place to facilitate access to SEP in the smart phone space? Is this sufficient for the automotive telecom market place and if not what is missing?  

What other licensing models have been employed in the hand set market and can they be employed for vehicles? What is driving the need for a different licensing model for cars that was utilized for the smart phone market?  

| Track 5 | Real World IP Due Diligence: Managing Risk and Avoiding Disaster in Real Time (And on Budget)  
Location | Provincetown  
Panelists | Mitch Charness, Partner, Ridout & Maybee LLP  
Angela Kujak, Director of Contracts, UCLA Technology Development Group  
Sanjay Prasad, Principal Prasad IP, PC  

Moderator | Joshua Slavitt, Partner, Gordon & Rees Scully Mansukhani  

Practically all M&A transactions involve IP assets. Yet these transactions are negotiated and consummated under real world constraints of time, money, and information. So how can you effectively design and execute IP due diligence reviews that address the most important questions and provide the greatest value. Hear practical and effective approaches to IP due diligence from a panel of experienced in-house counsel and attorneys as they offer their insights and the lessons they’ve learned.
12:00 pm – 1:30 pm  **Annual Business Meeting, President’s Exemplary Service Award and Deals of Distinction Awards Luncheon**

**Location** Salon EFG

Join your colleagues in meeting the 2019 LES Board of Directors and be present as the 2018 President’s Exemplary Service Award and Deals of Distinction Awards are presented. 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.

1:30 pm – 2:45 pm  **SPOTLIGHT PLENARY SESSIONS**

**Track 1**  **Accessing Early Innovation Through Open and External Innovation Models**

**Location** Salon A-B

**Panelists**

Scott Brown, Chief Administrative Officer and General Counsel, Novartis Institutes for BioMedical Research (NIBR)

Diana Wetmore, Vice President of Therapeutics Development & Director, Innovation Support Center Harrington Discovery Institute

Christopher Coburn, President Partners Healthcare

**Moderator** Seema Basu, PhD., Market Sector Leader, Innovation, Partners HealthCare

The panel will discuss models and trends in the life science sector to successfully access ideas, knowledge, technologies and capabilities from within an organization and from external partners and the ecosystem. Stakeholders in this ecosystem - industry, academia and foundation – will share and debate their perspective of drivers, success and challenges in structuring such programs and partnerships, including key elements - including IP, value creation, resources, culture and management.

**Track 2**  **IIOT: Enabling a Surge in Industrial Productivity**

**Location** Salon C-D
### The Consumer Market Has Shown Eagerness for the Adoption of Internet-of-Things Technologies

The consumer market has shown eagerness for the adoption of Internet-of-Things technologies. In the industrial and manufacturing sector, there is a quiet revolution under way which promises to profitably leverage the power of connectedness. The “sensor” part of this platform is fairly well developed; what remains to be developed are ruggedized software backbones and the subsequent integration in workflow environments. In this session, a panel of experts will explore this issue from a variety of standpoints: competitive need, investment prospects, legal considerations and adoption challenges. The session will prepare technology transfer professionals with the inevitable need to handle these technologies.

#### Track 3: Us or Them: Who is Going to Set Standards for Licensing?

**Location**: Salon H-I

**Panelists**
- **Aaric Eisenstein**, Vice President - Licensing Strategy, Personalized Media Communications
- **Lee Cheng**, Chief Legal Officer, eForCity Corporation
- **Roman Buhler**, National Director, Madison Coalition

**Moderator**: **Jeff Bartholomew**, Shareholder, Robinson Waters & O’Dorisio, P.C

Patent licensors and licensees may not reach an agreement and end up in litigation. Judges look or should look at the behavior of the parties along with other factors in determining how to best manage the case. Gamesmanship should be held against parties and, conversely, adhering to standards should be rewarded. As more parties abide by standards and as more judges take standards into account, wasteful, abusive, and unfair litigation and the need for the often blunt force of more state or federal legislation should be reduced. We believe that industry participants in actual license negotiations can do a better job of adopting workable rules than legislators or even courts, who don’t live in the trenches day-to-day. This panel is a microcosm of the LES Standards Initiative process: a grown-up conversation among various interest groups to come up with voluntary rules that are adopted by compromise and consensus.
**Track 4**  
**Supercharging Academic-Industry Deals with Hidden Values**

<table>
<thead>
<tr>
<th>Location</th>
<th>Salon J-K</th>
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| **Panelists** | Manu Nair, Vice President, Technology Ventures, Oklahoma Medical Research Foundation  
Suresh Annavarapu, Associate Director Business Development, Technology Transfer & Industrial, Commercialization, Tufts University  
Randy Morin, Vice President, Head of Intellectual Property Translate Bio |
| **Moderator** | Luna Mukherjee, PhD, MBA, RTTP  
Athena Consultancy Services |

An interactive discussion with panel members and audience on academic-industry deals on Intellectual Property (IP). Speakers are a mix from academics and industry. They will share their experiences in working on deals between academics and industry. The discussion will include their perspectives on: value of IP and different types of value; enhancing deals by highlighting unforeseen values, negotiations based on values; strategies for maximizing value for IP deals. Questions and comments would be welcome from audience.

2:00 pm – 5:00 pm  
**Train the Trainer**

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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.

3:00 pm – 4:00 pm  
**WORKSHOP SESSIONS**  
**Track 1**  
**Patenting and Commercializing Machine Learning**

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<th>Location</th>
<th>Salons A-B</th>
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| **Panelists** | Sam Liss, Executive Director Strategic Partnerships, Harvard University Office of Technology Development  
Leanne Fitzgerald, Vice President Associate General Counsel & Assistant Secretary, Nuance Communications, Inc. |
Today, machine learning and deep learning technology is at the core of innovations in a wide range of fields ranging from bio-informatics and healthcare to self-driving cars and robotics. This panel will explore strategies for protecting machine learning inventions through patenting, including techniques for overcoming patent-eligibility and obviousness challenges in this space. The discussion will focus on approaches to patenting machine learning technology that have generated value through licensing. Differences between patenting and licensing generic software inventions vs. machine learning inventions will be emphasized.

**Track 2**  
**Connecting Life Sciences IP to Business Development**  
**Location** Salons C-D  
**Panelists**  
- Suzanne A. Lebold, Vice President, Business Development & Acquisitions, AbbVie  
- Sian C. Godwin, Head of Licensing GE Healthcare  
- Gary Keller, Chief Executive Officer Xomix  
- Steven C. Kuemmerle, Special Advisor, Innovation and Industry Partnerships, Rosalind Franklin University of Medicine and Science  
**Moderator** Kate Berezutskaya, Partner, Greer Burns and Crain, Ltd.

Intellectual Property (IP) in Life Science is often viewed as the foundation for bringing new products to the market. This panel will review strategies for connecting all forms of IP (Patents, Copyright, Know-How & Trademarks) to Life Sciences business development. Panelists will discuss how they have evaluated IP in Life Sciences from a business development perspective and discuss what sets certain IP apart from the rest. The discussion will include examples from deals our panelists have worked on where they have connected IP to business development and acquisitions. We will also discuss strategic alliances that can be developed in order to fully leverage the value of IP.

**Track 3**  
**2018 Tax Consequences: Organizational Coordination of IP Monetization and Tax Planning**  
**Location** Salons H-I
Patents have been and continue to be an important asset for all innovators. Unfortunately, a patent is not an asset that typically possesses flexibility and adaptability. Even after the original disclosure is filed, a number of strategic choices remain available throughout the life-cycle of patent prosecution in order to organically build a formidable patent portfolio from the ground up. This presentation will address the good, bad and ugly of patent prosecution as seen by patent litigators and patent licensing experts, and further discuss solutions and strategies for creating a patent portfolio that can be meaningfully monetized.

Track 5  Building and Structuring a Successful Global IP Litigation Program
Location  Provincetown
Panelists  Brett Cooper, Principal, McKool Smith
Vinit Nijhawan, Managing Director UnitedLex
Paul Riley, Co-Founder and Partner JASPAR - IP Consultants
Keith Walker, Director of Intellectual Property Licensing International Game Technology
Moderator  Steve Pollinger, Founding Principal McKool Smith
This panel will discuss the current IP landscape in the U.S. and abroad, including legal and political issues, as well as best practices around developing a successful domestic and international IP enforcement program in the current climate. The panelists will also address best practices in jurisdictions such as Germany and China to develop and/or enforce IP protection.

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<th>4:30 pm – 5:30 pm</th>
<th>WORKSHOP SESSIONS</th>
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<tr>
<td><strong>Track 1</strong></td>
<td><strong>IP Strategy High Tech War Game</strong></td>
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<tr>
<td><strong>Location</strong></td>
<td>Simmons</td>
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| **Panelists**     | Natalie Raffoul, Lawyer & Registered Patent Agent, Clancy P.C. & Brion Raffoul  
                   | Paul Gagnon, Legal Counsel, Element AI |
| **Moderator**     | Karl Barnfather, Partner, European and UK Patent Attorney, Withers & Rogers, LLP |

Based on some relevant scenarios faced by IP experts in the High-Tech sector on a regular basis, attendees will enjoy an active discussion of how best to optimize an IP strategy to deal with those scenarios, how possibly to anticipate the scenarios for themselves, and importantly how to improve communication of proposed changes in IP strategy within an organization. The lively discussion seeks to prove to be both thought-provoking and have practical outcomes.

| **Track 2**       | **Opposites Attract: Large and Small Company Perspectives on Overcoming Obstacles to Get the Deal Done** |
| **Location**      | Suffolk           |
| **Panelists**     | Robert Jung, Director, Intellectual Property & Licensing, Sion Power  
                   | Maureen Toohey, Founding Member, Toohey Law Group LLC  
                   | Greg Ikomen, Principal, Faber Daeufer & Ittato |
| **Moderator**     | Timothy Oyer, President and Managing Partner, Wolf, Greenfield & Sacks, P.C. |
Small and mid-size R&D companies often have great ideas but not the resources to bring those ideas to market. Established companies interested in working with smaller companies often have a model that may not be fully appreciated by smaller companies. Through miscommunication and/or misunderstanding, those who sit on either side of this equation and do not have significant experience with the other side may experience frustration in getting deals done that would appear relatively non-complex. How can small and large companies approach licensing collaborations in a way that leads to a deal getting done quickly and efficiently? Join us for a lively and wide-ranging discussion on how to manage licensing negotiations between large and small companies without killing the deal. Unique challenges include accommodating requests to modify boilerplate language while minimizing risk; using the Patent Office’s newly-introduced post-grant proceedings to your advantage; and structuring royalty and license fee payments to extract maximum value while minimizing IP prosecution costs. Our panelists will share war stories and strategies that have been successful for them in licensing negotiations, and invite audience members to share their experiences as well.

**Track 3 Strategic Innovations in Academia**

**Location** Arlington

**Panelists**
- Qinxian Jin, Dean of the Office of Technology Transfer and Deputy Secretary General, Tsinghua University
- Tony Raven, Chief Executive Cambridge Enterprise
- Charles Sodini, Professor Massachusetts Institute of Technology

**Moderator** David Ai, Chief Innovation Officer & Director of Commercialization University of Hawaii

Different from the traditional government-funded and corporate-sponsored research models, we are witnessing novel innovation models in academia, combining government, corporate, and financial market resources in various ways. Examples such as Cambridge Enterprise, Tsinghua University Strategic Initiative, and MIT-HKUST scheme all share the core mission of producing high impact and fundamental innovations directed by market demand. Some are driven mainly by the academics, some are led by a government-academic partnership, and some are supported by a vibrant capital market. We will see the social, cultural and political factors underneath each model, and explore the best practices and success factors among them.
### Track 4: Fireside Chat with Blockstack: High Tech Sector’s Deal of Distinction Award Recipient

**Location:** Wellesley  

**Panelists:**  
- Sachin Patodia, Managing Director, Digital Assets Venture Investing, Devonshire Investors  
- Elizabeth Thys, Operations Partner, Blockstack

**Moderator:** Efrat Kasznik, President, Foresight Valuation Group, Chair, High Technology Sector, LES U.S.A. and Canada

The High-Tech Sector selected Blockstack’s $50 Million Token Pre-sale as its Deal of Distinction (DoD) for 2018. Founded in 2013, Blockstack has been building a decentralized blockchain architecture for publishing on the internet, one designed around user control. In late 2017, Blockstack has raised $50 million through the sale of 440 million tokens. The sale attracted leading investors – including Union Square Ventures (USV), Lux Capital and F-Prime Capital Partners – to fund Blockstack’s particular vision for a decentralized web built on blockchain technology. This fireside chat will feature representatives from Blockstack and its investor group, who will discuss the dynamics and outcome of this deal as a new funding vehicle in the blockchain ecosystem.

### Track 5: 2018 Life Sciences Partnering Performance and Reputation Survey Results and Panel Discussion

**Location:** Exeter/Fairfield

**Panelists:**  
- Lizabeth Leveille, Head Boston Innovation Hub, Merck  
- Lucinda (Cindy) Warren, Vice President, Business Development, Neuroscience, J&J Innovation  
- Mike Berglund, Senior Director, Corporate Business Development, Eli Lilly

**Moderator:** Ben Bonifant, Founding Partner, Triangle Insights Group
The Partnering Performance and Reputation Survey (PPRS) provides perspectives from the partners of twenty leading pharmaceutical companies regarding the reputation and performance of those large organizations. This program was conducted during the first six months of 2018. With a robust response level, the survey results provide insights on which companies are regarded as partnering leaders and how aspects of initial outreach response, diligence, negotiations, and alliance management influence those reputations.

After a short review of the survey, a panel of industry leaders will discuss the results and offer qualitative assessments of factors that drive effective partnering.

5:00 pm - 6:30 pm  
Women in Licensing Mixer & Guided Networking Event

Location  Berkeley/Dartmouth

Join Women in Licensing at its second mixer and networking event. Enjoy light hors d’oeuvres & drinks and participate at our guided networking program for maximum impact. Networking discussions will be centered on an array of professional development topics as well as licensing. There is no additional charge for registered meeting attendees to attend the mixer.

5:30 pm – 6:30 pm  
VIP Sponsors & Exhibitor Appreciation Toast  
(by invitation only)

Location  3rd Floor Atrium

Join LES Leadership in a special VIP Toast to thank all of our Annual Meeting Sponsors and Exhibitors. Thank you for your continued support.

6:30 pm – 7:30 pm  
Evening Wine and Networking Cocktail Hour

Location  Foyer Salon A-G

Kick off your evening with cocktails and networking as we wind down into an evening of great music, food and fun!

7:30 pm – 10:00 pm  
LES Supper Club and Frank Barnes Award Celebration

Location  Salons A-G

We are rebranding Monday evening’s event to a “not so Gala” night of great food, music and as always the best networking in the industry! Join us at the LES Supper Club and enjoy the sounds of local band Hot Club of New England. Get dressed for cocktails and join your associates in honoring this year’s Frank Barnes Award recipient while having fun in the Supper Club!
**TUESDAY, OCTOBER 16**

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<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tr>
<td>6:30 am - 7:30 am</td>
<td><strong>LES Fun Run</strong></td>
<td>Running enthusiasts kick off your morning with the LES Fun Run through the streets of Boston. Meet in the lobby of the Marriott Copley Place for course details.</td>
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<td>8:30 am – 8:45 am</td>
<td><strong>PLENARY SESSION</strong></td>
<td><strong>OPENING REMARKS</strong></td>
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<td><strong>Location</strong></td>
<td>Salons EFG</td>
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<td><strong>Welcome &amp; Opening Remarks</strong></td>
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<td>8:45 am – 10:00 am</td>
<td><strong>Digital Health:</strong> The Intersection of Life Sciences and Technology</td>
<td><strong>Location</strong> Salons EFG</td>
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<td><strong>Panelists</strong></td>
<td>Travis Coy, Vice President, Corporate Business Development Eli Lilly</td>
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<td>David Feygin, Chief, Digital Health Boston Scientific</td>
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<td>Manoja Ratnayake Lecamwasam, Executive Director Intellectual Property and Strategic Innovation, Dignity Health</td>
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<td><strong>Moderator</strong></td>
<td>Kamal Jethwani, Senior Director for Connected Health Innovation Partners HealthCare</td>
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<td>10:30 am – 11:45 am</td>
<td><strong>SPOTLIGHT PLENARY SESSIONS</strong></td>
<td><strong>Track 1 2038: Long-Term Insight into the Future of the Licensing Practice</strong></td>
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<td><strong>Location</strong></td>
<td>Salon A-B</td>
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<td><strong>Panelists</strong></td>
<td>Jacob Rosen, Chief Technology Officer and Co-Founder, Legit</td>
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<td>Shayne Phillips, Senior Intellectual Asset Manager, Halliburton</td>
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<td>Todd Krieger, Director of International Transactions and Senior Counsel, Intersystems</td>
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<td>Frank Gerratana, Principal, Fish &amp; Richards</td>
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<td></td>
<td><strong>Moderator</strong></td>
<td>Vincent Bergeron, Partner, Lawyer, Trademark Agent, ROBIC, L.L.P.</td>
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Don’t miss this very interesting panel on the future of what it means to be an IP/Licensing professional. The panel will try to answer questions such as: What lies ahead for the future of the IP/licensing and practice? Will the use of emerging technologies and artificial intelligence disrupt the licensing practice? How are these new tools going to affect the everyday practice of IP/licensing professionals, from in-house counsel to tech-transfer office professionals and private practice attorneys? The very diverse panel, composed of young and experienced in-house and private practice professionals, as well as LegalTech startup representatives, will discuss these challenging issues and will try to predict the licensing practice of the future.

**Track 2**  
**Best Practices in License Portfolio Management: Assuring Receipt of Full Value**

**Location:** Wellesley

**Panelists:**  
Jeffrey Sears, Associate General Counsel and Chief Patent Counsel  
Columbia University  
Brian Satterley, Director, Dolby Laboratories, Inc.  
Steven Ferguson, Special Advisor for Technology Transfer, National Institutes of Health (NIH) Office of Technology Transfer  
Melissa Buss, Senior Intellectual Property Counsel and Global IP Team, 3M Company - Office of Intellectual Property Counsel

**Moderator:** Debora Stewart, Managing Director, InvotexIP

Compliance programs help ensure that licensed IP is being exploited by licensees to its fullest earning potential. Further, institutional leadership expects us to have an effective compliance program to safeguard revenue streams. In this workshop we will share best practices for implementing a simple and robust license compliance program that will help you get exactly what you negotiated: every royalty payment, milestone payment, and fee. We will walk you through the program step-by-step. We will also share tweaks to the licensing template that will reap major financial rewards as they will help ensure accurate royalty reporting.

**Track 3**  
**Beyond “Deals of Distinction”: Lessons Learned and Best Practices: What Happened After the Ink was Dry?**

**Location:** Salon C-D
Seasoned deal-making professionals recognize that the success of the deal is based on what happens “after the ink is dry”. In the execution, many situations, scenarios and issues surface that are not anticipated and need to be addressed. In some of the more complicated deals, terms and provisions provided for such development, while in other cases, deal terms need to be renegotiated or amended.

Workshop attendees will learn from “Deal of Distinction” honorees about innovative deal provisions that facilitated successful execution, developments that were not anticipated and how deal terms or alliance management provisions were amended or renegotiated to deliver the anticipated results.

### Track 4 Navigating Standard Essential Patents Issues Through International Waters

**Location**

Salon H-K

**Panelists**

David W. Long, Founder, Author Blog on SEP and FRAND, Essential Patent LLC

Patricio Delgado, Vice President FRAND Compliance, Ericsson

Alan Johnson, Partner, Bristows LLP

John Dubiansky, Attorney Advisor Federal Trade Commission

**Moderator**

Stephen Kabakoff, Partner Finnegan Henderson Farabow Garrett & Dunner LLP
This panel will focus on how court and agencies worldwide have been handling standard essential patents (SEP) and determining fair, reasonable, and nondiscriminatory (FRAND) royalty rates. The panel will discuss SEP and FRAND issues in the U.S. and abroad, for example, including relevant case law, guidance provided in different jurisdictions, standards setting organizations and technologies, SEP licensing models, issues under antitrust and competition law, potential injunctive remedies, and more. The panel will include speakers who can share their views of SEPs and FRAND, such as from perspectives of patent litigators, corporate counsel, government agencies, and judicial and administrative tribunals.

**Track 5: Zen, Patents, and Open Source: Balancing the Viewpoints of Licensors and Licensees**

**Location:** Suffolk

**Panelists:**
- Van Lindberg, Intellectual Property Attorney, Dykema Cox Smith
- Giovanna Fessenden, Of Counsel Hamilton Brook Smith and Reynolds
- David Marr, Vice President, Legal Counsel, Qualcomm

**Moderator:** Daniel Dardani, Technology Licensing Officer, Massachusetts Institute of Technology Technology Licensing Office

A new twist has recently entered the debate about how patents and open source interact and whether the two principles are compatible with each other or not. Some thought leaders can see how patents and open source models have been successfully blended to achieve positive results. On the other hand, some have argued that certain patent licensing frameworks such as FRAND-based distribution models are inconsistent with the precepts of open source. What lies hanging in the balance of this licensing tug-of-war affects large commercial enterprises, small-to-medium enterprises, startups, and universities alike. This discussion will provide viewpoints and summarize the intentions of certain OSS license users and share the perspectives of various stakeholders and representatives from the High-Tech business sector, the legal profession, and the university technology transfer office. The session will also cover the evolving state of open source licenses and explain how that provides critical context for some of the current debate. The panel will conduct a discussion of possible end points and offer ideas for where the two systems might converge, to sustainably provide the greatest benefit to the open source community, to commercial and university licensors and licensees, and ultimately, to national innovation policy.
### 12:00 pm – 1:30 pm
**Chairman’s Luncheon**  
**Keynote Address:** “Negotiating the Impossible”  
**Location:** Salon EFG  
**Featuring:** Deepak Malhotra, Eli Goldston Professor of Business Administration, Harvard Business School

### 1:30 pm – 2:45 pm
**PLENARY PANEL SESSIONS**

#### Track 1  
When “Not” Becomes Hot: Big Pharma’s Evolving Shopping List  
**Location:** Salon A-B  
**Speaker:** Ed Saltzman, President and Founder, Defined Health

The past 6 months has seen 3 deals (Gilead/Kite, Celgene/Juno and Novartis/AveXis) collectively worth nearly $30 billion to sellers. The total value of just these three transactions is more than 6 times the value of all the combined value of all prior acquisitions in cell and gene therapy from 2009 to present. Aside from sheer size, one of the most striking characteristics these deals share is that none of the acquired assets leverage traditional small molecule or biological platforms. Most importantly, at least from a L&BD perspective, Pharma’s newly coveted programs are precisely the ones that for years their legions of scouts were ordered to exclude from their shopping lists, just like today’s other “must-have” item, immuno-oncology assets.

Of course, Pharma’s expensive new splash into uncharted commercial waters could prove to be short-lived if the scientific and clinical promise of their newly acquired breakthrough therapies is not rewarded with financial return. But with Pharma increasingly reliant on an outsourced R&D model, there may be little choice but to follow the science, as well as the large swath of venture capital investment, not only to cell and gene therapy but to all of the higher risk places they are headed. The net effect could well be a radical overhaul of the most coveted items on big pharma’s future shopping list.

This talk will look forward to the potentially explosive impact the rapidly changing environment will have on deal making and implications for business development strategy across the scope of the biopharma landscape.

#### Track 2  
Maximizing IP Value and Minimizing IP Risk in M&A Transactions  
**Location:** Salon C-D
### Detailed Schedule | Tuesday | Continued

#### track 3: Driving Consumer Product Value through Innovation and Licensing

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<tr>
<th>Location</th>
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<th>Panelists</th>
<th>Justin Lewis, Managing Director</th>
<th>OceanTomo</th>
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<td>Bryony Bouyer, Senior Vice President, Global Category Management, Marketing and Creative, Hasbro-Licensing Division</td>
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<td>Liren Chen, Senior Vice President Engineering, Qualcomm</td>
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<td>Steve Silvey, Of-Counsel, Patterson Law Firm</td>
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| Moderator | Ted Curtin, Chief Marketing Officer | LMCA |

Intangible assets generally, and intellectual capital in particular, have assumed an increasingly important role in the sourcing, negotiation, pricing and execution of complex corporate transactions such as mergers and acquisitions, technology and product line spin-offs, joint ventures, co-marketing arrangements and exclusive field-of-use licensing. The participants in this workshop are all seasoned IP professionals with a strong background in these kinds of corporate transactions and will provide practical guidance on allocating proper value to IP assets and minimizing IP-related risks.

In today’s complex and competitive landscape, more than 2,000 licensed brands and even more products compete for licensees, consumer attention, and distribution across a narrowing field of retail channels. Employing innovative strategies to product development, IP strategy and branding are critical to differentiate your program and make an impact on your company’s bottom line. This panel brings together all sides of consumer product innovation, IP licensing and branding to address challenges and successes in creating lasting licensing programs that increase brand and product value. You’ll hear from innovation leaders Hasbro and Qualcomm in combination with brand and IP.
licensing, valuation and legal expertise. If you are trying to create, and then protect, franchise value through brand expansion, IP licensing or technological innovation don’t miss this exciting panel.

**Track 4 Data Sharing + Licensing Agreements: Partnerships Across Sectors**

**Location** Salon J-K

**Panelists**
- Tony Orsini, Senior Vice President, Experian
- Rene Baston, Executive Director, North East Big Data Innovation Hub, Columbia University
- Soody Tronson, Managing Partner, STLG Intellectual Property Law Firm
- Mahesh Dodani, Executive, Cloud Computing, IBM

**Moderator** Meredith Lee, Executive Director, West Big Data Innovation Hub, University of California, Berkeley

The ubiquity of data in commerce across sectors has raised awareness around challenges and opportunities surrounding data sharing. Moreover, there is an increasing need for harmonization in data sharing practices among jurisdictions and private entities. In this panel, experts will share lessons learned, as well as existing and emerging practices:

- **Intentional Design:** what does a successful big data licensing collaboration look like? How might it evolve over time and ensure value? How is licensing different in the era of big data and what are the practical implications for different stakeholders?
- **From Zero to Operational:** what are the key steps to forming effective data sharing and licensing agreements? How might we mitigate risk to parties and their users?

Attendees will walk away with best practices, insights into current barriers to efficient deal making, and ways to improve the process.

**Workshop Sessions**

<table>
<thead>
<tr>
<th>Track 1</th>
<th>What is Big Data and Why Does It Matter?</th>
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<td>Location</td>
<td>Wellesley</td>
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**Panelists**
- Nitzan Sneh, Chief Executive Officer, CliniWorks, Inc.
- Karin Hollerbach, Vice President R&D, Presque, Inc.
The world has become excited about big data and advanced analytics because the potential for impact is big. Although there are successful examples of companies such as Amazon and Google, where data analytics is a foundation of the enterprise, for most data-analytics success has been limited to a few tests or to narrow slices of the business. Furthermore, there have been challenges and noticeable consequences when data collection and sharing and relationships built upon the same have not been fully vetted. This session will introduce big data and the diversity of stakeholders including open source community, startups, university spinoffs, and operating companies.

- How has the “innovation cycle” for big data evolved? What are the new paradigms for collaborative projects?
- Reflections on the non-human resources: how cloud computing, and other developments in technology impact how we are doing business Systems that integrate hardware + software with various degrees of “human in the loop”: what are the implications?

Attendees will walk away a better understanding of the big data ecosystem and implications on business relationships and licensing.

**Track 2**

**Immuno-Oncology’s Promise & Peril: The Embarrassment of IO Riches & Implications to Investment, Clinical Development, and Deal-Making**

**Panelists**

- **John DeYoung**, Vice President Oncology Business Development, Pfizer, Inc.
- **Peter Sandor**, Head of Oncology TA, Marketing Strategy, Astellas Pharma US, Inc.
- **Ben Hoffman**, Senior Manager Oncology Transactions Janssen Business Development, Oncology
- **Julie Chapman**, Senior Director, Business Development & Alliance Management, Precision Biosciences, Inc.

**Moderator**

**Merav Yuravlivker**, Chief Executive Officer, Data Society
As immuno-oncology (IO) continues to be at the forefront of efforts to improve outcomes in cancer, offering the possibility of a functional cure in selected cancers and patients, BioPharma companies appear more than ever before seem to be adopting a strategy of spreading their bets, especially as they go outside their walls to access external innovation from biotechs and academia. However, the complexity of building IO portfolios has increased as the sheer number of trials, especially combinations trials, and the number of targets and platforms, has increased so dramatically over the past few years. The large number of promising options complicates the balancing of scientific risk of early/novel IO targets with the commercial risk of late entry “me, too” agents. At the same time, the moving target of the IO-based standard of care also presents further hurdles in evaluating external opportunities in terms of potential differentiation and positioning. All this therefore makes the strategic decisions in managing large BioPharma portfolios and guiding their BD objectives around licensing and M&A much more challenging. This panel will attempt to provide some vision into the future of this dynamic space and will highlight key themes to highlight where innovation may come from, where are the white space in cancers or new therapeutic approaches, and, importantly for VCs and biotechs, what large BioPharma will be looking for in the next wave of IO: what triggers their interest and how can a biotech attempt to read the signs from the outside as to whom may make the most receptive partner?

Track 3 IP Issues in Strategic Alliances, Joint Ventures, and Joint Development

Location Suffolk

Panelists

Arlene Hornilla, Vice President, Chief Intellectual Property Counsel Entegris

Teresa LaVoie, Principal, Fish & Richardson

Elizabeth (Betsy) O’Brien, Vice President Intellectual Property Medtronic

Moderator Christopher Turoski, Law Professor and Director of Patent Programs University of Minnesota Law School

You can’t do it alone. Corporations need 3rd party partners such as Universities to develop and commercialize intellectual property. But no marriage or partnership is perfect. This panel will cover your questions, and IP considerations in the formation, maintenance and dissolution of strategic alliances (e.g. joint venture, joint development, joint commercialization, etc…).
**Track 4**  
**Blockchain: Early Stage Technology Valuation in a Media Hyped Market**

**Location**  
Salon H-I

**Panelists**  
Jimmy Nguyen, Chief Executive Officer, nChain Group  
Brent Reynolds, Senior Director of Valuation, Houlihan Lokey  
Efrat Kasznik, President and Founder, Foresight Valuation Group

**Moderator**  
Nick Baciu, Valuation Director, Ocean Tomo

From the price of cryptocurrency valuations to claims that distributed ledger technology will affect seemingly every industry, blockchain technology has pervaded media headlines over the past year. Nevertheless, the market environment is still fraught with many unknowns regarding how this technology will create value for its innovators and investors. This panel will provide a basic understanding of blockchain and the market and legal trends affecting value. The panel will focus on how to quantify value in early stage technologies, like blockchain, in light of difficult to predict regulatory environments and nascent business models.

**4:30 pm – 5:30 pm**  
**WORKSHOP SESSIONS**  

**Track 1**  
**Madey, Myriad, Mayo, and Mohawk Tribe: Understanding Court Decisions That Have Shaped Technology Transfer and Academic Licensing.**

**Location**  
Salon H-I

**Panelists**  
Karthika Perumal, Technology Attorney, Bracewell LLP  
Vlad Drozdoff, Chief Patent Counsel, Cold Spring Harbor Laboratory

**Moderator**  
RK Narayanan, Director, Technology Transfer Operations and Compliance, Cold Spring Harbor Laboratory

This session will focus on some particularly interesting court cases across a breadth of issues and the expert panel will discuss ways to be proactive in avoiding potential problems. Come armed with some peculiar cases and let us share those stories and have a robust discussion.
### Track 2: Intellectual Property Licensing in the Shadow of Bankruptcy

**Location:** Suffolk

**Panelists:**
- Michael Sexton, Partner, Sexton & Riley, LLP
- Lee Harrington, Partner, Nixon Peabody LLP
- Eric Jung, Esq. Assistant General Counsel, Johnson & Johnson

**Moderator:** James Wilton, Partner, Ropes & Gray LLP

Patent, copyright and trademark licenses are long term contracts that often involve substantial upfront payments and credit risk. This panel will provide a basic overview of the treatment of intellectual property licenses in bankruptcy and will explore the benefits and limitations of Bankruptcy Code section 365(n), transactions structures and supplementary protections for cross-border licensing transactions, particular bankruptcy risks and drafting solutions to protect trademark licensees. With practical, real life examples, the panel will illustrate how insolvency risk can be understood and addressed in pharmaceutical collaboration agreements, supply agreements, franchise agreements, and other trademark and software licenses.

### Track 3: Business of Intellectual Property and the Supply Chain

**Location:** Simmons

**Panelists:**
- Tiefei Dong, Managing Director, UM-BICI Partnership Program University of Michigan
- Douglas Graham, Chief Executive Officer, Ideation, Inc.
- Robert Alderson, Senior Partner Jacobacci & Partners

**Moderator:** Albert Wai-Kit Chan, Founder and Director, Law Offices of Hui & Lam

Supply chain management represents a real challenge for any company, particularly in the global environment. Intellectual protection is one of the many critical factors that requires methodical managing in our current complex knowledge-based economy. Patents, Trademarks, and Copyrights are the most commonly identified types of intellectual property. However, there are other intangible assets like trade secrets, intellectual capital, and branding that needs safe guarding. All these IP are intricately linked to the eventual product being sold to the consumer at large. Protecting your intangible assets must be an integral
part of your organization’s business strategies to avoid any vulnerabilities and risks of disruptions when operating internationally. The global economic impact of disruptions in the supply chain has been estimated to be about US$75 billion in 2008 and was expected to double to US$1.7 trillion by 2015. It is a tremendous financial loss, not to mention the damage to brands and reputations. Our international experts will also discuss the IP landscape and enforcement issues in key areas: US, China and Europe. We will discuss some do’s and don’ts in managing your IP and commercialization. Learn what effective strategic and operational actions to take to secure your IP and to minimize the risk of litigation.

**Track 4**  
**Trade Secrets on the Rise - Protecting Trade Secrets in the Global Economy**

**Location**  
Princetown

**Panelists**  
Young-Wook HA, Principal, HA&HA Patent Law  
T. Christopher Donnelly, Partner, Donnelly, Conroy & Gelhaar, LLP  
Dmitry Milikovsky, Business Development and Technology Licensing Executive

**Moderator**  
Thomas McNulty, Counsel, Lando & Anastasi LLP

**Track 5**  
**Managing Cross Border IP Enforcement: Hot Topic Issues in the United States, Canada and Europe**

**Location**  
Wellesley

**Panelists**  
Timothy Lowman, Partner, Head of IP Practice Group, Aird & Berlis LLP  
Kevin Schubert, Associate, McKool Smith  
Seth Berman, Partner, Nutter McClennen & Fish LLP

**Moderator**  
James Sobieraj, Shareholder, Brinks, Gilson & Lione

This workshop will provide attendees with insight into the most current cross border intellectual property issues and the ways in which they are being managed by Courts and regulatory authorities in the United States, Canada and Europe. Our panel of three senior IP professionals, with long experience in those jurisdictions, will address:
i) Patent exhaustion (Impression Products, Inc. v. Lexmark International, Inc.)

ii) International sourcing of patented products (Promega Corporation v Life Technologies Corporation)

iii) Divided infringement (Akamai Technologies v Limelight Networks, Inc.)

iv) Pre-trial Discovery and assist attendees in understanding of how IP rights holders can better coordinate and enforce IP rights involving those issues.

5:30 pm – 6:30 pm **Cocktails and Committees Happy Hour**

Location 3rd Floor Atrium

Looking for a new way to volunteer your professional expertise with LES members? Grab your favorite cocktail or beverage and head to the committee meeting of your choice. Committee Meetings are open to all attendees.

6:30 pm – 9:00 pm **Sector Crawl**

Location Salon A-G

An evening of sector cocktail competitions, food, and the opportunity to play “Sector Feud” is waiting for you. Sectors and committees organize into teams and face off in a family-feud style competition. Mix and mingle with multiple sectors or stay in your own corner...there is something for everyone. Sectors prevailing to the finish line with the cocktail competition and the Sector Feud will be awarded special prizes. Don’t miss this very special event.
### WEDNESDAY, OCTOBER 17

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<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Details</th>
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<tr>
<td>8:30 am – 8:45 am</td>
<td><strong>PLENARY SESSION OPENING REMARKS</strong></td>
<td>Salon G</td>
<td>Welcome &amp; Opening Remarks</td>
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<td>8:45 am – 10:00 am</td>
<td><strong>IP Protection in the Blockchain Industry</strong></td>
<td>Salons G</td>
<td>The discussion will examine how various entities operating in the blockchain ecosystem approach IP rights. The panel will provide perspectives from cryptocurrency developers and exchanges, as well as from the financial services industry. We will hear how the blockchain community reconciles open source sharing versus proprietary protection, and understand what aspects of blockchain technology may be ripe for licensing going forward.</td>
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| 10:30 am – 11:45 am | **WORKSHOP SESSIONS**                                                                 |          | **Track 1** Top 10 Court Decisions of 2018 Affecting Licensing  
**Track 2** Getting My Product/Technology Reviewed by Big Pharma  
This workshop will identify and discuss the Top 10 Court Decisions of the past 12 months affecting licensing. But for 1 year when he was unable to attend the LES (U.S.A. and Canada) Annual Meeting due to a trial, Russell has presented this workshop each year since 2001. This session is typically standing-room only and a special highlight of the Annual Meeting. |

### Panelists
- **Jason Cross**, Executive Chairman, Agraria Technologies, Inc.  
- **Jim Howard**, Vice President and Associate General Counsel, The Clearing House Payments Company L.L.C.  
- **Joshua Kleiman**, General Counsel, NanoLabs LLC  

### Moderator
- **Ian DiBernardo**, Partner, Stroock & Stroock & Lavan LLP
It can be daunting figuring out how to get your product/technology to the right people for review in a company (particularly Big Pharma). Leaders from 4 Big Pharma’s will discuss how to get your product to them for review, what steps take place inside the company, what you should expect as next steps (and timing). Will also review what you shouldn’t do as these actions negatively impact the likelihood that your opportunity will be fully assessed.

Track 3  **Recent Developments & Best Practices in Determining Patent Damages**

**Location** Suffolk

**Panelists**
- Heather Repicky, Partner, Nutter McClennen & Fish LLP
- Nathan Speed, Shareholder, Wolf, Greenfield & Sacks, P.C.
- Eric Kaviar, Associate, Burns & Levinson LLP

**Moderator** Joel Wacek, Principal, Hoffman Alvary & Company LLC

Determining patent damages has become increasingly complex in recent years, as a series of Federal Circuit have ultimately raised the level of complexity and uncertainty in determining what the potential damages may be in a given case. This panel discussion led by practitioners with years of experience in the trenches of patent litigation will provide practical takeaways that will give both litigators and licensing professionals a better understanding of how to identify and gauge the uncertainty regarding the damages that may be awarded in a patent case.

Track 4  **Identifying Emerging Technologies via Data and IP Analytics**

**Location** Simmons
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<th>Panelists</th>
<th>Melissa Flagg, U.S. Army Research Laboratory</th>
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<tr>
<td></td>
<td>Reed Grabowski, Defense Threat Reduction Agency</td>
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<td></td>
<td>Nicholas Pioch, Chief Engineer Systems &amp; Technology Research</td>
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<td>Patrick Thomas, Founding Partner 1790 Analytics LLC</td>
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<td>Moderator</td>
<td>Brian Beachkofski, Managing Director, Third Sector Capital Partners</td>
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Emerging technologies are of great interest to a wide range of stakeholders, including corporations, investors and governmental agencies. From an IP perspective, the ability to identify and protect emerging technologies is a key element in capitalizing on innovations. This session will describe the use of advanced data and IP analytics to locate interesting emerging technologies, based on in-depth examination of various data sources, including patents, scientific literature and social media. The panelists will highlight real-world examples of how analytical tools have been utilized by various government agencies to aid their technology forecasting efforts. They will also outline how these tools, and the outputs generated by these tools, can be applied in a corporate IP setting.

12:00 pm – 1:30 pm

**SECTOR BUSINESS MEETINGS & LUNCHEONS**

**High Technology**

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<th>Salon G</th>
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**Speakers**

Bob Held, CLP, Held Intellectual Property, LLC; President-elect and Chair-elect, Licensing Executives Society (LES) USA & Canada

Jack Lu, PhD, CFA, Partner & Chief Economist, IPMAP, LLC; Economic Analysis and Royalty Survey Chair at HTS, LES USA & Canada

**Value IP Assets Using Market Data from High Tech Royalty Surveys**

Royalty determination and IP valuation can be very challenging; and among the most challenging tasks is to find the comparable market data and apply the data to your projects. Examples of frequently encountered issues include:

- What’s the typical royalty rate for a specific category of technology or field of use?
- Which type of licensors would usually ask for a royalty premium and from which type of licensors will you most likely get a royalty discount?
A licensee is asking us to convert a non-exclusive license to an exclusive one, should I increase royalty rate and by how much?

A licensee is bargaining for lower rate because our technologies are in early stage of development, how should I reply?

A licensee wants us to license the patents with the know-hows, designs and drawings, shall I increase the royalty rate?

Which royalty structure shall I use, running percentage rate or lump sum payment?

Why should I care about the recent rulings from Supreme Court and Federal Circuit?

Please come and join us at High Technology Sector (HTS) Luncheon. The presentation is designed to answer such questions and many other questions you may have in royalty determination and valuation. As a LES HTS member, one of the great benefits coming with your membership is the access to the analysis of the royalty data collected through High Tech Royalty Surveys over the years. Since 2011, three Surveys have been conducted, collecting hundreds of samples from the 10-year period (2008 to 2017). Based on the insights revealed from the analysis, this data-driven and method-oriented presentation aims at helping you solve the real problems in your IP decision making.

Workshop Sessions

**Track 1**

**Ethics in Negotiation**

**Location** Wellesley

**Panelists**

Roberta Tassinari, Managing Counsel, Intel Corporation

Don Drinkwater, Director of Licensing, Bose Corporation

Brett Cooper, Principal, McKool Smith
### Track 2: Cross-Functional Collaboration to Protect IP in the Supply Chain

**Location** Salon J-K  

**Speaker** Robin Corwin, Principal IP Program Manager, Rockwell Collins  
Craig Moss, Chief Operating Officer, CREATe Compliance

Effective IP protection in the supply chain cannot rely solely on contracts. This interactive session will focus on establishing cross-functional collaboration to improve IP protection. The moderators will introduce the key challenges of IP protection in the supply chain, how standards can help and the importance of cross-functional collaboration to go beyond the contract. Attendees will participate in a case study that explores IP protection roles from different functional areas in a corporation, like supply chain/procurement, legal, IT and HR. Attendees will share their perspectives on the challenges they see in protecting IP in the supply chain and the internal challenges they face in breaking down the functional silos. The interactive session will wrap-up with a discussion of what has and has not worked in driving cross-functional collaboration to improve the protection of IP.

### Track 3: Career Paths for Dealmakers: A Ladder or a Jungle Gym?

**Location** Salon H-I  

**Panelists** Deborah Ben-Canaan, Partner Major Lindsey & Africa  
Glen Gardner, President, Vortechs Group  
Kerry Flynn, CLP, Vice President, Chief IP Counsel, Vertex  
Mary Wu, Director, Business Development NA, GSK Vaccines  
Stewart Hirsch, Managing Director Strategic Relationships LLC  

**Moderator** Gillian Fenton, CLP, Senior Counsel GSK Vaccines
Join us for this interactive career development forum for professionals (lawyers, business development, etc.) engaged in all aspects of supporting licensing, M&A, and collaborative deal-making. The forum will inspire you to reassess, reinvigorate, and reboot your career strategy and goals. Activities include a panel discussion by leading recruiters and a professional development coach, “speed dating” style introductory interviews with recruiters (reservations needed in advance; contact the moderator for details), and a photo booth for those interested in obtaining a current “head shot”. Panelists will discuss the skill sets most in demand, new forms of corporate/entrepreneurial leadership positions, and future outlooks for the deal-making professions.

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<td>2:00 pm – 4:30 pm</td>
<td>Chapter Leadership Training</td>
<td>Regis</td>
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<tr>
<td>3:00 pm – 5:00 pm</td>
<td>Closing Networking Reception</td>
<td>3rd Floor Atrium</td>
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Join us in closing out this year’s meeting as we look forward to celebrating the 2019 Annual Meeting in Phoenix Arizona. Special early bird registration and sponsorship opportunities will be available!

**THURSDAY, OCTOBER 18**

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<tr>
<td>8:00 am – 5:30 pm</td>
<td>CLP Exam Review Course</td>
<td>Wellesley</td>
<td>Paul Stewart, CLP, PASCO Ventures LLC</td>
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<td>Krista F. Holt CLP, Managing Director, econONE Research, Inc.</td>
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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.
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Banner & Witcoff, a national law firm with more than 100 attorneys and nearly 100 years of practice, provides legal counsel and representation to the world’s most innovative companies.

CLP | Supporting Organization & Exhibitor

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

The Certified Licensing Professional (CLP) program was launched in 2008 to recognize professionals who have demonstrated their experience and proficiency in the licensing and commercialization of intellectual property. The program was developed as an initiative of the Licensing Executives Society (USA and Canada).

A quality certification program is not developed overnight. It took multiple years and dedicated volunteers to develop the program. These volunteers are industry experts who reviewed job analysis data to determine the tasks necessary to perform the job, created an exam content outline, developed items (or exam questions), assembled the first form of the exam, and created the organizational structure of the program, to name only a few of their charges.

There are currently more than 850 practicing CLP designees worldwide.

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Our firm’s commitment to quality service extends from our highly-skilled attorneys to our experienced professional staff. By building relationships based on trust, communication and responsiveness, we tailor our service to ensure our clients’ current needs are met while also anticipating their future needs... enabling them to accomplish more.

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Straight talking. Thinking around corners. Understanding and solving the problem before it becomes a problem. Performing as a team, no matter where we’re sitting. Delivering clear and practical advice that gets your job done. Our 2,500 lawyers, including over 400 intellectual property practitioners, work together with you to solve the toughest legal issues in major industries and
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InvotexIP is a ROYALTY AUDIT and license compliance consulting firm. We believe we have created a combination of products and services that are unparalleled and for which there is a critical need. The InvotexIP team comprises professionals experienced in auditing, public accounting and litigation services. These professionals include CPAs, MBAs and CFEs.

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More than 140 years later, we remain committed to his vision through every aspect of our business and the people we serve starting with those who take our medicines, and extending to health care professionals, employees and the communities in which we live.
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McKool Smith has established a reputation as one of America’s leading trial firms. Since 2006, the firm has secured eleven nine-figure jury verdicts and twelve eight-figure jury verdicts. The firm has also won more VerdictSearch and The National Law Journal “Top 100 Verdicts” over the last ten years than any other law firm in the country. McKool Smith represents clients in complex commercial litigation, intellectual property, insurance recovery, bankruptcy, and white collar defense matters.

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**RoyaltyStat** | Exhibitor

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RoyaltyStat is the most up-to-date and reliable source of royalty rates extracted from unredacted license agreements. RoyaltyStat’s rates are used in transfer pricing, purchase price allocation (PPA), intellectual property valuation, and due diligence connected with litigation, business development, bankruptcy, mergers and acquisitions.

RoyaltyStat provides curated data and custom-built tools available online 24/7. With more than 18 years of online experience, RoyaltyStat’s databases are used worldwide for transfer pricing compliance and intangible property valuation. Launched online December 14, 1999, RoyaltyStat is trusted by government agencies, by corporations, and by accounting, consulting and law firms.

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We are a patent advisory and litigation finance firm dedicated to building value at every stage of the patent lifecycle. Through a unique combination of business, legal and financial acumen, we manage, monetize and finance the intellectual property of clients ranging from universities to billion dollar corporations.


The most innovative corporations in the world entrust The Webb Law Firm to safeguard their Intellectual Property. Focused on all aspects of Intellectual Property law since 1845, we have grown progressively and now offer over 50 attorneys to service our clients’ needs. Our clients range from large global businesses to emerging companies.

Every major industry and technical discipline is represented in our client base and reflected in the capabilities of our dual-degreed attorneys. We are known for delivering high quality Intellectual Property legal solutions that fit our clients’ needs ranging from individual projects to full-service IP legal services.
## Exhibit Booths

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Finnegan has 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.
LES 2019
ANNUAL MEETING
OCTOBER 20-23
PHOENIX, ARIZONA
JW Marriott Phoenix Desert Ridge Resort & Spa

Attend the 2019 Annual Meeting Planning Committee Meeting
TUESDAY, OCTOBER 16, 2018
3:30 pm – 4:30 pm | New Hampshire Room

VISIT BOOTH #6
for more information and a chance to win an extra discount on your 2019 registration!

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