LESI 2018 ANNUAL CONFERENCE

Strong IP Drives the Bottom Line

Hosted by LES U.S.A. and Canada

April 29 - May 1 · Manchester Grand Hyatt · San Diego, California
McKool Smith proudly supports the

LESI 2018 Annual Conference

McKool Smith has won more VerdictSearch “Top 100 Verdicts” over the past ten years than any other law firm. This track record is one of the reasons why The Wall Street Journal describes the firm as “one of the biggest law firm success stories of the past decade.”

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Dear Friends,
On behalf of the leadership of LES International, I am very pleased to welcome you to the LESI 2018 Annual Meeting in San Diego, California!

It is always worthwhile to review some basic principles. LESI is a truly global organization of professionals from many walks of life and many professional backgrounds. We have members from more than 90 countries organized in 33 regional and national societies. The cornerstone of LESI has been education around intellectual property and licensing. The theme of my Presidential term has been “Strong IP Drives the Bottom Line”. Accordingly, we are very proud to offer a meeting that reflects this theme with highlights from so many important cutting-edge global issues across many technological sectors, from the life sciences to high technology to IP law.

Our meeting topics are useful for your profession and will bring us to the cutting-edge of technological progress. It is as if these topics are ripped from the latest news headlines. We are very pleased to welcome an exciting plenary speaker on Monday, Mike Hoefflinger, formerly Facebook’s Director of Global Business Marketing.

His insights about Facebook will be very timely and informative given all of the news of the day. On Tuesday, we have another great plenary with Dr. Jennifer Golbeck discussing artificial intelligence.

Don’t miss that wonderful opportunity to join hands and benefit from an outstanding program with exceptional keynote speakers and great mini-plenary sessions.

Remember that the program will benefit you as a global IP professional, whether you are focused on the High Technology, Life Sciences, valuation, or other fields of practice. We urge you to meet our respective committee chairs and vice-chairs. Likewise, we hope that you become involved with the LESI committees.

During my years with LESI, I have been very impressed by the efforts of the young professionals who comprise our Young Members Congress (YMC). Certainly, they represent the future of the organization and of our very profession. The YMC is hosting a series of events and workshops during the conference. We invite you to get to know these rising stars, as well as become involved with the Mentorship program, either as a mentor or mentee.

In addition, our meeting will offer a great social program and several networking events. We hope that you enjoy the very strong plenary and workshop programs. Also, we hope you reunite with some old friends, as well as, make some great new friends.

In closing, allow me to express our sincere appreciation to the conference organizing committee from LES (U.S.A and Canada). It is our custom to allow the local LES society to organize the event. I can tell you that, under Bill Elkington’s leadership, each member of the committee worked tirelessly to bring us to this week’s super-sized program and events. We know that you will very much enjoy the very memorable educational and social programs, such as the networking events and the Gala dinner.

We look forward to meeting you all while we are here in the beautiful city of San Diego. San Diego goes by the nickname of “America’s Finest City.” We are pleased that LESI can offer the finest educational and enjoyable conference, to the finest honored guests from around the world, in this finest city.

Beautiful San Diego has several international sister cities, including Yokohama, Japan. We hope that you will also join us next May for the next great LESI Annual Meeting which will be held in Yokohama.

With best wishes to all LESI members worldwide and all of our honored guests, I remain,

Mit freundlichen Grüßen,

Peter K. Hess
President of LES International
We extend our warmest greetings to you on your visit to San Diego for the 2018 LESI Annual Conference. We want to thank the LESI Board for choosing LES U.S.A. and Canada to host the 2018 LESI Annual Conference, which promises to be a wonderful event. We also want to thank our LESI colleagues, including the LESI committee leaders, the LES U.S.A. and Canada sector and committee leaders, and all those LES members who came forward with proposals from all over the world—for helping to populate an exciting conference program. And of course we want to thank our meeting Co-Chairs—Claire Driscoll and Russell Levine—for their leadership and dedication, their patience and perseverance, and their professionalism.

How appropriate for the LESI Annual Conference—with the theme “Strong IP Drives the Bottom Line”—to be held this year in San Diego—a city famous for its telecommunications and biotechnology industries, which both depend heavily on patents. But San Diego is more than these two industries. It is a favorite travel destination for people from all over the world. It is the United States Navy’s principal location for West Coast and Pacific Ocean operations. It is a major West Coast port. And San Diego County is one of the top agricultural areas in the country.

The conference itself is chock full of interesting people and content. Of course Claire and Russell in their welcome letter hit several of the highlights. But let me point out some of the panels in which I have a personal interest: standards essential patent licensing, know-how licensing, debt financing for startups, the LES Standards initiative, patent litigation financing, patent licensing in automotive and aerospace, the Atlanta IP ecosystem, the 2017 high tech royalty rate survey results, protecting trade secrets, and leveraging brand assets.

You may have a different set of panels that will pique your interest and that you plan to attend, and that is super! I’m sure you’ll have a list that is equally intriguing. And that’s what we’re looking for: a bigger tent so that we all will learn and grow and thrive in the profession of intellectual capital management. A greater diversity of content benefits us all.

Please warmly greet old friends and reach out to make new friends throughout the conference as we come together in this beautiful San Diego setting. We hope you enjoy and are stimulated by this year’s LESI Annual Conference and all that San Diego has to offer.

On behalf of the LES U.S.A. and Canada Board of Directors, welcome!

Bill Elkington
Chairman and President
LES U.S.A. and Canada
Finnegan advises and assists companies ranging from innovative start-ups to Fortune 500 corporations in procuring, licensing, and enforcing IP rights and has done so in virtually every type of IP-related transaction and legal proceeding.
Dear Colleagues,

On behalf of the 2018 LESI Annual Conference Committee and the host society, the LES USA and Canada, we would like to welcome you to sunny San Diego, California. As a vibrant city that is home to numerous top-notch research and academic institutions as well as a wide array of High-Tech, Life Sciences and other companies—“Silicon Beach” is the perfect place to host our conference. This year’s theme is: **Strong IP Drives the Bottom Line**.

During the past year, volunteers from the Annual Conference Committee have worked diligently to develop a meeting that includes numerous formal networking events, 8 mini-plenary sessions and 2 plenary presentations in addition to more than 35 workshops. Sunday night’s opening reception at the Manchester Grand Hyatt, will feature tasty regional food and drink, and is sure to be a lot of fun.

On Monday, we will lead off with Mike Hoefflinger, who will present a plenary talk entitled “Think You Know Facebook’s Story …Think Again, and Learn Along the Way”. Tuesday morning’s plenary speaker, Dr. Jennifer Golbeck, is an expert on two of today’s “hottest” topics--artificial intelligence (AI) and Big Data. Finally, Tuesday night will feature the always well-attended closing Gala reception.

The two-day conference will be chock full of educational, networking and business opportunities. Each year the LESI Annual Conference is the greatest gathering of experience and intellect in the world regarding licensing, technology transfer, and the business of IP. For over 50 years, LES has been providing its members with unparalleled educational and networking experiences. This year will be no exception, so we encourage you to make the most of your San Diego experience!

Russell Levine and Claire Driscoll
Meeting Committee Co-Chairs
ACKNOWLEDGEMENTS

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

2018 LESI ANNUAL PROGRAM PLANNING COMMITTEE

CO-CHAIRS:
• Claire Driscoll, Director, Technology Transfer Office, National Human Genome Research Institute (NHGRI), National Institutes of Health
• Russell Levine, Partner, Kirkland & Ellis LLP

BUDGET CHAIR:
• Robert Goldman, Vice President, Charles River Associates

COMMITTEE MEMBERS:
• Robert Held, Intellectual Property & Licensing Consultant, Held Intellectual Property LLC
• Abhishek Sangal, Technology Licensing Manager, Innovation Institute at the University of Pittsburgh
• Bill Elkington, Senior Director, IP Management Rockwell Collins, President and Chair, LES U.S.A. and Canada
• Kim Chotkowski, Chief Executive Officer, LES U.S.A. and Canada

LES INTERNATIONAL MEETINGS COMMITTEE LEADERSHIP

CO-CHAIRS:
• Hayley French (LES Britain/Ireland)
• Laura MacDonald (LES Benelux)

VICE-CHAIRS:
• Thomas Adocker (LES Austria)
• Guido von Scheffer (LES Germany)

PAST CHAIR:
• Sergey Dorofeev (LES Russia)

BOARD LIAISON:
• Fiona Nicolson (LESI Secretary)

Intellectual Property

Intellectual Property is all about defining the “IT.”
What is IT? Did they take IT? Do you own IT?
How is IT different? Can you do IT?

At Hahn Loeser, our intellectual property team gets IT, so we can devise creative ways to define, explain, protect or defeat IT. And we do IT in a way that helps maximize our clients’ business opportunities and accomplish their objectives.

With decades of experience advising clients ranging from multinational corporations to mid-market companies and innovative start-ups, our Intellectual Property Group has depth and breadth expertise in all aspects of intellectual property and technology law, licensing and counseling.

Whether it’s high-stakes infringement litigation, navigating complex trade secret disputes, fending off patent and copyright trolls, creating strong world-wide patent and trademark portfolios, appearing before the U.S. Patent and Trademark Office, clearing new product designs, or negotiating multimillion dollar international licensing deals, because we’ve been there and done that, we can do IT for you.

Hahn Loeser
attorneys at law

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** Content subject to change **
EXHIBITORS

Clarivate Analytics

Duff & Phelps
Protect, Restore and Maximize Value

MEDIA PARTNER

Asia IP
Informed Analysis

ATTEND & LEARN MORE
April 30 | 2:45 pm - 4:00 pm
“LES Standards Initiative: Improving the Practice of IP Management”

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

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

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

www.lesusacanada.org/LESStandards

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

AutoHarvest.org®
Collaborate, Innovate and Win

CLP
Certified Licensing Professional

IP CloseUp®
INSIGHT • PEOPLE • DEALS

IP Pro
the internet
ICONIC, A MARILYN MONROE SPA
Located 3rd Floor, Harbor Tower
Full body massages that refresh and relax, facials using only the highest quality natural ingredients, manicures and pedicures, hair styling, rejuvenation treatments that transform your skin and much more, all await you in this stunning environment overlooking the San Diego Bay. Open daily 8:00 AM – 8:00 PM. Please call 6699 to schedule a service.

HYATT STAYFIT GYM
Located 4th Floor, Seaport Tower
Conveniently located adjacent to the pool deck on the 4th floor of the Seaport Tower, our expansive health spa offers a complete cardio theater with wall-mounted TVs and an incredible array of equipment including: free weights, weight machines, treadmills, lifecycles, stair climbers and ellipticals. Open 24 hours. Complimentary to all guests.

#LIVINGGRANDSD
Unlock hotel special offers when you use #LivingGrandSD on a public Instagram or Twitter account. From discounts on delicious cuisine at Sally’s Seafood on the Water to specialty pricing on drinks in Top of the Hyatt, #LivingGrandSD will unlock the latest and greatest exclusive hotel offers.

For more information about each outlet, please scan this QR code.
KEYNOTE SPEAKERS

MONDAY, APRIL 30, 2018  8:30 AM
Plenary Session— “Think You Know Facebook’s Story … Think Again, and Learn Along the Way”

Mike Hoefflinger  
Director of Global Business Marketing, *Facebook, 2009-2015*  
Mike Hoefflinger has 25 years of marketing and product experience in Silicon Valley. After working directly for Andy Grove at Intel and as general manager of the Intel Inside program, Hoefflinger moved to Facebook to serve as Head of Global Business Marketing working with Sheryl Sandberg and Mark Zuckerberg. During his nearly seven years there, the teams he built helped dramatically grow the advertising business during Facebook’s unprecedented rise to global influence. He is now an executive-in-residence at XSeed Capital and author of Becoming Facebook, which earned the 2017 Beverly Hills Book Award for Business. Hoefflinger has been featured on Bloomberg TV, SiriusXM, Forbes, the LA Times, HuffPo, Bloomberg Businessweek, Business Insider, Recode, TechCrunch, VentureBeat, Business News Network, Cheddar TV, CEOWorld magazine, KGO Radio, and many others.

TUESDAY, MAY 1, 2018  8:30 AM
Plenary Session— “Datashock: Artificial Intelligence, Connectedness, and Ready for the Big Data Future”

Dr. Jennifer Golbeck  
Director, *Human-Computer Interaction Lab, Univ. of Maryland*  
Dr. Jennifer Golbeck is a computer scientist, director of the Social Intelligence Lab, and an associate professor in the College of Information Studies at the University of Maryland, College Park. Her research focuses on analyzing and computing with social media and creating usable privacy and security systems. She writes for Slate and The Atlantic and frequently appears on NPR, including as a regular guest host for The Kojo Nnamdi Show. Her TED talk was named one of the most powerful talks of 2014. She received a Bachelor of Arts degree in Economics, a Bachelor of Science degree and a Master of Science degree in Computer Science at the University of Chicago, and a Doctor of Philosophy degree in Computer Science from the University of Maryland, College Park.
GENERAL INFORMATION

ABOUT LESI
The Licensing Executives Society International (LESI) is an association of 33 national and regional Member Societies comprised of men and women who have an interest in the transfer of technology, or licensing of intellectual property rights - from technical know-how and patented inventions to software, copyright and trademarks. It is strictly non-political and is free to grow by the creation of member societies throughout the world irrespective of politics or the state of technology development.

REGISTRATION AND INFORMATION
REGATTA FOYER
SUNDAY, APRIL 29
7:00 AM - 7:00PM
MONDAY, APRIL 30
7:00 AM - 6:00 PM
TUESDAY, MAY 1
7:00 AM - 6:00 PM
WEDNESDAY, MAY 2
7:30 AM - 11:30 AM

EXHIBIT HALL HOURS
CORONADO FOYER
MONDAY, APRIL 30
7:30 AM - 5:00 PM
TUESDAY, MAY 1
7:30 AM - 4:30 PM

WIFI
LESI ANNUAL CONFERENCE WI-FI
Network ID: Strong_IP
Access: LESI2018

DIGITAL TOTE
Access Your Digital Tote! Visit http://lesi2018.sharevault.net for speaker presentations, attendee lists, and links to valuable white papers, articles, special promotions, and information generously supplied by our Annual Conference sponsors.

SOCIAL MEDIA
Join the Conversation on Twitter! LESI encourages Annual Conference attendees to “tweet” during and after the meeting. Please use hashtag #lesi2018. Follow us at @lesiusacanada.

PROFESSIONAL DEVELOPMENT
CERTIFIED LICENSING PROFESSIONALS CONTINUING EDUCATION CREDIT
All educational programs and sessions offered by the Licensing Executives Society during the LESI 2018 Annual Conference are eligible for CE credit towards CLP Recertification. Certificates of Attendance will be emailed to attendees following the Annual meeting.

MANDATORY CONTINUING LEGAL EDUCATION (MCLE)
As a service to our participants from the legal profession, LESI will provide assistance in securing CLE credit for qualifying LESI programs and activities held during the 2018 Annual Conference. Those sessions eligible for CLE credit are marked with in the schedule, although not all eligible sessions will receive credit in every jurisdiction. All qualifying sessions have been submitted to the jurisdictions listed below for CLE approval, however, we anticipate many jurisdictions will not provide final approval until after the 2018 Annual Conference. Certificates of Attendance will be provided via email to attorneys who: 1) sign the official record of attendance form for each session attended; and 2) complete the CLE request form emailed following the Annual Conference.

2018 LESI ANNUAL CONFERENCE EDUCATION OPPORTUNITIES
SATURDAY, APRIL 28, 2018
8:00 AM - 5:00 PM
Advanced Negotiation Skills - Day 1 - Regatta AB

SUNDAY, APRIL 29, 2018
8:00 AM - 5:00 PM
Advanced Negotiation Skills - Day 2 - Regatta AB

** Content subject to change
**ON-SITE REGISTRATION AVAILABLE BY CHECKING IN AT THE REGISTRATION DESK**

**SPEAKER READY ROOM**

**SHOW OFFICE 9**
The Speaker Ready Room is provided for presenters to prepare for their presentations. All speakers must check in at the registration desk located at Regatta Foyer.

**SPEAKER READY ROOM HOURS**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>Monday, April 30</td>
<td>7:00 AM - 5:00 PM</td>
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<tr>
<td>Tuesday, May 1</td>
<td>7:00 AM - 5:00 PM</td>
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**CONNECT WITH YOUR COLLEAGUES | ON-SITE NETWORKING OPPORTUNITIES**

**SUNDAY, APRIL 29**
LESI 2018 Annual Conference Welcome Reception
Coronado Terrace

**MONDAY, APRIL 30**
Evening Networking Reception “South of the Border”
4th Floor Pool Deck

**TUESDAY, MAY 1**
Gala Reception and Dinner
Coronado Terrace & Ballroom

**CONTINUE NETWORKING WITH COLLEAGUES WHILE TAKING A BREAK FROM SESSIONS**

**MONDAY, APRIL 30**
Coronado & Regatta Foyers
AM Networking Break | 9:45 AM - 10:15 AM
PM Networking Break | 2:15 PM - 2:45 PM

**TUESDAY, MAY 1**
Coronado D Foyer
AM Networking Break | 9:45 AM - 10:15 AM
PM Networking Break | 2:15 PM - 2:45 PM

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Right brain, meet left brain.

At Moore & Van Allen, we have a head for business and a mind for creativity. Not only can we protect your idea, we can also help you leverage it. And that remains an uncommon art.
## Schedule at a Glance

*times and locations are subject to change, please check the conference mobile app for most current updates*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>Friday, April 27</strong></td>
<td>6:00 PM - 8:00 PM</td>
<td>IMDM Welcome Reception</td>
<td>Regatta AB</td>
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<tr>
<td><strong>Saturday, April 28</strong></td>
<td>7:30 AM - 8:30 AM</td>
<td>Delegates Breakfast</td>
<td>Promenade AB Foyer</td>
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<td></td>
<td>8:00 AM - 5:00 PM</td>
<td>Advanced Negotiation Skills - Day 1</td>
<td>Regatta AB</td>
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<td></td>
<td>8:30 AM - 10:00 AM</td>
<td>Committee Meetings</td>
<td>America’s Cup A,B,C</td>
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<td>9:00 AM - 5:00 PM</td>
<td>LES International Board of Directors Meeting - Promenade AB</td>
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<td></td>
<td>10:00 AM - 10:30 AM</td>
<td>Networking Break</td>
<td>America’s Cup Foyer</td>
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<td></td>
<td>10:30 AM - 12:00 PM</td>
<td>Committee Meetings</td>
<td>America’s Cup A,B,C</td>
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<td>12:00 PM - 1:00 PM</td>
<td>Lunch - Coronado Terrace</td>
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<td></td>
<td>12:00 PM - 5:00 PM</td>
<td>LES U.S.A. and Canada Board of Directors Meeting - Torrey Hills, 3rd Floor, Seaport Tower</td>
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<td>1:00 PM - 2:30 PM</td>
<td>Committee Meetings</td>
<td>America’s Cup A,B,C</td>
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<td>2:30 PM - 3:00 PM</td>
<td>Networking Break</td>
<td>America’s Cup Foyer</td>
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<td>3:00 PM - 4:30 PM</td>
<td>Committee Meetings</td>
<td>America’s Cup A,B,C</td>
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<td>7:30 PM - 10:00 PM</td>
<td>Delegates Dinner <em>Invitation Only</em></td>
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<td><strong>Sunday, April 29</strong></td>
<td>7:00 AM - 7:00 PM</td>
<td>Registration Open</td>
<td>Regatta Foyer</td>
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<td>7:30 AM - 8:30 AM</td>
<td>Delegates Breakfast</td>
<td>Coronado C</td>
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<tr>
<td><strong>Monday, April 30</strong></td>
<td>7:00 AM - 6:00 PM</td>
<td>Registration Open</td>
<td>Regatta Foyer</td>
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<td></td>
<td>7:30 AM - 5:00 PM</td>
<td>Exhibits Open</td>
<td>Coronado Foyer</td>
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<td></td>
<td>7:30 AM - 8:30 AM</td>
<td>Networking Breakfast</td>
<td>Coronado &amp; Regatta Foyers</td>
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<td>8:30 AM - 8:35 AM</td>
<td>Welcome Remarks</td>
<td>Coronado ABC</td>
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<td></td>
<td>8:35 AM - 9:45 AM</td>
<td><strong>A1: Plenary Session</strong></td>
<td><strong>Coronado ABC</strong></td>
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<td>“Think You Know Facebook’s Story …Think Again, and Learn Along the Way”</td>
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<td>9:45 AM - 10:15 AM</td>
<td>Networking Break</td>
<td>Coronado &amp; Regatta Foyers</td>
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** Content subject to change
### MINI-PLENARY SESSIONS

**B1:** "Doing Major Life Sciences Deals: The Keys to Success"
America's Cup AB

**B2:** "Standard Essential Patent Licensing: Yesterday, Today and the Future"
Coronado D1 & D2

**B3:** "IP Markets Experiences"
Regatta CD

**B4:** "Best Practices For, and Latest Developments Regarding Cyber-Security"
Coronado E1 & E2

### Lunch - Coronado ABC

### WORKSHOPS

**C1:** "Know How Licensing"
Regatta A

**C2:** "Artificial Intelligence: The IP Behind Disruption"
Coronado D1 & D2

**C3:** "Using Intellectual Property to Secure Debt Financing for Startups & Growth Companies"
Regatta BC

**C4:** "Best IP Strategies for Value Creation"
Coronado E1 & E2

**C5:** "Mediation, Arbitration and Alternative Dispute Resolution of Licensing and Other Technology Disputes"
America's Cup AB

**C6:** "Value of IP to Non-Profit Institutions"
America's Cup CD

### Networking Break - Coronado Foyer

### WORKSHOPS

**D1:** "Blockchain and Cryptocurrency: New Tools for the Digital Economy"
Coronado D1 & D2

**D2:** "Innovative Brand Protection Strategies Improve the Bottom Line"
Regatta BC

**D3:** "LES Standards Initiative: Improving the Practice of IP Management"
Coronado E1 & E2

**D4:** "Economic Considerations for Patent Litigation Financing"
America's Cup AB

**D5:** "An International Perspective on Licensing in China: Experiences and Avoiding Potential Pitfalls"
America's Cup CD

**D6:** "CRISPR Patent Pools - A Novel Way of Licensing and Advancing Research"
Regatta A

### Transition Break

### WORKSHOPS

**E1:** "The European Unitary Patent After Brexit: Over 400 Years After The Death Of Shakespeare, "To Be Or Not To Be?" Is Still Very Much the Question"
Coronado D1 & D2

**E2:** "Non-Traditional Opportunities for the TTO to Contribute"
Regatta BC

**E3:** "Trends in International Patent Enforcement, Court Litigation and Arbitration"
Coronado E1 & E2

**E4:** "Impact of IP Rights on 4th Industrial Revolution in Asia"
America's Cup AB

**E5:** "Making Your IP Department into a Value Driver & Corporate Partner"
America's Cup CD

### CLP Private Reception *invitation only*

**Content subject to change**
**TUESDAY, MAY 1**

<table>
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<th>Time</th>
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| 6:30 PM - 8:30 PM | Reception & Networking Event  
“South of the Border”  
4th Floor Pool Deck |
| 7:00 AM - 6:00 PM | Registration Open - Regatta Foyer                                  |
| 7:30 AM - 4:30 PM | Exhibits Open - Coronado Foyer                                      |
| 7:30 AM - 8:30 AM | Networking Breakfast                                                  |
|                 | Coronado Foyer D                                                     |
| 8:30 AM - 9:45 AM | **F1: PLENARY SESSION:**  
“Datashock: Artificial Intelligence, Connectedness, and Ready for the Big Data Future”  
- Coronado ABC |
| 9:45 AM - 10:15 AM | Networking Break                                                      |
|                 | Coronado Foyer D                                                     |
| 10:15 AM - 11:45 AM | **MINI-PLENARY SESSIONS**                                           |
|                 | **G1:** “Driving Business Value with IP: Successful IP Strategies and IP Management”  
- Promenade AB |
|                 | **G2:** “Early Stage Pharma/Biotech Licensing,”  
- America’s Cup AB |
|                 | **G3:** “The Changing Patent and Licensing Landscape in the Automotive and Aerospace Industries.”  
- Regatta A |
|                 | **G4:** “Diversity and Identity of the Licensing Profession: Career Development Discussion”  
- Regatta BC |
|                 | **G5:** “YMC: Mock License Negotiation”  
- America’s Cup CD |
| 11:45 AM - 1:00 PM | Lunch - Coronado ABC                                                 |
| 1:00 PM - 2:15 PM | **WORKSHOPS**                                                        |
| 1:00 PM - 2:15 PM | **H1:** “SMEs and the Patent Challenge”  
- America’s Cup CD |
|                 | **H2:** “Challenges and Opportunities for Start-ups”  
- America’s Cup AB |
|                 | **H3:** “Patent Pool Mock Negotiation  
- Part 1”  
- Coronado E1 & E2 |
|                 | **H4:** “The Current and Future State of Non-Profit Technology Transfer in the United States”  
- Coronado D1 & D2 |
|                 | **H5:** “Joint Development Agreements (JDAs) Are Only as Strong as the Weakest Link”  
- Regatta A |
|                 | **H6:** “What’s Hot and What’s Not in Drafting and Structuring Your Intellectual Property Licenses”  
- Regatta BC |
| 2:15 PM - 2:45 PM | Networking Break                                                      |
|                 | - Coronado Foyer                                                     |
| 2:45 PM - 4:00 PM | **WORKSHOPS**                                                        |
| 2:45 PM - 4:00 PM | **I1:** “Atlanta IP - Developing a Model IP Ecosystem to Benefit Society”  
- Coronado E1 & E2 |
|                 | **I2:** “Funding the High-Tech/Med Devices Startups”  
- Coronado D1 & D2 |
|                 | **I3:** “An International Perspective: What Everyone Should Consider When Writing a Patent Application for Global Examination and Licensing”  
- Regatta A |
|                 | **I4:** “Oracle v. Google: What Does It Mean For Software Licensing”  
- Regatta BC |
|                 | **I5:** Emerging Developments at the Intersection of IP, Blockchain and Cryptocurrency  
- America’s Cup CD |
|                 | **I6:** “LES 2017 High Tech Royalty Rate Survey Results and EU FRAND Licensing Data Extracted from EU Court Cases”  
- America’s AB |
| 4:00 PM - 4:15 PM | Transition Break                                                      |
|                 | - Coronado Foyer                                                     |

**Content subject to change**
## LESI 2018 | Schedule At A Glance (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00 PM - 9:00 PM</td>
<td>Gala Reception &amp; Dinner Coronado Terrace &amp; Ballroom</td>
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<tr>
<td>8:30 AM - 5:30 PM</td>
<td>Best Practices in IP Licensing-Day 1 America’s Cup AB</td>
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<tr>
<td>8:00 AM - 5:30 PM</td>
<td>CLP Exam Review Course America’s Cup C</td>
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<tr>
<td>10:30 AM - 11:00 AM</td>
<td>Networking Break America’s Cup A/B Foyer</td>
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<tr>
<td>11:00 AM - 12:30 PM</td>
<td>GTIF Programming - Regatta C</td>
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<tr>
<td>12:30 PM - 2:00 PM</td>
<td>GTIF Luncheon - Regatta AB</td>
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### THURSDAY, MAY 3

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<th>Time</th>
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<tbody>
<tr>
<td>8:30 AM - 5:30 PM</td>
<td>Best Practices in IP Licensing-Day 2 America’s Cup AB</td>
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### WEDNESDAY, MAY 2

<table>
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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM - 11:30 AM</td>
<td>Registration Open - Regatta Foyer</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Continental Breakfast America’s Cup A/B Foyer</td>
</tr>
<tr>
<td>9:00 AM - 10:30 AM</td>
<td>GTIF Programming - Regatta C</td>
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### Member Benefit Partners
LES (USA & Canada) is proud to offer a cost saving member benefit program which adds value to your membership.

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<th>BUSINESS SERVICES</th>
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<tr>
<td>Constant Contact</td>
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<td>TNT Vacations</td>
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For more information about these programs and other LES (USA & Canada) member benefits Visit: [http://www.lesusacanada.org/?memberbenefits](http://www.lesusacanada.org/?memberbenefits)

Kirkland & Ellis is proud to sponsor the

**2018 LESI Annual Conference**

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### SATURDAY, APRIL 28

**8:00 AM - 5:00 PM**

**Advanced Negotiation Skills - Day 1**

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.

**Instructors**
- Charles R. Neuenschwander, CLP, Principal, IPLC, LLC
- Mark D. Shelley II, Senior Associate, Hogan Lovells

### SUNDAY, APRIL 29

**7:00 AM - 7:00 PM**

Registration Open

**8:00 AM - 5:00 PM**

**Advanced Negotiation Skills - Day 2**

**1:00 PM - 4:00 PM**

Exhibit Setup

**4:30 PM - 6:00 PM**

YMC Programming:

“Help me I AM an LESI member: how can I get more involved? Accessing Committees and Mentorship in LESI”

Being in LESI can be about more than just attending LESI conferences or courses. Yet many new as well as some long-time members may lack information on how to get more involved and how to volunteer for committee work. They may need guidance on how to uncover all of the volunteer opportunities the organization offers. In this panel, the speakers will provide detailed first-hand information on the myriad of LESI opportunities.
LESI committees and activities, and they will discuss the various professional benefits that are associated with being an active LESI volunteer. Also, mentorship possibilities will be explained for those who wish to obtain one-on-one advice from more experienced members, particularly during the first few years of their membership.

**Moderator**

Eszter Szakacs, Partner, Sar and Partners Attorneys-at-Law, (Hungary)

**Panel Members**

Chris Katopis, Executive Administrator, LES International
Sonja London, Head of Licensing and Intelligence Operations, Nokia Technologies (Finland)
Hector Chagoya, Partner, Becerril Coca & Becerril (Mexico)
Pam Cox, Partner, Marshall, Gerstein & Borun LLP (USA)

6:30 PM - 8:30 PM LESI 2018 Annual Conference Welcome Reception

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**MONDAY, APRIL 30**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 AM - 6:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Networking Breakfast</td>
</tr>
<tr>
<td>8:30 AM - 8:35 AM</td>
<td>Welcome Remarks</td>
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<tr>
<td>8:35 AM - 9:45 AM</td>
<td><strong>A1: PLENARY SESSION</strong></td>
</tr>
<tr>
<td>Introduction of Speaker</td>
<td>LES International Leadership</td>
</tr>
<tr>
<td>Keynote Address</td>
<td>Think You Know Facebook’s Story …Think Again, and Learn along the Way</td>
</tr>
<tr>
<td>Speaker</td>
<td>Mike Hoefflinger, Director of Global Business Marketing, Facebook, 2009-2015</td>
</tr>
<tr>
<td>9:45 AM - 10:15 AM</td>
<td>Networking Break</td>
</tr>
<tr>
<td>10:15 AM - 11:45 AM</td>
<td><strong>MINI-PLENARY SESSIONS</strong></td>
</tr>
<tr>
<td><strong>B1</strong> “Doing Major Life Sciences Deals: The Keys to Success”</td>
<td></td>
</tr>
<tr>
<td>Moderator</td>
<td>Amanda Hollis, Kirkland &amp; Ellis</td>
</tr>
<tr>
<td>Panel Members</td>
<td>Stasia Ogden, Vice President, Global Patent Litigation Governance, Head of Patents, GSK</td>
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<td>John Calvo, Senior Counsel, Bayer</td>
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<tr>
<td></td>
<td>Christina Allegrini, Vice President, Associate General Counsel, Global Intellectual Property, Fresenius Medical Care</td>
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</tbody>
</table>

**Moderator**
Nick Mathews, Principal, McKool Smith

**Panel Members**
Suzanne Munck, Deputy Director and Chief Counsel For Intellectual Property, U.S. Federal Trade Commission (FTC) (USA)
Eeva Hakoranta, Vice President and Global Head of Patent Licensing, Nokia Corporation
Laurie Fitzgerald, Vice President, Licensing, Teley

**B3 “IP Markets Experiences”**

Today the majority of innovation comes from the bundling of different inventions and IP assets. In this context, the necessity to get mechanisms for the exchange and diffusion of inventions is no more challenged. But to this day the creation of standardized IP market institutions (as there are in markets for capital, land and labour) remains complex and controversial. Until today, Intellectual Property has been traded in an ad-hoc manner and the Intellectual Property trading landscape has been characterized by informational asymmetries, lack of transparency and high transaction costs. In the US, but also in Asia, some kind of Intellectual Property trading platforms and mechanisms (rules, standards) have been created with various degrees of success but no widely recognized institution still exists that can help owners wanting to sell or license their Intellectual Property or support buyers in identifying IP that they may be interested in purchasing or licensing.

**Moderator**
Larry Horn, Chief Executive Officer, MPEG LA, LLC

**Panel Members**
Luke McLeroy, Vice President, AVANCI
Audrey Yap, Managing Partner, YUSARN AUDREY (Singapore)
Dr. Yan Zhang, Partner, IPFuTurn

**B4 “Best Practices For, and Latest Developments Regarding, Cyber-Security”**

**Moderator**
Aaron Charfoos, Partner, Jones Day

**Panel Members**
Greg Silberman, Chief Privacy Officer, Cylance Inc.
Xiaoyan Zhang, IP Counsel, Tech & Data Group

11:45 PM - 1:00 PM  **Lunch**

1:00 PM - 2:15 PM  **WORKSHOPS**

**C1 “Know How Licensing”**

Know-how flows from licensor to licensee in ever-increasing numbers of Technology Transfer Agreements. Different considerations apply to know-how licensing as compared to the licensing of registered IP rights; and these considerations are relevant both before and during the negotiation of a licensing agreement. The workshop will examine questions related to the definition, disclosure and management of know-how in the context of a technology transfer relationship, focusing on practical aspects.

**Speaker**
Theo Stamatiadis, Senior Counsel Intellectual Property, GE Power (Switzerland)
### C2 “Artificial Intelligence: The IP Behind Disruption”

The disruption of many industries by Artificial Intelligence has already begun. From life sciences and financial technologies to the legal field, every business must embrace the advantages of this technological revolution or risk extinction. The panelists from many different countries and fields of expertise will explore the IP and licensing models behind AI, as well as questions like: Can AI create IP or is it a privilege of the human kind? How to deal with open source AI software in international proprietary projects?

**Moderator**  
Vincent Bergeron, Partner, Robic LLP (Canada)

**Panel Members**  
Bastian Best, Partner, Bardehle Pagenberg (Germany)  
Jason Silbergleit, Director, Research Alliances & Government Programs, IBM Research AI  
Pramath Malik, Vice President Business Development, Dolcera  
Misha Benjamin, Legal Counsel, Element AI, Canada

### C3 “Using Intellectual Property to Secure Debt Financing for Startups & Growth Companies”

**Moderator**  
Sam Khoury, President, Inavisis, Inc.

**Panel Members**  
Joe Agiato, CPA, Chief Executive Officer, PIUS Limited LLC  
Drew Lanza, Partner, Berkeley Catalyst Fund  
Dan Pistone, Senior Vice President and Business Line Director, Bridge Bank  
Tom Clark, Chief Financial Officer, Ayla Networks

### C4 “Best IP Strategies for Value Creation”

The workshop will address:

1. Best and worst strategies to identify and protect most valuable assets.
2. Why a company should or should not have a reward system for its inventors and their managers?
3. Emerging trends to create value from intellectual capital.
4. Case studies (small and large companies including, HP, Exxon, Chevron, Conoco, BP, Shell, etc. - invited)

**Moderator**  
Dr. Rashid Khan, President, We ThRiVe  
Dr. Tanja Sovic, U Wien (Austria)

**Panel Members**  
Dr. Yateen Pargaonkar, Managing Partner, Riser IP  
Jeffery Whittle, Partner, Hogan and Lovells  
Stein Lundby, Vice President, Qualcomm  
Sergio Lascia, Pirelli

### C5 “Mediation, Arbitration and Alternative Dispute Resolution of Licensing and Other Technology Disputes”

In today’s world many licensing disputes involve technology or complication, legal or technical issues, where there is more than just law, but complicated legal issues, and technical facts. Dealing with these, and technology company executives and inventors, in their dispute resolution and agreements, requires education and guidance. Leading technology
dispute resolvers and technology executives will help you be prepared for arbitration, mediation, and drafting agreements, to prepare for settling technology disputes. Many companies are using arbitration or alternative dispute resolution in the licensing or other agreements, or to resolve disputes that would otherwise end up in complicated legal proceedings, in the United States and internationally. Learn about the advantages of ADR and how you can best use it to your company or client’s advantage.

**Moderator**
Ana Sambold, Co-Chair, California State Bar ADR Committee

**Panel Members**
Neil A. Smith, Former Judge, Patent and Trademark Office, Patent Trial and Appeal Board, Silicon Valley Arbitration and Mediation Center, FedARB
Serena Lee, Vice President, American Arbitration Association
Gary Benton, Chairperson, Silicon Valley Arbitration and Mediation Center

C6 “Value of IP to Non-Profit Institutions”

Trying to address sustainability issues for your non-profit? Partnering with a non-profit organization? Entering into a multi-party alliance between for-profit and not-for-profit organizations, or getting some of your funding from a foundation? Understand the issues and choices to be considered in the formation of these agreements and partnerships. Join us for a lively discussion!

**Moderator**
Julia Barnes-Weise, Executive Director, Global Healthcare Innovation Alliance Accelerator

**Panel Members**
Rita Khanna, Founder, International Technology Transfer Management, Inc.
Sylvie Fonteilles-Drabek, General Counsel and Executive Vice President for Legal, Medicines for Malaria Venture (Switzerland)

2:15 PM - 2:45 PM Networking Break

2:45 PM - 4:00 PM WORKSHOPS


Investors poured over $4 billion into blockchain in 2017. FileCoin’s Initial Coin Offering raised over $300 million. But will blockchain and cryptocurrencies live up to the hype? Hear from a technology provider, crypto currency issuer, corporate user and investor as they address the opportunities and risks surrounding blockchain and cryptocurrencies. What will separate the winners from the pack? Hear about the different IP strategies and business models for monetizing blockchain. Despite the questions, one thing is for certain: blockchain and cryptocurrencies have the potential to change the way we do business.

**Moderator**
Ian DiBernado, Co-Head, Intellectual Property Department, FinTech Practice Leader

**Panel Members**
Jason Cross, Chairman Agraria Technologies, Inc.
Bob Kain, Chief Executive Officer, Luna DNA
D2 “Innovative Brand Strategies Improve The Bottom Line”
Non-traditional trademarks are gaining increasing importance for more comprehensive protection of companies’ modern brand and corporate identity, the most important being 3D-marks (especially product shapes, but potentially also storefronts, shop designs etc.) and colour marks. While an ever-growing number of countries has expanded the scope of permissible trademark forms to be registered, there are still considerable practical challenges both in achieving trademark protection for non-traditional marks as well as in enforcing them. The aim of the workshop is to provide a global overview over the current situation as well as providing practical advice for various jurisdictions.

Moderator Dr. Stefan Volker, Partner, Gleiss Lutz
Panel Members Jaime Lemons, Head of Trademarks, Nike
David H. Bernstein, Partner, Debevoise and Plimpton (USA)
Charmaine Koo, Deacons (Asia)

D3 “LES Standards Initiative: Improving the Practice of IP Management”
How will organizations successfully navigate the continuously evolving landscape of intellectual property management? Today, across the world, innovation is the basis of advanced products and services, and it is the engine of the economy. And yet, IP Management is not a focus in our Business Schools; IP is taught as a legal subject and the subjects of IP valuation, business processes employed in IP management, and IP strategy are barely touched upon. Hear how the LES Standards Initiative aims to improve the practice of intellectual property management to the benefit of innovation and the IP licensing & management community.

Moderator Robin Corwin, Intellectual Property Manager, Rockwell Collins
Panel Members Ron Laurie, LES Standards - Intangible Assets in the Boardroom; Managing Director, Inflexion Point Strategy, LLC
Jeff Bartholomew, LES Standards - IP Licensing; Attorney at Law, Robinson Waters & O’Dorisio
Mike Pellegrino, LES Standards - IP Valuation; President, Pellegrino & Associates, LLC
John Carney, LES Standards - Intangible Assets in the Boardroom; Managing Director, China IP Exchange, LLC
Patrick Terroir, Chair of Patent and Technology Licensing of LESI; LES Liaison Organization to the ISO/TC 279 Standards Development, Attorney at Law, Paris Bar; Innovation Legal

D4 “Economic Considerations for Patent Litigation Financing”
A litigation financier, patent litigator, and valuation/damages expert (and potentially a corporate representative) explore the various economic issues associated with patent litigation financing. The litigation financier will discuss their economic due diligence considerations and the various financing structures they utilize. The patent litigator (and corporate representative) will discuss the economic justification for and benefits of using litigation financing. The valuation/damages expert will discuss pre-case damages assessments and valuation of litigation funding opportunities including the identification and assessment of risk and uncertainty.

Moderator Scott Weingust, Managing Director, Stout Risius Ross
| Panel Members                           | Katharine Wolanyk, Managing Director, Buford Capital  
|                                       | Robert F. Kramer, Partner, Dentons  
|                                       | Adam Mortara, Partner, Bartlit Beck Herman Palenchar & Scott LLP |

**D5 “An International Perspective on Licensing in China: Experiences and Avoiding Potential Pitfalls”**

An International Perspective on Licensing in China: Experiences and Avoiding Potential Pitfalls presentation will be given by practitioner(s) (including former General Counsel from Cargill and licensing executive for Fortune 500 companies in China) and industry representative(s) that have been involved in licensing intellectual property, including patents and trademarks, as well as conducting business in China and seeking intellectual property protection under the Chinese IP system. The presenters will relay their experiences (from a US, European, Japanese and Chinese perspective) and provide real-world advice and solutions to the unique issues presented by licensing in China.

**Moderator**

Bruce Bernstein, Co-Managing Partner, Greenblum & Bernstein PLC

**Panel Members**

Jai (Jay) Wei, Senior Partner, Licensing, Strategy & Partnership, Best IPR Intellectual Property Law Corporation  
Fiona Nicolson, Partner, Bristows LLP  
Sanjay Goorachurn, Barrister and Solicitor, Trademark Agent, Smart & Biggar

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**D6 “CRISPR Patent Pools- A Novel Way of Licensing and Advancing Research”**

For early stage platform technologies, creative licensing strategies are the key so that the uncertainties associated with the potential of the technology, the scope of the intellectual property and the market’s willingness to adopt new technologies are all factored in the decision making. In this session, Issi Rozen of the Broad Institute will highlight the Broad’s licensing strategy and its inclusive innovation model as it relates to the groundbreaking CRISPR technology. This strategy has allowed the Broad to ensure that commercial entities are incentived to develop early stage technologies to treat human diseases and also ensure that the technology is available broadly to the research community. Dr. Kristin Neuman of MPEGLA will join in the discussion to highlight the important role played by patent pools such as MPEGLA in creating a one-stop shop for commercial users to license platform technologies without needing to navigate a complex patent and licensing landscape.

**Moderator**

Sadhana Chitale, Director, Life Sciences/Technology Transfer, NYU Technology Transfer Office

**Panel Members**

Kristin Neuman, Business Development Executive and Intellectual Property Lawyer, MPEG LA  
Issi Rozen, Chief Business Officer, Broad Institute  
Jacob Sherkow, Professor, New York Law School Broad Institute

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4:00 PM - 4:15 PM  
Transition Break

4:15 PM - 5:30 PM  
**WORKSHOPS**

**E1 “The European Unitary Patent After Brexit: Over 400 Years After The Death Of Shakespeare, “To Be Or Not To Be?” Is Still Very Much The Question”**

**Moderator**

Robert Alderson, Partner, Head of International Business Development, Jacobacci & Partners (Italy)
Panel Members
Richard Kempner, Partner, Kempner & Partners (UK)
Joachim Mader, German and European Patent Attorney, Partner, Bardehle Pagenberg (Germany)
Jean-Martin Chevalier, Attorney, Cousin & Associés (France)

E2 “Non-Traditional Opportunities for the TTO to Contribute”

University technology transfer offices (TTO’s) typically have as their institutional objectives identifying, creating and commercializing intellectual property (IP) being created on their campuses as well as the generation of royalty revenues. However, TTO’s are increasingly being asked to develop and manage a range of new functions including technology maturation funds, the entrepreneurial ecosystem on campus, novel strategic partnerships with companies, local (city, state) economic development priorities, and the engagement with the outside world at a philanthropic and developmental level. A panel of experienced technology transfer practitioners from the U.S. and abroad will discuss these new emphases and how these new priorities have affected the business of technology transfer in academia.

Panel Members
John Ritter, Director, Office of Technology Licensing, Princeton University
Ruben D. Flores-Saaiib, CLP, Director of Commercialization for the Office of Innovation and Commercialization (OIC), UC San Diego
Brendan Rauw, CLP, Vice President of Technology Transfer & Business Development
Karin Hofmann, Inventions, Patent Exploitation, Vienna University of Technology (Austria)

E3 “Trends in International Patent Enforcement, Court Litigation and Arbitration”

The workshop will inform about some recent trends in international patent enforcement with a focus on the US, Europe, and China. Important aspects like timing, cost and effectiveness will be compared. The panelists will also look at international enforcement strategies in multi-jurisdictional matters and at (F)RAND case law and its implications for asserting and licensing standard essential patents. Take-aways for the audience:

- Recent trends in global patent enforcement
- Key strategies in multi-jurisdictional matters
- Latest Developments in (F)RAND case law

Moderator
Prof. Dr. Tilman Müller-Stoy, Partner, Bardehle Pagenberg (Germany)

Panel Members
Melissa Finocchio, Vice President, Chief Litigation Counsel, Intellectual Ventures (USA)
Chris Longman, Senior Director / Litigation Counsel, Qualcomm (USA)
Zhu Nongfan, Partner, King & Wood Mallesons (China)
Richard Pinckney, Partner, Bristows LLP (UK)

E4 “Impact of IP Rights on 4th Industrial Revolution in Asia”

This workshop will provide views and perspectives from Asia on managing IP rights at the new frontier of the 4th industrial revolution. The speakers will share about their experiences and how they would prepare in business and legal aspects for these emerging technologies. The target audience includes business executives and professionals in the high-tech area.

Moderator
Vikran Duangmanee, IP Manager, SCG Chemicals
Panel Members

Audrey Yap, Managing Partner, Yusarn & Audrey (LES Singapore)
Alan Adcock, President, LES Thailand; Partner, Tilleke & Gibbins
Mina Maeda, Social Innovation IP Dept., IP Business Division, Hitachi, Ltd.
Hiroki Saito, Mori Hamada & Matsumoto

E5 “Making Your IP Department into a Value Driver & Corporate Partner”

In today’s world, intellectual property is the lifeblood of value creation in the corporate setting. But, often corporate intellectual property departments are treated as just patent generation machines, with little input into the strategy of the corporation. This approach does not capitalize on the expertise and agility of an intellectual property department to achieve business goals; specifically access to market for innovations that will generate profit. We will discuss best corporate practices to exploit the capabilities of a corporate intellectual property department and how best to structure it to meet a company’s changing needs. There are various approaches for organizing an intellectual property function. It can be a central corporate function reporting to the legal organization that acts as a hub of intellectual property resources for business units and management or it can be a hybrid organization. This hybrid organization allows IP lawyers to work directly with business unit teams to handle each unique business need. Take-aways:

1. Learn how to turn your IP department into a money-generating department, rather than just a cost center
2. Hear about the best types of structures for an IP department within different types of organizations

Moderator
Anne Li, Counsel, Crowell & Moring LLP

Panel Members
Konstantina Katcheves, Vice President, Global Intellectual Property and Technology Alliances, Lonza
Patrick Fogle, Global Head of Intellectual Property, Lonza

5:00 PM - 6:00 PM CLP Private Reception *Invitation Only*
6:30 PM - 8:30 PM Reception & Networking Event - “South of the Border”

TUESDAY, MAY 1

7:30 AM - 8:30 AM Networking Breakfast
7:30 AM - 4:30 PM Exhibits Open
8:30 AM - 9:45 AM F1: PLENARY SESSION:
“Datashock: Artificial Intelligence, Connectedness, and Readying for the Big Data Future”

The future is going to be driven by Artificial Intelligence (AI). Huge power lies in smart algorithms combined with the vast amount of big data generated by sensors, Internet of Things devices, and human behavior - from financial transactions to social interactions to increasingly trackable behavior. How will AI help people make better decisions? How will it affect or even potentially replace some human tasks altogether? How could it alter long-standing practices in your industry? Where do business opportunities lie in leveraging new technological capabilities, and how can organizations prepare for these
changes? The key, according to Dr. Jennifer Golbeck, is to focus on the strategic impact of these technologies.

As Director of the Social Intelligence Lab at the University of Maryland, College Park, Dr. Golbeck not only studies the most cutting-edge developments in Artificial Intelligence up close, but she and her team create the types of algorithms that are making those types of advancements possible in the first place. In this talk, organizations will learn how to recognize disruptive AI, assess its potential, and prepare for a data- and algorithm-driven future.

Introduction of Plenary Speaker: McKool Smith

Speaker(s): Dr. Jennifer Golbeck, Director of the Human-Computer Interaction Lab, University of Maryland College Park

9:45 AM - 10:15 AM Networking Break

10:15 AM - 11:45 AM MINI-PLENARY SESSIONS

G1 “Driving Business Value with IP: Successful IP Strategies and IP Management”

Using a combination of best-practice examples from IP success stories and some practical frameworks, we will explore how intellectual property management fits into an overall business value generation framework and how it can add value to your business from a strategic perspective.

The EPO has produced a series of case studies on small and medium-sized enterprises (SMEs) which are leveraging the power of patents and other IP rights to achieve business success. The case studies illustrate how new and established SMEs have developed the IP management capabilities they need, and how they are using IP to their advantage. Two of the twelve companies analyzed in the case studies will contribute to the panel discussion by illustrating their experiences:

Examples of value creation include patents as an asset to get investors on board, IP as a safe line in partnerships when outsourcing production or research, and IP as a unique selling point when entering into joint ventures and as a main asset in licensing agreements.

Emerging companies need to be prepared for due diligence at several stages of their business growth, and this prepares them for potential M&As. Lessons learned from due diligence processes will be presented by an M&A expert.

Moderator Thomas Bereuter, Program Area Manager, European Patent Academy

Panel Members Andreas Schuster, Co-Founder, Orcan Energy
Yann Ménière, Chief Economist, European Patent Office
Brendan Hogan, Senior Vice President of Engineering, Aerogen Ltd
Jürgen Graner, Chief Executive Officer, Globalator Ltd

G2 “Early Stage Pharma/Biotech Licensing”

This workshop will focus on approaches and best practices when structuring early stage pharmaceutical and biotech IP deals in order to maximize value to both sides, including building in options and milestones, as well as considering the tax and financial reporting implications of legal entity structure.

Moderator Gary Raichart, Director, Strategic Value Advisory, Duff & Phelps
Panel Members
Andrew Littlehale, Chief Financial Officer, Macrolide Pharmaceuticals
Jeremy Grunstein, Ph.D., Executive Director, Business Development, Amgen
Benjamin H. Pensak, Partner, Morgan Lewis

G3 “The Changing Patent and Licensing Landscape in the Automotive and Aerospace Industries”

Moderator
Mike Lasinski, Chief Executive Officer and Managing Director, 284 Partners

Panel Members
John Carney, Director, Commercialization and Licensing, Delphi Automotive Systems, LLC
Chris Storm, Senior Counsel, Intellectual Property, Uber Technologies, Inc.
Jin Kim, Senior Director, Innovation Business Development, United Technologies Corp.

G4 “Diversity and Identity of the Licensing Profession: Career Development Discussion”

Licensing professionals comprise a diverse category of colleagues managing broad aspects of intellectual property and coordinating strategic alliances. Their career backgrounds include degrees and training in science, medicine, law, business, finance, and others. Many have moved among various career paths, such as university technology offices, law firms, government legal offices, incubators, industry, and/or venture space. Thus, the current profession is extremely diverse and fluid. This interactive discussion panel will include professionals from various licensing paths: industry, venture space, federal government, academic technology transfer, and a career recruitment field. They will discuss the often-non-linear routes taken to obtain their current positions and provide advice to colleagues at various levels who look to enter, succeed, and/or move among various types of licensing careers. There will be an extensive question-and-answer period to allow for dynamic interaction among all participants. Young Members Congress President will also make an introduction.

Moderator
Anna Solowiej, PhD, JD, Senior Licensing and Patenting Manager, National Institutes of Health (NIH)
Natalie Raffoul, Lawyer and Registered Patent Agent, Clancy P.C. + Brion Raffoul and LES YMC President

Panel Members
Jennifer Dyer, Executive Director, University of Southern California Stevens Center for Innovation
Traci Libby, Director, Open Innovation, Beckman Coulter, Inc., Diagnostics
Kirsten Leute, Senior Vice President of University Relations, Osage University Partners
Paul H. Ebert, President and CEO, Ebert Wolfe & Co., Executive Search

G5 “YMC: Mock License Negotiation”

Before resorting to litigation, prospective licensors and licensees regularly engage in negotiations regarding the licensing of one or more patents. These negotiations may, in some cases, involve face-to-face meetings between the parties to hash out the issues, including the parties’ respective strengths and weaknesses in their cases, and what a mutually acceptable royalty would be for a license. How do these meetings unfold? What strategies are used? What are effective techniques for ultimately achieving an agreement? This session presents a mock license negotiation between a licensor and a licensee along with their respective counsel, and aims to convey practice tips for those engaged in similar
licensing negotiations. The panelists will also highlight legal obstacles that can commonly arise, e.g. the Lundbeck decision of the CJEU which gives great concern in license agreements that are formed as a settlement agreement and upcoming changes due to the UPC in Europe.

**Panel Members**
- **Annie Gauthier**, Partner, BCF
- **Curt Dodd**, Senior Licensing Specialist and Patent Analyst, Fitch, Even, Tabin & Flannery LLP

**Moderator**
**Michael Crichton**, Partner, Growling WLG

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**11:45 AM - 1:00 PM**  
**Lunch**

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**1:00 PM - 2:15 PM**  
**WORKSHOPS**

**H1 “SMEs and the Patent Challenge”**

With the introduction of new technologies, the globalization and the transformation of the global value chain, the role of new and small firms in innovation and economic development has increased tremendously since the beginning of the 80’s. But as many studies indicate, patenting activity is relatively uncommon among small businesses and, where it does occur, is concentrated in high technology sectors. Les Nouvelles will publish a special issue on this topic in September 2017.

**Panel Members**
- **John Cabeca**, Director, West Coast Region, U.S. Patent and Trademark Office
- **Ivan Chaperot**, Managing Director, Novalto Capital
- **Didier Patry**, Chief Executive Officer, France Brevets
- **Eric Setton**, Chief Executive Officer, Tango

**Moderator**
**Patrick Terroir**, Chair of Patent and Technology Licensing Committee LESI, Lawyer, Innovation Legal

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**H2 “Challenges and Opportunities of Startups and High-Tech Companies in IP Commercialization in Asia”**

There is an international and regional trend of startups and high-tech companies in innovation and technology transfer. Specifically, there is a growing expectation that startups and high-tech companies will expand their roles in driving economy and more directly contribute to the revival and development of the regional economy given the global shift towards more entrepreneurship based economies. This session will explore the following questions:

- What are some of the challenges and opportunities surrounding the IP commercialization in Asia?
- What avenues can be explored to achieve effective IP commercialization?
- What are the main characteristics of an effective entrepreneurship ecosystem?

This workshop will provide Asian’s views on challenges and opportunities of Startups and high-tech companies in IP Commercialization in Asia.

**Moderator**
**Ningling Wang**, Managing Partner, Finnegan Shanghai Office; Co-chair, LESI Asia Pacific Committee
### Panel Members

Dr. Wilaiporn Chetanachan, Director, Corporate Technology Office, The Siam Cement Public Company Limited (Thailand)  
Alice Wang, IP Director, DJI (China)  
Raymond Chen, IP Director of DiDi (China)  
Yu Sarn Chiew, Co-Managing Partner, Yusarn & Audrey, (Singapore)

### H3 “Patent Pool Mock Negotiation -- Part 1”

A Patent Pool is a portfolio of patents essential to the same standardized technology but owned by different parties. Participation is voluntary and patent owners joining the patent pool facilitation process generally have different business models and interests; reaching an agreement which satisfies all is indeed a real challenge. Aim of this negotiation session is to illustrate the main aspects of a patent pool creation. Speakers representing practicing and no-practicing entities will present a fictitious case highlighting the difficulties which could arise in the facilitation process and they will provide the main guidelines on how to create a successful patent pool for the market.

#### Speakers

- Roberto Dini, Founder, Sisvel  
- Keith Lutsch, Partner, Blank Rome LLP  
- Christopher J. Kelly, Partner, Mayer Brown LLP

### H4 “The Current and Future State of Non-Profit Technology Transfer in the United States”

The panel will speak on opportunities for performing the technology transfer function in an increasingly complex environment with ever-expanding responsibilities. The panel will focus on the U.S. non-profit technology transfer experience from the perspective of government and research institutions. The panel will also discuss the role of industry and other key stakeholders and changes that might be made to the ecosystem to support the demands anticipated in the next five to ten years.

#### Moderator

Pam Cox, Partner, Marshall, Gerstein & Borun LLP

#### Panel Members

- Andrew Danielsen, Vice Chair of Licensing, Mayo Clinic Ventures  
- Katharine Ku, Executive Director of the Office of Technology Licensing, Stanford University  
- Lesley Millar-Nicholson, Director of MIT Technology Licensing Office, Massachusetts Institute of Technology  
- Claire T. Driscoll, Director, Technology Transfer Office, National Human Genome Research Institute, National Institutes of Health

### H5 “Joint Development Agreements (JDAs) Are Only as Strong as the Weakest Link”

Joint Development Agreements (JDAs) are valuable tools for any organization to strengthen its IP rights, but JDAs are commonly drafted with “weak links” that can completely undermine their value. Experienced panelists will identify these “weak links” and provide practical solutions for eliminating them. Participants will learn how to structure JDAs to maximize value and strengthen IP rights, how to avoid pitfalls that can weaken IP rights, and how to approach JDAs thoughtfully and strategically.

#### Moderator

Adam Petravicius, Partner, Kirkland & Ellis, LLP

#### Panel Members

- David Westgor, General Counsel, MicroVision  
- Dawn Phillips, Assistant General Counsel, Molson Coors Brewing Company  
- Saumil Mehta, Vice President and Assistant General Counsel, GoGo LLC  
- Jo Costura, IP Transaction and Technology Licensing Manager EAME, Caterpillar UK
H6 “What’s Hot and what’s Not in Drafting and Structuring Your Intellectual Property Licenses”
Attendees will learn recent U.S. case law developments that impact how you draft and structure your IP licenses. Attendees will also be reminded of existing U.S. case law that remains unchanged, even in light of recent cases. You will hear from two experienced high level in-house counsel and one experienced law firm partner on practical tips for drafting, negotiating and structuring IP licenses to maximize their enforceability.

Panel Members
Kandace Watson, Partner, Sheppard Mullin
Shawn White, Associate General Counsel, Internet Corporation for Assigned Names and Numbers (ICANN)
Roger Werne, Partner, Sheppard Mullin

2:15 PM - 2:45 PM Networking Break

2:45 PM - 4:00 PM WORKSHOPS

I1 “Atlanta IP- Developing a Model IP Ecosystem to Benefit Society”
IP drives society forward, because only well-protected innovations earn the leverage to deliver highly commercialized successes. Yet many inconsistencies exist in the way IP is developed and used around the world. There is a need to bring faith in IP systems to inspire and finance new decades of creativity. Atlanta, Georgia USA has unique resources for a model IP ecosystem, across 3 legs of the IP stool: Technology, Health and Arts/Entertainment. In this discussion, participants will learn how Atlanta is aligning top-ranked yet emerging creative & business resources to help society more easily accomplish technology transfer and IP commercialization goals.

Moderator
Barry Brager, Managing Partner, Perception Partners

Panel Members
Scott Frank, President & CEO, AT&T Intellectual Property
Russell Allen, President & CEO, Georgia Bio
Cynthia Curry, Director IoT Ecosystem Expansion, Metro Atlanta Chamber of Commerce

I2 “Funding the High-Tech/Med Devices Startups”
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, esp., in this era of low-cost travel and a ubiquitous internet. But is that actually so? Regional differences and, esp., those between the West and East coasts constrain the practicalities of fund-raising for the startup. Come to Part I of a Two-Part Series (Part II is scheduled for Boston in Oct. 2018) to hear the West Coast perspective on fund-raising.

Moderator
Mysty Rusk, Director, University of San Diego Innovation Center

Panel Members
Dean Rosenberg, Angel Investor and Head of Tech Coast Angels
Jeremy Glaser, Co-Chair of the Venture Capital and Emerging Companies Practice Group, Mintz Levin
Shawn Conahan, Founder and Chief Executive Officer, Tellient
Mike Nicoletti, Co-Founder and Chief Operating Officer, Trails.ai

** Content subject to change

The focus will be on strategies that will help applicants secure useful and valuable IP protection in the US, Europe and China. Using real life examples to illustrate our point, the session will highlight the jurisdictional differences in patentable subject matter (for both biology type subject matter and software inventions); tactics for avoiding added matter objections; how to handle the requirement of supporting data and sufficient disclosure; and the current state of the US patent law and the question of patent eligible subject matter. We will also consider different strategies that might be used in each of the afore-mentioned jurisdictions.

Speakers
Kirsteen Gordon, Patent Attorney, Marks & Clerk LLP
James Mullen, Partner, Morrison & Foerster LLP
Patrick McManamny, Partner, FB Rice

I4 “Oracle v. Google: What Does It Mean For Software Licensing”

Speaker
John Brockland, Partner, Hogan Lovells

I5 “Emerging Developments at the Intersection of IP, Blockchain and Cryptocurrency”

Expanding on the introduction of the opportunities and risks surrounding blockchain, this workshop will discuss specific patent and copyright cryptocurrency offers as well as the use of blockchain to record licensing transactions. The panel will also share who is accumulating their own portfolio of related patents and the latest in the sale of such portfolios.

Moderator
James Malackowski, Chairman & CEO, OceanTomo

Panel Members
Jason Cohen, Chief Technology Officer, Intellectual Property Coin Group, Inc.
Jan Denecke, Chief Executive, Wenn Digital / KodakCoin

I6 “LES 2017 High Tech Royalty Rate Survey Results and Status of EU FRAND Jurisprudence Based on Recent Court Cases”

This panel of international intellectual property experts will review and discuss recent trends and data extracted from the 2017 LES High Tech Royalty Rate Survey along with reviewing the data collected in the European EU FRAND court case study.

Presenters
Professor Dr. Tillman Muller-Stoy, Partner, Bardehle Pagenbern
Bob Held, President Held IP, LLC and President-elect & Chair-elect LES U.S.A. and Canada
Richard Pinckney, Partner at Bristows LLP
Jack Lu, Partner and Chief Economist at IPMap LLC
Matteo Sabattini, Director, IP Policy at Ericsson
Tom Rouse, Vice President, Patent Counsel at QUALCOMM Incorporated
J1 “How to Best Protect Your Trade Secrets: A Global Perspective and Assessment”

Speakers
Sergey Medvedev, PhD, LLM, Gorodissky & Partners
Agata Sobol, Partner, Franzosi Dal Negro Setti (Italy)
Rob McInnes, Principal, Rob McInnes IP Advisory Pty Ltd

J2 “Navigating Open Source Risk Assessments During Diligence”

Moderator
Abraham Alegria Martinez, Founding Partner, Alegria Martinez & Fernandez Wong

Panel Members
Jennifer Pierce, Partner, Charles Russell Speechlys
Amy Chun, Partner, Knobbe Martens, Olson & Bear
Jeff Luszcz, Vice President of Product Management, Flexera

J3 “Organic Chaotic Innovation”

Innovation chaos is a result of inserting the organization’s technology-transfer (TT) function into the midst of the process of creating and shaping intellectual property (IP) for commercialization at the earliest possible development stages. Rather than depending on a structured, one-way flow of information from innovators to the TT office and onward, chaotic innovation depends on open information flows both inside the organization and between the organization and outside entities.

Chaos may result from what becomes a complex system of information exchange between many actors, one of which is the TT entity. The overriding goal is creation of broad, protectable, market driven IP through a process that maximizes commercialization potential. An organic organization structure is the way to enable such a system of information flows. The pros and cons of an organic structure have long been known in management studies. Many advocate for innovation-seeking organizations to emulate the organic structures found in Silicon Valley high-growth firms. Insertion of the TT into the complex system facilitated by an organic organizational structure is critical to market potential for new ideas as they become innovations. Panelists in this session will share experiences with this type of structural setup, and will make suggestions regarding implementing and encouraging innovation chaos.

Moderator
Professor Lawrence J. Udell, Founder/Chairman, LES Silicon Valley Chapter

Panel Members
Craig Kenesky, Head of the NYC Office of Wilson, Sonsini, Goodrich & Rosati
Cleveland Justis, Executive Director at the UC Davis Institute for Innovation and Entrepreneurship
Katharine Ku, Executive Director, Office of Technology Licensing, Stanford University
Peter Anselmo, Director of Technology Commercialization, New Mexico Tech
Lionel Leventhall, Founder and Managing Director and Head of Royalty & Revenue Interest Financing, Houlihan Lokey, Inc.

J4 “Licensing Early Stage Technology”

This presentation outlines the key licensing and IP issues that must be addressed when technology being transferred is not fully developed to meet the licensee’s needs. Three different technologies are used to demonstrate these issues. The presentation takes the perspective of a university or SME being the Licensor and a larger corporation as the licensee. The examples provided have an Australian entity as the licensor with the licensee from larger markets. This introduces an international perspective, particularly with respect to IP ownership and rights of use.
J5 “Brand Contribution: Building, Protecting and Leveraging Brand Assets”

While brands exist all over, only some brands truly add value to their organizations. Powerful brands serve as a promise to consumers enabling brand owners to achieve greater sales, reduce costs and achieve substantial competitive advantages. The presentation will cover the core tools of building and managing valuable brands. The panelists will present tools for protecting, building and valuing brand assets and share their experience leveraging brands through licensing and maximizing their contribution to financial performance.

Moderator  
Sanjay Prasad, Principal, Prasad IP, PC

Panel Members  
Luke Dauchot, Partner, Kirkland & Ellis, LLP  
Dr. Bastian July, Chief Executive Officer, GoodIP  
Kwang Jung (KJ) Kim

J6 “Patent Pool Mock Negotiation -- Part 2”

A Patent Pool is a portfolio of patents essential to the same standardized technology but owned by different parties. Participation is voluntary and patent owners joining the patent pool facilitation process generally have different business models and interests; reaching an agreement which satisfies all is indeed a real challenge. The aim of this negotiation session is to illustrate the main aspects of a patent pool creation. Speakers representing practicing and non-practicing entities will present a fictitious case highlighting the difficulties which could arise in the facilitation process and they will provide the main guidelines on how to create a successful patent pool for the market.

Moderator  
Brian Buss, Principal, Nevium Intellectual Property Solutions

Panel Members  
Lawrence Maxham, President, The Maxham Firm  
Jennifer Streubing, Chief Operating Officer & Partner, Balboa Manufacturing  
Mark Chong, Senior Manager, Integrated Brand Marketing, Hologic, Inc.  
John Sarkisian, Founder of SKLZ, Pat & Oscars, Industry Chairman of San Diego Sport Innovators  
Tom Hume, Vice President Marketing Cali Bamboo, Co-Founder & Vice President Marketing Cure JM Foundation

6:00 PM - 9:00 PM Gala Reception & Dinner
**WEDNESDAY, MAY 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>7:30 AM - 11:30 AM</td>
<td>Registration Open</td>
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<tr>
<td>9:00 AM - 10:30 AM</td>
<td><strong>GTIF PROGRAMMING</strong></td>
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<td></td>
<td><strong>Session 1: Keynote Speaker</strong></td>
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<td>William J. Merritt, President and CEO, InterDigital</td>
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<td><strong>Session 2: Financing Technology Development (Moderated Panel Discussion)</strong></td>
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<td>Why has “impact investing” emerged in the last 10 years?</td>
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<td>What “market failures” exist and how can these be addressed?</td>
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<td>Are philanthropic groups successfully adopting VC practices, and to what extent are social and business benefits compatible? How common are experiences across sectors?</td>
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<td><strong>Moderator</strong></td>
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<td>Mark Wilson, Strategic Biotech</td>
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<td><strong>Speakers</strong></td>
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<td>Stan Flemming, Founding Managing Partner, Forward Ventures</td>
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<td>Greg McKee, President and CEO, CONNECT</td>
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<td>Lonnie Rosenwald, Chief Counsel, Invention Science and Development, Intellectual Ventures</td>
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<tr>
<td>8:30 AM - 5:30 PM</td>
<td><strong>Best Practices in IP Licensing - Day 1</strong></td>
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<td>During this two-day interactive program, you'll hear firsthand tales from the trenches as industry experts shed light on best practices for structuring and negotiating transactions. Learn from their experiences and leave armed with the key components you need to successfully close transactions. The high teacher student ratio optimizes one-on-one interactions with the content leaders and your peers so you gain the most from the program. This course is designed for business development, legal, and technical professionals new to day-to-day management responsibilities of leveraging intellectual property assets as well as those with a few years of IP transactional experience seeking to enhance the breadth of their skills. There are no prerequisites to take this course however IP &amp; Licensing Basics or IP Business Basics 101 are recommended.</td>
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<td><strong>Instructors</strong></td>
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<tr>
<td></td>
<td>Michael Baniak, CLP General Counsel &amp; Chief IP Counsel Global EOS of North America</td>
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<td>Michael J. Dansky, CLP Senior Vice President, Nathan Associates, Inc.</td>
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<td>Ruben D. Flores-Saibil, CLP, Director of Commercialization for the Office of Innovation and Commercialization (OIC), UC San Diego</td>
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<td>Robert F. Held, CLP, President, Held Intellectual Property</td>
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<td>Mike Lasinski, Managing Director, 284 Partners, LLC</td>
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<td>Dr. Matthias Meyer, Ph.D., Partner, Bird &amp; Bird</td>
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<td>Tanya Moore, Principal, T.K. Moore Associates, LLC</td>
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<td>John Paul, CLP, Partner, Finnegan, Henderson, Farabow, Garrett &amp; Dunner, LLP</td>
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<td>Tom Pruitt, Senior IP Counsel, Tom F. Pruitt, PLLC</td>
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<td>Tari Suprapto, Ph.D. RTTP, Senior Director, Strategic Alliances &amp; Business Development, Salk Institute for Biological Studies</td>
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**Content subject to change**
### CLP Exam Review Course

8:00 AM - 5:30 PM

Taught by experienced CLP-certified LES members, the emphasis of this course is on the eight CLP domains, the practice exam questions, and the participants’ results. The review also includes access to our Virtual Knowledge Community, providing another opportunity for participants to review the domains and to ask questions of the LES experts. Of those who have taken this review course and the exam, 80 percent have passed. Earning 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.

**Course Objectives include**

- Comprehend conflicts of interest, such as those arising from an attorney’s representation of an organization
- Learn about litigation conduct truthfulness in statements to others
- Understand attorneys’ confidentiality obligations to their clients

### Networking Break

10:30 AM - 11:00 AM

### GTIF PROGRAMMING

11:00 AM - 12:30 PM

**Session 4: Lunch with a Guest Speaker**

**Kerry Faul**, Head, National IP Management Office (NIPMO), South Africa (Invited)

- The role of NIPMO in South Africa
- Establishing technology transfer infrastructure
- Challenges and successes in developing socially-beneficial technologies for business purposes

### THURSDAY, MAY 3

8:00 AM - 5:00 PM **Best Practices in IP Licensing - Day 2**
The Licensing Executives Society is the preferred source for professional education and development, advance communications on current issues and trends, and a trusted source of licensing and intellectual asset management knowledge. We are a robust, member-collaborative organization that shares and mobilizes its knowledge and work experiences to enhance and grow global licensing and intellectual property commerce. Attend an LES Education course offering to expand your professional development in Intellectual Property (IP).

September 24-28:
LES University – North | Brinks Gilson & Lione | Chicago, IL

- PDS200: Business Development for IP Licensing
- PDS300: Strategic Licensing: Advanced Skills & Tools
- Hi-Tech Add-on: Special Topics in Hi-Tech including review of the HTS Royalty Survey

In association with the LES U.S.A. and Canada Annual Meeting
October 14-17 | Boston, MA:

October 14:
- IP101 Business Basics
- Valuation Workshop
- IP in the Boardroom Workshop

October 18:
- CLP Exam Review Course

November:
- Best Practices in Life Sciences Licensing

December:
- Advanced Negotiation

For more information please visit: www.lesusacanada.org/education
OPENING PLENARY FIRESIDE CHAT
Monday, October 15, 2018
KEYNOTE SPEAKERS

ANDREI IANCU
Director
United States Patent and Trademark Office (USPTO) and Under Secretary of Commerce and Intellectual Property

DR. WALTER G. COPAN
Director
National Institute for Standards and Technology (NIST) and Under Secretary of Commerce for Standards and Technology

CHAIRMAN’S LUNCHEON
Tuesday, October 16, 2018
KEYNOTE SPEAKER

PROFESSOR DEEPAK MALHOTRA
Eli Goldston Professor of Business Administration
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.

Official Annual Meeting Hotel:

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Boston Marriott Copley Place
110 Huntington Avenue
Boston, MA 02116
*Special LES Room block with rates available starting at $299 per night

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Non-Member $1,595

REGULAR REGISTRATION:
May 6 - October 5, 2018
Member $1,595
Non-member $1,795

http://www.lesmeetings.org/AM18

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