LES 2015 ANNUAL MEETING
NEW YORK, NY

BIG IDEAS: THE INTERSECTION of INNOVATION AND BUSINESS

OCTOBER 25–28, 2015
NEW YORK, NY
MARRIOTT MARQUIS

Licensing Executives Society (U.S.A. and Canada), Inc.
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Transform IP from cost center to revenue center by having industry experts analyze your IP portfolio for best commercialization avenues.

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DEAR COLLEAGUES,

On behalf of LES, welcome to the Big Apple, site of our 50th Anniversary Celebration!

The 2015 Annual Meeting will feature panel discussions and presentations that focus around the event theme Big Ideas: The Intersection of Innovation and Business.

The program will feature seven tracks, designed to address the interests of attendees across multiple industries and professional disciplines. Tracks include:

- Chemicals, Energy, Environment, and Materials (CEEM)
- Consumer Products
- High Technology
- Industry-University-Government Interface (IUGI)
- Life Sciences
- Legal
- Valuation

On Monday, we’ll kick things off with the plenary session, Big Money is Back, with a cross-industry panel of experts who will discuss how the changing financial climate is impacting licensing and innovation.

During Monday’s luncheon we will present the Frank Barnes Award, given annually to an LES member who has contributed significantly to the field of licensing and to the development of fellow licensing professionals through outstanding mentorship activities. We will also be welcoming Pulitzer Prize winning author, Dr. Siddhartha Mukherjee as our keynote speaker. Dr. Mukherjee is the author of The Emperor of All Maladies: A Biography of Cancer, which was the basis for a 2015 film documentary, Cancer: The Emperor of All Maladies, by Ken Burns for PBS Television. The book was named one of the 100 most influential books written in English since 1923 by TIME Magazine, and one of the 100 notable books of 2010 by The New York Times Magazine.

Tuesday’s schedule is highlighted by the plenary session The Evolution of Big Data and Its Impact on Emerging Business Strategies and Innovation. David Ewing Duncan, international best-selling author and co-founder and CEO of Arc Programs, will present his views on this topic and moderate the panel session.

Tuesday evening LES celebrates its 50th Anniversary with a special event that includes live entertainment and several fun surprises. Join your LES colleagues to share memories with old friends and make new connections as we celebrate 50 years of LES.

We are extremely pleased to have you with us this year and we are excited for what’s in store this week!

Scott J. Williams  
Annual Meeting Committee Co-Chair  
Michael Samardzija  
Annual Meeting Committee Co-Chair
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50TH ANNIVERSARY CELEBRATION:

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George Mason University School of Law
LES ANNUAL MEETING HIGHLIGHTS

KEYNOTE SPEAKER
Dr. Siddhartha Mukherjee
Pulitzer Prize winning author Dr. Siddhartha Mukherjee will be the featured speaker at the keynote luncheon on Monday, October 26.

Dr. Mukherjee is the author of The Emperor of All Maladies: A Biography of Cancer, which was the basis for a 2015 film documentary, Cancer: The Emperor of All Maladies, by Ken Burns for PBS Television. The book was named one of the 100 most influential books written in English since 1923 by TIME Magazine, and one of the 100 notable books of 2010 by The New York Times Magazine.

Dr. Mukherjee is an Assistant Professor of Medicine at Columbia University and Staff Physician at Columbia University Medical Center in New York City. He has been the Plummer Visiting Professor at the Mayo Clinic in Rochester, Minnesota, the Joseph Garland lecturer at the Massachusetts Medical Society, and an honorary visiting professor at Johns Hopkins School of Medicine.

KEYNOTE SPEAKER
David Ewing Duncan
David Ewing Duncan is Co-Founder and CEO of Arc Programs. He is an award-winning best-selling author of eight books published in 19 languages; he is a journalist and a television, radio and film producer and correspondent.

His most recent book is When I’m 164: The new science of radical life extension, and what happens if it succeeds (TED Books). His previous books include Experimental Man and the international bestseller The Calendar.

He is a Columnist for The Daily Beast, and the Chief Correspondent of public radio’s Biotech Nation. He is series editor for Imminent Technologies at Perseus/Public Affairs. David writes for The New York Times, Fortune, National Geographic, Discover, and others.

He was the Founder and Host of BioAgenda and the Founding Director of the Center of Life Science Policy at UC Berkeley. He was a commentator on NPR’s Morning Edition, and a contributing editor for Wired, Discover, and Conde Nast Portfolio. He is a former special correspondent and producer for ABC Nightline.

David has won numerous awards including the Magazine Story of the Year from AAAS. His work has appeared in The Best American Science and Nature Writing.
ACKNOWLEDGEMENTS

Thank you to the members of the 2015 LES Program Committee for their hard work and contribution in developing this year’s programs including the keynote speaker, mini-plenaries, general session, workshops, and sector programming.

Program Chairs
Scott Williams  Michael Samardzija

LES Program Committee
Shawn Ambwani  Jim McCarthy  Ida Shum
Ben Bonifant  Bob Payne  Kevin Spivak
Pamela Demain  Janet Pioli  Lesley Stolz
Jonathon Hance  Matt Raymond  Barbara Sawitsky

GENERAL INFORMATION

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.

EXHIBIT HALL HOURS
Sunday, October 25 ....................... 6:30 pm – 7:30 pm
Monday, October 26 ...................... 8:00 am – 5:30 pm
Tuesday, October 27 ..................... 8:00 am – 5:00 pm
Wednesday, October 28 ................. 8:00 am – 11:30 am

WI-FI
LES Annual Meeting Wi-Fi
Available In all Meeting Rooms!
Use Wi-Fi Access Code: trizteck (case sensitive)

DIGITAL TOTE
Access Your Digital Tote! Visit http://www.lesusacanada.org/meetings/annual-meeting or the LES Annual Meeting Mobile App for speaker presentations, attendee lists, and links to valuable white papers, articles, special promotions, and information generously supplied by our Annual Meeting sponsors.

SOCIAL MEDIA
Join the conversation on Twitter! LES encourages Annual Meeting attendees to “tweet” during and after the meeting. Please use hashtag #LES2015. Follow us at @lesusacanada.
SPEAKER GREEN ROOM

The Speaker Green Room is provided for presenters to prepare for their sessions. **All speakers must check in at the registration desk located in the Speaker Green Room, Coatroom, 5th Floor.**

**Location:** Coatroom, 5th Floor

**Speaker Green Room Hours:**
- Sunday, October 25 ...................... 8:00 am – 3:00 pm
- Monday, October 26 ..................... 8:00 am – 5:00 pm
- Tuesday, October 27 ..................... 8:00 am – 5:00 pm
- Wednesday, October 28 ................. 8:00 am – 2:00 pm

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FLOOR PLANS

**FOURTH FLOOR**

**FIFTH FLOOR**
CONNECT WITH YOUR COLLEAGUES

WELCOME RECEPTION/NEW MEMBER RECEPTION
Sunday, October 25 ............... 6:30 pm–7:30 pm
Westside Ballroom - 5th Floor
Kick off your 2015 LES Annual Meeting experience at the Welcome / New Member Reception in Westside Ballroom on the 5th floor. Enjoy food and drinks and get exclusive access to the exhibitors while networking with your peers. Come-as-you-are evening of conversation, networking, and fun.

50TH ANNIVERSARY CELEBRATION
Please join Past and Present LES Leadership in celebrating the 50th Anniversary of the Licensing Executives Society. First, participate in a fun-filled cocktail hour in the Westside Ballroom with exciting entertainment.

Then join us in the Broadway Ballroom for dinner and dancing with EPICSOUl, a metropolitan area band known for their classic soul and R&B plus today’s current R&B and pop hits.

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ON-SITE NETWORKING OPPORTUNITIES

LES NETWORKING LOUNGE
Brecht - 4th Floor
The LES Networking Lounge will be open for scheduled and impromptu meetings at the following times.

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Monday, October 26 ..................... 8:00 am–5:30 pm
Tuesday, October 27 ..................... 8:00 am–5:00 pm
Wednesday, October 28 ............... 8:00 am–3:15 pm

LES MEMBER CENTER
Foyer - 5th Floor
Serves as a command central for all members and those who are looking to join. The LES Member Center is an area prominently positioned and set up to aid our members with anything they might need while at the event.

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MOBILE APP AND ONE-ON-ONE NETWORKING SUITE
Duffy | Columbia - 7th Floor
LES Mobile App is a powerful networking platform that will allow you to connect with fellow meeting attendees, search for technologies, schedule meetings and more!

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SUNDAY, OCTOBER 25, 2015
SECTOR MEET-UPS/SPEED MENTORING
5:30 pm–6:30 pm | Broadway Ballroom
Attending an industry sector reception is a great way to continue networking with professionals within your targeted and related industries!

Life Sciences Sector
Sponsored by: pfizer

CEEM & IUGI Sector

High Tech Sector
Sponsored by: Kenyon

MONDAY, OCTOBER 26, 2015
Continue networking with colleagues while taking a break from sessions.

AM Networking Break
10:45 am – 11:15 am | Westside Ballroom 3

PM Networking Break
3:45 pm – 4:00 pm | Westside Ballroom 3

Sponsored by:

TUESDAY, OCTOBER 27, 2015
AM Networking Break
10:30 am – 11:00 am | Westside Ballroom

PM Networking Break
3:15 pm – 3:45 pm | Westside Ballroom

Sponsored by:

WEDNESDAY, OCTOBER 28, 2015
AM Networking Break
10:30 am – 11:00 am | Westside Ballroom

Sponsored by: DENTONS
Italian fare is given a Mediterranean modern twist. Located in world-renowned Hell's Kitchen in New York City, Etcetera Etcetera is full of contemporary art and industrial design elements. A stainless steel bar, futuristic-looking chairs, and 3D art offer an ambiance that is unmatched. It is just footsteps away from the Broadway theater. The location is unmatched and offers all of the excitement that New York City embodies.

**Ticket Required. Purchase tickets at the Registration Desk.**

**CEEM Sponsor:**

**IUGI Sponsor:**

**HIGH TECH SECTOR**

Monday, October 26 at 6:30 pm

Hudson Terrace

621 West 46th St.

New York, NY 10036

Hip, young and swanky describe The Hudson Terrace. Located on a rooftop in the West End of Hell's Kitchen, this venue offers a vibrant nightlife. The lounge at The Hudson Terrace comes complete with off-white leather couches, pink drinks, and views of cruise ships parked in the harbor. The wood-paneled space is a nice spot to watch a sunset through the floor-to-ceiling windows facing New Jersey with a bird's-eye view of the Intrepid.

**Ticket Required. Purchase tickets at the Registration Desk.**
With its tall, beamed ceilings, wine barrels, and fresh fish on ice, this restaurant evokes a Greek market-side taverna. A sign above the bar reads “enter as strangers, leave as friends,” and the motto extends to the menu, which encourages sharing. Starters span the usual spreads, feta-heavy salads, and some distinguished bites, like beef-and-cracked wheat meatballs in a rich red wine sauce and authentic saganaki (or cheese aflame with ouzo). Fish by the pound, simply grilled with lemon and olive oil, is the main draw, with seasonal offerings ranging from red snapper to red sea bream and buttery pompano. Generous portions mean you may not make it to dessert.

Ticket Required. Purchase tickets at the Registration Desk.

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DEALS OF DISTINCTION AWARDS

The LES Deals of Distinction Award (DDA) is an annual industry sector award program of LES, which aspires to recognize worthy licensing deals and promote creative and innovative solutions to business issues involving contracts.

Each of the LES sector committees has the option to select a nominee they feel has completed the most deserving deal from within their field to be awarded this honor.

LES 2015 Deals of Distinction

Life Sciences Sector — Pfizer-Merck KGaA, Darmstadt, Germany - Global Strategic Alliance to Accelerate Immunology Presence

High Tech Sector — Rockstar consortium portfolio sale to RPX Corp.


Industry-University-Government Interface Sector (IUGI) Sector — Case Western Reserve University license to AeroClay for multi-use clay-based aerogel material

FRANK BARNES AWARD

The Frank Barnes Mentor Award was established in 2000 by a group of LES members to memorialize Frank Barnes’ vast contributions to the field of licensing through mentorship.

Each year at the LES Annual Meeting, a $500 award is presented to an LES member who, like Mr. Barnes, has dedicated considerable time and energy to mentoring fellow licensing professionals.

LES 2015 Frank Barnes Mentor Award Honoree

Lawrence J. Udell, renowned technology inventor, lecturer and creator of more than 40 new ventures, has been named the 2015 Frank Barnes Mentor Award recipient.

Mr. Udell has been an active member of the Licensing Executives Society since 1982 and is the founder and chairman emeritus of the Silicon Valley Chapter of LES. Mr. Udell provides consulting to both start-ups and Fortune 500 companies and lectures frequently at inventor, corporate and government functions throughout the U.S. and for the USPTO. He has also served as a United Nations (WIPO) representative on creating programs for economic development and diversity in several countries.
All educational programs and sessions offered by the Licensing Executives Society during the LES 2015 Annual Meeting are eligible for CE credit towards CLP Recertification. Certificates of Attendance will be emailed to attendees following the Annual Meeting.

MANDATORY CONTINUING LEGAL EDUCATION (MCLE)

As a service to our participants from the legal profession, LES will provide assistance in securing CLE credit for qualifying LES programs and activities held during the 2015 Annual Meeting. Those sessions eligible for CLE credit are marked within the schedule, although not all eligible sessions will receive credit in every jurisdiction. All qualifying sessions have been submitted to the jurisdictions listed below for CLE approval, however, we anticipate many jurisdictions will not provide final approval until after the 2015 Annual Meeting.

LES is an approved provider in the Pennsylvania and California and has applied for credit in the following states: Arizona, Colorado, Delaware, Georgia, Illinois, Indiana, Maine, Nevada, New Hampshire, New Jersey, New York, Ohio, Oregon, Rhode Island, South Carolina, Texas, Virginia, Vermont, Washington, West Virginia, and Wisconsin.

LES will apply in additional jurisdictions upon request.

Certificates of Attendance will be provided via email to attorneys who: 1) sign the official record of attendance form for each session attended; 2) complete the CLE request form emailed following the Annual Meeting.

NATIONAL REGISTRY OF CPE SPONSORS

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. Website: www.nasba.org.
The Gold Standard for Patent Brokerage

Tangible IP is a global leader in the sale and acquisition of high-quality patents. You'll find the experience, expertise and global connections you need to get the best possible value for your intellectual property portfolios.

WHY LICENSE PATENTS WHEN YOU CAN SELL THEM?

Have you noticed that it has become increasingly harder lately to approach potential licensees with a patent licensing program, as those feel emboldened by the current IP market conditions to simply stall discussions indefinitely or give the licensor the proverbial "sue me" response...? Selling might be the best option.

Since its inception five years ago, Tangible IP has earned the reputation as one of the best Patent Brokerage firms in the industry, with over 2000 patent assets brokered successfully. So far this year, we already closed or are in the process of closing as many as one transaction every month, several in the six figure range. Last year, our average price per patent sold was almost twice the industry average.

Whether you own patents that you would like to monetize or have clients who might benefit from a sale, please contact us and we will conduct a complimentary and confidential analysis of the patents at no cost or obligation to you or your clients. We also have a generous referral fee program.

"Tangible IP presents an opportunity for monetization of patents by clients who may otherwise be incapable of achieving this result. I have represented five clients who have utilized the services of Tangible IP in successfully monetizing their patent portfolios. In each instance, I have found Louis Carbonneau and his team competent and effective, and I would recommend them to others and I will continue to recommend them to my clients."

- Chad Tillman, Managing Partner, Tillman Wright PLLC

"Louis Carbonneau of Tangible IP is among the best IP brokers we work with nationally. The service his firm provides and the executive summaries and charts they produce are first-rate."

- Greg Wright, General Counsel of Quality Night Lights, Inc.

"Tangible IP was an effective advocate for our client. Together, we achieved a rapid, successful transaction that served both the seller's interests and our own, with an exceptional level of skill and professionalism demonstrated throughout the process by the Tangible IP team."

- Dan McCurdy, CEO, Allied Security Trust (AST)

- Full Patent Brokerage
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<table>
<thead>
<tr>
<th>Committee Meeting</th>
<th>Location</th>
<th>Time</th>
<th>Date</th>
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<tr>
<td><strong>Monday, October 26, 2015</strong></td>
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<tr>
<td>LES Strategic Planning Team – Membership Size/Structure</td>
<td>Harlem – 7th Floor</td>
<td>8:00 AM – 9:00 AM</td>
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<tr>
<td>LES Strategic Planning Team – Role/Services/Resources Committee Meeting</td>
<td>O’Neill – 4th Floor</td>
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<td>Education Committee Meeting</td>
<td>Wilder – 4th Floor</td>
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<td><strong>Tuesday, October 27, 2015</strong></td>
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<td>Technology Branding and Trademark Licensing Committee Workshop/Meeting</td>
<td>Harlem – 7th Floor</td>
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<td>Consumer Products Sector Breakfast</td>
<td>Liberty – 8th Floor</td>
<td>7:30 AM – 8:30 AM</td>
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<td>Emerging Enterprises Committee Meeting</td>
<td>O’Neill – 4th Floor</td>
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<td>Valuation &amp; Taxation Committee Meeting</td>
<td>Wilder – 4th Floor</td>
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<td><strong>Wednesday, October 28, 2015</strong></td>
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<td>Nomination Committee Meeting</td>
<td>O’Neill – 4th Floor</td>
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<tr>
<td>Aerospace and Transportation Committee Meeting</td>
<td>Belasco – 5th Floor</td>
<td>8:00 AM – 9:00 AM</td>
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Explore LES’ sector-specific workshops & networking opportunities. 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
## Sunday, October 25, 2015

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<tr>
<th>Time</th>
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<tr>
<td>8:00 AM -</td>
<td>IP Business Basics 101 (Requires additional fee.)</td>
<td>Majestic</td>
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<td>5:30 PM</td>
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<tr>
<td>8:30 AM -</td>
<td>Chapter Leader Training Session</td>
<td>Shubert</td>
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<td>11:30 AM</td>
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<td>2:00 PM -</td>
<td>Cost, Market, Income – Valuation Frameworks For Licensing</td>
<td>Broadhurst</td>
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<td>5:00 PM</td>
<td>Getting a Workable License Agreement to Signature — Practical Tips for Drafting, Legal Review, and Negotiation</td>
<td>Julliard</td>
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<td>Choose Your Own Misadventure: Tap Dancing In the Ethics Minefield of An Intellectual Property Transaction</td>
<td>Shubert Complex – 6th Floor</td>
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<td>5:30 PM -</td>
<td>Sector Meet-Ups – Speed Mentoring</td>
<td>Broadway Ballroom – 6th Floor</td>
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<td>6:30 PM</td>
<td>Welcome Reception/ New Member Reception</td>
<td>Westside Ballroom – 5th Floor</td>
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<td>7:30 AM -</td>
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<td>9:00 AM</td>
<td>Continental Breakfast</td>
<td>Broadway Ballroom – 6th Floor</td>
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<td>Education Committee Meeting</td>
<td>Wilder – 4th Floor</td>
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<td>8:00 AM -</td>
<td>One-on-One Networking Appointments</td>
<td>Duffy</td>
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<td>5:30 PM</td>
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<tr>
<td>8:00 AM -</td>
<td>Exhibit Hall</td>
<td>Westside Ballroom 3 – 5th Floor</td>
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<tr>
<td>9:00 AM -</td>
<td>Welcome and Opening Remarks</td>
<td>Broadway Ballroom - 6th Floor</td>
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<td>9:15 AM</td>
<td>Plenary Session – Big Money is Back</td>
<td>Broadway Ballroom – 6th Floor</td>
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<td>10:45 AM</td>
<td>Networking Break</td>
<td>Westside Ballroom 3 – 5th Floor</td>
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<th>Time</th>
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<tbody>
<tr>
<td>11:15 AM —</td>
<td><strong>Spotlight Plenary — Big Ideas in the Big Apple</strong></td>
<td>Marquis Ballroom - 9th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td><strong>Spotlight Plenary — Mobile Payments: Bitcoin and Other Mobile Payments — Creating an Ecosystem</strong></td>
<td>Shubert Complex - 6th Floor</td>
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<td>12:15 PM —</td>
<td><strong>Spotlight Plenary — Maximizing the Value of Your Spend — It is More than Royalties — It’s Investment Strategies</strong></td>
<td>Manhattan Ballroom - 8th Floor</td>
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<td>12:15 PM —</td>
<td><strong>Spotlight Plenary — Is Congress Building a &quot;House of Cards&quot;? How Legislation is Affecting IP and the Innovation Economy</strong></td>
<td>Majestic Complex – 6th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td><strong>Keynote Luncheon Featuring Dr. Siddhartha Mukherjee &amp; Frank Barnes Award Presentation</strong></td>
<td>Broadway Ballroom – 6th Floor</td>
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<tr>
<td>2:00 PM —</td>
<td><strong>Train-the-Trainer</strong></td>
<td>Times Square – 7th Floor</td>
</tr>
<tr>
<td>2:30 PM —</td>
<td><strong>Anticipating the Exit: Innovation As A Business Asset</strong></td>
<td>Shubert Complex – 6th Floor</td>
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<tr>
<td>2:30 PM —</td>
<td><strong>Sourcing Assets: Strategies &amp; Methodologies for Developing &amp; Managing a Licensable Portfolio</strong></td>
<td>Manhattan Ballroom – 8th Floor</td>
</tr>
<tr>
<td>2:30 PM —</td>
<td><strong>Beyond Hybrid Licenses — Strategies for Post Patent Expiration Payments</strong></td>
<td>Marquis Ballroom – 9th Floor</td>
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<tr>
<td>2:30 PM —</td>
<td><strong>The Art of Striking a Deal in China</strong></td>
<td>Majestic Complex – 6th Floor</td>
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<tr>
<td>3:45 PM —</td>
<td><strong>Networking Break</strong></td>
<td>Westside Ballroom 3 – 5th Floor</td>
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<tr>
<td>3:45 PM —</td>
<td><strong>Foundation Board Meeting</strong></td>
<td>Harlem – 7th Floor</td>
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Sponsored by: pwc
### Monday, October 26, 2015, continued

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<tr>
<th>Time</th>
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<tr>
<td>4:15 PM —</td>
<td>Opportunities for Human Drugs Repurposed for Animal Health, A Growing</td>
<td>Marquis Ballroom – 9th Floor</td>
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<tr>
<td>5:30 PM</td>
<td>and Rapidly Evolving Industry</td>
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<td></td>
<td>Managing Trade Secrets and Considerations in International Deals</td>
<td>Manhattan Ballroom – 8th Floor</td>
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<td>Diagnosing the U.S. Supreme Court Alice Decision’s Effect on the Patent</td>
<td>Shubert Complex – 6th Floor</td>
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<td>Industry; Licensing Strategies to Maintain Value and Mitigate</td>
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<td>Invalidity Risk Moving Forward</td>
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<td>5:30 PM —</td>
<td>Best Practices in Brand Licensing Strategies</td>
<td>Soho Complex – 7th Floor</td>
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<tr>
<td>6:30 PM</td>
<td>Challenges in Negotiating Global License Agreements: US v.</td>
<td>Majestic Complex – 6th Floor</td>
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<td>European Jurisdictions</td>
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<tr>
<td>5:30 PM —</td>
<td>Emerging Enterprise Committee Off-Site Reception</td>
<td>Social Bar &amp; Grill</td>
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<tr>
<td>6:30 PM —</td>
<td>Off-site Sector Networking Events</td>
<td>see pages 14–15 for locations and sponsors</td>
</tr>
<tr>
<td>8:30 PM</td>
<td>Technology Branding and Trademark Licensing Committee Workshop/Meeting</td>
<td>Harlem – 7th Floor</td>
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<tr>
<td>9:00 AM</td>
<td>Continental Breakfast</td>
<td>Broadway Ballroom – 6th Floor</td>
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<tr>
<td>7:30 AM —</td>
<td>Consumer Products Committee Meeting</td>
<td>Liberty – 8th Floor</td>
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<tr>
<td>8:30 AM</td>
<td>Emerging Enterprises Committee Meeting</td>
<td>O’Neill – 4th Floor</td>
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<tr>
<td>8:00 AM —</td>
<td>Valuation &amp; Taxation Committee Meeting</td>
<td>Wilder – 4th Floor</td>
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<tr>
<td>5:00 PM</td>
<td>One-on-One Networking Appointments</td>
<td>Duffy</td>
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<tr>
<td>8:00 AM —</td>
<td>Exhibit Hall</td>
<td>Westside Ballroom - 5th Floor</td>
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<tr>
<td>8:30 AM —</td>
<td>Welcome and Opening Remarks</td>
<td>Broadway Ballroom – 6th Floor</td>
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<tr>
<td>8:45 AM —</td>
<td>Plenary Session – The Evolution of Big Data and Its Impact on Emerging</td>
<td>Broadway Ballroom – 6th Floor</td>
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<tr>
<td>10:30 AM</td>
<td>Business Strategies and Innovation. Keynote Speaker: David Ewing</td>
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<td>Duncan followed by the plenary panel</td>
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### Tuesday, October 27, 2015

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<tr>
<td>10:30 AM —</td>
<td>Networking Break</td>
<td>Westside Ballroom - 5th Floor</td>
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<td>11:00 AM</td>
<td><strong>Tuesday, Oct. 27, 2015, continued</strong></td>
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<tr>
<td>11:00 AM —</td>
<td>Spotlight Plenary – Licensing Issues in the Data Age – An examination of impact on data-related research activity and industrial collaboration</td>
<td>Majestic Complex – 6th Floor</td>
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<tr>
<td>11:00 AM —</td>
<td>Spotlight Plenary – Wearables: Data-Driven Improvements to our Lives</td>
<td>Shubert Complex – 6th Floor</td>
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<tr>
<td>11:00 AM —</td>
<td>Spotlight Plenary – Cloud and Confidentiality – Protecting Big Data and Risks (Look at typical cloud computing arrangements and data security considerations.)</td>
<td>Empire Complex – 7th Floor</td>
</tr>
<tr>
<td>11:00 AM —</td>
<td>Spotlight Plenary – M&amp;A Bulking Up Via Deal-Making—When is Big “Too Big,” Is it Ever?</td>
<td>Astor Ballroom – 7th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td>Luncheon: Deals of Distinction Awards &amp; Business Meeting</td>
<td>Broadway Ballroom – 6th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td><strong>Corporate and Government Collaboration — How to Make it a Win-Win</strong></td>
<td>Empire Complex – 7th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td>The BioPharma Industry in 2015 — As Good As It Gets</td>
<td>Astor Ballroom – 7th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td>RPX/Rockstar Deal: Deals of Distinction Award (In-depth)</td>
<td>Shubert Complex – 6th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td>Post-Grant Proceedings as the New Frontline: Impacts and future trends of legislation and case law on licensing and innovation</td>
<td>Majestic Complex – 6th Floor</td>
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<tr>
<td>12:15 PM —</td>
<td>European Patents – a discussion on the latest news on filing, maintaining and litigating a patent in Europe</td>
<td>Soho Complex – 7th Floor</td>
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<td>2:00 PM —</td>
<td>LES Standards: A New Paradigm in IP Transactions &amp; Management</td>
<td>Juilliard Complex – 5th Floor</td>
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<tr>
<td>3:15 PM —</td>
<td>Networking Break</td>
<td>Westside Ballroom – 5th Floor</td>
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<tr>
<td>3:45 PM —</td>
<td>Defining Patent Quality – Distinguishing Between Validity, Value and Invention Quality</td>
<td>Shubert Complex – 6th Floor</td>
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<td>Time</td>
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| 3:45 PM – 5:00 PM | More Big Ideas: Multi-Party Alliances Speed Biomedical Products to Market  
                      Top 10 Court Cases of 2015 Affecting Licensing  
                      Cross Industry Licensing as a Driver of Consumer Product Innovation | Astor Ballroom – 7th Floor  
                      Majestic Complex – 6th Floor  
                      Empire Complex – 7th Floor |
| 6:30 PM – 7:30 PM | Exhibit Hall Reopens                                                                       | Westside Ballroom – 5th Floor |
| 6:30 PM – 10:00 PM | LES 50th Anniversary Celebration  
                      Cocktail Hour: Westside Ballroom – 5th Floor  
                      Sit-Down Dinner: Broadway Ballroom – 6th Floor | Sponsored by: ideapoint  
| 7:30 AM – 9:00 AM | Continental Breakfast                                                                      | Broadway Ballroom – 6th Floor |
| 8:00 AM – 8:30 AM | Nomination Committee Meeting                                                                | O’Neill – 4th Floor |
| 8:00 AM – 9:00 AM | CEEM Sector Business Meeting  
                      Women in Licensing Breakfast                                                                     | Soho Complex – 7th Floor |
| 8:00 AM – 9:00 AM | Aerospace and Transportation Committee Meeting                                            | Belasco – 5th Floor |
| 8:00 AM – 11:30 AM | Exhibit Hall                                                                              | Westside Ballroom – 5th Floor |
| 8:00 AM – 3:15 PM | One-on-One Networking Appointments                                                          | Duffy | Columbia – 7th Floor |
| 9:00 AM – 10:15 AM | Diagnostics: Patent Eligibility and the Industry Perspective  
                      Developing a Uniform NDA for LES  
                      High Tech Sector Business Meeting  
                      Valuation from the Inside Perspective | Astor Ballroom – 7th Floor  
                      Majestic Complex – 6th Floor  
                      Shubert Complex – 6th Floor  
                      Empire Complex – 7th Floor |
| 10:15 – 10:45 AM | Networking Break                                                                           | Westside Ballroom – 5th Floor  
                      Sponsored by: DENTONS |
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 10:45–12:00 PM  | Resources for Developing Industry-University Partnerships to Drive Innovation  
Majestic Complex – 6th Floor  
Licensing Standard Essential Patents  
Shubert Complex – 6th Floor  
Improv Theater: Where is My Crystal Ball When I NEED It!  
Empire Complex – 7th Floor  
Addressing Payers’ Heightened Aggressiveness in Managing Price and Access in Forecasting, Valuations, and Deal Terms  
Astor Ballroom – 7th Floor |
| 12:15 PM – 2:00 PM | IUGI Sector Business Luncheon  
Majestic Complex – 6th Floor |
| 12:15 PM – 2:30 PM | Defensive Strategies for Companies and High Tech Sector Business Luncheon  
Shubert Complex – 6th Floor  
CEEM: Sector Luncheon  
Empire Complex – 7th Floor |
| 12:15 PM – 2:30 PM | Life Sciences Sector Luncheon  
Business Meeting and Sector Plenary – The Future is Now: Dealing in a Transformed Healthcare Environment  
Astor Ballroom – 7th Floor |
| 2:00 PM – 3:15 PM  | IP Issues in Transfer Pricing  
Shubert Complex - 6th Floor  
Living with the Deal and Managing the Relationship Once the Signing Party is Over  
Empire Complex - 7th Floor  
Sports & Entertainment: Music Disruption: Digital Licensing Landscape  
Empire Complex - 7th Floor |
Make effective connections with credentialed scientific experts in pharmaceutical IP and antitrust litigation.

**Turn to Acumen BioPharma.**
- Access comprehensive expert consulting and testing services in support of IP and antitrust litigation
- Harness the latest innovations in pharmaceutical formulation and manufacturing research through our extensive network of academic partners
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- Improve manufacturing process controls and regulatory compliance

**Acumen BioPharma** is a high-integrity consulting firm, providing its clients access to the deepest level of scientific knowledge, comprehensive testing capabilities, and extensive business and litigation experience.

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**Daisy Rivera-Muzzio, RPh, MBA**  
President, Co-Founder

Phone 609-285-8344  |  Cell 973-903-1809  
drmuzzio@AcumenBioPharma.com  
https://www.linkedin.com/in/daisyrmuzzio  
PO Box 280, Princeton, NJ 08540  
www.AcumenBioPharma.com  
Women Owned Small Business Certified (WOSB)
This new, one-day, deal-centric course has been designed by experienced LES executives for business and licensing (newer to the field) professionals in USA & Canada. Whether it is a trademark, international brand, copyright, patent, knowhow, trade secrets or a combination of some/all of these, recent transactions and auctions have confirmed the value of IP in business. This course is interactive and built around real-world examples and small group hands-on exercises.

Who Should Attend
There is no prerequisite for the course. It is designed for people who develop, market and manage (commercialize) creative, new solutions of all kinds. It shows you how valuable inventions and ideas work in business.
The key is having a diverse audience that includes entrepreneurs, scientists and engineers, private equity and venture capital investors, investment bankers, lawyers, graduate students, CPAs, various people from start-ups and established companies of all sizes, non-profit tech transfer offices, law firms, valuation firms, business and law school professors, professors in academic technical departments, etc. The diversity in our classroom enhances discussion and comprehension.

Instructors
The course is taught by experienced business and legal licensing executives, all LES members and vetted instructors.

Course Details
The course is divided into the following topic areas:

- Group hands-on exercise identifying trademarks, copyrights, and brands (using every day consumer items)
- Group hands-on exercise defining intangible concepts, invention disclosures and elements of a patent
- Reviewing a publicly available licensing agreement
- Developing and using term sheets for intangibles
- Determining value based on cost, income, and market approaches
- Identifying elements of an intellectual asset strategy and relationship to a term sheet
- Recognizing types and obligations in fully executed non-disclosure agreements
- Recognizing the role and value of trade secrets in certain technologies
- Putting it all together, here’s why it matters

The course will not make you an expert, but you will learn how to recognize new elements of value in developing your business.”

Location: Majestic | Music Box | Winter Garden - 6th Floor
- Educational Workshop
CHAPTER LEADER TRAINING SESSION

Location: Shubert | Uris | Plymouth - 6th Floor
- Educational Workshop

2:00 PM - 5:00 PM
GETTING A WORKABLE LICENSE AGREEMENT TO SIGNATURE – PRACTICAL TIPS FOR DRAFTING, LEGAL REVIEW, AND NEGOTIATION

This workshop will be a cross between a review of key licensing basics and a master class of pro tips. It will use an innovative pedagogical technique, pioneered by a Harvard physics professor, in which students work in small groups to brainstorm problem sets based on frequently occurring negotiation challenges and then compare notes to share best practices.

Extensive, easy-to-read written materials will be made available via the Web and students are encouraged to bring notebook computers or tablets for in-class access.

This workshop will include:
- A review and discussion on key issues, such as royalties and other compensation arrangements; audits; indemnities; limitations of liability; different ways of managing disputes to preserve the contract relationship; etc.
- A discussion about various "canary-in-the-coal-mine" clauses to help identify potential trouble spots, as well as creative ways of getting a draft contract through legal review more quickly

Limited seating is available. Pre-registration is required.

Location: Julliard | Imperial - 5th Floor
- Educational Workshop

Speaker(s):
Paul A. Stewart, Certified Licensing Professional Managing Director, PASCO Ventures LLC, Past President & Chairman, Board of Governors Certified Licensing Professionals, Inc., Pasco Ventures
Susan Stoddard, Senior Licensing Manager, Mayo Clinic Ventures
D. C. Toedt III, Attorney, Law Office of D.C. Toedt III

2:00 PM - 5:00 PM
COST, MARKET, INCOME – VALUATION FRAMEWORKS FOR LICENSING

Where do we begin in answering the question “What is it worth?” This interactive educational workshop will provide attendees with a battle-tested framework for evaluating their IP valuation questions. Through a combination of case
studies, demonstrations, and facilitated group discussions, this workshop will focus on how licensing executives can deploy a combination of the cost, market, and income approaches to triangulate on defensible valuation conclusions. In addition to exploring the cost, market, income framework, this discussion will also address the theories underlying these approaches, the relative applicability of these approaches to various situations, and resources available to help mitigate information shortfalls. Attendees will be asked to share their experiences, expertise, and questions.

**Location:** Broadhurst | Belasco - 5th Floor

**Educational Workshop**

**Speaker(s):**
- Robert Goldman, Vice President, Charles River Associates
- Chris Schulte, Director, 284 Partners, LLC

**2:00 PM - 5:00 PM**

**CHOOSE YOUR OWN MISADVENTURE: TAP DANCING IN THE ETHICS MINEFIELD OF AN INTELLECTUAL PROPERTY TRANSACTION**

This course is an interactive exercise that enables attorneys and business people to understand and explore the various ethical questions that can arise during the negotiation of an intellectual property transaction. Very loosely patterned after the beloved Choose Your Own Adventure® book series, the course participants are given a scenario framework at various stages of an intellectual property transaction and then develop their own detailed story. The scenes are then dissected and analyzed from an ethical perspective and different paths and outcomes are discussed. Each group will have a mix of attorneys and business people, and the ethical dilemmas will be viewed from both perspectives. This format will enable business people to better understand the ethics rules and regulations governing attorneys (The ABA Model Rules of Professional Responsibility) and, likewise, enable attorneys to understand how business people approach ethical dilemmas.

The course is broken down into three acts: 1) A Technology Is Born; 2) A Deal Is Done; and 3) A Deal Is Undone: War Declared. Act 1 enables the participants to explore ethical dilemmas surrounding early-stage technology development, including startup formation and obtaining patent protection. Act 2 centers upon ethical dilemmas arising during agreement negotiations. Act 3 explores the ethical dilemmas associated with a deal gone bad and the resulting litigation. Participants take on different roles throughout the acts, with attorneys playing the business person roles and vice versa. The ethical dilemmas, discussion, and analysis include:

- Conflicts of interest
- Attorneys’ confidentiality obligations to their clients
- Conflicts arising from an attorneys’ representation of an organization
- Truthfulness in statements to others; puffing versus false statements
- Litigation conduct

**Location:** Shubert Complex - 6th Floor
SUNDAY, OCTOBER 25, 2015

Educational Workshop

Speaker(s):
Ron Epperson, Managing Director, Intellectual Energy, LLC
Joseph T. Miotke, Shareholder, DeWitt Ross & Stevens

5:30 PM - 6:30 PM

SECTOR MEET-UPS – SPEED MENTORING

Please join us for the new members LES Speed Mentoring reception. Through Speed Mentoring, new members (mentees) will be paired with LES board members, sector leaders and committee chairs (mentors). Mentors and mentees will have a chance to meet in 10-minute intervals to get to know one another and share experiences and advice. Upon the conclusion of Speed Mentoring, all participants are welcome to join a general networking session with wine, cheese and light refreshments.

Location: Broadway Ballroom - 6th Floor

6:30 PM - 7:30 PM

WELCOME RECEPTION/NEW MEMBER RECEPTION

Kick off your 2015 LES Annual Meeting experience at the Welcome Reception in Westside Ballroom on the 5th floor. Enjoy food and drinks and get exclusive access to the exhibitors while networking with your peers. Join us for an informal, come as you are evening of conversation, networking, and fun at the New Member Welcome Lounge located in the exhibit hall.

Location: Westside Ballroom - 5th Floor

MONDAY, OCTOBER 26, 2015

7:30 AM - 9:00 AM

CONTINENTAL BREAKFAST

Location: Broadway Ballroom - 6th Floor

8:00 AM - 9:00 AM

LES STRATEGIC PLANNING TEAM – ROLE/SERVICES/RESOURCES COMMITTEE MEETING

Location: O’Neill - 4th Floor

Committee Meetings

8:00 AM - 9:00 AM

EDUCATION COMMITTEE MEETING

Location: Wilder - 4th Floor

Committee Meetings

8:00 AM - 9:00 AM

LES STRATEGIC PLANNING TEAM – MEMBERSHIP SIZE/STRUCTURE

Location: Harlem - 7th Floor

Committee Meetings
8:00 AM - 5:30 PM

ONE-ON-ONE NETWORKING APPOINTMENTS
Thirty-minute meetings by appointment only. Make appointments using the Mobile App.
Location: Duffy | Columbia - 7th Floor

8:00 AM - 5:30 PM

EXHIBIT HALL HOURS
Location: Westside Ballroom 3 - 5th Floor

9:00 AM - 9:15 AM

WELCOME AND OPENING REMARKS
Speaker(s):
Pamela Demain, President, LES USA and Canada. Executive Director, Business Development & Licensing, Merck & Co., Inc.
Scott Williams, Co-chair, LES Annual Meeting. Director, Licensing, InterDigital Holdings, Inc.

9:15 AM - 10:45 AM

PLENARY SESSION — BIG MONEY IS BACK
A cross industry panel of experts will explore and discuss how the changing financial climate is impacting innovation. There is money out there so, what are stakeholders doing and how is investment and licensing shaping innovation?
Location: Broadway Ballroom - 6th Floor
Speaker(s):
Sang Ahn, Managing Director, Global Innovation Center, Samsung Electronics
Tom Heyman, President, Johnson & Johnson Innovation – JJDC, Inc. (JJDC)
Patrick Patnode, General Counsel, GE Ventures and Healthymagination
James Sledzik, Senior Partner and President, Energy Ventures US, Inc.
Moderator(s):
Orin Herskowitz, Executive Director, Columbia Technology Ventures, Vice President for Intellectual Property & Technology Transfer, Adjunct Professor, Columbia Business and Engineering Schools

10:45 AM - 11:15 AM

NETWORKING BREAK
Location: Westside Ballroom 3 - 5th Floor
Sponsored by:

11:15 AM - 12:15 PM

SPOTLIGHT PLENARY — BIG IDEAS IN THE BIG APPLE
As home to numerous top tier academic institutions and medical centers and the second largest recipient of NIH funding
in the US, New York City has long been a fertile source of scientific discoveries. We are in a time where key stakeholders, such as pharma, venture capital and corporate venture, patient organizations, entrepreneurs and biotech start-ups are actively converging around early stage innovation. This is where many key collaborations and deals begin and grow. What are the changes over the past decade that has led to the enormous growth of the life science ecosystem in NYC?

**Location:** Marquis Ballroom - 9th Floor
- IUGI
- Life Sciences

**Speaker(s):**
- **M. Johnston Erwin,** Vice President Corporate Business Development, *Eli Lilly and Company*
- **Daniel P. Huttenlocher,** Dean and Vice Provost, *Cornell Tech*
- **Eric E. Schadt,** Chairman and Professor, Department of Genetics and Genomic Sciences Director, *Icahn Institute for Genomics and Multiscale Biology, Icahn School of Medicine at Mount Sinai*
- **Marc Tessier-Lavigne,** President, *The Rockefeller University*
- **Samuel D. Waksal,** Founder, *Kadmon Corporation*

**Moderator(s):**
- **Kathleen Denis,** Associate Vice President Office of Technology Transfer, *The Rockefeller University*

**11:15 AM - 12:15 PM**

**SPOTLIGHT PLENARY — MOBILE PAYMENTS: BITCOIN AND OTHER MOBILE PAYMENTS — CREATING AN ECOSYSTEM**

With the advent of smartphones and other devices, a person’s option to pay for products and services has expanded exponentially. From PayPal to Bitcoin and all technologies in-between, companies and financial service firms are scrambling to develop new technologies to offer to consumers to make paying easier. The panel will discuss the various technologies available to consumers, including digital currency, as well as identify key issues facing them going forward.

**Location:** Shubert Complex - 6th Floor
- High Tech

**Speaker(s):**
- **Joseph Lubin,** Founder/Co-founder, ConsenSys/Ethereum
- **Moshe Molina,** Chief Patent Counsel/General Counsel, *Citi Ventures/Citigroup*
- **Sean Reilly,** General Counsel, *Askeladden. L.L.C./ the Clearing House Payments Company*
- **Leonardo Renna,** Patent Counsel, *Google*

**Moderator(s):**
- **Mena Kaplan,** Counsel, *Paul, Weiss, Rifkind, Wharton & Garrison, LLP*
- **Claus Melarti,** Vice President, *RPX Corporation*
11:15 AM - 12:15 PM

SPOTLIGHT PLENARY — MAXIMIZING THE VALUE OF YOUR SPEND — IT IS MORE THAN ROYALTIES — IT’S INVESTMENT STRATEGIES

The decision making process unique to chemicals and oil and gas will be explored addressing when, what and why to spend with the goal of optimizing investment strategies. An interactive panel discussion will be held followed by a roundtable discussion involving all of the attendees and the panelist whereby key questions arising from the panel discussion will be addressed at each roundtable. Each roundtable group will report out at the end of the session.

Location: Manhattan Ballroom - 8th Floor

Speaker(s):
James Sledzik, Senior Partner and President, Energy Ventures US, Inc.

Moderator(s):
Ada Nielsen, CEO, Foodexus LLC

11:15 AM - 12:15 PM

SPOTLIGHT PLENARY: IS CONGRESS BUILDING A “HOUSE OF CARDS?” HOW LEGISLATION IS AFFECTING IP AND THE INNOVATION ECONOMY

The U.S. Congress continues to attempt to promote innovation through a variety of legislative efforts which will affect all aspects of the licensing world. Join industry experts to learn about pending and proposed patent, trade secret and tax legislation and then participate in the discussion on recent changes to the law and the anticipated impacts of pending bills and proposals on the innovation economy.

Location: Majestic Complex - 6th Floor

Speaker(s):
Peter Harter, Managing Principal, The Farrington Group
Jeff Kummer, Director of Tax Policy, Washington National Tax, Deloitte Tax LLP, US
Terry Rea, Partner, Crowell & Moring LLP

Moderator(s):
Michele M. Riley, Managing Director, Stout Risius Ross

12:15 PM - 2:30 PM

KEYNOTE LUNCHEON FEATURING DR. SIDDHARTHA MUKHERJEE & FRANK BARNES AWARD PRESENTATION

Pulitzer Prize winning author Dr. Siddhartha Mukherjee will be the featured speaker during the luncheon.

Dr. Mukherjee is the author of The Emperor of All Maladies: A Biography of Cancer, which was the basis for a 2015 film documentary, Cancer: The Emperor of All Maladies, by Ken Burns for PBS Television. The book was named one of the 100 most influential books written in English since 1923 by
Dr. Mukherjee is an assistant professor of medicine at Columbia University and staff physician at Columbia University Medical Center in New York City. He has been the Plummer Visiting Professor at the Mayo Clinic in Rochester, Minnesota, the Joseph Garland lecturer at the Massachusetts Medical Society, and an honorary visiting professor at Johns Hopkins School of Medicine.

The Frank 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 an LES member who has contributed significantly to the field of licensing and to the development of fellow licensing professionals through outstanding mentorship activities.

Lawrence J. Udell, renowned technology inventor, lecturer and creator of more than 40 new ventures, has been named the 2015 Frank Barnes Mentor Award recipient.

Location: Broadway Ballroom - 6th Floor

Sponsored by: pwc

2:00 PM - 5:00 PM

TRAIN-THE-TRAINER

Are you interested in teaching the IP Business Basics 101 for your Local Chapter or at LES Meetings? Now is your chance. LES is currently recruiting instructors. To be eligible, you will need to take the IP Business Basics 101 and attend the 3–4 hour Train-the-Trainer (TTT) workshop. Following your training, you will have access to course materials, coaching, & other resources to get you started.

Eligibility for 2015
In order to be eligible, you will need to have all the following:

• Taken IP Business Basics 101.
• 5 or more years of fulltime work experience in IP/Licensing (IP, licensing, technology transfer, and business development professionals, as well as IP, patent, and transactional attorneys).
• Current membership with LES (USA & Canada) for the IP Business Basics 101 course.
• Copyright and Confidentiality
  » The teaching materials/artifacts for the IP Business Basics 101 courses (all courses offered through LES (USA & Canada)/LES International) are LES copyrighted. Therefore, all the teaching materials/artifacts can be used only for the benefit of LES (USA & Canada)/LES International) and are not to be shared.
  » The IP Business Basics 101 can be taught only in USA and Canada.

Why You Should Attend
Teaching the IP Business Basics 101 courses is a great way to develop your professional skills, make new connections and give back to the licensing profession. With our half day Train-the-Trainer workshop, you will learn to teach a standardized
curriculum, as a team with another instructor supplementing the business or legal perspective. Sign up for a Train-the-Trainer workshop and join the elite group of world-class LES instructors.

**Course Details for IP Business Basics 101**
- Target audience and group diversity
- Sponsorship
- Setting up a course
- Budgeting and pricing assumptions
- Materials/artifacts

**Location:** Times Square - 7th Floor

**Educational Workshop**

**Speaker(s):**
Ada Nielsen, CEO, Foodexus LLC

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**2:30 PM - 3:45 PM**

**ANTICIPATING THE EXIT: INNOVATION AS A BUSINESS ASSET**

Creating new technologies, products and IP generally requires an enormous investment, so ensuring maximum return on that investment – or even any return on investment – has become an increasingly important business reality. With that reality as the driving force, we'll develop actionable strategies to create/acquire, position and monetize innovation/IP assets in ways that realize the greatest value at exit. Where “exit” embraces all monetization vehicles, including new business creation, M&A, direct-to-product, licensing and/or assertion. In addition, we'll overlay an understanding of how the dynamic inter-play of market (domestic & cross-border), technology and IP “context” influences these strategies and their execution.

**Location:** Shubert Complex - 6th Floor

**High Tech**

**Speaker(s):**
George Cai, CTO & China Strategy Officer, Intel Corporation
Bo Heiden, Deputy Director Center for Intellectual Property, University of Gothenburg and Chalmers University of Technology
Lilly Huang, Senior Director, Silicon Valley Bank
Kevin Liao, VP, Business Development and Technology Strategy, Huawei R&D USA
Damon C. Matteo, CEO, Fulcrum Strategy

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**2:30 PM - 3:45 PM**

**SOURCING ASSETS: STRATEGIES & METHODOLOGIES FOR DEVELOPING & MANAGING A LICENSABLE PORTFOLIO**

Driving innovation to achieve business success is greatly dependent on getting the right IP positioning. Companies can greatly improve their IP positioning by employing innovative approaches to internal and external IP sourcing. Thinking creatively about IP assets and how they play into broader business goals allows companies to have a clearer vision of what IP they need to create, obtain, and what they can sell or license. To do this, higher levels of IP strategy and diligence are required. Panelists will discuss innovative approaches
to sourcing IP assets internally and externally and share the lessons they've learned through their experiences.

**Location:** Manhattan Ballroom - 8th Floor  
- Valuation

**Speaker(s):**  
Bob Held, CLP, VP of Intellectual Asset Management, **TeleCommunication Systems, Inc.**  
Jamie Kemler, CLP, VP, Intellectual Property Business Strategy, **Stryker Corporation**  
Jin Kim, Innovation Business Development Director, **United Technologies**  
Josue Ortiz, Managing Consultant, **ClearViewIP Ltd**  
Courtney Quish, Vice President, Patent Strategy (M&A), **Rovi Corporation**

**2:30 PM - 3:45 PM**

**BEYOND HYBRID LICENSES - STRATEGIES FOR POST PATENT EXPIRATION PAYMENTS**

The US Supreme Court recently reiterated the long standing rule that hybrid licenses, which involve both patent rights and know-how, are an effective tool for structuring such deals. In doing so, however, the Court also clarified that parties, no matter how informed and competent, cannot agree to patent royalties that extend after patent expiration. Fortunately for those seeking alternatives to the traditional license structure, the Court explicitly left room for “other business arrangements” that would allow for post patent expiration payments. The workshop will explore, from a US and international perspective, alternatives beyond hybrid licenses that would allow for parties to structure patent licensing deals that provide for periodic payments extending beyond patent expiration.

**Location:** Marquis Ballroom - 9th Floor  
- IUGI  
- Life Sciences

**Speaker(s):**  
David Crichton, Assistant General Counsel, **Johnson & Johnson**  
Steven M. Ferguson, CLP, Deputy Director, Licensing & Entrepreneurship, **NIH Office of Technology Transfer**  
Rob McInnes, Partner, **DibbsBarker (Australia)**

**Moderator(s):**  
Patrick Gattari, Partner, **McDonnell Bohnen Hulbert & Berghoff LLP (mbhb)**

**2:30 PM - 3:45 PM**

**THE ART OF STRIKING A DEAL IN CHINA**

It is widely recognized that China has become a major force in the global economy in the past decade. It is considered not only one of the biggest exporters but also importer in the world. China has striven to be competitive in the global economy by nurturing and strengthening their Intellectual Property protection and enforcement through various programs. The State Intellectual Property Office of the People’s Republic of
China (SIPO) approved new batches of 28 intellectual property pilot or demonstration cities, 16 districts and 2 service industry cluster development experimental zones. SIPO also approved 33 demonstration analysis and evaluation institutions, and 46 brand service organizations. By the end of 2014, there were over 80,000 professional intellectual property personnel in China, over 300,000 people working related to intellectual property field, and over 10,000 patents examiner. In 2014 alone, China received 2,361 million applications for invention, utility model and design patents. The resulting improvements have served as incentive for Chinese firms to invest in Research and Development, which has lead universities, scientific institutions and enterprises to experience a status boost as major contributors of technical innovation in China. With such endeavors, China has proven its desire to be competitive with other major economic giants. A direct correlation can be seen between increased invention patent grants and the enhancement of the national economic development. Any multinational or foreign company wishing to take part in this economic opportunity needs to understand the intricacies that go into a making a contract with a Chinese company. There are potentially complex ownership structures to consider, issues surrounding IP protection, and the assistance or hindrance that can come from the government. For those looking to strike a deal in China, this workshop will give an overview of the current market and climate for licensing deals and show how to navigate the field before seeking a local partner: help you understand statistical trends; identify the advantages, disadvantages; learn about the risks that come with this field and how to minimize those risks; relevant government laws and regulations (including the role of IP protection; government restrictions on technology being transferred; and the precautions to take when performing due diligence). This workshop aims to illustrate the making of a successful deal in China, covering essential practical steps that should be performed and how they should be done. Understanding the delicate differences in culture and expectations and the local laws and practices could be the key to successfully negotiating the deal you want.

Location: Majestic Complex - 6th Floor
International
- IUGI
- Life Sciences

Speaker(s):
Dr. David Ai, Director of Knowledge Transfer, City University of Hong Kong
Dr. Albert Wai-Kit Chan, Partner, Albert Wai-Kit Chan, PLLC
Dr. Muhammed I. Hussain, Managing Partner, International Intellectual Property Consulting Services (IIPCS)

3:45 PM - 4:15 PM

NETWORKING BREAK

Location: Westside Ballroom 3 - 5th Floor
Sponsored by:
MONDAY, OCTOBER 26, 2015

3:45 PM - 5:30 PM

FOUNDATION BOARD MEETING

Location: Harlem - 7th Floor

Committee Meetings

4:15 PM - 5:30 PM

DIAGNOSING THE U.S. SUPREME COURT ALICE DECISION’S EFFECT ON THE PATENT INDUSTRY: LICENSING STRATEGIES TO MAINTAIN VALUE AND MITIGATE INVALIDITY RISK MOVING FORWARD

Please join us for a lively discussion on the post-Alice patent landscape to date. This panel will discuss the practical consequences of Alice on software patent owners and the industry generally, potential changes in value attributed to software-based patent assets, and actions licensing professionals can implement to ensure the validity of software-based patents moving forward. We will hear different perspectives on these issues from patent professionals from different sectors of the industry.

Location: Shubert Complex - 6th Floor

High Tech

Legal

Valuation

Speaker(s):

Vladimir Elgort, Vice President, IP Counsel, Sony Corporation of America
Adam Gill, Principal, Gerchen Keller Capital, LLC
Robert Greenspoon, Member, Flachsbart & Greenspoon, LLC
Reza Sarbakhsh, Lead IP Attorney, IBM
Jonathan Suder, Founding Shareholder, Friedman, Suder & Cooke, PC.

Moderator(s):

Nicholas Dudziak, Partner, Global IP Law Group, LLC
Maulin Shah, Managing Attorney, Envision IP, LLC

4:15 PM - 5:30 PM

OPPORTUNITIES FOR HUMAN DRUGS REPURPOSED FOR ANIMAL HEALTH, A GROWING AND RAPIDLY EVOLVING INDUSTRY

Human drugs re-purposed for animal health? Does your company or institution have assets that could be leveraged to generate value in Animal Health? If so, this session provides an overview of the Animal Health industry and breaks it down into its pieces and compares the similarities and differences to the Human Health market. The presentation provides examples where technology has been transferred to create successful products creating revenue for both parties.

Location: Marquis Ballroom - 9th Floor

Life Sciences

Speaker(s):

Lalit Gaur, Founder, LG Biopartners, LLC
Peter Selover, Principal, ORIOLE ANIMAL HEALTH
MANAGING TRADE SECRETS AND CONSIDERATIONS IN INTERNATIONAL DEALS

Panel will discuss what trade secrets are, best practices on capturing and managing them and important considerations when licensing or transferring the trade secrets to foreign companies.

Location: Manhattan Ballroom - 8th Floor
- CEEM
- International
- Legal

Speaker(s):
- Mike Gross, CLP, Senior Licensing Manager, Kimberly-Clark Corporate Research & Engineering Global Licensing
- Justin Krieger, Partner, Kilpatrick, Townsend & Stockton, LLP
- Raul Montes, Intellectual Property and Licensing Manager, ExxonMobil Upstream Research Company
- Jaimes Sher, Chief Intellectual Property Counsel, Celanese International Corporation

Moderator(s):
- Nicoletta (Nicki) Kennedy, Registered Patent Attorney, Kilpatrick, Townsend & Stockton, LLP

BEST PRACTICES IN BRAND LICENSING STRATEGIES

This seminar will explore some of the different trademark strategies utilized by licensors, licensees and retailers to grow their businesses. We will explore some of the current trademark licensing trends and discuss why some of the OLD trademark licensing strategies are not very effective today. The presentation will feature case studies of and best practices from some of the leading companies in the licensing industry. The material is gathered from a current 3-credit class that I teach at NYU. If you own or touch a brand, this will be a very informative and educational seminar.

Location: Soho Complex - 7th Floor
- Consumer Products

Speaker(s):
- Liz Kalodner, Executive Vice President and General Manager, CBS Consumer Products
- Glenn Neilson, Director of Marketing (and head of licensing), ScottsMiracle-Gro Company
- Stu Seltzer, President, Seltzer Licensing Group
- Robin Sitver, Senior Director, Business Development, Johnson
4:15 PM - 5:30 PM

CHALLENGES IN NEGOTIATING GLOBAL LICENSE AGREEMENTS: US V. EUROPEAN JURISDICTIONS

Global license and collaboration agreements in life sciences continue to increase in complexity. Structuring and negotiating such agreements requires an understanding of business goals, needs, and the ever-changing legal landscape. Regardless of deal terms, statutory regimes and public policy may render the terms unenforceable.

This panel will explore the legal landscape in U.S. and Europe in key areas affecting life sciences deals, suggest strategies to minimize unintended effects, and provide real-life examples showing how businesses are dealing with these issues. Includes case studies, experiential fact patterns and audience participation to craft solutions and optimize the parties' ability to achieve the business results desired.

Location: Majestic Complex - 6th Floor
International

Panelist(s):
Pamela Cox, Partner, Marshall Gerstein & Borun LLP
Hayley French, Commercial Director & General Counsel, Apitope Technology

5:30 PM - 6:30 PM

EMERGING ENTERPRISE COMMITTEE OFF-SITE RECEPTION

6:30 PM - 8:30 PM

OFF-SITE SECTOR NETWORKING EVENTS

Ticket Required. Purchase tickets at the Registration Desk.
Life Sciences Sector - Kallari Taverna
CEEM | IUGI - Etcetera Etcetera
High Tech - Hudson Terrace

TUESDAY, OCTOBER 27, 2015

7:00 AM - 8:00 AM

TECHNOLOGY BRANDING AND TRADEMARK LICENSING COMMITTEE WORKSHOP/MEETING

Committee Chair Weston Anson will introduce the new Technology Branding and Trademark Licensing Committee, formerly known as the Trademark and Licensing Committee, and provide a workshop on the concepts behind the shift in the committee's focus.

The focus of the committee, and LES, has always been to educate the membership about relevant topics in the licensing industry. The new committee will concentrate on the realization that the brands of tomorrow are in fact technologies, and that
effective technologies in the marketplace are well branded before they ever go to market. This leading edge committee will zero in on adapting your IP strategy to the changing marketplace, and the ins and outs of technology branding, brand messaging, and brand delivery systems.

All LES members are welcome to attend.

**Location:** Harlem - 7th Floor

**Speaker(s):**
- Barry Brager, Founder & Managing Partner, Perception Partners
- Scott Frank, President & CEO, AT&T Intellectual Property
- Robin Sitver, Senior Director, Business Development, Johnson & Johnson Consumer Products Company Division of Johnson & Johnson Consumer Companies, Inc
- Corrine Sukiennik, President, C-Synergies

**Moderator(s):**
- Weston Anson, Chairman, CONSOR

### 7:00 AM - 9:00 AM
**CONTINENTAL BREAKFAST**

**Location:** Broadway Ballroom - 6th Floor

### 7:30 AM - 8:30 AM
**EMERGING ENTERPRISES COMMITTEE MEETING**

**Location:** O’Neill - 4th Floor

### 7:30 AM - 8:30 AM
**VALUATION & TAXATION COMMITTEE MEETING**

**Location:** Wilder - 4th Floor

### 7:30 AM - 8:30 AM
**CONSUMER PRODUCTS COMMITTEE MEETING**

**Location:** Liberty - 8th Floor

### 8:00 AM - 5:00 PM
**ONE-ON-ONE NETWORKING APPOINTMENTS**

Thirty-minute meetings by appointment only. Make appointments using the Mobile App.

**Location:** Duffy | Columbia - 7th Floor

### 8:00 AM - 5:00 PM
**EXHIBIT HALL**

**Location:** Westside Ballroom - 5th Floor
TUESDAY, OCTOBER 27, 2015

8:30 AM - 8:45 AM

WELCOME AND OPENING REMARKS

Speaker(s):
Pamela Demain, Executive Director, President, LES USA and Canada. Business Development & Licensing, Merck & Co., Inc.
Michael Samardzija, Co-Chair LES Annual Meeting. Partner, Dentons US LLP

8:45 AM - 10:30 AM

PLENARY SESSION — BIG DATA

KEYNOTE SPEAKER: DAVID EWING DUNCAN,
THE EVOLUTION OF BIG DATA AND ITS IMPACT ON EMERGING BUSINESS STRATEGIES AND INNOVATION.

Big Data is touching every aspect of our lives and the amount of collected data continues to grow rapidly. This session will explore how organizations across multiple industries are capitalizing on the trend. Our cross-industry panel of experts will discuss:

• New business models to commercialize Big Data
• New technological innovations in Big Data
• Collaborations leveraging Big Data
• The impact of Big Data on licensing

Location: Broadway Ballroom - 6th Floor

Speaker(s):
Alex Dickinson, Senior Vice President of Strategic Initiatives, Illumina
David Ewing Duncan, CEO, Bestselling Author, Arc Programs
Bryan Spielman, Executive Vice President, Medidata
Duane Valz, Senior Patent Counsel for Strategic IP Initiatives, Google

Moderator(s):
David Ewing Duncan, CEO, Bestselling Author, Arc Programs

10:30 AM - 11:00 AM

NETWORKING BREAK

Location: Westside Ballroom - 5th Floor

11:00 AM - 12:15 PM

SPOTLIGHT PLENARY — LICENSING ISSUES IN THE DATA AGE — AN EXAMINATION OF IMPACT ON DATA-RELATED RESEARCH ACTIVITY AND INDUSTRIAL COLLABORATION

The pervasiveness of big data’s impact is rapidly changing industries across the global economic spectrum. In the academic space, this has translated into the growth of data-related research activity and the focus on producing graduates equipped with the data and computer science capabilities to disrupt and transform industries and our world. The demand for a data science literate workforce and the growth of data related research activity opens the door for the exploring
a new model of university and industry partnership. This panel draws from Lehigh University’s experiences in the implementation of the Data X initiative which infuses data analytics and computer science across multiple disciplines through a strategic faculty hiring plan and a comprehensive approach to industry engagement. This new model of industry engagement, economic development foci, and entrepreneurial activity creates an environment ripe for active partnerships and increased industry licensing. The panel will discuss the spectrum of challenges and opportunities including in-licensing, the commercialization of data related intellectual property, and how data science is driving the expansion of academic and industry partnerships.

**Location:** Majestic Complex - 6th Floor

**Speaker(s):**
- Lisa Getzler, Co-Executive Director, Baker Institute for Entrepreneurship Innovation and Creativity, Lehigh University
- Christopher P. Keefe, Nixon Peabody, Partner, Co-Deputy Practice Group Leader, M&A and Corporate Transactions Group
- Daniel Lopresti, Director-Data X, and Professor and Chair, Department of Computer Science and Engineering, Lehigh University
- John Matranga, Director Customer Innovation & Academia, OsiSoft

**Moderator(s):**
- Cameron McCoy, AVP-Economic Engagement, Lehigh University

**11:00 AM - 12:15 PM**

**SPOTLIGHT PLENARY – WEARABLES: DATA-DRIVEN IMPROVEMENTS TO OUR LIVES**

We spend much of our daily lives connected with consumer electronics – whether it’s the smartphone in your hand or the wearable tracking your steps. We will cover IP, business development and commercialization strategies.

**Discussion:**
- Big Data is essential “more data than we know what to do with” – how do you manage data and provide meaningful information?
- How do you integrate data, user experience and economic proof of device capabilities?
- What is the commercialization process for digital health/wellness products?
- We now have proliferation of so many internet-connected devices from smartphones and wearables. What types of challenges and opportunities do you foresee for the future of consumer electronics and healthcare?

**Location:** Shubert Complex - 6th Floor

**Speaker(s):**
- John Gannon, President and CEO, Blue Spark Technologies
- Geoffrey Hoggard, Director, Intellectual Property Licensing & Acquisitions, Microsoft
TUESDAY, OCTOBER 27, 2015

Sridhar Iyengar, PhD, Founder & Director, Founder & Former CTO, AgaMatrix, Misfit

Moderator(s): Kevin Spivak, Of Counsel, Vierra Magen Marcus LLP

11:00 AM - 12:15 PM

SPOTLIGHT PLENARY — CLOUD AND CONFIDENTIALITY — PROTECTING BIG DATA AND RISKS (LOOK AT TYPICAL CLOUD COMPUTING ARRANGEMENTS AND DATA SECURITY CONSIDERATIONS.)

The panel will discuss considerations important in maintaining confidentiality while sharing information in the cloud environment and using cloud-based resources. This interactive panel/audience session will address methods of maintaining confidentiality in a cloud-based world. Lessons learned, pitfalls and future issues will be highlighted and discussed by the panel and the audience.

Location: Empire Complex - 7th Floor
■ CEEM
■ High Tech

Speaker(s): Wendy Callaghan, Counsel, AIG
Rich Eskew, Chief Privacy Officer, Accolade
Jeffrey C. Thompson, Counsel, IBM Cloud Group, IBM

Moderator(s): Ian G. DiBernardo, Partner, Stroock & Stroock & Lavan LLP

11:00 AM - 12:15 PM

SPOTLIGHT PLENARY — M&A BULKING UP VIA DEAL-MAKING—WHEN IS BIG “TOO BIG,” IS IT EVER?

What strategies are employed in each company’s behind-the-scenes discussions to reach “the goal?” Build for revenue growth or earnings growth? For Wall Street or stockholders? Build to enhance a therapeutic lead area or to compensate for an upcoming revenue loss? Build for the risky next therapeutic wave on the horizon, or build for a more certain incremental, but profitable advantage? Build for geographic expansion or build to spin-off? How to value an early opportunity with promising but ambiguous potential vs. a later stage more expensive proposition? Who’s to say a deal is overpriced? What is a winning deal structure?

Location: Astor Ballroom - 7th Floor
■ Life Sciences

Speaker(s): Doug Giordano, Senior Vice President, Business Development, Pfizer
Tariq Kassum, M.D., Vice President, Business Development and Strategy, Takeda Millenium
Haresh Mirchandani, Sr. Director, Corporate Development, Janssen Business Development, Johnson & Johnson Innovation
John Poulos, Vice President, Head of Licensing, Acquisitions and Ventures, AbbVie
TUESDAY, OCTOBER 27, 2015

Tim Wright, Executive Vice President, Business Development, Strategy and Commercial Innovation, Teva

Moderator(s):
Christine Fischette, Ph.D., CEO, BioLinkUp, LLC

12:15 PM - 2:00 PM

LUNCHEON: DEAL OF DISTINCTION AWARDS & BUSINESS MEETING

The LES Deals of Distinction (DDA) Award is an annual Industry Sector award program recognizing worthy licensing deals that promote creative and innovative solutions to business issues involving contracts.

Please see page 16 for this year’s winners.

Location: Broadway Ballroom - 6th Floor

Sponsored by:

2:00 PM - 3:15 PM

CORPORATE AND GOVERNMENT COLLABORATION – HOW TO MAKE IT A WIN-WIN

Panel will present typical government-funded research programs and discuss the range of IP rights that can be negotiated. The panelists will discuss examples and how they were able to identify the authorized government, university and corporate stakeholders and get the IP rights they needed to further their commercial goals.

Location: Empire Complex - 7th Floor

Speaker(s):
Robert R. (Bob) Gruetzmacher, PhD, CLP, Founder and Principal, TechIAConnect & Associates
Diane M. Hart, Manager, Sponsored Research Office and Contract Administration Technology Development and Commercialization Division, Argonne National Laboratory
Geoffrey Pinski, Director, Office of Entrepreneurial Affairs & Technology Commercialization, University of Cincinnati
Larry Schroepfer, CLP, Principal, Schroepfer Technology Law

Moderator(s):
Louise Levien PhD, CLP, Intellectual Property and Licensing, ExxonMobil Upstream Research Company

2:00 PM - 3:15 PM

THE BIOPHARMA INDUSTRY IN 2015 – AS GOOD AS IT GETS

What a spectacular run: 170+ Initial Public Offerings on US exchanges since January 2013, raising $13 billion and constituting our longest "IPO window" by far. Then there’s the 500 acquisitions and asset purchases totaling more than $700 billion in 2014–15, plus $100 billion in alliances with announced payments of $50 million or more over the same period. This session will review what we’ve accomplished, consider where we are now, and peek around the curve at what may lie ahead.

Location: Astor Ballroom - 7th Floor
TUESDAY, OCTOBER 27, 2015

- Life Sciences

**Speaker(s):**
Mark Edwards, Managing Director, Bioscience Advisors

**2:00 PM - 3:15 PM**

**RPX/ROCKSTAR DEAL: DEAL OF DISTINCTION AWARD (IN-DEPTH)**

**Location:** Shubert Complex - 6th Floor
- High Tech

**2:00 PM - 3:15 PM**

**POST-GRANT PROCEEDINGS AS THE NEW FRONTLINE: IMPACTS AND FUTURE TRENDS OF LEGISLATION AND CASE LAW ON LICENSING AND INNOVATION**

To date, more than 1000 petitions for Post-Grant proceedings have been filed, mostly by defendants in co-pending patent infringement actions, until recently. There are now organizations tied to private funds seeking to invalidate patents covering pharmaceutical products, urging the Patent Trial and Appeal Board to invalidate patents on FDA approved drugs. This panel will address current trends in Post-Grant Review and case law related to the same, as well as how corporations as well as universities are responding to these proceedings and changes.

**Location:** Majestic Complex - 6th Floor
- Legal

**Speaker(s):**
Karl Fazio, Chief Patent Counsel, Pearson
Steven P. Klocinski, Senior Managing Counsel, Senior IP Counsel, MasterCard
Scott D. Marty, JD, PhD, Partner, Ballard Spahr LLP
A. Antony Pfeffer, Partner, Kenyon & Kenyon LLP

**2:00 PM - 5:00 PM**

**LES STANDARDS: A NEW PARADIGM IN IP TRANSACTIONS & MANAGEMENT**

This workshop will provide an overview of the direction and status of a new LES initiative designed to improve the practice of IP transactions & management through the creation and adoption of LES standards. Leaders of the initiative will be on hand to describe the program and answer questions. Workshop participants will be asked to contribute their ideas to the direction of this new resource for the IP licensing & management community.

**Location:** Julliard Complex - 5th Floor

**Speaker(s):**
Bill Elkington, Sr. Dir., IP Management at Rockwell Collins

**Note:** (session consists of two identical 1 hour presentations scheduled back-to-back)
EUROPEAN PATENTS – A DISCUSSION ON THE LATEST NEWS ON FILING, MAINTAINING AND LITIGATING A PATENT IN EUROPE

The panel will address the current “hot topics” around patenting in Europe:

- The EPO as PCT Authority – some statistics, procedure, benefits
- Recent measures to improve the PCT procedure and other procedures at the EPO for its users (automatic debiting of PCT fees, early certainty from search, global dossier, ...)
- Update on the future Unitary Patent – fee level, state of play with ratification of the UPC Agreement
- Competence of the EPO’s Board of Appeal vs. the future Unified Patent Court

Location: Soho Complex - 7th Floor

Speaker(s):
Christof Mathoi, Lawyer, European Patent Office

NETWORKING BREAK

Location: Westside Ballroom - 5th Floor
Sponsored by:

DEFINING PATENT QUALITY – DISTINGUISHING BETWEEN VALIDITY, VALUE AND INVENTION QUALITY

Patent quality has become more than a simple black or white definition of validity. Patent quality is often in the eye of the beholder. Some believe there is an inevitable market component or need associated with patent quality, which affects its defensive, licensing and sales value. This workshop will look at the changing definition of patent quality and the role that the PTAB and recent decisions like Alice have played. The workshop also will examine the influence of market forces like demand on patent quality and in distinguishing patent quality from value.

Location: Shubert Complex - 6th Floor

Speaker(s):
Bruce Berman, CEO, Brody Berman Associates
Julia Elvidge, President, Chipworks
Christi Guerrini, Instructor, University of Houston Law Center
Sean Reilly, General Counsel, Askeladden. L.L.C./ the Clearing House Payments Company
MORE BIG IDEAS: MULTI-PARTY ALLIANCE SPEED BIOMEDICAL PRODUCTS TO MARKET

Have you observed with awe the GSK, J&J and Merck driven alliances to bring Ebola vaccines to market? How did they come together in a matter of a few months? How have they taken vaccines through the FDA and into patients so quickly? How have these diverse parties joined forces, apportioned IP rights, allocated diverse obligations faster than it often takes to conclude an NDA? Representatives of several of the parties: companies, the NIH, PATH, funders like the Wellcome Trust, will present a session moderated by a long-time LES member, now Co-Director of Global Health Innovation Alliances at Duke University.

Location: Astor Ballroom - 7th Floor

Speaker(s):
Julia Barnes-Weise, JD, CLP, Co-Director Global Healthcare Innovation Alliances, ITPLab at Duke University
Julian Bouchard, Director Business Development, GSK
W. Mark Crowell, Incoming Vice President for Innovation and Economic Development, King Abdullah University of Science and Technology (KAUST)
Steven M. Ferguson, CLP, Deputy Director, Licensing & Entrepreneurship, NIH Office of Technology Transfer
Catherine Hennings, Director, Commercialization & Corporate Partnerships Vaccine Development Global Program PATH
Ana Santos-Rutschman, LLM, Co-Director Global Healthcare Innovation Alliances, ITPLab at Duke University

TOP 10 COURT CASES OF 2015 AFFECTING LICENSING

This workshop, which is consistently standing room only, will identify and discuss the top 10 court decisions during the past year affecting licensing, and Mr. Levine, a past-president of LES (USA & Canada), will discuss the implications of these decisions on the drafting and negotiating of license agreements.

Location: Majestic Complex - 6th Floor

Speaker(s):
Russell Levine, Partner, Kirkland & Ellis LLP

CROSS INDUSTRY LICENSING AS A DRIVER OF CONSUMER PRODUCT INNOVATION

Licensing professionals and company innovation managers typically have lots of contacts within their own industry verticals, whether through trade association meetings or from product, materials or technology suppliers. But, if everyone
gets their ideas for new innovation initiatives from the same industry veterans, then everyone’s new product ideas may begin to look quite similar; or if anything, not veer too far from industry norms. This interactive educational workshop will provide attendees with a framework for identifying and collaborating with companies in industries other than your own, through Joint Development Agreements or other means on novel, breakthrough transformative technologies, trademarks or new business models which have been validated in other industries. Through a combination of research studies, case study examples and facilitated group discussions, this workshop will focus on how licensing executives can help organizations be more innovative and deliver compelling highly differentiated new products or services to their target markets, while at the same time reducing risks. Attendees will be asked to share their experience, expertise, and questions.

Location: Empire Complex - 7th Floor

Speaker(s):
Keith Lerner, Managing Director and Principal Consultant, JaMax Business Ventures Consulting LLC
Rajesh V. Potineni, Ph.D., Director of Natural Product Discovery & Delivery, PepsiCo Beverages
Gene Slowinski, Director, Technical Assistance Program, Rutgers University Business School - Newark and New Brunswick Campuses
Paul Walker, Innovation Sourcing Manager, Global Strategic Sourcing, Clorox

6:30 PM - 7:30 PM
EXHIBIT HALL REOPENS

Location: Westside Ballroom - 5th Floor

6:30 PM - 10:00 PM
LES 50TH ANNIVERSARY CELEBRATION

Cocktail Hour: 6:30 pm - 7:30 pm | Westside Ballroom - 5th Floor
Sit-Down Dinner: 7:30 pm - 10:00 pm | Broadway Ballroom - 6th Floor

Location: Westside Ballroom - 5th Floor | Broadway Ballroom - 6th Floor

Sponsored by: Hogan Lovells

WEDNESDAY, OCTOBER 28, 2015

7:30 AM - 9:00 AM
CONTINENTAL BREAKFAST

Location: Broadway Ballroom - 6th Floor
WEDNESDAY, OCTOBER 28, 2015

8:00 AM - 8:30 AM
NOMINATION COMMITTEE MEETING
Location: O’Neill - 4th Floor
■ Committee Meetings

8:00 AM - 9:00 AM
CEEM SECTOR BUSINESS MEETING
Location: Soho Complex - 7th Floor
■ CEEM

8:00 AM - 9:00 AM
AEROSPACE AND TRANSPORTATION COMMITTEE MEETING
Location: Belasco - 5th Floor
■ Committee Meetings

8:00 AM - 9:00 AM
WOMEN IN LICENSING BREAKFAST
Location: Imperial | Broadhurst - 5th Floor

8:00 AM - 11:30 AM
EXHIBIT HALL
Location: Westside Ballroom - 5th Floor

8:00 AM - 3:15 PM
ONE-ON-ONE NETWORKING APPOINTMENTS
Thirty-minute meetings by appointment only. Make appointments using the Mobile App.
Location: Duffy | Columbia - 7th Floor

9:00 AM - 10:15 AM
DEVELOPING A UNIFORM NDA FOR LES
Much time is often lost in the initial licensing process because of delays in negotiating and signing Non-Disclosure Agreements (“NDAs”), and LES formed a working group to create a Uniform NDA that we believe will help speed up this portion of the licensing process. This session will provide participants with the new IUGI Uniform NDA document that has resulted from months of diligent work by a team of experienced LES members who have collectively handled thousands of NDAs. The presenters will discuss the new Uniform NDA and the process that led to their recommendation of this new document.
Location: Majestic Complex - 6th Floor
■ IUGI
Moderator(s):
Matthew Raymond, President, Kaenn Technologies
Panelist(s):
Paul A. Stewart, Certified Licensing Professional Managing Director, PASCO Ventures LLC, Past President & Chairman, Board of Governors Certified Licensing Professionals, Inc., Pasco Ventures
Halina Dziewit, Partner, Squire Patton Boggs (US) LLP
Jay Reilly, Special Counsel, Saul Ewing LLP
Julie Watson, Special Counsel, Marshall Gerstein & Borun LLP

9:00 AM - 10:15 AM
HIGH TECH SECTOR BUSINESS MEETING
Location: Shubert Complex - 6th Floor

9:00 AM - 10:15 AM
VALUATION FROM THE INSIDE PERSPECTIVE
Please join us for a discussion with several experts who value technology – for potential and actual intangibles – to make decisions such as:

In the R&D Phase,
- Should we make-buy-license (when there is a recognized science/engineering/technology gap)? What is the cost/value for each decision?
- Should we collaborate? What is the cost? What is the value?
- Should we halt the project? What is the value of the mid-project intangibles? Negative knowhow?

When the IP has been identified, how does the value inform the decision makers of the potential outcome of the various options?
- Do we license it?
- Do we keep it for ourselves alone?
- Do we sell it?
- Do we use it as the basis for a collaboration?

And other questions as well. It is hoped that we will be able to include small group discussions on the topic toward the end of the session.

Location: Empire Complex - 7th Floor

Speaker(s):
Matthew Rappaport, Managing Director, IP Check Ups
Alex Tang, Licensing and Commercialization Manager, Gas Technologies Institute

Moderator(s):
Ada Nielsen, CEO, Foodexus LLC

9:00 AM - 10:15 AM
DIAGNOSTICS: PATENT ELIGIBILITY AND THE INDUSTRY PERSPECTIVE
The seminar will cover and provide a discussion of the following topics and will include both industry and university perspectives: (a) Patent eligibility of diagnostics in the US in view of recent US case law, situation in other jurisdictions; (b) Filing strategies for the protection of biomarkers and
diagnostics in the US and worldwide; (c) Claim strategies for satisfying current US patent eligibility; (d) Data, claims and development status that makes a biomarker or a diagnostic interesting to industry; (e) Ways in which the licensing professional should evaluate new diagnostic inventions; (f) Patentability of different types of biomarkers (case studies).

Location: Astor Ballroom - 7th Floor

Speaker(s):
Melissa Hunter-Ensor, Ph.D., Partner, Saul-Ewing LLP
Monte Wetzel, Head of Licensing, Roche Molecular Diagnostics

10:15 AM - 10:45 AM

NETWORKING BREAK

Location: Westside Ballroom - 5th Floor

Sponsored by:

10:45 AM - 12:00 PM

RESOURCES FOR DEVELOPING INDUSTRY-UNIVERSITY PARTNERSHIPS TO DRIVE INNOVATION

In this session, panelists representing organizations that are involved in promoting Industry-University collaborations will discuss best practices, problem areas and issues related to licensing of innovations that arise from a successful collaboration. They will discuss some of the resources that are available for parties in preparing for a collaborative discussion.

Location: Majestic Complex - 6th Floor

Speaker(s):
James Barrood, President & CEO, New Jersey Tech Council (NJTC)
John Blaho, Co-Principal Investigator, New York City Regional Innovation Node and Director of Industrial Academic Research, City Universities of New York
Lou Kassa, Chief Operating Officer, Pennsylvania Biotechnology Center, Baruch S. Blumberg Research Institute, and Hepatitis B Foundation
Christopher Molineaux, President & CEO, Pennsylvania BIO (PABIO)
Stephen J. Susalka, Executive Director, Association of University Technology Managers (AUTM)

Moderator(s):
Yatin Karpe, Associate Director, Lehigh University
Matthew Raymond, President, Kaenn Technologies

10:45 AM - 12:00 PM

LICENSED STANDARD ESSENTIAL PATENTS

The panel will discuss factors currently being considered in defining a FRAND royalty rate, ways in which standard setting organizations and patent pools can work together to address the FRAND issue and licensing in an efficient way, and enforcement of standard essential patents to avoid distortions.
on the market, including the use of injunctions against unwilling licensees.

**Location:** Shubert Complex - 6th Floor
- High Tech
- Valuation

**Speaker(s):**
- **Carter Eltzroth**, Legal Director, *DVB Project*
- **John Paul**, Partner, *Finnegan*

**Moderator(s):**
- **Roberto Dini**, President, *LES Italy*

**10:45 AM - 12:00 PM**

**IMPROV THEATER:**
**WHERE IS MY CRYSTAL BALL WHEN I NEED IT!**

Please join us for another enactment of “real life intersecting with inventions, universities and business.”

This time we feature a play in three acts where an assignment of patents, trade secrets, and confidential information is made to a start-up.

- **Act 1 – Big Company Carve-out**
- **Act 2 – Trade secrets: Differing views on trade secrets between the business world and the world of academia**
- **Act 3 – Time to work out**

Both Acts 2 and 3 show the different worlds of the practical chemical engineer, accustomed to scaling up bench scale experiments and developments. The professor is accustomed to applying for grants and performing work against those monies. Understanding gross margins, EBITDA, customers, returned goods, and regulatory regimes is not for him. The chemical engineer is accustomed to finding ways to increase yield, reduce cost and produce merchantable product that is sold – and kept sold.

Please join us to see how this turns out.

**Speaker(s):**
- **Timothy Kinn**, CLP, Intellectual Property and Licensing Associate, *ExxonMobil Upstream Research Company*
- **Connie M. Cleary**, DPM, CLP, Manager of the Office of Technology Commercialization & Partnerships, *Brookhaven National Laboratory*
- **Brian P. O’Shaughnessy**, Shareholder, *RatnerPrestia*

**10:45 AM - 12:00 PM**

**ADDRESSING PAYERS’ HEIGHTENED AGGRESSIVENESS IN MANAGING PRICE AND ACCESS IN FORECASTING, VALUATIONS, AND DEAL TERMS**

While the Affordable Care Act became law five years ago, it will not be until 2020 before all the provisions of the law will be in effect. The landscape is also changing in ex-US markets. Will your methodologies for forecasting, setting milestones, and conducting due diligence keep pace with the changes? Hear about the shifting landscape from payers who are facing cost constraints in all markets and what you need to do. Take advantage of the guidance or challenge the
perspective of a C-suite payer who early on in his career was in a biotech company.

**Location:** Astor Ballroom - 7th Floor
- Life Sciences

**Speaker(s):**
- **Paul Gallagher, MBA,** President, *Compass Strategic Consulting, Inc.*
- **Sam Rasty,** Vice President and Head of New Products at the Rare Diseases Business Unit, *Shire Pharmaceuticals*
- **Michael S. Sherman, MD, MBA, MS,** Chief Medical Officer, Senior VP, *Harvard Pilgrim Health Care*

12:15 PM - 2:00 PM

**IUGI SECTOR BUSINESS LUNCHEON**

**Location:** Majestic Complex - 6th Floor
- IUGI

12:15 PM - 02:00 PM

**DEFENSIVE STRATEGIES FOR COMPANIES AND HIGH TECH SECTOR BUSINESS LUNCHEON**

**Location:** Shubert Complex - 6th Floor
- High Tech

12:15 PM - 02:00 PM

**CEEM: SECTOR LUNCHEON**

**Location:** Empire Complex - 7th Floor

12:15 PM - 2:30 PM

**LIFE SCIENCES SECTOR LUNCHEON**

**BUSINESS MEETING AND SECTOR PLENARY – THE FUTURE IS NOW: DEALING IN A TRANSFORMED HEALTHCARE ENVIRONMENT**

The long term symbiotic relationship between Pharma and Biotech has been driven by two seeming inexhaustible factors: Pharma’s quest for innovation and Biotech’s thirst for non-dilutive cash. Despite some increased complexity in deal structure and temporary fluctuation in market conditions favoring either buyers or sellers, this relationship has existed for so long that it is easy to take its permanence for granted.

Seemingly suddenly, however, a host of forces in science, technology, finance and the market environment are poised to act synergistically to cause permanent disruption to this long standing relationship. Among these: a number of regenerative medicine platforms and cell and gene therapies nearing or passing PoC, major breakthroughs in personalized medicine, as well as an increasing focus on rare diseases and autologous care delivery (thus diminishing the advantage of traditional scale).

While Pharma’s thirst for innovation remains insatiable, Biotechs, especially those clearing the Proof of Relevance hurdle, increasingly view Pharma as just one of many options...
to bring the benefit of that innovation to patients. Perhaps more importantly, investors in some of these companies are uninterested in traditional “pharma deals” as they now see Pharma as a value-stripping (and unnecessary) “middleman.” The result is a meaningful disruption in some long held assumptions around cost of capital. Importantly, this disruption, while obviously subject to market fluctuations, is likely to remain permanent. The recent Juno and Celgene deal is one of what will be many examples of the changes this will create. Consequently, if Pharma wishes to retain a prominent place in the market for scientific innovation, they must urgently rethink their long standing assumption that such innovation will always be available for purchase. Instead, Pharma must scrutinize every aspect of their innovation sourcing strategy to ensure that access to the fruits of scientific progress remains possible. Simultaneously, their business model faces an urgent need to evolve to remain relevant to care models of the future, which begins today.

**Location:** Astor Ballroom - 7th Floor

**Speaker(s):**

**Ed Saltzman**, President, **Defined Health**

**2:00 PM - 3:15 PM**

**IP ISSUES IN TRANSFER PRICING**

As our companies and clients increasingly operate across international boundaries, how do we best navigate the busy intersection of IP, valuation, tax, and transfer pricing issues? With reference to their past experiences, our panelists will address critical issues related to intercompany IP transfer including – but not limited to – strategies for transfer price determination and documentation, regulatory agency review, potential implications for peripheral company operations, and lessons learned in addressing these issues. While this presentation will provide veteran perspectives from our legal and financial experts, we will also invite questions and comments from an audience that is likely navigating similar waters.

**Location:** Shubert Complex - 6th Floor

**Speaker(s):**

**Michael J. Lasinski**, CEO and Managing Director, **284 Partners, LLC**

**Christopher P. Murphy**, Associate, **Skadden, Arps, Slate, Meagher & Flom LLP**

**2:00 PM - 3:15 PM**

**LIVING WITH THE DEAL AND MANAGING THE RELATIONSHIP ONCE THE SIGNING PARTY IS OVER**

The panel will discuss important aspects of maintaining the relationship between the parties to a deal once the negotiating teams have left the stage and the real work begins.
SPORTS & ENTERTAINMENT: MUSIC DISRUPTION: DIGITAL LICENSING LANDSCAPE

The recorded music industry has been the canary in the digital coal mine since the advent of Napster 1.0 in 1999. Hear from a panel of experts who will explore fundamental topics that surround the disruption from CD-based consumption to a digital streaming world:

- How does one acquire the needed rights for a new music service? We will discuss the DMCA, statutory licenses, and direct deals.
- What have we learned from fifteen years of upheaval in revenue models, consumer experiences and distribution?
- How can we best navigate the current and proposed changes in US copyright law and music licensing, set for end of 2015?
- What are the biggest opportunities and challenges in the next 1–3 years?

Location: Empire Complex - 7th Floor

Speaker(s):
Gary R. Greenstein, Partner, Wilson Sonsini Goodrich & Rosati, P.C.
Deborah Newman, Esq., Digital Music Consultant, MUSICSTRAT

Moderator(s):
Vickie Nauman, Principal and Owner, CrossBorderWorks Consulting and Advisory Firm
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