September 22 - 25, 2013
Philadelphia, PA
Philadelphia Marriott Downtown

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Welcome

Dear Friends,

We’re so glad you’ve chosen to join us here in Philadelphia for the LES (USA & Canada) Annual Meeting. You’ll find it a worthy use of your time. We’ve carefully tailored the content for the experienced licensing professional. The information, insights and contacts you’ll gain here will enhance your skill set, enlarge your professional perspective, and enrich your life in the licensing community. Your presence and your participation will make it a more valuable meeting for all involved.

We’re delighted to host this event here in Philadelphia – a city of great historic significance, and home of America’s Constitutional Convention. Here the Founders debated and passed the U.S. Constitutional provision for the protection of intellectual property. They recognized that innovation and industry were essential to economic prosperity for a fledgling nation, and that the proper incentives would promote the progress of useful arts for the benefit of all people. It is no less so today.

Indeed, intellectual property has greater importance today than at any time in our history. Today’s knowledge-based economy demands a sophisticated and nuanced approach to property rights generally, and particularly those promoting innovation. Yet, our intellectual property system is under attack, from special interests to Congressional tinkering to sharp practices divorced of the Founder’s intent. At the same time, licensing itself is evolving rapidly as both precedent and administrative action alter practices once common in the industry. As a Society and as individuals, we have an obligation to explore the causes and effects, adjust our practices accordingly, and aid our officials in developing sound laws and policies. That is why we come together.

Each year, the LES Annual Meeting is the greatest gathering of experience and intellect in licensing. It is a true marketplace of ideas. Take advantage of it. Share your insights and ideas with your fellow members, solicit theirs, and enlarge your network. There is simply nothing quite like the in-person LES experience. So, welcome and enjoy!

Sincerely,

Brian O’Shaughnessy
Shareholder, RatnerPrestia
Chair, 2013 Annual Meeting
Schedule-at-a-Glance

Sunday, September 22

7:30 am – 7:30 pm  
Registration  
Level 5

8:30 am – 5:00 pm  
IP & Licensing Basics  
(Requires additional fee.)  
Salons K & L, Level 5

2:00 pm – 5:00 pm  
Education Workshops  
Franklin Rooms, Level 4

4:30 pm - 6:00 pm  
Industry Sector “Meet Up”  
Salon I, Level 5

5:00 pm – 6:00 pm  
New Member, New Attendee,  
Chapter Reception  
JW’s, Mezzanine Level

6:00 pm – 7:30 pm  
Welcome Reception  
Salons E & F, Level 5  
Sponsored by:

Monday, September 23

7:30 am – 5:00 pm  
Registration  
Level 5

7:45 am – 8:45 am  
Continental Breakfast  
Ballroom Foyer, Level 5  
Sponsored by:

8:00 am – 5:00 pm  
LES Networking Lounge  
Salons I & J, Level 5

8:45 am - 9:00 am  
Welcome and Opening Remarks  
Tatiana Moore, LES President  
Brian O’Shaughnessy, 2013 Annual  
Meeting Chair  
Ballroom, Level 5

9:00 am – 10:00 am  
KEYNOTE SPEAKER: Richard Marsh,  
General Counsel, Myriad Genetics  
Myriad Genetics: From  
Concept to Reality  
Ballroom, Level 5

10:00 am – 10:30 am  
Networking Break  
Ballroom Foyer, Level 5  
Sponsored by:

10:30 am – 12:00 pm  
Concurrent Mini-Plenary Sessions  
200 Level Rooms, Convention Center

12:15 pm – 1:45 pm  
Luncheon Featuring 2013  
Deals of Distinction Awards  
Ballroom, Level 5  
Sponsored by:

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).
Monday, September 23, continued

2:00 pm – 3:15 pm  Workshop Session I
200 Level Rooms, Convention Center

2:00 pm – 5:00 pm  Train-the-Trainer
Room 403, Level 4

3:15 pm – 3:45 pm  Networking Break
Foyer of 200 Level Rooms, Convention Center
Sponsored by:

3:45 pm – 5:00 pm  Workshop Session II
200 Level Rooms, Convention Center

5:00 pm – 6:00 pm  LES Foundation Reception
JW’s, Mezzanine Level

6:30 pm – 8:30 pm  Networking Reception at the
National Constitution Center
Sponsored by:

Please display your 2013 LES Annual Meeting badge for admittance to the reception.
(6:10 pm shuttle service begins off the main lobby, Marriott Hotel. Continuous Service
to/from until the conclusion of reception.)

Tuesday, September 24

7:30 am - 8:45 am  Women in Licensing Breakfast
Salon K, Level 5

8:00 am – 5:00 pm  Registration
Level 5

8:00 am – 9:00 am  Continental Breakfast
Ballroom Foyer, Level 5
Sponsored by:

8:00 am – 5:00 pm  LES Networking Lounge
Salons I & J, Level 5

9:00 am – 10:30 am  Featured Panel:
➢ To Troll or Not to Troll? Legislative, Judicial
and Market-Based Solutions
Ballroom, Level 5

10:30 am – 11:00 am  Networking Break
Ballroom Foyer, Level 5
Sponsored by:

11:00 am – 12:30 pm  Concurrent Mini-Plenary Sessions
200 Level Rooms, Convention Center

12:30 pm – 2:00 pm  Luncheon in the Tech Fair
Franklin B, Level 4

12:30 pm – 2:00 pm  Chapter Leadership Luncheon
(invitation only)
Salon K, Level 5
## Schedule-at-a-Glance

**Tech Fair**  
12:30 pm – 6:00 pm  
**Franklin B, Level 4**

**Workshop Session III**  
2:00 pm – 3:15 pm  
**200 Level Rooms, Convention Center**

**Networking Break**  
3:15 pm – 3:45 pm  
**Franklin B, Level 4**

**Workshop Session IV**  
3:45 pm – 5:00 pm  
**200 Level Rooms, Convention Center**

**Wine and Cheese Reception in the Tech Fair**  
4:00 pm – 6:00 pm  
**Franklin B, Level 4**

**Industry Sector Receptions at Marriott**  
6:00 pm – 7:00 pm  
**Various Locations, Marriott (see detailed schedule)**

**Industry Sector Offsite Events**  
7:30 pm – 9:30 pm

### Wednesday, September 25

**Registration**  
8:00 am – 12:30 pm  
**Level 5**

**Continental Breakfast**  
8:00 am – 9:00 am  
**Ballroom Foyer, Level 5**

**LES Networking Lounge**  
8:00 am – 12:00 pm  
**Salons I & J, Level 5**

**Concurrent Industry Sector Mini-Plenary Sessions**  
9:00 am – 12:00 pm  
**200 Level Rooms, Convention Center**

**Networking Break**  
10:00 am – 10:30 am  
**Foyer of 200 Level Rooms, Convention Center**

**Business Meeting and Luncheon Speaker:**  
12:00 pm – 1:45 pm  
**Ballroom, Level 5**

- **How Innovation is Driving Improvements in Healthcare**
  - **Ger Brophy, Ph.D., Chief Technology Officer, Life Sciences, GE Healthcare**

**Education Workshops**  
2:00 pm – 5:00 pm  
**Various Meeting Rooms, Level 4**
General Information

LES Registration Hours

Sunday, September 22 7:30 am – 7:30 pm
Monday, September 23 7:30 am – 5:00 pm
Tuesday, September 24 8:00 am – 5:00 pm
Wednesday, September 25 8:00 am – 12:30 pm
Marriott Hotel, Level 5

Hotel Information

Marriott Philadelphia Downtown
1201 Market Street
Philadelphia, PA 19107
(215) 625-2900

Convention Center Information

Pennsylvania Convention Center (Philadelphia)
1101 Arch Street
Philadelphia, PA 19107
800-428-9000

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).

2013 Annual Meeting Mobile App

The 2013 LES Annual Meeting mobile app for iPhone®, iPad®, and Android® devices is now available for download. Don’t have an iPhone, iPad, or Android device? View the mobile web version of the app. Open your mobile device’s web browser and navigate to www.lesannual.org/app

To access secure content within the app, log in using the same email address you entered to register for the Annual Meeting, the password is les2013 (case sensitive)

Forgot your Log in?
Revisit the LES Annual Meeting registration desk, Marriott Hotel, Level 5 for assistance.

Tap into the meeting to:
• Connect with colleagues
• Create your personal event itinerary using My Schedule
• Search sessions, speakers and bios
• Preview Sponsor and Exhibitor information
• Stay in the know with meeting alerts and “What’s on Now”
• 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. LES Annual Meeting registrants will have access to the Internet in all meeting rooms using the code LES2013
General Information

Wireless Internet Access Connection
Complimentary Wi-Fi will be available in all LES meeting rooms, Marriott Hotel and PA Convention Center. To access the internet enter code LES2013

Sponsored by: revitas

Networking Reception at the National Constitution Center
Information
Please display your 2013 LES Annual Meeting badge for admittance into the reception.

(6:10pm shuttle service begins off the main lobby, Marriott Hotel. Continuous Service to/from until the conclusion of reception.)

Sponsored by: LOCATOR CENTRIC

Get Acquainted at the New Member, New Attendee, Chapter Reception
All new members, first-time Annual Meeting attendees and chapter Members are invited to attend, 5:00 pm – 6:00 pm on Sunday, September 22, JW’s, Mezzanine Level. Come mingle with LES leaders, meet new contacts and get ready for the official Welcome Reception!

What’s New in LES Membership
Stop by the membership booth, Level 5 and see what’s new at LES. Sign up for automatic renewals, refer a friend, see the Membership Directory upgrades, enter to win a FREE gift card, and find out what’s going on at your local LES Chapter. We look forward to seeing you!

LES Networking Lounge
Stop by the LES Lounge to connect with new and old colleagues or just relax and have a cup of coffee.

Access Your Digital Tote!
Log in to access presentations, registration lists, and generous materials and promotions from our sponsors and partners. Visit www.LESannual.org/DigitalTote.

Ticket Sales (Industry Sector Offsite Events)
Sector Event Tickets for pre-registered attendees are included in your registration packets. Additional tickets will be sold at the LES Registration Desk, if available. Tickets must be purchased by noon Tuesday, September 24 for each event.
Evaluation Forms
Please let LES know how we are doing and the value of this conference. Electronic evaluation forms will be emailed to all attendees after the meeting.

Electronic Devices
As a courtesy to speakers and meeting attendees, please set all electronic devices to silent mode during educational sessions. If you must use your cell phone, please step outside the room and away from meeting room doors so you do not disturb fellow members.

Presentations
All speakers have been requested to provide presentations for attendees’ use prior to the meeting. Speaker presentations provided to LES are posted in the Digital Tote Bag at www.LES2013.org/DigitalTote and the mobile app. Any additional Digital Tote presentations received by LES will be posted on the website and the mobile app following the Annual Meeting. If you do not find the presentation you are looking for, please request the speaker and send it to Meetings@LES.org.

Bonus! Annual Meeting Attendees Get Free Access to the Virtual Meeting
Want access to the most popular sessions after the Meeting is over? Now you can have it! Register for our Virtual Option, giving you on-demand recording access to Live streaming to three Featured Plenary sessions and on-demand recordings to sector-specific and cross-sector Mini-Plenary sessions and Workshops. Visit www.LESANNUAL.org/Virtual for additional info.

Join the Conversation!
Follow #LESannual on Facebook and Twitter to join the Meeting conversation and follow up-to-the-minute happenings. @LESUSACanada

EARN CLE, CLP & CPE CREDITS
As a service to attendees in the legal community, LES meetings are approved for Continuing Legal Education (CLE) credit. The 2013 Annual Meeting is eligible for up to 19 CLE and CLP credits and up to 23 CPE credits. For more information, visit LESannual.org.

For more information regarding refund, complaint and/ or program cancellation policies, please contact LES at meetings@les.org or 703.836.3106.

Licensing Executives Society (U.S.A. and Canada), Inc. is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. NASBA.org.
Day-By-Day Schedule

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).

Sunday, September 22

7:30 am - 7:30 pm
Registration
Level 5

8:30 am - 5:00 pm
IP & Licensing Basics (requires additional fee*)
Salons K & L, Level 5
This course provides a survey of the basics of intellectual property (IP) and licensing. It builds a practical understanding of core IP and licensing concepts from both the business and legal perspectives. Each course, taught by both legal and business experts working as a team, is divided into five topics with examples, exercises and interaction between instructors and fellow students. Topics include: Introduction to IP; Basics of IP Commercialization & Licensing; Determining Reasonable License Fees & Royalty; Managing Risks; and a Licensing Case Study.

INSTRUCTORS:
Patrick Gattari, Partner, McDonnell Boehnen Hulbert & Berghoff LLP
Kathy Rosa, President, Shenandoah Consulting Services, LLC

2:00 pm – 5:00 pm
Education Workshops (Limited Seating Available)

► Trademarks and Copyrights: Software Licensing without Patents
Franklin 1 & 2, Level 4
INSTRUCTORS:
Susan Goldsmith, Partner, SorinRand LLP
Ian DiBernardo, Partner, Stroock & Stroock & Lavan LLP

► Fast CI: A Quick Step-through of Competitive Intelligence for Your Tech Transfer Projects
Franklin 3 & 4, Level 4
Technology transfer aspires to drive research down a faster path to revenue. The amount and complexity of market and competitor knowledge that must be discovered and tested to make critical business decisions is often comparable in scale to the technology knowledge discovered and tested in the lab! In this workshop condensed from LES Education’s 2-day Cyber-Competitive Intelligence class, we’ll use the interests of the class to select CI questions, then show participants how to frame that question using a simple, 7-part tool. You’ll take away a step-wise method for answering important CI questions that can accelerate your path to revenue. (Laptops/Tablets will be useful, so please bring them)

INSTRUCTORS:
Héctor Chagoya, Partner, Director of IP Value Extraction, Becerril, Coco & Becerril
Phil Barnett, Managing Director, Phil Barnett LLC
Assessing the Company’s IP Profile
Franklin 5 & 6, Level 4
This workshop teaches an iterative technique to help the attendee audit their IP portfolio, diagnose its current state and then to provide actionable business steps to improve the value of the portfolio, the defensive posture of the portfolio, improving the opportunity for monetization and other business focused activities with their active IP assets. Much of the workshop will have the attendee interacting with tools and checklists to provide a hands on experience of developing a risk/outcome profile for the sample IP, diagnosing aspects of the portfolio, and coming up with action plans to improve their portfolio’s usefulness.

Speaker:
Mark Stignani, Of Counsel, Schwegman, Lundberg & Woessne

4:30 pm - 6:00 pm
Industry Sector “Meet Up”
Get a jump-start on your networking. Join members of the Sector leadership teams and meet other attendees from your industry to help guide your schedule for the week and make new connections throughout the meeting.

5:00 pm – 6:00 pm
New Member, New Attendee, Chapter Reception
JW’s, Mezzanine Level

6:00 pm – 7:30 pm
Welcome Reception
Salons E & F, Level 5
Meet new contacts, catch up with old friends, and enjoy an evening of networking to kick off the meeting!

Monday, September 23

7:30 am – 5:00 pm
Registration
Level 5

7:45 am – 8:45 am
Continental Breakfast
Ballroom Foyer, Level 5
Sponsored by:

8:00 am – 5:00 pm
LES Networking Lounge
Salons I & J, Level 5

Sponsored by:
Monday, September 23

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).

8:45 am - 9:00 am
Welcome and Opening Remarks
Ballroom, Level 5
Tatiana Moore, LES President
Brian O'Shaughnessy, 2013 Annual Meeting Chair

9:00 am – 10:00 am
KEYNOTE SPEAKER
Myriad Genetics: From Concept to Reality
Richard Marsh, General Counsel of Myriad Genetics will discuss the genesis, evolution, and future of the company, interspersed with lessons learned in bringing a life sciences company from concept to reality. This includes a discussion of Myriad’s more notable, or innovative, deals with companies of varying size, and a practical discussion of how those deals were structured and leveraged to give the parties mutual competitive advantage to promote the progress of the useful arts and improve the human condition.

Myriad’s Supreme Court case will also be discussed, as this decision will have far-reaching implications for the life sciences industry, and will affect patentability for a wide variety of products, from those things arguably derived of nature to software.

Richard Marsh, General Counsel, Myriad Genetics

10:00 am – 10:30 am
Networking Break
Ballroom Foyer, Level 5
Sponsored by:

10:30 am – 12:00 pm
CONCURRENT MINI-PLENARY SESSIONS
INDUSTRY CROSS-SECTOR
License or Litigate?: Lessons Learned From Doing Deals Instead of Doing Battle
Room 201C, Convention Center

These panelists will discuss the use of licensing in resolution of, or as an alternative to, litigation, and how to construct provisions in such agreements to avoid the pitfalls of recent judicial decisions and regulatory enforcement. These experts have been on the leading edge of Hatch-Waxman settlements and the use of Standards Essential Patents, and have a wealth of information to share on the proper preparation and use of those agreements. The tools and techniques for navigating this perilous territory are useful in all aspects of licensing, and to everyone engaged in writing agreements.

MODERATOR:
Brian O'Shaughnessy, Shareholder, RatnerPrestia

PANELISTS:
Niklas Östman, Senior Director, IP Licensing, Microsoft
Arti Rai, Elvin R. Lotty Professor of Law, Duke University School of Law (Formerly Administrator of the USPTO Office of External Affairs)
Phil Strassburger, Vice President, IP Counsel, Purdue Pharma LP
Shashank Upadhye, Partner, Seyfarth Shaw, LLP (Formerly Global Head of IP Apotex Inc. and U.S. Head of IP Sandoz)
Nick Widnell, Deputy Assistant Director, Bureau of Competition’s Anticompetitive Practices Division, Federal Trade Commission
INDUSTRY CROSS-SECTOR
Special Techniques and Insights when Valuing Intellectual Property Transactions: From Early Stage to Maturity
Room 202 AB, Convention Center
This panel will address the special techniques needed for valuation of all types of IP under various scenarios, and it will take a closer look at how negotiators should consider some of the unique aspects of IP and early stage technology when pricing transactions.

MODERATOR:
Krista Holt, President & CEO, GreatBridge Consulting

PANELISTS:
Ian G. DiBernardo, Partner, Stroock & Stroock & Lavan
Marc Erlich, Senior IP Counsel for Patent Enforcement, IBM Corp.
Chris Hoecke, CEO, Mallard Research
Jack Lu, Chief Economist and Senior Director, Applied Economics Consulting Group
Gayle Mills, Chief Business Officer, Symphogen
Allen Vaughn, Manager of IP Strategy and Licensing, Lockheed Martin

INDUSTRY CROSS-SECTOR
The Role of IP in Multi-Disciplinary Deals
Room 201B, Convention Center
The term “multi-disciplinary deal” means different things to different people. However, one thing they all have in common is that they take discrete pieces of IP which when combined create an interesting and enhanced offering.

Aristotle — “The whole is greater than the sum of its parts.”

MODERATOR:
Sian Godwin, Licensing Director, GE Healthcare

PANELISTS:
Jane Eckels, Partner, Davis Wright Tremaine LLP
Traci Libby, Director, Corporate Development; Global Head of In-Licensing, Life Technologies Corporation
John McCauley, SVP, Strategic Alliances, Screenvision

INDUSTRY CROSS-SECTOR
The Role of IP in M&A Strategy and Dealmaking: Views from Different Industries and Constituents
Room 201A, Convention Center
IP plays an important role in most, if not all, M&A transactions. That said, the value placed on the IP, compared to that of the overall M&A transaction, can vary considerably due to factors that include the type of asset/company that is being acquired, the constituents involved, and the industry in which the deal is being transacted. These factors also drive differences in IP-related valuation methodologies, due diligence activities, and integration plans. It is the goal of this diverse set of panelists to show that a cookie-cutter approach to IP issues in M&A transactions is neither the norm nor often in the best interests of those involved.

MODERATOR:
George Schoen, Partner, Cravath, Swaine & Moore

SPEAKERS:
Michael P. Arlotto, PhD, Global Vice President, Corporate Development, Quintiles
Tariq Kassum, Vice President, Business Development and Strategy, Millennium: The Takeda Oncology Company
Thomas McGahren, Senior Managing Director, Investment Banking at Griffin Securities
Tanya Moore, General Manager, Business Development & Strategy, Microsoft
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**12:15 pm – 1:45 pm**

**Luncheon Featuring the 2013 Deals of Distinction Awards**

*Ballroom, Level 5*

The LES Deals of Distinction (DOD) Award is an annual Industry Sector award program recognizing worthy licensing deals that promote creative and innovative solutions to business issues involving contracts. The 2012 DOD winners included the AOL, Microsoft and Facebook deal, the Eli Lilly and Boehringer Ingelheim Strategic Alliance, and others. During lunch, dealmakers and recipients of the 2013 DOD Awards from two industry sectors will discuss their award-winning deals.

The 2013 LES Frank Barnes’ Mentoring Award, honoring a LES member who has mentored many licensing executives, will also be presented during this luncheon.

Sponsored by: **NERA ECONOMIC CONSULTING**

**2:00 pm – 3:15 pm**

**Workshop Session I**

**Funding Alternative: Corporate VCs – How to Get In, Stay In and Exit (Happily)!**

*Room 201A, Convention Center*

This session will explore how Corporate VCs interact with their parent Company (strategic, financial, or both) and other VCs to identify and fund potential portfolio companies. With the end in mind, what is the process in the selection of the potential portfolio company, choosing the right management, shepherding it through the development process and guiding it onto a successful exit, wherever and whatever that may be. Assuming there is general commercial potential of the opportunity, is science or management the primary determinant in a potential investment? Is timing to exit a critical factor? What are the key issues facing Corporate VCs when syndicating with potential “competitors”, i.e., other Corporate VCs? Are there synergies or constraints when syndicating with non-Corporate VCs? What role does the parent company play in the exit? Statistics of parent company acquisitions? What are the most challenging issues facing VCs in accomplishing their goals?

**MODERATOR:**

Christine T. Fischette, Ph.D., Senior Advisor, Griffin Securities

**PANELISTS:**

Margarita Chavez, Director, AbbVie Biotech Ventures
Barbara Dalton, Ph.D., Vice President Venture Capital Worldwide Business Development & Innovation, Pfizer Ventures
Reid Leonard, Ph.D., Managing Director, Merck Research Ventures Fund, Executive Director, Worldwide Licensing and Acquisitions
Tom Needham, Partner, Advent Healthcare Ventures

**WORKSHOP KEY:**

- **ALL** All Sectors
- **CEEM** Chemicals/Energy/Environmental/Materials
- **CP** Consumer Products
- **HT** High Tech
- **INTL** International
- **LS** Life Sciences
- **SA** Strategic Alliances
- **V** Valuation
- **IUGI** IUGI
An Examination of the AST Purchase of the MIPS Technologies Portfolio  
Room 202 AB, Convention Center  
On November 6, 2012, it was announced that Bridge Crossing, a Series of Allied Security Trust, would acquire the majority of MIPS Technologies patents for $350M. Simultaneously, it was announced that Imagination Technologies would acquire the MIPS operating business including its remaining patents.

This session will examine the history of this deal, the split of assets that went to each company and the licenses that exist between them. This session will explain how the MIPS transaction permitted a consortium of operating companies to acquire patents and sublicensable patent rights for defensive purposes, while preserving rights needed by the acquirer to protect its ongoing business, all while maximizing value for MIPS shareholders. It will also discuss the availability of licenses to the portfolio to companies not part of the initial bidding consortium.

SPEAKERS:  
Philip David, General Counsel, ARM Holdings  
Daniel McCurdy, CEO, Allied Security Trust  
Gail Shulman, (former General Counsel), MIPS Technologies

The Patent Market and Monetization: Valuation, Liquidity, and Other Challenges  
Room 201C, Convention Center  
Patents have become a critical category of assets for corporate America to gain a competitive advantage and generate revenue. Like other assets, patents have been increasingly purchased and sold for various operating and strategic purposes. However, unlike other assets, the market for patents is still underdeveloped, and the market illiquidity has posed substantial challenges to patent transactions.

This workshop brings together veteran IP professionals to share their insights and experiences in dealing with the challenges in using the patent market as an intermediary for patent monetization. The panel will start with an analysis of patent sales price data, by addressing the issues such as benchmark price, premiums or discounts, pricing options (variable and mixed pricing etc.), stock market valuation of patents, and more importantly, how to use the market data to value patent portfolios and develop monetization strategies. After illustrating can be learned from the aggregate market data, the panel will move to focus on specific issues arising from patent monetization, including market illiquidity, incomplete information, lack of transparency, transaction costs, among others. The panelists will also discuss various strategies for IP practitioners to improve due diligence, expedite transactions, minimize transaction costs, and maximize profit.

MODERATOR:  
Scott Williams, Director, Invotex

PANELISTS:  
Ivan Chaperot, Licensing & Patent Acquisitions, Intel  
Jack Lu, Chief Economist and Senior Director, Applied Economics Consulting Group  
Richard M. Ludwin, Associate General Counsel, IBM Intellectual Property Law  
Nader Mousavi, Partner, Sullivan & Cromwell LLP  
Aric Weiker, Director, Business Development, Microsoft
**Better Researched Opportunities, Better Deal Outcomes**  
*Room 201B, Convention Center*

If you want to be first, you’ll need control of the facts. In this session, an expert panel representing corporate licensing, government tech transfer, IP brokerage and IP analytics will discuss how proactive research techniques are used not just to create IP, but also to inform decision-making and due diligence in IP deal-making. Whether related to co-development, assertion or disposition, effective research techniques can increase the attractiveness and value of IP as it moves from cradle to grave. This panel will use historical and hypothetical situations to demonstrate how to “win” in complex deal scenarios that can be meaningfully informed by research, e.g., assessing one’s own portfolio; identifying appropriate partners; building useful valuation metrics; gauging willingness to pay; and identifying BATNAs.

**Speakers:**  
Rob Aronoff, Founder & Managing Partner, Pluritas  
Barry Brager, Managing Partner, Perception Partners  
Peter Christensen, Commercialization Manager, Pacific Northwest Laboratory  
Mike Gross, Senior Licensing Manager, Kimberly-Clark

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**What Is the Role of IP in Marketing Reward and Risk?**  
*Room 203AB, Convention Center*

Join your colleagues to create the agenda for these highly interactive discussions on key questions related to this timely topic. In groups of 8-10, participants will share their experience and pose their challenges. Volunteer facilitators will keep the conversations moving and promote discussion among all attendees. This dynamic environment promotes engagement and provides an opportunity to explore issues in small groups and then report out to learn from other in the larger audience.

**Roundtable Discussions Led by:**  
Hemmie Chang, Chair, Licensing & Strategic Alliances  
Practice Group, Foley Hoag LLP

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2:00 pm – 5:00 pm  
**Train-the-Trainer**  
*Room 403, Level 4*

Are you interested in teaching the IP & Licensing Basics: A One-Day Review (formerly PDS 100) for your Local Chapter or at LES Meetings? Now is your chance. LES (USA & Canada) is currently recruiting instructors. To be eligible, you will need to take the IP & Licensing Basics: A One-Day Review and attend the half day Train-the-Trainer (TTT) workshop. Those who sign up to attend the 1.5 days of training (IP & Licensing Basics: A One-Day Review + TTT) will be able to participate for free in both programs. Following your training, you will have access to course materials, coaching, & local chapter resources to get you started.

**Trainers:**  
Linda Chao, Senior Licensing Associate, Stanford University  
Jeffrey Whittle, Partner, Bracewell & Giuliani LLP
3:15 pm – 3:45 pm
Networking Break
Foyer of 200 Level Rooms, Convention Center
Sponsored by Banner & Witcoff, LTD.

3:45 pm – 5:00 pm
Workshop Session II

Creating Value For Novel Platform Technology Engines; Ratchet Up Your Negotiating Skills with Insights into Competitive Platform Deals
Room 201B, Convention Center

Novel platform technology engines are producing the fastest growing class of therapeutic agents in the life sciences. In this highly competitive space, it’s critical for the creation of value for licensors to both clearly differentiate the benefits of their platform from others and to establish a proprietary position around these platforms. For licensees, establishing a proprietary position around the output of the platform, as opposed to the platform itself, is important. This session will address where the interests of both licensors and licensees align and diverge.

Co-Moderators:
Ruth Plager, President, ZenithBIO
Gerald Quirk, Partner, Choate, Hall & Stewart

Panelists:
Michael Attar, Executive Director, Business Development, Celgene Corporation
Liz Bhatt, Senior Director, Corporate Development, Gilead
Eric Risser, Vice President, Business Development, Macrogenics
Hamza Suria, President & CEO, AnaptysBio
Guy Van Meter, Vice President, Head of Business Development, Adimab

NEW Patent Issues in the Cloud Service and Storage Industry
Room 202 AB, Convention Center

Moderator:
Kevin Jakel, CEO, Unified Patents

Panelists:
Doug Hudson, Senior Patent Counsel, Google
William Tanenbaum, Partner, Chair, IP and Technology Transactions Group and Green Tech and Sustainability Group, Kaye Scholer

WORKSHOP KEY:
- ALL: All Sectors
- CEEM: Chemicals/Energy/Environmental/Materials
- CP: Consumer Products
- HT: High Tech
- INTL: International
- L: Legal
- LS: Life Sciences
- SA: Strategic Alliances
- V: Valuation
Monday, September 23

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).

**Patent License Valuation in the Real World**

*Room 201C, Convention Center*

There is no escaping patents in virtually every high tech deal. Often patents are the single biggest component in driving value. Opposite sides of a negotiation more often than not have wildly different views on what the value of a patent license should be. There are various numerical analyses and rules of thumb that professionals use to come up with what they believe is the “right” number. Putting a value on the various risks inherent in patent licensing can turn what is in theory an objective decision-making process into a very subjective one. This panel workshop will discuss considerations and techniques for valuation of risks associated with patent licensing from various perspectives. Panelists will address these issues based on their experiences from the perspectives of the licensor, the licensee, outside counsel, and third-party investor. The discussion will highlight analytical frameworks to use and share real life examples from the world of patent licensing and litigation.

**Speakers:**
- **Michael Barry,** VP Licensing, Pachira Inc.
- **Richard Gering,** PhD, CLP, Principal, EisnerAmper LLP
- **John Hamann,** Principal, Hamilton, Brook, Smith, Reynolds

**Collaborating between Industry and Academic Healthcare Institutions — A Changing Landscape**

*Room 201A, Convention Center*

Universities and academic healthcare institutions are constantly developing innovative life science technologies, and private companies often look to these institutions as a source for their next big commercial product. While institutions have historically been willing to out-license their technology to private companies, the fundamental missions of many institutions, including promoting public welfare and providing general access to technology, is often at odds with the goals of the private sector to exclusively license technology and maximize profit. As a result, structuring a transaction between a private company and an institution creates challenges that are not often seen in deals between two private companies, and negotiations can easily get derailed for those who are unprepared to address these issues. This workshop will identify certain distinctive issues that may arise when negotiating a license with a university or academic healthcare institution, and propose potential solutions to create a win/win between industry and academia.

**Speakers:**
- **Mark Feingold,** Associate General Counsel, University of Pennsylvania
- **Alan Leeds,** Partner, Morgan, Lewis & Bockius LLP
How to Close an IP Deal
Room 203 AB, Convention Center

As an alternative to the typical workshop or panel presentations, these highly interactive discussions enable you to help create the agenda to discuss key questions related to this timely topic. In groups of 8-10, participants will share their experience and pose their challenges. Volunteer facilitators will keep the conversations moving and promote discussion among all attendees. This dynamic environment promotes engagement and provides an opportunity to explore issues in small groups and then report out to learn from other in the larger audience.

Roundtable Discussions led by
Ada Nielsen, Managing Director, The PeregrineMaven Group
Judith Paul, Manager, Technology Contracts, FMC Technologies, Inc.

5:00 pm – 6:00 pm
LES Foundation Reception
JW’s, Mezzanine Level

6:30 pm – 8:30 pm
Networking Reception at the National Constitution Center
Join your LES colleagues for an evening of networking at the National Constitution Center. Located on Independence Mall in Historic Philadelphia, the birthplace of American freedom, the Center illuminates constitutional ideals and inspires active citizenship through a state-of-the-art museum experience.

Sponsored by: LOCATOR CENTRIC

Please display your 2013 LES Annual Meeting badge for admittance in to the reception.

(6:10 pm shuttle service begins off the main lobby, Marriott Hotel. Continuous Service to/from until the conclusion of reception.)
Day-By-Day Schedule

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).

Tuesday, September 24

7:30 am - 8:45 am
Women in Licensing Breakfast
Salon K, Level 5

8:00 am – 5:00 pm
Registration
Level 5

8:00 am – 9:00 am
Continental Breakfast
Ballroom Foyer, Level 5
Sponsored by Invotex

8:00 am – 5:00 pm
LES Networking Lounge
Salons I & J, Level 5

9:00 am – 10:30 am
FEATURED PANEL:
To Troll or not to Troll? Legislative, Judicial and Market-Based Solutions
Ballroom, Level 5

Patent trolls, non-practicing entities (NPEs), patent assertion entities (PAEs), patent monetization entities (PMEs) - whichever term you prefer - are organizations that exist for the sole purpose of licensing patents but do not manufacture products. There are strong opinions about these types of organizations, and organizations that license their IP to them – aka Privateers, and the impact of their activity on operating companies, innovation, and the economy. Some have even taken action against them, with one more recent example being the SHIELD Act, a legislative initiative aimed at curbing NPE behavior. This panel, including diverse perspectives from operating companies, NPEs, and others, will address legislative, judicial, ITC and market-based solutions to the challenges NPEs pose, and will also consider whether there is a problem in the first place.

MODERATOR:
Joff Wild, Editor, IAM Magazine

PANELISTS:
Robert Heath, Senior Vice President of Corporate Development, RPX Corporation
Richard Rainey, Executive Counsel, IP Litigation, GE
Erich Spangenberg, Owner, IP Navigation Group
Jim Skippen, President & CEO, WiLAN
Julie Samuels, Staff Attorney and The Mark Cuban Chair to Eliminate Stupid Patents, Electronic Frontier Foundation
Timothy K. Wilson, Senior IP Counsel, SAS Institute
10:30 am – 11:00 am
Networking Break
Ballroom Foyer, Level 5
Sponsored by:

11:00 am – 12:30 pm
CONCURRENT MINI-PLENARY SESSIONS

NEW CHEMICALS, ENERGY, ENVIRONMENTAL & MATERIALS
When Bad Things Happen to Good Deals
Room 202 AB, Convention Center
Join us for a lively discussion of the importance of the words, phrases and clauses that can have so much impact in “living with the deal.” Since the risks encompassed by what and how the drafting is done are risks borne by the business, every licensing executive should have a clear understanding of these provisions even though they think they delegated to the legal group. The focus of the discussion will begin with a fictitious case of a new technology for plastics that includes supply of a catalyst, the question of the licensor completing additional chemical licensing agreements, and the prospect of a national oil company licensing the package in order to build a world-scale plant and enter the European market.

MODERATOR:
Ada Nielsen, Managing Director, The PeregrineMaven Group

PANELISTS:
Noah Doolittle, Senior Counsel and Vice President, IP Transactions, Kodak
Raul Montes, Manager, Intellectual Property & Licensing, ExxonMobil Upstream Research Company
Charles Murray, Global Managing Director, DuPont (Invited)

HIGH TECH
The JOBS Act, Crowdfunding & the Future of Innovation
Room 201A, Convention Center
Funding and commercializing IP and innovation in emerging markets is a priority for public and private sectors. The JOBS Act, signed into law by President Obama in April 2012, is expected to change the way that innovation is financed on Wall Street. The JOBS Act seeks to create an “on-ramp” to the IPO markets for companies raising smaller amounts of capital and to set rules & regulations for raising investment capital through crowdfunding.

This session will explore the impact that the JOBS Act is expected to have on the future of innovation in cleantech and nanotechnology. Featuring a cross-disciplinary group of visionary thought-leaders, the panel will identify the key technology trends in these industries, and the unique challenges related to funding and commercializing innovation as these industries follow the path from early stage to maturity.

MODERATORS:
Ron Epperson, Managing Director, Intellectual Energy
Efrat Kasznik, President, Foresight

PANELISTS:
Scott Livingston, Chairman and CEO, Livingston Securities LLC
Clint Wilder, Senior Editor, Clean Edge
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INDUSTRY-UNIVERSITY-GOVERNMENT INTERFACE
Managing Conflicts in License Language: Know What to Expect Before Drafting the Agreement

Room 201C, Convention Center

Drafting license agreements often involves boilerplate language that is included without a solid understanding of its importance to the licensor and its impact to the licensee. Advanced knowledge of the limitations of the parties relating to license language can help to tailor the language to meet the mutual needs of each party. This is hard to accomplish in the process of negotiating a license - each party is using their negotiation skills to influence the outcome of the deal. Post-deal evaluation is rarely done to assess why certain clauses or terms created complications that delayed or prevented execution of the deal. Knowing these issues in advance, even from a broad perspective, can enable the parties to find common ground earlier and move the agreement faster.

In this session, participants will hear speakers discuss agreement language that can create a barrier to licensing success. The panelists will provide perspectives from the three common types of licensors: Industry, University and Government. Each panelist will describe common push back on license language, why the language is important and the factors that they consider when negotiating those clauses.

Moderator:
Matthew Raymond, Director of IP, Rush University Medical Center

Panelists:
Jeffrey R. Anderson, JD, Registered Patent Attorney, Dunlap Codding P.C.
Mark G. Bloom, CLP, CRCP, RTTP, Registered Patent Attorney, Director of Corporate Alliances and Technology Transfer (CATT), Bigelow Laboratory for Ocean Sciences
Marc S. Malandro, PhD, CLP, RTTP, Associate Vice Chancellor for Technology Management and Commercialization, University of Pittsburgh

LIFE SCIENCES
Dealmaking in an Obamacare World – Strategies & Tradeoffs

Room 201B, Convention Center

The Patient Protection and Affordable Care Act (PPACA) will prompt a change in the way licensing and business development professionals think and approach their businesses. With a shift in emphasis from large markets and traditional safety and efficacy metrics to key criteria including economic value and relative outcomes, what are the implications for dealmaking in healthcare over the long-term? Leading healthcare investors, academic and pharmaceutical industry experts will discuss some of the key topics at the forefront of this issue, including pricing pressure, utilization risk, and reimbursement volatility, and where they see the greatest areas for investment moving forward. Audience participation is encouraged.

Moderator:
Ed Saltzman, President, Defined Health

Panelists:
Robert Adelson, Managing Partner, Osage Partners
Patricia M. Danzon, Professor, Health Care Management; Insurance and Risk Management, The Wharton School, University of Pennsylvania
Todd Davis, Founding Managing Director, Healthcare Royalty Partners
Demetrios Kydonious, (formerly) Vice President, Strategy, Alliances and Transactions, Bristol-Myers Squibb
12:30 pm - 2:00 pm
**Chapter Leadership Luncheon** (invitation only)
*Salon K, Level 5*

12:30 pm – 2:00 pm
**Luncheon in the Tech Fair**
*Franklin B, Level 4*

12:30 pm – 6:00 pm
**Tech Fair**
*Franklin B, Level 4*

Join us at the LES Tech Fair and preview the latest technologies, find solutions to business issues, solve problems, uncover emerging trends, and develop valuable resources and partnerships in the licensing industry. Enjoy breaks, lunch and a wine and cheese reception while networking and meeting potential business partners in the Tech Fair. This is the place to find the products and services that will help you make the most of your IP portfolio.

2:00 pm – 3:15 pm
**Workshop Session III**

**The Inside Scoop on Dealmaking from the Big Pharma Licensing Executives**

*201A, Convention Center*

This session will feature senior Business Development executives from large pharma sharing the inside scoop on their licensing programs, the types of partnerships they’re hot for and the strategies they’re using for attracting, structuring and executing high profile deals. The session should be highly valuable for the biotech and academic LES communities to understand each company’s mindset and strategic vision regarding dealmaking, areas of interest, pinnacles and pitfalls in the negotiation process and the best way to approach big pharma.

**Moderator:**
*Catherine Angell Sohn, Pharm.D., President, Sohn Health Strategies*

**Panelists:**
*Graham R. Brazier, Vice President, Business Development, Bristol-Myers Squibb Company*
*Russ Gantt, Vice President, Regional & Corporate Business Development, AstraZeneca*
*Polly Murphy, Vice President, Specialty Care Business Unit BD, Pfizer*
*Barbara Yanni, Vice President and Chief Licensing Officer, Merck*
Strategic Alliances and Defensive Patent Strategies — Different Models Achieving Similar Results?

*Room 201B, Convention Center*

Patent litigation has become a business model where Patent Assertion Entities (PAEs) have built a multi-billion dollar industry based on litigating patents for financial gain. Operating companies are a major source of revenue in such a business model and several market based solutions have been introduced over the last few years to address the PAE issue. Some of the key defensive patent aggregators/entities include Allied Security Trust (AST), Rational Patent Corporation (RPX), Open Invention Network (OIN) and other recently formed entities such as Unified Patents, Syndicated Patents, Patronus, etc. All of these entities exist essentially for mitigating patent risk to operating companies. This workshop will provide insights into how these models are different from each other while exploring their successes in clearing patent risk that arise from patents available in the secondary markets.

**Moderator:**
Claus Melarti, Vice Chair of MCE, Sony

**Panelists:**
Linda Biel, Senior Vice President Business Development, Allied Security Trust
Keith Bergelt, CEO, Open Invention Network
Rob Heath, Senior VP, RPX Corporation
Kevin Jakel, CEO, Unified Patents
Ron Laurie, Managing Director, Syndicated Patent Acquisitions Corp

Get Your Fair Share of the Deal

*Room 202 AB, Convention Center*

As a Licensor, you’re in an enviable position. Someone has a critical need for your technology and requires a license from you. You’ve granted permission with the understanding that your new partner will continue to work with you, provide you with project details, and royalty payment. It took substantial time and effort to negotiate the license, but it was worth it. You’ll be well compensated. Well, you should be well compensated. But the reality is, 89% of the time royalty payments are not accurate, and licensors are paid less than what they are owed. In “Get Your Fair Share of the Deal,” attendees will learn how to increase royalty revenue and preserve licensing relationships while ensuring receipt for the full amount of the royalties negotiated. Our expert panel will discuss how audit outcomes can be instructive and teach workshop participants tips for negotiating licenses that result in more accurate reporting.

**Speakers:**
Frank Reiner, Vice President Global Licensing, Kudelski Group
Jeffrey Sears, Associate General Counsel and Chief Patent Counsel, Columbia University
Debora Stewart, Managing Director, Invotex
David Wallan, Director, Intellectual Property and Licensing, DuPont
Top 10 Court Decisions of 2013 Affecting Licensing
Room 201C, Convention Center
Russell Levine, Partner, Kirkland & Ellis LLP

NEW
Hot Topic: How to Determine What’s “Reasonable” in RAND Royalty Rates
Room 203 AB, Convention Center

The high-tech patent wars have been powered by the ability of companies to extract significant profits through the protection and assertion of its patent rights. But now, the courts have taken a stand on excessive valuations, at least for the kind of patents deemed vital for an industry’s success. The U.S. District Court for the Western District of Washington recently established a framework for determining reasonable and nondiscriminatory (“RAND”) royalty rates on standard essential patents (“SEPs”). The court did so by constructing a hypothetical negotiation between Motorola and Microsoft. In doing so, the court also modified the use of the Georgia Pacific Factors. The implications of this decision, along with expert advice on how to proceed in this new environment, will be discussed by our expert panel.

Topics include:
1. Discuss the use of RAND royalty rates and whether this opinion fairly compensates patent owners for their IP.
2. Discuss the use of hypothetical negotiations, and the application of the Georgia Pacific factors, and how they impact IP valuation.
3. Discuss the new due diligence burden placed on industry standard setters and IP owners as a result of this decision.

Moderator:
David Jarczyk, President & CEO, ktMINE

Panelists:
Dina Kallay, Director, Intellectual Property & Competition at Ericsson, formerly from FTC
William Kerr, Director, Berkley Research Group
Deanna Okun, Partner, Adduci, Mastriani & Schaumberg, formerly Commissioner, ITC

3:15 pm – 3:45 pm
Networking Break
Franklin B, Level 4

Sponsored by: RoyaltySource®
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Tuesday, September 24

3:45 pm – 5:00 pm

Workshop Session IV

Sponsored & Collaborative Research: IP in Deals Between Universities/Research Institutions and Industry

Room 201A, Convention Center

This interactive session will have the panel (and audience participants) focus on the aspects of managing the expectations & intellectual property interests of universities/research institutions and industry in negotiating and administering sponsored and collaborative research agreements. We’ll be covering a variety of IP topics that can often lead to misunderstandings in university-industry research collaborations.

The panel includes speakers with substantial experience in sponsored and collaborative research agreements from the perspectives of the university/research institution, start-ups, high tech and life sciences companies, and outside legal counsel.

Speakers:

Steven Ferguson, Deputy Director, Licensing & Entrepreneurship, NIH Office of Technology Transfer

Thomas Meagher, Managing Partner, Meagher Emanuel Laks Goldberg & Liao, LLP

Alan Naidoff, Director, Licensing & Research Contracts, Merck Sharp & Dohme

Ellen Purpus, Director, The Children’s Hospital of Philadelphia

Laurie Tzodikov, Sr. Licensing Associate, Office of Technology Licensing, Princeton University

WORKSHOP KEY:

ALL  All Sectors
CEEM Chemicals/Energy/Environmental/Materials
CP  Consumer Products
HT  High Tech
INTL  International
IUGI  IUGI
L  Legal
LS  Life Sciences
SA  Strategic Alliances
V  Valuation
War of the Titans: Several Decisions Making Milestones

Room 201C, Convention Center

The consumer electronics marketplace, and in particular the mobile market, is so competitive and is changing so rapidly that everybody is desperate to secure any kind of competitive advantage that they can have in the marketplace. For years big players abstained from litigating their huge patent portfolios, also in view of the existence of several cross license agreements between the multinational companies. Recently due to the entrance in specific area of the market of new players, and invasion of field of activities, big companies decided to use IP right as a tool of competing and defending their own share of market.

MODERATOR:
Roberto Dini, Founder, Sisvel

PANELISTS:
Mark Horsburgh, Principal, Fisher Adams Kelly - Australian point of view
John Paul, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP - American point of view
Klaus Göken, Patent Attorney, Partner, Eisenführ Speiser - European point of view


Room 202 AB, Convention Center

The session will address the realities of licensing of standards-essential patents (“SEPs”) subject to voluntary FRAND commitments from the licensor’s perspective, and examine why, contrary to some reports in popular media, SEP owners do not have undue leverage in licensing negotiations. The balancing of interests in SEP license negotiations that result from voluntary FRAND commitments will be investigated and discussed. The panelists will also examine the concepts and fallacies expressed by the pejorative terms “hold-up” and “royalty stacking” in recent press coverage of high-profile cases involving potential SEPs, and explore the reasons why admissible evidence of these alleged phenomena have not been found in any district court case or ITC investigation.

SPEAKERS:
Roger Brooks, Partner, Cravath Swaine & Moore
Scott Kieff, Fred C. Stevenson Research Professor of Law; Director of Planning and Publications, George Washington University, School of Law
Eric Reischneider, Sr. Vice President & General Manager, QUALCOMM Technology Licensing, QUALCOMM Incorporated

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Moving a Mountain with a Village: Accelerating Natural Gas in Transportation via Licensing and Strategic Collaborations

Room 201B, Convention Center

Natural gas as a vehicle fuel has been shown to provide economic, energy security and environmental benefits, however, as with other technologies, the shift to natural gas can be slow. This panel composed of leaders in the natural gas vehicle and fueling industries will discuss the challenges and their joint efforts in licensing and collaborations to address these challenges and promote accelerated uptake of natural gas in transportation. This panel will discuss their experiences and initiatives relevant to all organizations leveraging IP to create new markets. The focus will be on not only how to commercialize and extract value from disruptive technology, but also some thoughts on how to accelerate the adoption or substitution of new technology leveraging licensing initiatives into collaborations that influence the associated stakeholders, including fueling infrastructure, companies and government.

Speakers:
- Jim Arthurs, President, Cummins Westport Inc.
- Joel Feucht, General Manager, Caterpillar Inc.
- Lance Follett, VP Corporate Development, Westport Innovations
- Paul Kerkhoven, Director, Government Relations, NGVAmerica
- Michael Williams, Team Lead, Commercial Sectors LNG for Transport Shell Americas

Hot Topic: Congress v Trolls: Big Implications for Licensing and the Future of Innovation

Room 203 AB, Convention Center

This panel will present a discussion that will review the “anti-troll” bills currently in Congress, assess their likelihood of passage, consider whether they will achieve their stated aims, and try to determine what unintended side effects they may cause. Our panel will include a knowledgeable Hill staffer, and representatives of the pharma, high-tech, and university sectors, each of whom will bring their own unique perspective to the issue.

Speakers:
- Malcolm McGowan, Partner, Womble Carlyle Sandridge & Rice LLP
- Luis Mejia, Senior Associate, Stanford University
- Professor Michael Risch, Professor of Law, Villanova University School of Law
- Wayne Sobon, VP & General Counsel, Inventergy

Wine and Cheese Reception in the Tech Fair

Franklin B, Level 4

Join us at the LES Tech Fair and enjoy wine and cheese while networking and meeting potential business partners. You can preview the latest technologies, find solutions to business issues, solve problems, uncover emerging trends, and develop valuable resources and partnerships.
6:00 pm – 7:00 pm
**Industry Sector Receptions**

**High Tech Reception**
*Salons I & J, Level 5*
Sponsored by [logo]

**CEEM/IUGI Reception**
*Salon K, Level 5*
Partially Sponsored by [logo]

**Life Sciences Reception**
*JW's, Mezzanine Level*
Sponsored by [logo]

7:30 pm – 9:30 pm
**Industry Sector Offsite Events**
(Tickets are still available, please check in at registration to purchase a ticket for an Offsite Sector Event)

**CEEM/IUGI Sectors Offsite Event**
*Maggiano’s Little Italy*
Space is Limited

**TICKET PRICE $45**

Join your CEEM and IUGI Sector colleagues for dinner at Maggiano’s Little Italy and experience American-Italian recipes made from scratch. Don’t miss out on this great opportunity to connect in this warm environment while enjoying cocktails and delicious New World Italian cuisine!

Maggiano’s Little Italy
1201 Filbert Street
Philadelphia, PA 19107
(located directly across the street from the hotel)
Sponsored by [logo]

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- **ALL**: All Sectors
- **CEEM**: Chemicals/Energy/Environmental/Materials
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- **SA**: Strategic Alliances
- **V**: Valuation

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Tuesday, September 24

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High Tech Sector Offsite Event
The Moshulu
Space is Limited

TICKET PRICE $50
Join your High Tech Sector colleagues for an evening aboard the legendary Moshulu...the world's oldest and largest square rigged sailing vessel still afloat. The ship is docked at the scenic Penn’s landing, Philadelphia’s waterfront. Climb aboard and enjoy great food, cocktails, ambience, and camaraderie!

The Moshulu (at Penn’s Landing)
401 S. Columbus Blvd.
Philadelphia, PA 19106
(taxi ride under 10 minutes)

Sponsored by: LexisNexis

Life Sciences Sector Offsite Event
Amada
Space is Limited

TICKET PRICE $100
Join your Life Sciences Sector colleagues for an evening at Amada, Chef Jose Garces’ iconic first restaurant. Garces has emerged as one of the nation’s most gifted chefs and restaurateurs. Since opening in 2005, the gorgeous rustic-chic restaurant and bar has embraced the rich traditions of Spanish gastronomy while incorporating avant-garde cooking techniques. Don’t miss out on this exciting and unique culinary experience with your associates!

Amada
217 Chestnut Street
Philadelphia, PA 19106
(5 minute taxi ride)

Sponsored by: Ingenious e-Brain Solutions

Wednesday, September 25

8:00 am – 12:30 pm
Registration
Level 5

8:00 am – 9:00 am
Continental Breakfast
Ballroom Foyer, Level 5

Sponsored by: Evaluate

8:00 am – 12:00 pm
LES Networking Lounge
Salons I & J, Level 5
9:00 am – 12:00 pm

**Concurrent Industry Sector Mini-Plenary Sessions**

*PLEASE NOTE: The following schedule (9:00 am – 12 noon) reflects sector specific agendas.*

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**AM Networking Break**

*Foyer of 200 Level Rooms, Convention Center*

*Sponsored by: OKAYAMA UNIV.*

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**Consumer Products**

*Room 203AB, Convention Center*

**NEW**

9:00 am – 9:15 am

**Introduction**

A key element of a successful brand licensing strategy is the steps taken by the licensor and licensee to protect, defend and enforce their trademarks, brands and other IP. The session will explore the key issues to consider in licensing transactions to protect the brand and protect the IP. The panel will explore contractual as well as operational tools and tactics. Actual cases will be reviewed and tips to avoid litigation will be discussed. This session is jointly sponsored by the consumer products sector and the trademark committee.

**Moderator:**

Robin Sitver, Sr. Director Business Development, Johnson & Johnson Consumer Companies, Inc.

9:15 am – 10:00 am

**Protecting the Brand in Licensing**

**Speaker:**

Stephen Reily, Managing Director & Chairman, IMC

10:00 am – 10:30 am

**Networking Break**

10:30 am – 11:15 am

**Protecting the IP in Licensing**

**Speaker:**

Juli Saitz, Managing Director, FTI Consulting

11:15 am – 12:00 pm

**Panel Discussion - Protecting the Brand Versus Protecting the IP - Considerations in Licensing Using Examples from Many Well-Known Brands**

Audience questions and participation encouraged
Wednesday, September 25

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).

9:00 am – 12:00 pm
Concurrent Industry Sector Mini-Plenary Sessions

PLEASE NOTE: The following schedule (9:00 am – 12 noon) reflects sector specific agendas.

Room 201C, Convention Center

NEW 9:00 am – 10:00 am
The Increasing Importance of Trade Secrets in Intellectual Property Portfolio Management in an Uncertain Patent Landscape

This session will begin with a recap of the increasing importance of trade secrets in intellectual property portfolios and licensing strategies in light of recent Supreme Court case law, followed by a discussion of lessons learned and useful strategies by experienced corporate licensing executives for maintaining trade secrets.

Panelists:
Gary Haag, PhD, CLP, Contracts Consultant, ConocoPhillips
R. Mark Halligan, Partner, Nixon Peabody
Laura Silva, Director, IP, Legal, and Licensing, Velocys, Inc.
Ekkehard Schoettle, Senior Counsel, BP America

10:00 am – 10:30 am
Networking Break

10:30 am – 12:00 pm
Perspectives from Inside

This panel discussion will feature perspectives from companies who are involved in a range of licensing. The discussion will include negotiation strategies for getting deals done and tips for engaging and working with outside counsel.

Moderator:
Karen Stevenson, Licensing Associate, University of Idaho Office of Technology Transfer

Panelists:
Melanie L. Brown, Assistant General Counsel, BASF Corporation
Patrick Desmond, Sr. Manager Licensing, U.S. Gypsum Co.
Industry-University-Government Interface

Room 202AB, Convention Center

9:00 am – 10:30 am

Philly Nanotechnology – A Brotherly Collaboration of Industry, University and Government Interplay

The Philadelphia and surrounding areas have a lot of activity and infrastructure supporting research, development and commercial activity in the Nanotechnology space. This session will look at some of the players, systems and services available for R&D, technology maturation and commercialization from this unique region

MODERATOR:
Gene Lucadamo, Industry Liaison, P.C. Rossin College of Engineering, Lehigh University

PANELISTS:
Bryan Berger, Ph.D., Assistant Professor (Bioengineering and Chemical Engineering), Lehigh University
Anthony Green, Ph.D., Vice President, Technology Commercialization Group - Life Sciences, Ben Franklin Director - The Nanotechnology Institute and Energy Commercialization Institute, Ben Franklin Technology Partners - SEP
Michele Marcolongo, Ph.D., Sr. Associate Vice Provost for translational Research, Drexel University
Stephen G. Nappi, Associate Vice Provost for Technology Development and Commercialization, Temple University
David Woodle, CEO and Chairman, NanoHorizons

10:30 am – 11:00 am

Networking Break

11:00 am – 12:00 pm

IUGi Business Meeting and Deals of Distinction Award
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**Wednesday, September 25**

9:00 am – 12:00 pm
**Concurrent Industry Sector Mini-Plenary Sessions**

**PLEASE NOTE:** The following schedule (9:00 am – 12 noon) reflects sector specific agendas.

**High Tech**

*Room 201B, Convention Center*

9:00 am – 10:30 am
**The Insiders’ Perspective on the Kodak Auction: What Really Happened and What It Means**

This year’s High Tech Sector Deal of Distinction (DOD) Award goes to a deal spawned by the demise of a technology-driven company with multi-generational history. Kodak, RPX, and IV have won this year’s HTS DOD Award and drawn a lot of interest from those in the IP licensing and commercialization industries. The recent $500M+ auction of Kodak’s patent portfolio was the result of a number of very unique factors: a bankruptcy, existing litigation, major creditors, and a very limited timeline. The LES Annual Meeting will host an exclusive briefing featuring auction architects and participants. Attendees can expect to hear enlightening discussion and debate about:

- Lessons learned
- Asset identification, valuation and due diligence
- Difficulty in receiving a stalking horse offer and its importance
- Auction dynamics
- Evolution of the consortium -- strange bedfellows?

**Moderator:**
Shawn Ambwani, COO, Unified Patents

**Panelists:**
Rob Heath, Senior VP, RPX Corporation
Ken Lustig, Vice President, Intellectual Ventures
Timothy Lynch, Chief IP Officer, Kodak
Nader A. Mousavi, Partner, Sullivan Cromwell

10:30 am – 11:00 am
**Networking Break**

11:00 am – 12:00 pm
**High Tech Sector Business Meeting**
Life Sciences

Room 201B, Convention Center

9:00 am – 10:00 am

Connecting Proof of Relevance™ to Proven Value for Pharma

After decades of obsession with late stage dealmaking and M&A, Pharma is returning to the early stage deal space, an inevitable result of their steady and certain departure from internal discovery. This is very welcome news for innovative early stage companies, especially those with potentially transformational discovery platforms, which have already seen deal valuations escalating. But with the persisting tight capital environment and the number of “available” early stage programs having increased nearly threefold over the past 10 years, Pharma will be an especially picky buyer in search of Proof of Relevance™ (PoR). PoR is the demonstration of compelling value of programs and platforms early in their development, often before traditional proof of concept is achieved. By prioritizing PoR, both pre-clinical and clinical stage companies can make better strategic decisions, thereby increasing their appeal to potential partners and investors.

SPEAKER:
Ed Saltzman, President, Defined Health

10:00 am – 10:30 am

Networking Break

NEW 10:30 am – 11:30 am

Biotechnology Innovations after Myriad and Prometheus

On June 13, 2013, the U.S. Supreme unanimously decided in Association for Molecular Pathology v. Myriad Genetics, Inc. that naturally occurring DNA segments are not patent eligible because they are products of nature and merely isolating such segments does not change their status for patent eligibility. However, complementary DNA (cDNA) is patent eligible because it is not naturally occurring.

In the long term, however, this decision will likely have a big impact on businesses engaged in developing chemical and biological therapeutics, with patents directed to isolated naturally occurring compounds. The Court has held that merely separating a segment of DNA from its natural surrounding is “not an act of invention.” The panel will examine (1) the effect of Myriad on chemical and pharmaceutical patents directed towards naturally occurring compounds like proteins, antibodies, and other naturally occurring biomolecules, (2) the steps patent holders can take to decrease the chance that their claims will be held to be directed to patent ineligible subject matter, and (3) issues to consider during patent validity analysis in due-diligence.

SPEAKERS:
Kerry Flynn, Vice President, Intellectual Property, Shire
Michael Samardzija, Partner, Bracewell & Giuliani LLP

11:30 am – 12:00 pm

Life Sciences Sector Business Meeting and Deals of Distinction Award
Day-By-Day Schedule

PLEASE NOTE: All events will be held at the Marriott Hotel, with the exception of the Mini-Plenary sessions and Workshops which will be held at the (PACC) Pennsylvania Convention Center (connected to hotel).

Wednesday, September 25

12:00 pm – 1:45 pm
BUSINESS MEETING AND LUNCHEON SPEAKER
How Innovation is Driving Improvements in Healthcare
Ballroom, Level 5
Ger Brophy, Ph.D., Chief Technology Officer, Life Sciences, GE Healthcare

2:00 pm - 5:00 pm
Education Workshops (No additional fee required.)
Limited seating is available. Pre-registration is recommended.

➢ Case Study: Winning Negotiations through Practice
Rooms 402/403, Level 4
SPEAKER:
Henry Wixon, Chief Counsel, NIST

➢ Marketing Your IP: Opportunities and Strategies
Rooms 408/409, Level 4
SPEAKER:
Lesley Stolz, Vice President, Business Development, Sutro Biopharma

➢ Intellectual Property Management Strategies -- Knowledge and Insights Create Value
Rooms 411/412, Level 4
SPEAKER:
Bob Payne, President, IP Licensing Advisors, LLC
John Somich, Intellectual Asset Strategist, BP

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