CONNECTIONS + KNOWLEDGE = SUCCESS

OFFICIAL ONSITE PROGRAM

OCTOBER 5–8, 2014 | SAN FRANCISCO | MARRIOTT MARQUIS
THE MEETING THAT STARTED LES

Welcome to San Francisco and to the 50th LES Annual Meeting. More than 700 IP and licensing professionals are here today, and we’re so glad you joined us.

During the past several months, volunteers from the LES Annual Meeting Committee have worked diligently to develop a meeting that explores trends, cases and the latest innovations in IP, licensing and deal making. You’ll witness their hard work and commitment as you attend the many sessions offered throughout the next few days. The meeting content is organized into sector-specific workshops and networking events so that you can connect with colleagues and topics of interest to you in:

• Chemicals, Energy, Environmental and Materials
• High Technology
• Life Sciences
• Industry-University-Government Interface
• Valuation/Legal

We are also featuring several “Hot Topics” sessions, plus special programming planned by the LES Silicon Valley Chapter. And, don’t miss our very special 50th Annual Meeting Breakfast Celebration October 6 at 7:30 am.

Each year, the LES Annual Meeting is the greatest gathering of experience and intellect in the licensing world. Your attendance guarantees that you will walk away with new knowledge you can apply immediately and a host of new contacts you can call upon in the future.

Thank you for joining us to celebrate this major milestone for LES. Here’s to the next 50 years of extraordinary meetings!

Kevin Arst • Chair • 2014 Annual Meeting
LES Annual Meeting Wi-Fi Available In all Meeting Rooms!
Complimentary Wi-Fi will be available in all LES meeting rooms throughout the hotel.
Use Wi-Fi Access Code: LES2014AM (case sensitive).
Sponsored by:
Google

Access Your Digital Tote!
Visit www.lesannual.org/digitaltote for speaker presentations, attendee lists and links to valuable white papers, articles, special promotions and information generously supplied by our Annual Meeting sponsors.

Emergency Procedures
In case of a life threatening emergency, please call 911 from any landline or cell phone, or use a hotel house phone to reach a hotel operator. In case of a non-life threatening emergency, please call the hotel operator from any house phone. In the event of a hotel-wide emergency, please listen carefully to the PA announcement. Do not take elevators and follow all instructions given. To view the hotel’s comprehensive emergency plan, please visit the LES Annual Meeting website at www.lesannual.org and click on “Hotel” under the “About” section.

Nearest Hospital
St. Francis Memorial Hospital
1150 Bush Street
San Francisco, CA 94109
Main Phone: (415) 353-6000
Distance: 1.45 miles from hotel

Nearest Pharmacy
Walgreens
825 Market Street
San Francisco, CA 94103
(corner of Market and 3rd Street)
Distance: 0.2 miles from hotel

24-hour Walgreens
498 Castro Street
San Francisco, CA 94114
(at Castro and 18th Street)
Distance: 3.2 miles from hotel

Hotel Information
Official Hotel
Marriott Marquis
780 Mission Street
San Francisco, CA 94103
Phone: (415) 896-1600

Get Acquainted at the New Members’ and First-Time Attendees’ Orientation and Reception
All new members and first-time Annual Meeting attendees are invited to attend a special reception on Sunday, October 5, from 5:00 pm – 6:00 pm at The View Lounge located on the hotel’s 39th floor. Come mingle with LES leaders, meet new contacts and get ready for the official Welcome Reception, which starts at 6:30 pm.

Networking Reception at City View at Metreon
Join us on Monday, October 6 from 6:30 pm – 8:00 pm at City View at Metreon to network with your LES colleagues. Please display your LES 2014 Annual Meeting badge for admittance to the reception.

City View at Metreon • 135 4th Street
From the hotel’s back exit behind the Atrium’s Mission Grille (follow the LES signage):
• To access the hotel’s back exit, pass the “High-Rise” bank of elevators and pass through the solid double doors.
• At the double-glass doors, exit onto the restaurant-centric mall (Yerba Buena Lane), making a right toward Mission Street.
• Cross over Mission Street and walk straight toward Yerba Buena Gardens.
• You will be entering the Metreon’s back entrance through the double-glass doors on your right.
• Take the elevators or escalator to the 4th Floor.

LES Networking Lounge
Stop by the LES Lounge to connect with new and old colleagues or just relax and have a cup of coffee.
Juniper Room on the Golden Gate Ballroom Level.
Sponsored by:
Google
Ticket Sales (Industry Sector Offsite Events)
Sector Event tickets for pre-registered attendees are included in your registration packets. Additional tickets for each event (subject to availability) will be sold at the LES Registration Desk located at North Registration on the Yerba Buena Ballroom Level until 12:00 pm, Tuesday, October 7. Walking directions to each venue can be picked up at the LES Registration Desk. See the detailed schedule for offsite venues and times.

Evaluation Forms
We value your opinion! Please let LES know how we are doing by completing the event evaluation, which will be emailed to you 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.lesannual.org/digitaltote and in 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 email Meetings@LES.org.

LES Registration Hours
Sunday, September 5
7:30 am – 7:30 pm
Monday, September 6
7:30 am – 5:30 pm
Tuesday, September 7
7:30 am – 5:30 pm
Wednesday, September 8
7:30 am – 3:30 pm

Enhance your Meeting Experience with the Mobile App!
Available for the iPhone, iPad, Android, mobile web and desktop.

► Attendee and Speaker Profiles: See who’s here and the content they’ve posted.
► Agenda: Build your own schedule of events and maximize your time in San Francisco.
► One-on-One Meetings: Schedule and manage all your meetings, from set-up to final details.
► Business Card Exchange: Create a business card that can be easily shared with other attendees.
► Social Feed: Check out the private social feed for the meeting. Post comments and more.
► Meeting News: Keep up-to-date on all the events taking place at the meeting so you are constantly “in the know.”

If you have not signed into the App, you can access the secure content by entering the username and password that was sent to you from Meetings@LES.org after you registered.

Forgot your Log in? Click the “Retrieve Login Credentials” link on the sign-in page of the app or visit the LES Annual Meeting Registration Desk, (North Registration, Yerba Buena Ballroom Level) for assistance. Available for the iPhone, iPad, Android, mobile web and desktop.

About LES
For nearly 50 years, LES has been the leading association for intellectual property, technology and business development professionals to achieve professional and personal success. Whether you are new to licensing or an experienced licensing executive, LES is your professional home. LES is a welcoming business community that empowers, connects and celebrates IP professionals through education, best practices, networking, participation and mentoring.

Industry Sector “Meet Ups”
Get connected with your colleagues on Sunday, October 5, 4:30 pm – 5:30 pm at the popular Industry Sector “Meet Ups.” This is a great way to kick-off the meeting and build new relationships that could last a lifetime.
Salons 7 & 8 Foyer, Yerba Buena Ballroom Level
Get Involved with LES and Make an Impact Today!

There are many volunteer opportunities at LES. Whether you’re looking for a project-specific activity or a leadership position, LES has a place for you. Areas of opportunity include:

- Chapter roles
- Writing articles for Insights
- Meeting content
- CLP
- Sectors & Committees
- LES Foundation

Volunteering is a great way to support LES and the IP community, raise your profile and hone your leadership skills. **Stop by the registration desk for more information!**

“LES has always been important to me—education in the early years, mid-career teaching opportunities and a leadership experience that allows me to give back to the profession.”

– Michael Lasinski, Managing Director & CEO, 284 Partners, Member Since 1996.

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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, www.NASBA.org.
### Sunday, October 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 7:30 pm</td>
<td>Registration North Registration, Yerba Buena Ballroom Level</td>
</tr>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>IP Business Basics 100 (Additional fee) Salons 5 &amp; 6, Yerba Buena Ballroom Level</td>
</tr>
<tr>
<td>2:00 pm – 5:00 pm</td>
<td>Education Workshops (Space limited; pre-registration required.) Golden Gate C1–C3, Golden Gate Ballroom Level</td>
</tr>
<tr>
<td>4:30 pm – 5:30 pm</td>
<td>Industry Sector “Meet Ups” Salons 7 &amp; 8 Foyer, Yerba Buena Ballroom Level</td>
</tr>
<tr>
<td>5:00 pm – 6:00 pm</td>
<td>New Members’ and First-Time Attendees’ Orientation and Reception The View Lounge, 39th Floor</td>
</tr>
<tr>
<td>6:30 pm – 8:00 pm</td>
<td>Welcome Reception Salon 9, Yerba Buena Ballroom Level Sponsored by Conversant IP Management</td>
</tr>
</tbody>
</table>

### Monday, October 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 5:30 pm</td>
<td>Registration North Registration, Yerba Buena Ballroom Level</td>
</tr>
<tr>
<td>7:30 am – 8:45 am</td>
<td>LES’ 50th Annual Meeting Breakfast Celebration, Welcome and Opening Remarks by Russell E. Levine, LES President (2013–2014) Salons 7 &amp; 8 Foyer, Yerba Buena Ballroom Level Sponsored by Betts Patterson &amp; Mines</td>
</tr>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Sponsor Exhibits Golden Gate Ballroom Level</td>
</tr>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>LES Networking Lounge Juniper Room, Golden Gate Ballroom Level Sponsored by Google</td>
</tr>
<tr>
<td>8:00 am – 5:30 pm</td>
<td>One-on-One Networking Appointments Nob Hill A &amp; B, Yerba Buena Ballroom Level</td>
</tr>
<tr>
<td>9:00 am – 10:15 am</td>
<td>Sector-Specific Mini-Plenary Sessions Moderated by LES Past Presidents (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>10:00 am – 11:00 am</td>
<td>LES Strategy for Branding &amp; Marketing Subcommittee Meeting, Pacific A, Level 4</td>
</tr>
<tr>
<td>10:15 am – 11:00 am</td>
<td>Networking Break Golden Gate Foyer, Golden Gate Ballroom Level Sponsored by EisnerAmper</td>
</tr>
<tr>
<td>11:00 am – 12:00 pm</td>
<td>Q&amp;A for HTS Titans of Licensing Panel Golden Gate A, Golden Gate Ballroom Level</td>
</tr>
<tr>
<td>11:00 am – 12:15 pm</td>
<td>Workshop Session I and Extended Networking Opportunities (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>12:15 pm – 2:00 pm</td>
<td>Luncheon &amp; Keynote Address by Andrea Ingram Salons 7 &amp; 8, Yerba Buena Ballroom Level (See page 12 for info.) Sponsored by PricewaterhouseCoopers</td>
</tr>
<tr>
<td>2:00 pm – 5:00 pm</td>
<td>Train-the-Trainer Pacific H, Level 4</td>
</tr>
<tr>
<td>2:15 pm – 3:30 pm</td>
<td>Workshop Session II (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>3:30 pm – 4:15 pm</td>
<td>Networking Break Golden Gate Foyer, Golden Gate Ballroom Level Sponsored by European Patent Office (EPO)</td>
</tr>
<tr>
<td>4:00 pm – 5:00 pm</td>
<td>Young Members Congress (YMC) Speed Networking Event Pacific J, Level 4</td>
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<tr>
<td>4:15 pm – 5:30 pm</td>
<td>Workshop Session III (See detailed schedule for various locations.)</td>
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<tr>
<td>5:00 pm – 6:00 pm</td>
<td>LES Foundation Reception Mission Grille, Level 2</td>
</tr>
<tr>
<td>5:30 pm – 6:30 pm</td>
<td>Emerging Enterprises Committee Reception Jillian’s at Metreon (See detailed schedule for address.) Sponsored by STLGiP and LES Silicone Valley Chapter</td>
</tr>
<tr>
<td>6:30 pm – 8:00 pm</td>
<td>Networking Reception City View at Metreon (See General Information on page 1 for address and walking directions.)</td>
</tr>
<tr>
<td>8:00 pm</td>
<td>YMC Reception LuLu Restaurant (See detailed schedule for address.) Co-sponsored by Bardehle Pagenberg and Husch Blackwell</td>
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### Explore LES’ Sector-Specific Workshops & Networking

Design the schedule that meets your interest and professional focus with programs open to all attendees. Also note sessions organized under Hot Topic, Valuation/Legal and Silicon Valley Chapter headings.

- **CEEM**: Chemicals, Energy, Environmental, and Materials
- **CP**: Consumer Products
- **HTS**: High Technology
- **IUGI**: Industry-University-Government Interface
- **LSS**: Life Sciences
### Tuesday, October 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 5:30 pm</td>
<td>Registration <strong>North Registration, Yerba Buena Ballroom Level</strong></td>
</tr>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Women in Licensing Breakfast <strong>Club Room, Level 2</strong> Sponsored by Asia IP Exchange</td>
</tr>
<tr>
<td>7:30 am – 8:45 am</td>
<td>Networking Buffet Breakfast <strong>Salons 7 &amp; 8 Foyer, Yerba Buena Ballroom Level</strong> Sponsored by Dolcera</td>
</tr>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>LES Networking Lounge <strong>Juniper Room, Golden Gate Ballroom Level</strong> Sponsored by Google</td>
</tr>
<tr>
<td>8:00 am – 5:30 pm</td>
<td>Sponsor Exhibits <strong>Golden Gate Ballroom Level</strong></td>
</tr>
<tr>
<td>8:00 am – 5:30 pm</td>
<td>One-on-One Networking Appointments <strong>Nob Hill A &amp; B, Yerba Buena Ballroom Level</strong></td>
</tr>
<tr>
<td>8:45 am – 10:00 am</td>
<td>Workshop Session IV (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Chapter Leaders Workshop <strong>Willow Room, Golden Gate Ballroom Level</strong></td>
</tr>
<tr>
<td>10:00 am – 10:45 am</td>
<td>Networking Break <strong>Golden Gate Foyer, Golden Gate Ballroom Level</strong> Sponsored by Okayama University</td>
</tr>
<tr>
<td>10:45 am – 12:00 am</td>
<td>Workshop Session V (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>12:00 pm – 1:45 pm</td>
<td>Frank Barnes’ Mentoring Award and Keynote Address by Quentin Hardy <strong>Salons 7 &amp; 8, Yerba Buena Ballroom Level</strong> (See page 19 for info.)</td>
</tr>
<tr>
<td>2:00 pm – 3:15 pm</td>
<td>Workshop Session VI (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>3:15 pm – 4:00 pm</td>
<td>Networking Break <strong>Golden Gate Foyer, Golden Gate Ballroom Level</strong> Sponsored by SOAProjects</td>
</tr>
<tr>
<td>4:00 pm – 5:30 pm</td>
<td>Industry Sector Business Meetings (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>5:30 pm – 6:00 pm</td>
<td>Industry Sector Networking Receptions (See detailed schedule for various locations.) <strong>High Tech Networking Reception Sponsored by Kenyon &amp; Kenyon</strong></td>
</tr>
<tr>
<td><strong>Evening</strong></td>
<td>Optional Industry Sector Offsite Events (See detailed schedule for venues and times.) <strong>High Tech Offsite Event sponsored by InvotexIP; Life Sciences Offsite Event sponsored by GRA</strong></td>
</tr>
</tbody>
</table>

### Wednesday, October 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 3:30 pm</td>
<td>Registration <strong>North Registration, Yerba Buena Ballroom Level</strong></td>
</tr>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Chapter Leaders Breakfast <strong>Golden Gate C3, Golden Gate Ballroom Level</strong></td>
</tr>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Networking Buffet Breakfast <strong>Salons 7 &amp; 8 Foyer, Yerba Buena Ballroom Level</strong> Sponsored by Nix Patterson &amp; Roach</td>
</tr>
<tr>
<td>8:00 am – 2:00 pm</td>
<td>LES Networking Lounge <strong>Juniper Room, Golden Gate Ballroom Level</strong> Sponsored by Google</td>
</tr>
<tr>
<td>8:00 am – 3:00 pm</td>
<td>One-on-One Networking Appointments <strong>Nob Hill A &amp; B, Yerba Buena Ballroom Level</strong></td>
</tr>
<tr>
<td>8:00 am – 4:00 pm</td>
<td>Sponsor Exhibits <strong>Golden Gate Ballroom Level</strong></td>
</tr>
<tr>
<td>8:30 am – 9:15 am</td>
<td>LES Business Meeting &amp; Incoming President’s Address by Pamela Demain, Incoming LES President (2014–2015) <strong>Salons 7 &amp; 8, Yerba Buena Ballroom Level</strong></td>
</tr>
<tr>
<td>9:15 am – 10:15 am</td>
<td>2014 Deals of Distinction Awards <strong>Salons 7 &amp; 8, Yerba Buena Ballroom Level</strong></td>
</tr>
<tr>
<td>10:15 am – 11:00 am</td>
<td>Networking Break <strong>Golden Gate Foyer, Golden Gate Ballroom Level</strong></td>
</tr>
<tr>
<td>10:15 am – 11:00 am</td>
<td>CEEM Deals of Distinction Winner Q&amp;A <strong>Willow Room, Golden Gate Ballroom Level</strong></td>
</tr>
<tr>
<td>11:00 am – 12:15 pm</td>
<td>Workshop Session VII (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>12:15 pm – 1:30 pm</td>
<td>Sector Luncheons (See detailed schedule for various locations.) <strong>High Tech Lunch Sponsored by Fitzpatrick, Cella, Harper &amp; Scinto</strong></td>
</tr>
<tr>
<td>12:15 pm – 1:30 pm</td>
<td>Networking Lunch <strong>Salons 7 &amp; 8, Yerba Buena Ballroom Level</strong></td>
</tr>
<tr>
<td>1:45 pm – 3:00 pm</td>
<td>Workshop Session VIII (See detailed schedule for various locations.)</td>
</tr>
<tr>
<td>3:00 pm – 4:00 pm</td>
<td>Closing Wine Reception <strong>Golden Gate Foyer, Golden Gate Ballroom Level</strong></td>
</tr>
</tbody>
</table>
SECTOR-SPECIFIC WORKSHOPS
Meet colleagues who really understand your goals, challenges, and opportunities at sector-specific sessions and workshops led by some of the top dealmakers in the industry. You’ll earn CLE, CLP and CPE credits to maintain credibility and keep up with industry trends and standards.

CEEM
• Lessons from the Titans of Licensing
• Lessons Learned from Doing Deals: The Good, the Bad and the Ugly
• Beyond CDAs: Alternatives to Protecting Confidential Information When Doing Deals
• Closing Global Deals While Dealing with the Cultural Divides
• Predicting Trends in Renewables to the Benefit of Licensing Programs
• Valuation for Making Strategic Business Decisions
• How to Protect Trade Secrets Internally

CONSUMER PRODUCTS
• Mobile and Consumer Electronics Licensing
• From Connected Homes to Smart Cars: Consumer Applications of the Internet of Things (IoT)

HIGH TECHNOLOGY
• Software Patents in Light of Alice Corp. Case
• A Year After the GAO NPE Litigation Report: Its Impact on IP Industry and the Future of NPE Litigation
• Semiconductor Licensing in the Age of China and IoT
• Patent Licensing in Nanotech
• 2014 LES High Tech Sector Royalty Rate & Deal Terms Survey: Preliminary Analysis and Results
• High Tech Sector Deal of Distinction Deep Dive Analysis: Understanding the Google (Motorola Mobility) PC and Smartphone Deal with Lenovo
• Options for Dealing with NPEs and Anticipated Risks
• Titans of Licensing

IUGI
• AUTM-Sponsored Workshop
• Technology Transfer Around the World: A Global Survey of Laws and Practices
• Software Patents & Licensing: Today’s Dramatically Changed Landscape
• Women in Licensing: Negotiating Relationships, Domestic and Abroad
• Research and Academia: What to Do If Your IP is Being Infringed

LIFE SCIENCES
• Transformative Co-Opetition Deals to Accelerate Innovation
• Due Diligence Best Practices: What is NOT on Your Checklist
• Divide and Conquer: Licensing Strategies Among Multiple Partners Around the World
• Deal Terms: Do You Really Know What’s Happening in Your Therapeutic or Geographic Markets? LES/LESI Global Life Sciences Royalty Rate and Deal Terms Survey 2014
• Partnering Prenuptials: Assessing Value and Translating Priorities into Deal Terms
• Bigger and Better or Bolt-on: Perspectives from Big Pharma
• Termination or Restructuring of a Collaboration
• Titans of Licensing

VALUATION/LEGAL
• The Primary Challenges to Monetizing Patents in Today’s Business, Legal and Regulatory Environment
• LESI IP Valuation Committee Study on Royalty Rates & Deal Structures
• Being FRAND-ly: Recent Developments and Strategies for Licensing and Litigating Standardized Technologies
• Finding the Value of IP in a Public Company Model
• Top 10 Court Decisions of 2014 Affecting Licensing
• Who Wins When Loser Pays? The Impact on Litigation Incentives and Patent Value
• Updates in European Practice—How Changes in Procedures at the EPO are Impacting Patent Practitioners and Licensing Professionals
• Titans of Licensing

Experience the Networking, Learning & Value of the
HOT TOPICS
• LES Standards
• Financial Services—Emerging IP Issues
• Inter Partes Review Proceedings: Is it Helping or Hurting Innovation and the IP Industry?
• Cloud Computing: How is its Emergence Affecting Licensing?
• Public IP Companies—Industry Impact and Business Models
• Alternative Dispute Resolution—How Effective is it and What are the Options?
• From Licensing to Community: Utilizing Cross-Licensing to Create a Broad-Based Patent Non-Aggression Culture
• Foundational Changes in the Biopharmaceutical and Healthcare Macro Environments…and the Impacts on Licensing & Business Development
• Titans of Licensing

SILICON VALLEY CHAPTER
• Silicon Valley Successful Deal Strategies: Behind the Closed Door
• A View from the Top—IP Strategies from Silicon Valley’s Largest Companies
• How the Internet of Things is Doctoring a Change in Healthcare
• Video Game Licensing

TOP 10 COURT DECISIONS
An annual LES Annual Meeting “not to be missed” highlight is the Top 10 Court Decisions of the Year Affecting Licensing, always a popular event. See page 20 for details.

KEYNOTE SPEAKERS
Monday, October 6
12:15 pm – 2:00 pm
Salons 7 & 8, Yerba Buena Ballroom Level
Building the Foundation for Inventions and Inventors of the Future—How Do We Inspire Our Kids to Achieve Their Full Potential in Science, Technology, Medicine and Engineering?
Andrea Ingram, Vice President, Education, Museum of Science and Industry, Home of The Center for the Advancement of Science Education

Tuesday, October 7
12:00 pm – 1:45 pm
Salons 7 & 8, Yerba Buena Ballroom Level
Price and Value in the New Technology Landscape
Quentin Hardy, Deputy Technology Editor for The New York Times will share his insights regarding key elements of a new IP and data-driven ecosystem.
Best Practices in Licensing: Developing, Negotiating & Executing Transactions

NOVEMBER 17–18, 2014, CHICAGO

Join LES U.S.A. and Canada as internationally recognized legal and corporate experts share insights on how to successfully identify, evaluate and execute licensing and acquisition opportunities aligned with your company’s strategic vision.

At Best Practices in Licensing, you will learn to:
- **Master** the fundamentals of patents, copyrights, trademarks and trade secrets
- **Establish** material terms of a license agreement
- **Structure** critical financial terms and considerations
- **Leverage** arbitration and alternative dispute resolution
- **Understand** key legal issues and trends to be more effective in your transactions

...all while growing your network of IP & licensing professionals!

Register by Nov. 3 and save $100!

www.lesusacanada.org/bestpractices
Experience the Networking, Learning & Value of the LES Meeting That’s Been 50 Years in the Making.

Refer to the Mobile App for up-to-date schedule and program information.

Sunday, October 5

7:30 am – 7:30 pm
Registration
North Registration, Yerba Buena Ballroom Level

8:00 am – 5:00 pm
IP Business Basics 100 (Requires additional fee.)
Salons 5 & 6, Yerba Buena Ballroom Level

This new course provides you with knowledge to become a more informed consumer of legal, business and valuation issues around IP deals. Whether it is a trademark, international brand, copyright, patent, know-how, trade secrets or a combination, recent transactions and auctions have confirmed the value of IP in commercial transactions.

After a small group exercise around trademarks, copyrights and brands, you will learn about a real licensing deal through a publicly available license agreement. What is being licensed? For how long? What is the value in the deal? What does each party have to do once the deal is signed? Instructors will also lead you in discussions about term sheets; drivers of value in deals; elements of intellectual asset strategy; non-disclosure agreements; invention disclosures; patents and more.

Speakers: Pamela Cox, Partner, Chair IP Transactions, Gerstein IP Business Basics 100

8:00 am – 5:00 pm
Registration
North Registration, Yerba Buena Ballroom Level

8:00 am – 5:00 pm
IP Business Basics 100 (Requires additional fee.)
Salons 5 & 6, Yerba Buena Ballroom Level

This new course provides you with knowledge to become a more informed consumer of legal, business and valuation issues around IP deals. Whether it is a trademark, international brand, copyright, patent, know-how, trade secrets or a combination, recent transactions and auctions have confirmed the value of IP in commercial transactions.

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Speakers: Pamela Cox, Partner, Chair IP Transactions, Gerstein IP Business Basics 100

2:00 pm – 5:00 pm
Education Workshops
Choose from three education pre-meeting sessions—each three hours in duration. Annual Meeting registration is required to participate in these optional continuing education programs.

Active participation in case studies and class examples, as well as networking with and learning from other professionals attending are highlights of these sessions.

Limited seating is available. Pre-registration is required.

Workshop #1: Valuation Techniques for Early Stage Technology
Golden Gate C2, Golden Gate Ballroom Level

This interactive educational workshop will help attendees learn how financial modeling techniques such as probability tree and Monte Carlo analyses can be deployed in concert with traditional valuation approaches (e.g., discounted cash flow and guideline transaction approaches) in order to better define, capture, and assess certain risks inherent in early stage technology licensing.

Through a combination of case studies based on actual licensing transactions, demonstrations of modeling techniques, and facilitated group discussions, this workshop will help licensing executives learn how the careful use of these tools can simultaneously improve the quality of their valuation models; the communications among their transaction team members; and the outcomes of their negotiations. Attendees will be asked to share their experience, expertise, and questions.

Speakers: Bob Goldman, Principal, Charles River Associates (CRA) and Chris Schulte, CLP, Director, 284 Partners

Workshop #2: Intellectual Asset (IA) Management Strategies—Knowledge and Insights Create Value
Golden Gate C1, Golden Gate Ballroom Level

This workshop will concentrate on the importance of aligning an organization’s IA and business/organization strategies. We will present tools and business “speak” you can use to initiate and drive an IA strategy discussion with your leadership and colleagues. Our discussions will center around the use of The Intellectual Asset Management Model Process. The presentation will be followed by an interactive group exercise in which a mock case study will be used to prepare for a licensing negotiation. The exercise will include preparing an IA inventory, IA gap analysis and developing the key strategic objectives to take into the negotiation.

Speakers: Bob Payne, CLP, President, IP Licensing Advisors, LLC and John Somich, CLP, Intellectual Asset Strategist, BP America

Workshop #3: Case Study—Winning Negotiations Through Practice
Golden Gate C3, Golden Gate Ballroom Level

Join us for a hands-on opportunity to discuss and negotiate terms of a licensing case study. We’ll begin the workshop with an introduction to negotiation principles and a sample term sheet. You will be divided into licensee and licensor teams for an interactive negotiation exercise and provided with both public and confidential information for your role play.

At the end of the workshop, teams report their results and how and why they reached them. This workshop will help you recognize and practice elements of a successful negotiation.

Speaker: Jonathan Hance, Associate, Bracewell & Giuliani

4:30 pm – 5:30 pm
Industry Sector “Meet Ups”
Salons 7 & 8 Foyer, Yerba Buena Ballroom Level

5:00 pm – 6:00 pm
New Members’ and First-Time Attendees’ Orientation and Reception
The View Lounge, 39th Floor

6:30 pm – 8:00 pm
Welcome Reception
Salon 9, Yerba Buena Ballroom Level

Sponsored by: conversant

CEEM Chemicals/Energy/Environmental/Materials
CP Consumer Products
HTS High Tech
HT Hot Topic
IUGI Life Sciences
LSS Legal
SVC Silicon Valley Chapter
VAL Valuation
Monday, October 6

7:30 am – 5:30 pm
Registration
North Registration, Yerba Buena Ballroom Level

7:30 am – 8:45 am
LES’ 50th Annual Meeting Breakfast Celebration
Salons 7 & 8 Foyer, Yerba Buena Ballroom Level

8:00 am – 9:00 am
LESI Life Sciences Committee Meeting
Pacific A, Level 4

8:00 am – 5:00 pm
Sponsor Exhibits
Golden Gate Ballroom Level

8:00 am – 5:00 pm
LES Networking Lounge
Juniper Room, Golden Gate Ballroom Level

8:00 am – 5:30 pm
One-on-One Networking Appointments
Nob Hill A & B, Yerba Buena Ballroom Level
Thirty-minute meetings by appointment only. Make appointments by using the Mobile App.

TITANS OF LICENSING
Hear expert observations and insights from the distinguished Titans of Licensing panels moderated by LES past presidents. Then attend another workshop or participate in extended sector-specific networking opportunities and discuss issues raised during their presentation.

▶ MINI-PLenary SESSIONS
9:00 am – 10:15 am
CEEM Titans of Licensing
Salons 4–6, Yerba Buena Ballroom Level
Moderated by Past President Ada Nielsen, CEO, Foodexus LLC
Join CEEM Sector insiders for a session aptly titled “Getting the Deal Done Without Spilling the Beans—and Then Making the Deal Work Without Losing Control of the Secret Sauce.”
Speakers: Nicholas Leach, Chief Intellectual Property Counsel, Chevron; Laura Silva, Director, IP Legal and Licensing, Veloys and David Steffes, Senior Director, Intellectual Property, North America, DSM

HT Titans of Licensing
Salons 1–3, Yerba Buena Ballroom Level
Moderated by Past President Jim Sobieraj, President, Brinks Gilson & Lione
In July of 2014, Asana, Canon, Dropbox, Google, Newegg and SAP announced the formation of the License on Transfer (LOT) Network, a cooperative patent-licensing agreement aimed at mitigating patent assertion entity litigation and the growing practice of patent privateering. Join LOT Network insiders who share their unique perspectives on formation of the LOT Network and its impact on the IP eco-system.
Speakers: Keith Bergelt, CEO, Open Invention Network; Joe Fitzgerald, Vice President, Legal, Pure Storage, (Director of the LOT Network); Chip Lutton, Vice President and General Counsel, Nest Labs (prior to its purchase by Google in 2014), Former Chief Patent Counsel, Apple, (Executive Director of the LOT Network); Heather Meeker, Partner, O’Melveny & Myers LLP (Advisory Board Member of the LOT Network); Kevin Prey, IP Counsel, SAP SE (Director of the LOT Network) and Rodger Sadler, Senior Patent Litigation Counsel, Canon U.S.A., Inc. (Advisory Board Member of the LOT Network)

HTS Titans of Licensing
Golden Gate A, Golden Gate Ballroom Level
Moderated by Past President Tanya Moore, General Manager, Microsoft Business Solutions
Join us for a moderated discussion with leaders of IP (in all forms) licensing, alliances and litigation at Adobe, Microsoft, Qualcomm, SAS, Sony and UTC. Among other topics, our panelists will weigh in on current challenges facing their organizations and industries, recent events making waves around the high-tech licensing community, and their expectations for hot topics in 2015.
Speakers: Toshimoto Mitomo, Executive Vice President, Intellectual Property and Entrepreneurship & Innovation, Sony Corporation of America; Nick Psychogios, General Manager and Associate General Counsel, Microsoft; Dana Rao, Vice President, Intellectual Property and Litigation, Adobe Systems; Eric Reifsneider, Senior Vice President and General Manager, Qualcomm Technology Licensing; Kelly Romano, Vice President, Business Development, United Technologies Corporation and Scott Van Valkenburgh, Senior Director, Global Alliance and Channels, SAS Institute
Titans of Licensing
Golden Gate B, Golden Gate Ballroom Level

Co-Moderated by Past LES Presidents Kathleen Denis, Associate Vice President, The Rockefeller University and Tom Picone, Ph.D., Former Vice President, Schering Plough

This panel will discuss new paradigms of drug development, including where innovation will come from in the future and who will finance it.

Speakers: Darren Carroll, Vice President, Corporate Business Development, Eli Lilly; George Golumbeski, Sr. Vice President, Business Development, Celgene and Katharine Ku, Director, Office Technology Licensing, Stanford University

Titans of Licensing
Golden Gate C2, Golden Gate Ballroom Level

Moderated by Past President Michael Lasinski, CEO and Managing Director, 284 Partners

Join us for a lively discussion of the key factors and transactions that are currently shaping the world of intellectual property valuation. Our panelists will discuss critical transactions that have shaped how organizations have approached patent sales; litigation; how to best address patent stacking and FRAND issues in licensing and litigation, and the current state of patent portfolios that once were “on the market” and are now being licensed. The panel will also offer their thoughts and answer your questions regarding how the patent transaction and licensing marketplace will continue to grow in the years ahead.

Speakers: Ann Armstrong, Vice President, Legal and Corporate Affairs, Associate General Counsel, Director, Intellectual Property Standards Group, Intel Corp.; Andrew Ramer, Managing Director, Intellectual Property Division, Cantor Fitzgerald and John Veschi, CEO, Rockstar Intellectual Property

10:00 am – 11:00 am
LES Strategy for Branding & Marketing Subcommittee Meeting
Pacific A, Level 4

Networking Break
Golden Gate Foyer, Golden Gate Ballroom Level

Sponsored by:

10:15 am – 12:15 pm
Extended Networking Opportunities
Golden Gate Foyer, Golden Gate Ballroom Level

11:00 am – 12:00 pm
Q&A for HTS Titans of Licensing Panel
Golden Gate A, Golden Gate Ballroom Level

LESS IUGI Titans of Licensing
Golden Gate B, Golden Gate Ballroom Level

Workshop Session I

LESS CEEM Lessons from the Titans of Licensing
Salons 4–6, Yerba Buena Ballroom Level

Attendees will use the Mini-Plenary Session as the catalyst for moderated roundtable discussions of best practices, lessons learned, stories and tales. Ada Nielsen and other trained LES volunteers will facilitate the roundtable discussions.

Moderator: Ada Nielsen, CEO, Foodexus LLC

LESS Transformative Co-Opetition Deals to Accelerate Innovation
Golden Gate B, Golden Gate Ballroom Level

This interactive workshop will provide insights into unique hybrid/co-opetition deals that will shave several years and hundreds of millions of dollars off the current process for win-win outcomes. Lessons learned will be valuable when negotiating increasingly complex biopharma deal structures.

Deals featured include: I-SPY 2, managed by the Biomarkers Consortium, a public/private partnership of the non-profit Foundation of NIH (FNIH) and industry, simultaneously test compounds for neoadjuvant breast cancer in 8 different biomarker-defined subgroups.

NIH innovative collaboration with 10 rival companies, nonprofit groups and research foundations will share data, blood samples and tissue specimens in an ambitious collaboration designed to accelerate the discovery of ground-breaking therapies for Alzheimer’s, type 2 diabetes, rheumatoid arthritis and lupus.

Join us to explore how co-opetition in the pre-competitive space can accelerate your innovative deals.

Moderator: Ruth Plager, ZenithBIO LLC

Speakers: Laura A. Brege, CEO, Nodality, Inc.; Jeffrey D. Jonker, Senior Vice President, Corporate and Business Development, Theravance; Margi McLoughlin, Ph.D., Executive Director in Worldwide Business Development, Pfizer, Inc. and William (Bill) J. Newell, CEO, Sutro Biopharma, Inc.

IUGI AUTM Sponsored Workshop
Golden Gate C1, Golden Gate Ballroom Level

LES is excited to welcome our partners in licensing from the Association of University Technology Managers (AUTM) for a session organized by AUTM President Jane Muir, RTTP, Director, University of Florida.

Speakers: AUTM representatives to be announced.
LES Standards
Salons 1–3, Yerba Buena Ballroom Level
The LES USA and Canada board is considering launching a pilot program in early 2015 on standards development. The areas of IP transactions, IP management, and IP-based financial products are being considered. Come hear key IP leaders share their perspectives on whether such an expansion of LES scope would be valuable, and if so, what areas may be considered the low-hanging fruit.

For further information on LES Standards, please visit www.lesusacanada.org/standards.

Moderators:
Bill Elkington, Senior Director, IP Management, Rockwell Collins and Kimberly Chotkowski, IP Executive, Brandywine Ventures

Speakers:
Greg Kisor, Chief Technologist, Global Licensing, Intellectual Ventures; Craig Moss, COO, CREATE.org; Charles (Chip) D. Murray, Global Managing Director, DuPont Intellectual Assets & Licensing; Jim Trueman, Managing Director, OceanTomo and David Wright, Patent CTO, Cypress Semiconductor

12:15 pm – 2:00 pm
LUNCHEON & KEYNOTE
Building the Foundation for Inventions and Inventors of the Future—How Do We Inspire Our Kids to Achieve Their Full Potential in Science, Technology, Medicine and Engineering?
Salons 7 & 8, Yerba Buena Ballroom Level
Keynote: Andrea Ingram, Vice President, Education, Museum of Science and Industry, Home of the Center for the Advancement of Science Education

Please remember to invite your accompanying persons to this luncheon.

Sponsored by:

2:00 pm – 5:00 pm
Train-the-Trainer
Pacific H, Level 4
Are you interested in teaching the IP & Licensing Basics (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 and attend the half day Train-the-Trainer (TTT) workshop.

Speakers:
Louise Levien, Senior Planning Associate, ExxonMobil Upstream Research Company; Susan Stoddard, Ph.D., CLP, Senior Technology Licensing Manager, Mayo Clinic and Jeffrey S. Whittle, Partner and Head of Technology Law Section, Bracewell & Giuliani

WORKSHOP SESSION II
2:15 pm – 3:30 pm
CEEM Lessons Learned From Doing Deals: The Good, the Bad, and the Ugly
Salons 4–6, Yerba Buena Ballroom Level
In doing deals, we have all done things that we have regretted and have lessons we wish we could share. This workshop will facilitate sharing of all of those lessons and ugly truths so that we can learn from each other’s successes and not so great moments in licensing.

Moderator: Tim Kinn, Intellectual Property and Licensing Associate, ExxonMobil Upstream Research Company

CP Mobile and Consumer Electronics Licensing
Golden Gate C3, Golden Gate Ballroom Level
This workshop will focus on licensing issues facing IP leaders in the mobile and consumer electronics industry. Attendees will learn from the panelists about the challenges facing those looking to establish a licensing department within a company, as well as obstacles encountered when attempting to license technology, including both in-licensing and out-licensing. The panelists will provide the attendees with a look into real-world licensing issues facing mobile and consumer electronics companies today.

Moderator: Jerald Meyer, Member, Management Committee, Nath, Goldberg & Meyer

Speakers: Gerard Pannekoek, President & CEO, IPXI Holdings; Roger Ross, President, VIA Licensing; Boris Tekslers, President, Technology Group, SEVP, Technicolor and Peter Toto, Senior Vice President, IP, Sony Corporation of America

IUGI Technology Transfer Around the World: A Global Survey of Laws and Practices
Golden Gate C1, Golden Gate Ballroom Level
Universities, government labs and non-profit institutes around the world may be at the forefront of a field of technology, or occupy a key niche in a complex field. But how does a business secure the rights it needs, in unfamiliar legal, regulatory and cultural territory? This workshop will explore best practices and useful tips for engaging with universities, government labs and non-profit institutes outside North America, with speakers from Australia, Singapore and Germany sharing their expertise and experience.

Moderator: Rob McNees, Partner, DibbsBarker (Sydney, Australia)

Speakers: Sheena Jacob, Partner, ATMD Bird & Bird LLP (Singapore) and Dr. Tilman Müller-Stoy, Partner, Bardehle Pagenberg (Munich, Germany)
HTS  Software Patents in Light of Alice Corp. Case
Golden Gate A, Golden Gate Ballroom Level
While the Supreme Court did not kill software patents as some thought they might, Alice Corp. v. CLS put significant restrictions on software patents that organizations and the courts are just beginning to work through. This panel will discuss the practical implications of Alice Corp. and its limitations on software patents from the perspectives of software companies, automotive companies and outside counsel. They will discuss practical strategies for working within the confines of the new Supreme Court law both in terms of drafting patents and preserving licensing/litigation efforts.

Moderator: David Donoghue, Partner, Holland & Knight
Speakers: Alyssa Harvey Dawson, Vice President, Global Intellectual Property, Harman International Industries and Peter Kirk, Director, Litigation, ABBYY Software House (invited)

LSS  Due Diligence Best Practices: What is NOT on Your Checklist?
Golden Gate B, Golden Gate Ballroom Level
Due Diligence: Business development professionals work exceptionally hard with many rejections and non-fits before getting to due diligence activities with a potential partner. Suddenly, the excitement meets reality when faced with due diligence execution and confronted with questions as basic as:
• What is confidential?
• What to share when?
• What are the risks?
• How to organize the data room?
• How do others do this?
In response, some companies have established key individuals or roles responsible for this activity. Is a new industry staff function in evolution?

Moderator: Gautam Aggarwal, Partner, Triangle Insights Group LLC
Speakers: Richard Andersen, President, ShareVault; John Dellapa, Member, Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo PC; Patrick Gallagher, Vice President, Business Development, Noven Pharmaceuticals and Michael Meyers, Ph.D., Sr. Director, Global External R&D, Due Diligence, Eli Lilly and Company

3:30 pm – 4:15 pm
Networking Break
Golden Gate Foyer, Golden Gate Ballroom Level
Sponsored by:

4:00 pm – 5:00 pm
Young Members Congress (YMC) Speed Networking Event
Pacific J, Level 4
Beyond CDAs: Alternatives to Protecting Confidential Information When Doing Deals

Salons 4–6, Yerba Buena Ballroom Level

Have you ever wondered about how to protect your confidential information when a CDA is insufficient or the other party won’t sign a CDA? We will discuss creative solutions to protecting confidential information when doing a deal.

Moderator: Heather Khassian, Counsel, Dentons
Speakers: Christopher Andersen, Managing Director, StoneTurn Group and Jonathan Hance, Associate, Bracewell & Giuliani

From Connected Homes to Smart Cars: Consumer Applications of the Internet of Things (IoT)

Golden Gate C3, Golden Gate Ballroom Level

Google’s recent acquisition of Nest Labs for $3.2 billion was the first major acquisition in the field of home automation, one of the fastest growing segments of the Internet of Things (IoT) ecosystem. IDC estimates that the number of connected devices will grow to 212 billion by 2020, with about 30 billion devices smart enough to operate without human control.

This panel will focus on new challenges and opportunities related to intellectual property and monetization in the IoT consumer market. Topics will include:

- Major technology trends in key consumer sectors of the IoT ecosystem;
- Value creation opportunities and emerging business and revenue models;
- Major challenges and enablers facing the IoT growth; and
- IP standards and IP licensing issues.

Moderator: Efrat Kasznik, President, Foresight Valuation Group
Speakers: Amin Arbabian, Professor, Department of Engineering, Stanford University; Glen Belvis, Partner, Steptoe & Johnson LLP; Shawana Johnson, President, Global Marketing Insights and Gene Wang, CEO, PeoplePower

Software Patents & Licensing: Today’s Dramatically Changed Landscape

Golden Gate C1, Golden Gate Ballroom Level

Recent decisions by the U.S. Supreme Court in Akamai Tech., Inc. v. Limelight Networks, Inc. and Alice Corp. Pty. Ltd. v. CLS Bank Int’l continue a trend of the last ten years in limiting the scope of software patents changing the way such inventions are claimed. Has this trend caused licensees to shy away or devalue software protected by patents, or is there a core value that continues in spite of some erosion along the margins? Our panel will review the research methods adopted, conclusions reached and impact expected. A well-published IP economist and financial analyst will then review the economic literature and empirical studies about the topics published since the release of GAO report. Two camps of practitioners will weigh in with their thoughts and opinions. One side includes a senior IP executive from a Fortune 100 high-tech company that has been among the frequent targets of NPE lawsuits, and a Senior Vice President of a well-known NPE risk management firm that serves major high tech businesses. Joining the panel from the other side, a litigator-turned litigation financier who has handled multi-billion-dollar IP cases and a legendary patent attorney, for whom the term “patent troll” was originally coined.

Moderator: Bob Held, Trustee and Vice President, Intellectual Asset Management, TeleCommunication Systems, Inc.
Speakers: Bob Heath, Senior Vice President, RPX Corporation; Dan Lang, Vice President, Intellectual Property, Cisco Systems; Jack Lu, Partner & Chief Economist, IP Market Advisory Partners; Rob Marek, Senior Analyst, GAO; Ray Niro, Partner, Niro, Haller and Niro and Ashley Keller, Co-Founder and Managing Director, Gerchen Keller Capital

A Year After the GAO NPE Litigation Report: Its Impact on IP Industry and the Future of NPE Litigation

Golden Gate A, Golden Gate Ballroom Level

Mandated by Section 34(b) of the America Invents Act (AIA), the Government Accountability Office (GAO) conducted a study to help Congress better understand the consequences of NPE litigation. The final report was submitted to the Committees on the Judiciary of U.S. Congress on August 22, 2013. A year after the report, many questions remain unanswered and issues are being hotly debated.

This panel brings in the Analyst-in-Charge of the GAO research team, together with a group of veteran IP practitioners to discuss the impact of the report on patent litigation and monetization specifically, and on the US legal system, innovation, and economy generally. Moderated by one of the most influential IP executives, the panel will start with the comments by the GAO team’s Analyst-in-Charge, explaining the research methods adopted, conclusions reached and impact expected. A well-published IP economist and financial analyst will then review the economic literature and empirical studies about the topics published since the release of GAO report. Two camps of practitioners will weigh in with their thoughts and opinions. One side includes a senior IP executive from a Fortune 100 high-tech company that has been among the frequent targets of NPE lawsuits, and a Senior Vice President of a well-known NPE risk management firm that serves major high tech businesses. Joining the panel from the other side, a litigator-turned litigation financier who has handled multi-billion-dollar IP cases and a legendary patent attorney, for whom the term “patent troll” was originally coined.

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Sharing the Crown Jewels: Getting Comfortable Disclosing Precious IP

Golden Gate B, Golden Gate Ballroom Level

In this session, a panel composed of businesspersons and lawyers will discuss considerations that go into assessing their willingness to disclose and receive IP, evaluating risks associated with such disclosures and receipt, and the means for controlling such risk in the context of negotiating a strategic license transaction. Panelists will address these issues based on real life examples and will explore the extent to which confidentiality provisions, gate-keeping mechanisms, license scope, rights to pursue special damages, and firewalls, among other contracting terms, can facilitate closing a deal. Audience participation is encouraged.

Moderator: Ben Pensak, Partner, Business and Finance Practice, Morgan Lewis & Bockius LLP
Speakers: Mary Haak-Frendscho, CEO, Igenica Biotherapeutics, Inc.; Vishwanath (Vishu) Lingappa, Chief Technology Officer and Co-CEO, Prosetta Antiviral, Inc.; Emily Marren, Senior Counsel, Angen and Company and Jay Stamatis, Vice President, Commercial and Business Development, Acerta Pharma
Valuation Committee Study on Royalty Rates & Deal Structures
Golden Gate C2, Golden Gate Ballroom Level
This session will present trends from investigating thousands of licensing agreements in the Pharmaceuticals, Software, Consumer Product, Telecommunications, Semiconductor and Chemicals industries with effective dates from 2001 to the present. The presenters will discuss licensing trends pertaining to exclusivity, territory, payment structures, and other key negotiation terms. Insight from this presentation can be leveraged by all industries to gain a competitive advantage and maximize the value of licensing deals.

Speakers: David Drews, President and Founder, IPmetrics; David Jarczyk, President and CEO, ktMINE and Dwight Olson, Principal Deposix and V3Data, Entrepreneur-In-Residence, Connect

5:00 pm – 6:00 pm
LES Foundation Reception
Mission Grille, Level 2

5:30 pm – 6:30 pm
Emerging Enterprises Committee Reception
Jillian’s at Metreon • 175 Fourth Street
(1 block from Marriott)
Sponsored by:

6:30 pm – 8:00 pm
Networking Reception
See details in General Information on page 1. Walking directions available at LES Registration Desk.
City View at Metreon • 135 4th Street
(1 block from Marriott)

8:00 pm
YMC Reception
LuLu Restaurant • 816 Fulsome Street
(2 blocks from Marriott)
Co-sponsors: HUSCH BLACKWELL

Tuesday, October 7

7:30 am – 5:30 pm
Registration
North Registration, Yerba Buena Ballroom Level

7:30 am – 8:30 am
Women in Licensing Breakfast
Club Room Level 2
Sponsored by:

7:30 am – 8:45 am
Networking Buffet Breakfast
Salons 7 & 8 Foyer, Yerba Buena Ballroom Level
Sponsored by:

8:00 am – 9:00 am
Semiconductor Subsector Committee Meeting
Pacific A, Level 4

2015 IP100 Planning Committee Meeting
Pacific B, Level 4

Valuation and Taxation Committee Meeting
Pacific C, Level 4

8:00 am – 5:00 pm
LES Networking Lounge
Juniper Room, Golden Gate Ballroom Level
Sponsored by

8:00 am – 5:30 pm
Sponsor Exhibits
Golden Gate Ballroom Level

8:00 am – 5:30 pm
One-on-One Networking Appointments
Nob Hill A & B, Yerba Buena Ballroom Level
Thirty-minute meetings by appointment only. Make appointments using the Mobile App.

www.lesannual.org 15
8:45 am – 10:00 am

WORKSHOP SESSION IV

**CCEM** Closing Global Deals While Dealing With the Cultural Divides
Salons 4–6, Yerba Buena Ballroom Level
This session will include a short, interactive discussion about cultural issues that are often under-estimated—with the result that deals either crater or take a very long time to close—and facilitated roundtable discussions. This discussion will highlight the need for thoughtful understanding of expectations and means of achieving them in different settings and cultures.

Moderator: Ada Nielsen, CEO, Foodexx LLC

Speakers: John Gilmore, Director, Global Application Consulting, Schneider Electric; Dr. Leslie Goff, COO, KDL Solutions LLC; Gary Haag, Contracts Consultant, LNG Technology and Licensing, ConocoPhillips and Charles (Chip) D. Murray, Managing Director, DuPont Intellectual Assets & Licensing

**SVC** Silicon Valley Successful Deal Strategies: Behind the Closed Door
Golden Gate C3, Golden Gate Ballroom Level
This session offers an in-depth look at what industry, universities, research labs and brokers are doing in Silicon Valley to commercialize technology, including licensing and sales. This specially chosen panel will provide a broad vision of examples of how and why licensing deals, under the right circumstances and management, are working in various aspects of industry, university and government. Hear the experts discuss what they are doing and the requirements and preparation to lead to successful negotiations and getting the deal done. It takes much more than technology to achieve licensing objectives, especially in very competitive economic times.

Moderator: Lawrence Udell, Founder/Chairman Emeritus, LES Silicon Valley Chapter

Speakers: Mark Holmes, Founder and CEO, PatentBridge LLC; Katharine Ku, CLP, Director, Office Technology Licensing, Stanford University; Damon Matteo, President, Rouse Strategic IP Solutions and Chris Talbot, Senior Director, Strategic Licensing Group, Applied Materials

**IUGL** Women in Licensing Committee
—Women in Licensing: Negotiating Relationships, Domestic and Abroad
Golden Gate C1, Golden Gate Ballroom Level
Strategic alliances are formed to meet a myriad of objectives. In this workshop, the panelists will expand the discussion to consider alliance strategies and to broaden perspectives of alliance design that can be used to meet various objectives. Examples of alliances to be considered are those aimed at exploiting vertical markets, developing new technologies, obtaining revenue and entering and/or exiting businesses. The goal of the workshop is to generate ideas related to relationship possibilities and structure.

Moderator: Gianna Arnold, Partner, Saul Ewing LLP

Speakers: Begoña Carreño-Gomez, Ph.D., Head, Search and Evaluation for Primary Care, Global Business Development and Licensing, Novartis AG; Kathryn Doyle, Ph.D.; Partner, Saul Ewing LLP; Gillian Fenton, Vice President, Legal Affairs and Chief Intellectual Property Counsel, Emergent BioSolutions, Inc.; Susan Herbert, Executive Vice President, Global Business, Merck Serono and Konstantina Manjoros Katcheves, Vice President and Global Head, Intellectual Property, Lonza

**HTS** Semiconductor Licensing in the Age of China and IoT
Golden Gate A, Golden Gate Ballroom Level
This panel will discuss recent trends that impact licensing in the semiconductor space, and what actions companies can take to ensure continued relevance and success in this evolving landscape. Among other topics, the panel will focus on how the move of most electronics assembly to China and the Internet of Things impact IP strategies and licensing businesses.

Moderator: Dale Ford, Chief Analyst, Head, Electronics & Semiconductor Research, IHS

Speakers: Drew Fellows, Vice President, Licensing Processors, ARM Ltd.; Dana Hayter, Associate General Counsel—Technology Licensing, Intel Corp.; Changhae Park, Vice President, Intellectual Property Licensing, Freescale Semiconductor; Philippe Quinio, Group Vice President, Intellectual Property Sourcing & Strategy, STMicroelectronics and Phil Shaer, Sr. Vice President and General Counsel, Conversant IP Management and Stefan Tamme, Vice President, Intellectual Property Strategy, Rambus

**VAL** Being FRAND-ly: Recent Developments and Strategies for Licensing and Litigating Standardized Technologies
Golden Gate C2, Golden Gate Ballroom Level
This session will discuss the issues surrounding damages in standards-based litigation and an explanation of the two key cases that have announced a concrete RAND rate in terms of dollars. We will discuss In Re Innovatio IP Ventures (N.D. Ill.) and Microsoft v. Motorola (W.D. Wash.), the two methods of damages calculations laid out in those cases, and explain how they will affect future licensing negotiations.

Speakers: Steve Cherry, Partner, Kirkland & Ellis LLP and Leah Poynter, Senior Corporate Counsel, IP Litigation, Cisco Systems
Cloud Computing: How is Its Emergence Affecting Licensing?

Salons 1–3, Yerba Buena Ballroom Level

This workshop will address the evolving nature of cloud computing and what it means for the future of licensing. Market growth in mobile devices and data usage coupled with the advances in cloud computing are transforming corporate product strategies and driving new models of managing IP and licensing. Please join us for a lively discussion regarding the intersection of cloud computing and licensing.

Moderator: Julia Elvidge, President, Chipworks

Speakers: Lesley Hamlin, Associate General Counsel, Citrix; Arvin Patel, Vice President, Intellectual Property and Licensing, Rovi Corporation (invited) and Krishan Pathiyal, Senior Director, Patent Strategy, Cisco Systems

Divide and Conquer: Licensing Strategies Among Multiple Partners Around the World

Golden Gate B, Golden Gate Ballroom Level

You are a biotech company with a product candidate that has attracted the interest of global pharma companies and regional players. You are also wondering whether you can bring this product candidate to the market on your own, at least in your home country or region. Which partnering path will bring the best return on all the years of research and early development? Which one will best prepare the company for the next phase of growth? We will explore these issues and more with experts who will share their own experiences from these kinds of deals.

Moderator: Randy Sunberg, Partner, Morgan Lewis & Bockius LLP

Speakers: Rami Daoud, Vice President, Business Development, Amarin Pharmaceuticals; Linda Hogan, Vice President, Business Development, CoLucid Pharmaceuticals; Kelly Powell, Vice President, Business Development, MEI Pharma and Tanja Weber, Vice President, Corporate Licenses Oncology, Strategy & Business Development, Sanofi

Predicting Trends in Renewables to the Benefit of Licensing Programs

Salons 4–6, Yerba Buena Ballroom Level

Where are the renewable energy licensing deals in 2015 and beyond? The panelists will explore the intersections of public and private funding, R&D trends and development timelines in the renewable space—all with an eye toward effects on licensing. Corporate, start-up, venture-capital, university, and government perspectives will be discussed, using real-world examples and experience.

Moderator: Ben Armitage, Managing Partner, Billian & Armitage LLP

Speaker: Jim Freedman, Technology Licensing Officer, Massachusetts Institute of Technology

A View from the Top—IP Strategies from Silicon Valley’s Largest Companies

Golden Gate C3, Golden Gate Ballroom Level

• Google – The Internet of Everything
• Qualcomm – Wireless Mobility Titan
• SAP – The World’s Enterprise Software Leader
• Electronic Arts – Premier Interactive Gaming
• Dolcera – Total industry IP Analytics

Each of these companies has distinct and successful IP strategies that allow them to defend their markets and expand their global business. Each firm has outstanding growth opportunities to leverage their enviable IP positions. But 2014 has brought new IP and licensing challenges, more aggressive competitors, NPE tactics and regulatory changes.

Join us for a lively discussion with these outstanding companies, each employing innovative IP strategies, as they discuss their IP successes and challenges. We will examine and discuss:

• Innovative IP strategies to counter new marketplace challenges
• The hottest technology trends
• High impact IP
• Top patent licensing trends in 2014 and beyond

Moderator: Craig Smith, Technology and Commercialization Manager, Sandia National Laboratories

Speakers: Linda Beach, Patent Attorney, Electronic Arts; Stein Lundby, Senior Director, Systems Engineering, Qualcomm; Sunjay Mohan, Director, Patent Group, SAP Global Legal; Samir Raiyani, CEO, Dolcera Corporation and Eric Schulman, Director, Patents, Google, Inc.
How to Do if Harris & Harris Group
Blake Stevens, Vice President, and Cardiovascular Institute Pharmacology Division, (BioADD) and Assistant Director of Cardiovascular Biomaterials and Advanced Drug Delivery Laboratory

What’s the current status of efforts to defend intellectual property rights in nanotechnology? Join an executive level panel of experts who have dealt with these matters will share their experiences; explain why they chose the approaches taken, and how they managed the decision process to gain support from their management, government entities and other stakeholders. Examples of the outcomes of efforts to defend intellectual property rights will be shared. The goal of this highly interactive workshop is to provide you clear insights you can use to make decisions, prepare for assertive licensing and successful conflict resolution.

Moderator: Walter Copan, Ph.D., CLP, CEO, EnergyInsight

Speakers: Katharine Ku, CLP, Director, Office Technology Licensing, Stanford University; Carl E. Gulbrandsen, Ph.D., J.D., Managing Director, Wisconsin Alumni Research Foundation; Carol Mimura, Ph.D., RTTP, Assistant Vice Chancellor, IP & Industry Research Alliances (IPIRA), University of California, Berkeley and Charles R. Neuenschwander, CLP, Principal, International Patent Licensing LLC

**IPG**

Research and Academia: What to Do if Your IP is Being Infringed
Golden Gate C1, Golden Gate Ballroom Level

Is your organization a “Paper Tiger?” Many organizations, especially research laboratories, academia and other non-profit institutes struggle with the problem of the alleged infringement of intellectual property they have developed. How should you best handle situations when you learn of potential unauthorized uses of your organization’s IP?

A panel of experts who have dealt with these matters will share their experiences; explain why they chose the approaches taken, and how they managed the decision process to gain support from their management, government entities and other stakeholders. Examples of the outcomes of efforts to defend intellectual property rights will be shared. The goal of this highly interactive workshop is to provide you clear insights you can use to make decisions, prepare for assertive licensing and successful conflict resolution.

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**HTS**

Patent Licensing in Nanotech
Golden Gate A, Golden Gate Ballroom Level

Nanotechnology often is understood only in terms of physical size and as such, has become somewhat of a general descriptor of extremely small objects. To industry specialists, such a generic perception is similar to describing a software engineer as an electrician. In truth, nanotechnology covers many different fields of science and involves levels of complexity ranging from simple mechanics to life itself.

Unlike other high tech sectors, nanotechnology commercialization strategies are still being tested. This panel introduces several disciplines where the development, implementation and commercialization of nanotechnology are taking place. Panel members—all industry participants—will share their experiences, describe road blocks faced and overcome, and discuss challenges and rewards unique to their work in nanotechnology.

Moderator: Nels Pearsall, Director, ERS Group

Speakers: Jayakumar Rajadas, Ph.D., Director, Biomaterials and Advanced Drug Delivery Laboratory (BioADD) and Assistant Director of Cardiovascular Pharmacology Division, Cardiovascular Institute and Blake Stevens, Vice President, Harris & Harris Group

**LSI**

Deal Terms: Do You Really Know What’s Happening in Your Therapeutic or Geographic Markets? LES/LESI Global Life Sciences Royalty Rate and Deal Terms Survey 2014
Golden Gate B, Golden Gate Ballroom Level

Many sources of information on biopharmaceutical royalty rates and deal terms rely on either Freedom of Information (FOI) sources from public companies in the United States, which only represent “material” deals that are generally more than five years old, or rely on press releases or public announcements which are often positioned for maximum publicity or promotional impact (i.e., the hyperbole of “BIO Bucks”).

The Life Sciences Sectors of LES USA/Canada and LESI have partnered to conduct a landmark GLOBAL survey of royalty rates and deal terms for recent deals conducted in the past two years. The results represent deals submitted by over 200 companies, with approximately one half of the deals submitted by companies outside the USA and Canada.

This landmark global survey is unique for the biopharmaceutical industry. The results presented in this session will be highlights of the Survey Report published late 2014. The findings provide insights certain to raise questions or challenge conventional thinking, especially for contemporary deals in recent and turbulent years.

Moderator: James McCarthy, CLP, Corporate Development and Chief Commercial Executive, Corp Dev Ventures

Speakers: Ken Bonifant, Managing Director, Triangle Insights Group LLC and Jeffrey Snell, CLP, Vice President, Charles River Associates (CRA)

**VAL**

Finding the Value of IP in a Public Company Model
Golden Gate C2, Golden Gate Ballroom Level

There is a growing trend towards investment in Intellectual Property by and through the public markets. With the backdrop of generating value for shareholders, our panel will examine topics ranging from the role of published best practices to weighing the risks between negotiated and litigated transactions. Join an executive level panel of analysts, investors, and companies with unique perspectives on the questions and trends in this growing sector.

Moderator: Scott Graham, Senior Writer on Law and the Courts, The Recorder (ALM Media)

Speakers: Rob Amen, Managing Director, Vector Capital; Phil Hartstein, President, Finjan Holdings; Marie H. MacNichol, Chief Licensing Counsel, InterDigital, Inc.; Craig Mitchell, Senior Vice President, Business Development, Tessera and Peter Petitt, VP Corporate Development, RPX Corporation
12:00 pm – 1:45 pm
LUNCHEON & KEYNOTE
Price and Value in the New Technology Landscape
Salons 7 & 8, Yerba Buena Ballroom Level
Keynote: Quentin Hardy, Deputy Technology Editor for The New York Times
Cloud computing, mobility and big data are more than tech trends. They are three key elements of a new industrial ecosystem, as interrelated and transformational as cars, oil and highways were in the last century. Data and intellectual property are at the heart of the process, but the changing nature of realizing economic value has profound implications for how we price and negotiate the use of proprietary corporate insights. Looking at examples of how this ecosystem works in its early days, we can start to think about how companies will need to change their approach as the new system becomes dominant.

12:00 pm – 1:45 pm
Frank Barnes’ Mentoring Award
Salons 7 & 8, Yerba Buena Ballroom Level
John G. Poulos, Vice President of Licensing and Acquisitions for AbbVie has been named the 2014 Frank Barnes’ Mentor Award winner. The Barnes Award was established in 2000 to memorialize Frank Barnes’ extraordinary contributions to the field of licensing through mentorship. In his honor, the award is given annually to a LES member who has contributed significantly to the field of licensing and to the development of fellow licensing professionals through outstanding mentorship activities.

2:00 pm – 3:15 pm
WORKSHOP SESSION VI
Valuation for Making Strategic Business Decisions
Salons 4–6, Yerba Buena Ballroom Level
Many valuation courses are taught from the perspective of litigation or high-dollar value in IP transactions. This workshop is not. It is about the need for pertinent valuations for making timely business decisions. Should we continue the R&D? Should we continue commercializing? What are our expectations for carrot licensing? Is this valuable enough for use in a joint venture? How do you make these decisions when you cannot afford external prices for valuations? This presentation will be followed by facilitated roundtable discussions.

Speakers: Linda Chao, Senior Licensing Associate, Stanford University and John Somich, Intellectual Asset Strategist, BP America

2:00 pm – 3:00 pm
Emerging Enterprises Committee Meeting
Pacific A, Level 4
**Analysis and Results**

**Rate & Deal Terms Survey: Preliminary**

This workshop will present information on using federal, state, and other funding sources to seed and mature research. It will discuss the transition from funding for early-stage research such as the federal SBIR (Small Business Innovation Research) and STTR (Small Business Technology Transfer) programs to funding for technology maturation and commercialization. A focus will be on helping university faculty and industry understand the challenges and opportunities at each stage of the technology’s development. What are the roles of the different parties and the IP issues when research is jointly developed? This workshop is designed for universities, small businesses, federal agency representatives and large corporations wanting to partner on research projects.

**Moderator:** Marie Talnack, Ph.D., Director, Technology Transfer Office and Industry Clinic, California State Polytechnic University, Pomona

**Speakers:** Errol Arkilic, Ph.D., Founder and President, USRCA.org and Carol Mimura, Ph.D., RTTP, Assistant Vice Chancellor, IP & Industry Research Alliances (IPIRA), University of California, Berkeley

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**Public IP Companies—Industry Impact and Business Models**

Public IP Companies (PIPCOs) have doubled in number since 2012 and some have grown in size. They are causing many patent holders to rethink monetization strategy and infringers to develop new defensive strategies. Most of the PIPCOS are small companies that rely on quality patents to generate returns on their patents.

This session will define PIPCOs, discuss how they impact IP rights, especially patents and identify what they mean for innovation in the years ahead. The session also will address what the future might hold for PIPCOs, especially in light of the America Invents Act and the introduction of Inter Partes Reviews by the UPSPTO. The presentations and discussion will include what their access to the capital markets means to licensing, as well as the uneven PIPCO performance to date. Other topics will include the investing community’s understanding of licensing companies and their impact on the IP eco-system.

**Moderator:** Bruce Berman, CEO, Brody Berman

**Speakers:** Mark Argento, Senior Research Analyst, Lake Street Capital Markets; Joe Beyers, Chairman and CEO, Inventergy and Frank Knuetell, II, CFO, Marathon Patent Group
Wednesday, October 8

7:30 am – 3:30 pm
Registration
North Registration, Yerba Buena Ballroom Level

7:30 am – 8:30 am
Chapter Leaders Breakfast
Golden Gate C3, Golden Gate Ballroom Level

7:30 am – 8:30 am
Networking Buffet Breakfast
Salons 7 & 8 Foyer, Yerba Buena Ballroom Level
Sponsored by:

7:30 am – 9:00 am
Aerospace & Transportation Subsector Committee Meeting
Pacific B, Level 4

8:00 am – 9:00 am
Mobile & Consumer Electronics Subsector Committee Meeting
Pacific A, Level 4

8:00 am – 9:00 am
LES Standards Pilot Program Working Group
Pacific C, Level 4

8:00 am – 2:00 pm
LES Networking Lounge
Juniper Room, Golden Gate Ballroom Level
Sponsored by:

8:00 am – 3:00 pm
One-on-One Networking Appointments
Nob Hill A & B, Yerba Buena Ballroom Level
Thirty-minute meetings by appointment only. Make appointments using the Mobile App.

8:00 am – 4:00 pm
Sponsor Exhibits
Golden Gate Ballroom Level

8:30 am – 9:15 am
LES Business Meeting & Incoming President’s Address
Salons 7 & 8, Yerba Buena Ballroom Level

3:15 pm – 4:00 pm
Networking Break
Golden Gate Foyer, Golden Gate Ballroom Level
Sponsored by:

4:00 pm – 5:30 pm
CEEM Sector Business Meeting
Salons 4–6, Yerba Buena Ballroom Level

4:00 pm – 5:30 pm
CP Sector Business Meeting
Golden Gate C3, Golden Gate Ballroom Level

4:00 pm – 5:30 pm
IUGI Sector Business Meeting
Golden Gate C1, Golden Gate Ballroom Level
  • Mark G. Bloom, CLP, RTTP, Chair, IUGI Sector
  • Matt Raymond, Ph.D., Chair-Elect, IUGI Sector

4:00 pm – 5:30 pm
HTS Sector Business Meeting
Golden Gate A, Golden Gate Ballroom Level

4:00 pm – 5:30 pm
LSS Sector Hot Topic Business Meeting
Golden Gate B, Golden Gate Ballroom Level
4:00 pm – 5:00 pm: Ed Saltzman, President at Defined Health will present “Foundational Changes in the Biopharmaceutical and Healthcare Macro Environments…and the Impacts on Licensing & Business Development.”

5:00 – 5:30 pm: Life Sciences Sector Business Meeting

5:30 pm – 6:00 pm
Industry Sector Networking Receptions
Networking Receptions:
  LSS Mission Grille, Level 2
  IUGI Atrium, Level 2
  HTS The View Lounge, 39th Floor
High Tech Reception sponsored by: Kenyon

6:00 pm – 9:00 pm
HTS Sector Event
Walking directions available at LES Registration Desk.
Infusion Lounge • 124 Ellis Street
(2 blocks from Marriott)
HTS event sponsored by:

6:30 pm – 8:30 pm
IUGI CEEEM Joint Sector Event
Walking directions available at LES Registration Desk.
Thirsty Bear • 661 Howard Street
(2.5 blocks from Marriott)

6:30 pm – 8:30 pm
LSS Sector Event
Walking directions available at LES Registration Desk.
E&O Asian Kitchen • 314 Sutter Street
(4 blocks from Marriott)
LSS event sponsored by:

Chemicals/Energy/Environmental/Materials
Consumer Products
High Tech
Hot Topic
Legal
Life Sciences
Silicon Valley Chapter
Valuation

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2014 Deals of Distinction Awards
Salons 7 & 8, Yerba Buena Ballroom Level

Four of this year’s most outstanding intellectual property licensing deals have won the Licensing Executives Society (U.S.A. and Canada), Inc. Deals of Distinction Awards. Winners of the prestigious awards include:

- Google Inc., and Lenovo Group Limited in the High Tech Sector;
- MacroGenics, Inc., and Gilead Sciences, Inc., in the Life Sciences Sector;
- The Canadian Oil Sands Innovation Alliance in the Chemicals/Energy/Environment and Materials Sector; and,
- The U.S. Food and Drug Administration, the National Institutes of Health, PATH and the Serum Institute of India in Industry/University/ Government Interface Sector.

Architects of these winning deals will be on hand to receive their awards and to share exclusive details about their groundbreaking transactions.

**Moderators:** Scott Koenig, M.D., Ph.D., President and CEO, MacroGenics and Eric Risser, Vice President, Business Development, MacroGenics

Networking Break
Golden Gate Foyer, Golden Gate Ballroom Level

10:15 am – 11:00 am

CEEM Deals of Distinction Winner Q&A
Willow Room, Golden Gate Ballroom Level

**WORKSHOP SESSION VII**
11:00 am – 12:15 pm

**CEEM** How to Protect Trade Secrets Internally
Salons 4–6, Yerba Buena Ballroom Level

Join us for a conversation led by experts in managing trade secrets. Some of the challenges will include:

- What is practical when you have rotations of employees involved in a process with a trade secret?
- Who knows the secret(s)?
- How do you manage contractors?
- What is your process for exit interviews for employees and contractors?
- How can you be assured your process is disciplined?
- What are good internal auditing practices?
- What happens if your business is purchased?
- Finally, and probably most important from a day-to-day practice, who “owns” the secure safekeeping? Is there general knowledge of the identity of that person?

Our speakers will invite questions and true stories from the audience, perhaps including a short set of roundtable discussions among the attendees.

**Speakers:** Karthika Perumal, Ph.D., CLP, Associate, Dentons; Ambreen Salters, Partner, StoneTurn Group and Robert Wilson, Jr., Director, Chemical Science and Technology Laboratory, SRI International

**HTS** High Tech Sector Deal of Distinction Deep Dive Analysis: Understanding the Google (Motorola Mobility) PC and Smartphone Deal with Lenovo
Golden Gate A, Golden Gate Ballroom Level

Winners of the 2014 Deal of Distinction Award for the High Technology Sector are Google Inc. and Lenovo, for a deal in which Google, who purchased Motorola Mobility back in 2011, sold Motorola Mobility to Lenovo for $2.91 billion. Under the terms of the agreement, Google retains ownership of the majority of patents, with approximately 2,000 patents and a license on the remaining patents going to Lenovo.

The transaction strengthens Google's relationship with Android licensees and provides them with the ability to focus on driving innovation across the Android Platform and mobile software. For its part, Lenovo acquires key relationships with Motorola's carriers in mature markets, deep phone development experience, expertise in legal and patent issues related to mobile technology and continues to operate under favorable patent licenses with many patent holders.

“This deal provides insight into the continued importance of intellectual property as high technology companies continue to position themselves within specific markets, particularly in the ultra-competitive smartphone market,” said Kevin Spivak, High Tech Sector Deal of Distinction Chair.

“Our sector was impressed by the deal not only because of its complex nature and issues, but also because of the high public visibility within which the two companies operate.”

**Moderator:** Rich Baker, President, New England IP LLC

**Speakers:** Ira Blumberg, Vice President, Intellectual Property, Lenovo; Kirk Dailey, Head, Patent Transactions, Google, Inc.; Daniel Ilan, Counsel, Cleary Gottlieb; Josh McGuire, Lead Counsel, Mobile/Android Patent Strategy, Google, Inc.; and Jeffrey Osterman, Partner, Weil, Gotshal & Manges LLP

**SVC** Video Game Licensing
Salons 1–3, Yerba Buena Ballroom Level

How are video game companies using in-bound and out-bound brand licensing to amplify exposure, increase revenue, improve game quality (and realism), and build massive cross-channel brands?

**Moderator:** Joel Emans, Associate, Hughes Media Law Group

**Speakers:** Mani Aliabadi, Senior Counsel, YouTube/Google; Paul Levine, CEO & President, Play Collective; Seth Steinberg, Principal, Digital Arts Law and Brennan Townley, Director, Business Development, PopCap/Electronic Arts
Developing a Cultural Bridge into a Knowledge Based Economy: The World of Research, Intellectual Property and Licensing as it is Evolving in Some Eastern European and Middle Eastern Countries

Golden Gate C1, Golden Gate Ballroom Level

Many countries that have traditionally been dependent on set resources within their borders are now recognizing the need for economic diversification and the creation of knowledge-based economies. This workshop will address the progress that has been made towards the lofty goal of creating knowledge-based economies. Among other topics, this workshop will provide unique viewpoints from an intellectual property and technology transfer perspective regarding questions such as:

- How does one build a knowledge-based society where it didn’t exist before?
- How do these societies take to looking at or learning about intellectual property?
- What types of policies are being put in place to facilitate these dynamic transformations?
- What are the results of the activities so far?
- What are the goals of all of these activities?

Moderator: John McEntire, Director, IP Commercialization, Qatar Foundation (Doha, Qatar)

Speakers: Sheikha Al Akhzami, Acting Director, Innovation Affairs Department, Sultan Qaboos University (Muscat, Oman); Erik Stenehjem, Ph.D., Executive Director, IP & Technology Transfer, Qatar Foundation (Doha, Qatar) and Ebru Tan, Director, Research Project Development and Technology Transfer, Koç University (Istanbul, Turkey)


Golden Gate C2, Golden Gate Ballroom Level

This workshop will explore likely potential outcomes of how a shift to a “loser pays” structure for patent infringement cases might impact the considerations of parties in litigation. The workshop will present unique analysis and modeling on how the incentives will change for a “typical” patent case and also present differing views on the benefits and detriments of this change to the patent litigation, licensing and technology commercialization ecosystem. The panel will provide an array of diverse views about the impact of this potential change.

Moderator: Brian Frizzell, Director, Capstone

Speakers: Matthew Eccles, Vice President and Deputy General Counsel, RealNetworks; Jay Kesan, Professor, IP Law, University of Illinois; Lesley Millar-Nicholson, Head, Tech Transfer, University of Illinois and Sanjay Prasad, Founder, Prasad IP

Bigger and Better or Bolt-on—Perspectives from Big Pharma

Golden Gate B, Golden Gate Ballroom Level

For the few years prior to 2013, biotech companies who sought further capital mostly were relegated to one path—BioPharma M&A/Licensing, considering the freeze on biotech admissions to the capital markets. This situation allowed BioPharma to decrease its risk by focusing largely on compounds that attained proof of concept data, or by selecting companies with unique platform technologies that could quickly generate lead compounds. 2013 changed the playing field as 100+ private companies filed an IPO since then. This presentation will explore how BioPharma views the changes in the playing field, and how they plan to enhance their own growth by acquisition and/or organic growth.

Moderator: Christine Fischette, Ph.D., Senior Advisor, Griffin Securities, Inc.

Speakers: Gary Gabrielsen, Vice President, Business Development and Alliance Management, Astellas U.S. LLC; Scott Koenig, M.D., Ph.D., President and CEO, MacroGenics; Jay Parrish, Associate Director, Corporate Development, Gilead Sciences and Terence G. Porter, Ph.D., Vice President, Search and Evaluation, Global Business Development, Takeda Pharmaceuticals International, Inc.
1:45 pm – 3:00 pm

**WORKSHOP SESSION VIII**

**HT** | Alternative Dispute Resolution—How Effective is it and What are the Options?
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**Salons 1–3, Yerba Buena Ballroom Level**

Parties engaged in intellectual property litigation are increasingly relying on alternative dispute resolution forums to resolve their disputes. This panel will discuss tradeoffs, options, and proven strategies associated with resolving IP disputes through alternative dispute resolution.

**Speakers:** Matthew Chivvis, Senior Associate, Intellectual Property Group; David Steuer, Partner, Wilson Sonsini and Hon. James Ware (Ret.), United States District Judge, Northern District of California

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**IUGI** | So You Want to Create a New Technology Transfer Office: Where Do You Start?
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**Golden Gate C1, Golden Gate Ballroom Level**

While it may appear that anyone and everyone now has a TTO, new offices are still being set up or re-established as the message becomes clear there is IP in every deal. This workshop is designed for non-profit organizations, federal agencies, universities and industry thinking about setting up or re-starting a TTO. Perhaps your employer has been thinking about this for some time but did not know where to start or has used others to provide TTO services. Where do you start building an IP portfolio? How to staff and fund the TTO? How to work with other institutions’ TTO’s? What are the best marketing methods for licensing? Information will be shared on the steps involved, expertise needed, and partnerships required.

**Moderator:** Marie Talnack, Ph.D., Director, Technology Transfer Office and Industry Clinic, California State Polytechnic University, Pomona

**Speakers:** Mark G. Bloom, CLP, RTTP, Director, Corporate Alliances and Technology Transfer, Bigelow Laboratory for Ocean Sciences and Deborah Lickness, Manager, IP Market Transactions, John Deere

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**HTS** | Options for Dealing with NPEs and Anticipated Risks
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**Golden Gate A, Golden Gate Ballroom Level**

NPEs continue to be an operational cost for companies ranging from startups to large corporations. Notwithstanding this “new normal,” many business leaders do not yet know how to effectively deal with NPE-related issues. This panel is designed to provide information regarding best practices for defending organizations against NPEs, and reducing the risk of being approached by one in the first place. Please note that our panel will include representatives from an NPE and several groups dedicated to reducing the costs and risks of various patent assertion models.

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

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**LSS** | Termination or Restructuring of a Collaboration
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**Golden Gate B, Golden Gate Ballroom Level**

The termination or restructuring of a collaborative relationship doesn’t signify failure. Rather, it creates an opportunity for each party to focus its financial resources and intellectual capital on places where it can create the most value. This panel will explore, in depth, strategies that can be employed during the negotiation process, the conduct of an R&D program, and when the parties’ expectations change, all in order to preserve the value of the partnered program when the relationship ends.

**Moderator:** Gerald Quirk, Co-Chair, Life Sciences Practice Group, Choate Hall & Stewart LLP

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**VAL** | Updates in European Practice—How Changes in Procedures at the EPO are Impacting Patent Practitioners and Licensing Professionals
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**Golden Gate C2, Golden Gate Ballroom Level**

Updates on European Patent Practice and Impacts on Patent Practitioners and Licensing Professionals will be discussed by those closest to the action, including a representative from the European Patent Office and those who practice in Europe.

**Moderator:** Michael Samardzija, Partner, Dentons

**Speakers:** Christof Mathoi, International Legal Affairs, European Patent Office (EPO) and Russell Sessford, Partner, Forrester’s

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3:00 pm – 4:00 pm

**Closing Wine Reception**

Golden Gate Foyer, Golden Gate Ballroom Level
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