
LES (USA & CANADA)
2014 MID-YEAR MEETING
Advancing and Enhancing Business Development, Deals & Innovation

MARCH 25–27, 2014 | NEW YORK

ONSITE GUIDE
Dear Colleagues,

Welcome to New York and to LES’s first-ever Mid-Year Meeting! We are thrilled to have you join us for a few days of networking, deal-making, knowledge-gathering and collaboration.

The LES Mid-Year Meeting features Sector Workshops and Sector Roundtable Discussions that were designed by your peers. This means that the content will explore the latest issues impacting IP and licensing, offering you the opportunity to gain new strategies that you can use every day. We guarantee you will walk away from this meeting refreshed, informed and ready to tackle the challenges in your profession.

“Can’t miss” meeting highlights include:

- Wednesday at 12:15 pm join us as David Kappos, Partner, Cravath, Swaine and Moore LLP and Former Undersecretary of Commerce for IP & Director of the USPTO shares insights and perspective on emerging issues impacting IP.
- Wednesday at 6:30 pm – 8:30 pm attend an Offsite Sector Networking Event where you will build relationships with your peers at some of New York’s tastiest and liveliest spots.
- Thursday at 12:30 pm, join United States District Judge James F. Holderman as he discusses “F/RAND Licensing: A Federal Judge’s Perspective.”
- Thursday at 4:00 pm stop by the Closing Reception, which is open to all attendees.

You’re also invited to register for and attend the New York Intellectual Property Law Association’s 92nd Annual CLE Program and Dinner in Honor of the Federal Judiciary on Friday, March 28. This historic event attracts more than 2,500 federal judges, government officials, corporate counsels and legal professionals.

Again, welcome to New York. Enjoy!

Sincerely,

Kevin Arst
284 Partners LLC
Managing Director
2014 LES Mid-Year Meeting Chair
## SCHEDULE-AT-A-GLANCE

### Monday, March 24
1:00 pm – 5:00 pm  
LES Foundation Graduate Student Business Plan Competition

### Tuesday, March 25
8:00 am – 5:00 pm  
Registration

8:30 am – 5:00 pm  
IP and Licensing Basics  (additional fee required)

2:00 pm – 5:00 pm  
Education Workshops 1 & 2

6:00 pm – 7:30 pm  
Welcome Reception  
*Sponsored by:* [Conversant](https://www.conversant.com)

### Wednesday, March 26
7:30 am – 5:00 pm  
Registration

8:00 am – 5:00 pm  
Accompanying Persons’ Lounge

8:00 am – 9:00 am  
Networking Breakfast  
*Sponsored by:* [Asia IP Exchange Group](https://www.asiapatrade.com)

9:00 am – 10:15 am  
Sector Workshops

10:15 am – 11:00 am  
Networking Break  
*Sponsored by:* [FTI Consulting](https://www.fticonsulting.com)

11:00 am – 12:00 pm  
Sector Business Meetings

12:15 pm – 1:30 pm  
Featured Speaker Luncheon  
*Sponsored by:* [Banner & Wicks LLP](https://www.bannerandwicks.com)

1:45 pm – 3:15 pm  
Sector Roundtable Discussions

3:15 pm – 4:00 pm  
Networking Break

4:00 pm – 5:15 pm  
Sector Workshops

6:30 pm – 8:30 pm  
Offsite Sector Networking Events

### Thursday, March 27
8:00 am – 5:00 pm  
Registration

8:00 am – 5:00 pm  
Accompanying Persons’ Lounge

8:00 am – 9:00 am  
Networking Breakfast

9:00 am – 10:15 am  
Sector Workshops

10:15 am – 11:00 am  
Networking Break  
*Sponsored by:* [General Patent Corporation](https://www.generalpatent.com)

11:00 am – 12:15 pm  
Sector Workshops

12:30 pm – 2:30 pm  
Networking Luncheon  
*Sponsored by:* [CRA Charles River Associates](https://www.cra.com)

2:45 pm – 4:00 pm  
Sector Workshops

4:00 pm – 5:30 pm  
Closing Reception  
*Sponsored by:* [284 Partners](https://www.284partners.com)

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All events take place at the Crowne Plaza Times Square Manhattan unless otherwise noted.
**Les Mid-Year Meeting Wi-Fi**

Available in all Meeting Rooms!

Use Wi-Fi Access Code: LESMY2014 (case sensitive)

**Access Your Digital Tote!**

Visit www.LESMidyear.org/DigitalTote for speaker presentations, attendee lists, and links to valuable white papers, articles, special promotions, and information generously supplied by our Mid-Year Meeting sponsors.

**Emergency Procedures**

In case of a life threatening emergency, please call 911 from any house phone.

In case of a non-life threatening emergency, please call the operator from any house phone.

In the event of a hotel wide emergency, please listen carefully to the PA announcement.

Do not take elevators and follow all instructions given.

**Nearest Hospital**

*St. Luke’s Hospital (Roosevelt Campus)*

1000 10th Avenue

New York, NY 10019

(between 58th and 59th Streets)

Main Phone (212) 523-4000

Distance: 1.5 miles from hotel

**Nearest Pharmacy**

*Duane Reade*

1627 Broadway

New York, NY 10019

(SW corner of Broadway and 50th Street)

Main Phone (212) 586-0374

Distance: 1 block from hotel

**Accompanying Persons’ Lounge**

ROOM 507

The Accompanying Persons’ Lounge will be open on Wednesday and Thursday from 8:00 am – 5:00 pm. This comfortable space will offer a continental breakfast both mornings and refreshments throughout the day.

**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.

**Join the Conversation on Twitter**

LES encourages Mid-Year attendees to “tweet” during and after the meeting. Please use hashtag #LESMIDYEAR. Follow us at @lesusacanada.
Monday, March 24

LES Foundation Graduate Student Business Plan Competition
1:00 pm – 5:00 pm
TIMES SQUARE A, 2ND FLOOR
Everyone is invited to join us as student teams from across the globe present their cutting-edge, IP-based business plans to a world-class panel of judges. At stake are a $10,000 Grand Prize and the $5,000 LES International Global Award. This is a great opportunity to gain inspiration from today’s brightest young minds.

Tuesday, March 25

IP and Licensing Basics
(Requires additional fee)
8:30 am – 5:00 pm
TIMES SQUARE A, 2ND FLOOR
This course provides a survey of the basics of intellectual property (IP) and licensing. It builds a practical understanding of core IP and licensing concepts from both the business and legal perspectives. Each course, taught by both legal and business experts working as a team, is divided into five topics with examples, exercises and interaction between instructors and fellow students. Topics include: Introduction to IP; Basics of IP Commercialization & Licensing; Determining Reasonable License Fees & Royalty; Managing Risks; and a Licensing Case Study.

Instructor: Michael Samardzija, CLP, PhD, Partner, Bracewell & Giuliani

Get Involved and Make an Impact Today!

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

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

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

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

– Michael Lasinski, Managing Director & CEO, 284 Partners, member since 1996.
Education Workshop 1:VALUATION as a Tool in Negotiations
Level: Intermediate / Advanced
2:00 pm – 5:00 pm
TIMES SQUARE B, 2ND FLOOR
This interactive education workshop will help attendees learn how valuation and the valuation process can be used to aid in negotiations and deal-making. Through a combination of case studies, roundtable and group discussions, this facilitated workshop will help licensing executives be better prepared for negotiating financial terms, accounting for risk through deal structures, and other tips. Attendees will be asked to share their experience, expertise and questions through small team and group discussion.
Instructors: Robert B. Goldman, Principal, CRA International and Chris Schulte, CLP, Director, 284 Partners

Education Workshop 2:CASE STUDY: Winning Negotiations Through Practice
Level: Beginner / Intermediate
2:00 pm – 5:00 pm
TIMES SQUARE C, 2ND FLOOR
Join us for a hands-on opportunity to discuss and negotiate terms on a licensing case study. We’ll begin the workshop with an introduction to negotiation principles and a sample term sheet. You will be divided into licensee and licensor teams for an interactive negotiation exercise and provided with both public and confidential information for your role play.
At the end of the workshop, teams report their results and how and why they reached them. This workshop will help you recognize and practice elements of a successful negotiation.
Instructors: Linda Chao, CLP, Senior Associate, Stanford University and Henry Wixon, CLP, Chief Counsel, NIST

Welcome Reception
6:00 pm – 7:30 pm
TIMES SQUARE C & BALCONY ROOM, 2ND FLOOR
Meet and greet your colleagues at a networking reception open to all attendees.

Around the World with LES
Join us during April to celebrate World IP Day! This is Your Chance to Connect with Your Community!
On April 26, LES joins WIPO to officially recognize World IP Day.
To celebrate, LES Chapters will host coordinated events throughout the month that connect IP, licensing and business professionals, as well as entrepreneurially-minded students. Join us for this global effort to move innovation forward.
This year, LES has expanded its ‘Around the World with LES’ (ATW) celebration to encompass not only WIPO’s World IP Day observance on April 26, but a full month of events around the globe.
Visit www.les.org to find upcoming events in your area.
Wednesday, March 26

Networking Breakfast
8:00 am – 9:00 am
BROADWAY BALLROOM FOYER, 4TH FLOOR

SECTOR WORKSHOPS
9:00 am – 10:15 am

LSS Cutting-Edge Strategies to Fund Innovation
ACT I, BROADWAY BALLROOM, 4TH FLOOR
Join us as representatives from pharma-founded strategic venture groups discuss the varied investment philosophies for their organizations. Topics include preferred level of investment; Series preference; operating involvement; and exit strategy.
Moderator: Ed Torres, Managing Director, Lilly Ventures.

HTS Trends & Opportunities in Semiconductor Licensing
ACT II, BROADWAY BALLROOM, 4TH FLOOR
Join us as panelists from the semiconductor ecosystem discuss intellectual property licensing trends. Topics include: the effects of more complex system-on-chip devices on patent and technology licensing activities; how industry consolidation impacts semiconductor companies’ IP defense and monetization strategies; the impact of shifts in global markets—such as the rise of China—on licensing activities; and synergies and tensions between licensing and product businesses.
Panelists: Drew Fellows, VP Licensing Processors, ARM Ltd.; Changhae Park, VP of IP Licensing, Freescale Semiconductor; Philippe Quinio, Group VP, IP Sourcing & Strategy, STMicroelectronics; Phil Shaer Sr., VP & GC, Conversant IP Management; and Stefan Tamme, VP of IP Strategy, Rambus.
Note: This session is a follow-up to an article published in the December issue of les Nouvelles

IUGI Not Your Father’s License Agreements: Completing Deal Terms with Non-Traditional Biomedical Commercialization Partners
ACT III, BROADWAY BALLROOM, 4TH FLOOR
Institutions now have more options for potential partners to develop and commercialize biomedical technologies. Non-traditional organizations/structures such as Non-Governmental Organizations (NGOs), patent pools or Product Development Partnerships (PDPs) provide viable developmental pathways, especially for neglected diseases or emerging markets. Successes include the launch of MenAfriVac™, a meningitis vaccine for sub-Saharan Africa, as well as the Medicines Patent Pool licenses (a “2013 LES Deals of Distinction” recipient).
Panelists: Steven Ferguson, Ph.D., CLP, Deputy Director, Licensing & Entrepreneurship, Office of Technology Transfer at National Institutes of Health (NIH); Catherine Hennings, Senior Commercialization Advisor, PATH; Rita Khanna, Ph.D., J.D., General Counsel, Aeras; Chan Park, J.D., General Counsel, Medicines Patent Pool and Gerald J. Siuta, Ph.D., CLP, Consultant, Business Development, Global Alliance for TB Drug Development.

ACT IV, BROADWAY BALLROOM, 4TH FLOOR
This workshop will provide a review of U.S. and Canadian green technology patents and legislation. Speakers will address how businesses benefited from the U.S. green patent pilot program, how they may continue to benefit in Canada and if a U.S./Canadian political partnership is crucial for the successful commercialization of green technology. Speakers will also review legislative initiatives that promote the innovation of green technology.
Panelists: Allison Mages, Sr. IP Procurement & Policy Counsel, GE and Natalie Raffoul, Managing Attorney, Clancy, Brion, Raffoul.
Valuation Tools and Methods for Assessing IP Litigation Risks

If today's mail included a notice of alleged infringement, would you be prepared to evaluate your potential financial exposure? When the court rules on claim construction or pre-trial motions, do you know the impact on potential settlement value? Join us as our presenters share insight on using valuation tools and methods to help estimate pre-litigation damages and manage/track financial exposure during litigation.

Panelists: Garrard R. Beeney, Partner and Co-Head of IP Group, Sullivan & Cromwell LLP; Don Drinkwater, CLP, Director of Licensing, Bose Corporation; Phil Hartstein, President, Finjan; Chris Schulte, CLP, Director, 284 Partners (Chair of LES Valuation & Taxation Committee) and Jeffrey G. Snell, CLP, Vice President, Charles River Associates.

Networking Break
10:15 am – 11:00 am
BROADWAY BALLROOM FOYER, 4TH FLOOR

Sector Business Meetings
11:00 am – 12:00 pm
LSS Life Sciences – Lesley Stolz, PhD, Sector Chair
ACT I, BROADWAY BALLROOM, 4TH FLOOR

HTS High Technology – Shawn Ambwani & Bob Held, Sector Co-chairs
ACT II, BROADWAY BALLROOM, 4TH FLOOR

IUGI Industry-University-Government Interface – Mark Bloom, CLP, RTTP, Sector Chair
ACT III, BROADWAY BALLROOM, 4TH FLOOR

CEEM Chemicals, Energy, Environmental, and Materials – Ben Armitage & Les Goff, Sector Co-chairs
ACT IV, BROADWAY BALLROOM, 4TH FLOOR

Featured Speaker Luncheon
12:15 pm – 1:30 pm
BROADWAY BALLROOM, 4TH FLOOR

Join us as David Kappos, Partner, Cravath, Swaine and Moore LLP and Former Undersecretary of Commerce for IP & Director of the USPTO shares insights and perspective on emerging issues impacting IP.

SECTOR ROUNDTABLE DISCUSSIONS
1:45 pm – 3:15 pm

LSS Why Deals Fail, Common Pitfalls in Executing an Agreement, and How to Avoid Them!
ACT I, BROADWAY BALLROOM, 4TH FLOOR
This roundtable discussion will address why a significant number of strategic alliances, collaborations and licenses fail within five years of execution. Participants will join small group discussions to identify a specific type of pitfall that may occur in executing an agreement and then brainstorm ideas to avoid the pitfall. At the end of the discussion, facilitators’ notes will be collected, combined and distributed to the group. Topic discussions will continue during a follow-up workshop at the 2014 LES Annual Meeting.
Moderator: Dr. Lesley A. Stolz, Ph.D., Executive Vice President, Corporate Development, Biotime, Inc.

HTS How Will the AIA and Innovation Act Affect Patent Litigation Strategy in High Tech?
ACT II, BROADWAY BALLROOM, 4TH FLOOR
This roundtable discussion will focus on assessing emerging legal and legislative developments impacting IP licensing and litigation, and on evaluating strategies for managing such developments.
Moderator: Shawn Ambwani, COO, Unified Patents.

IUGI Economic Development at the Industry-University-Government Interface: Trends and New Initiatives
ACT III, BROADWAY BALLROOM, 4TH FLOOR
This roundtable discussion will explore various entrepreneurial programs that are being used to build dynamic economic-based connections among industry, academia and government.
Panelists: Mindy Bickel, Ph.D., USPTO Representative-in-Residence, Cornell NYC Tech Campus; Mark Bloom, CLP, RTTP, Director of Corporate Alliances & Technology Transfer, Bigelow Laboratory for Ocean Sciences; David Brush, Senior Director – Transactions, Johnson & Johnson Innovation Center, Boston; Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University; Anthony Mak, Regional Director-Americas, Hong Kong Trade Development Council and Nathan Tinker, Ph.D., Executive Director, New York Biotechnology Association.
CEEM Deals from Hell

ACT IV, BROADWAY BALLROOM, 4TH FLOOR
Join us as we explore how once-promising deals can go wrong, why, and what lessons can be learned from these seemingly unsuccessful partnerships.

Panelists: Karen Stevenson, Licensing Associate, University of Idaho and Alex Tang, Licensing and Commercialization Manager, Gas Technology Institute.

CP Putting Your Brand Out There: The Dos and Don’ts of Branding Agreements

TIMES SQUARE AB, 2ND FLOOR
Leaders in the consumer products field will identify practice pointers for building strategic alliances and drafting branding agreements. We’ll explore considerations prior to entering into a co-branding agreement; protecting your brand in a co-branded world; key terms for sponsorship, product placement and endorsement agreements; valuation of the brand when licensing or co-branding and the impact on future litigation; and social media and viral marketing considerations.

Panelists: W. David Hubbard, VP & Deputy General Counsel – Marketing, Verizon and Jordan Heinz, Partner, Kirkland & Ellis.

Networking Break
3:15 pm – 4:00 pm
BROADWAY BALLROOM FOYER, 4TH FLOOR

SECTOR WORKSHOPS
4:00 pm – 5:15 pm

LSS Strategies for Reducing the Threat of Litigation from Patent Assertion Entities

ACT I, BROADWAY BALLROOM, 4TH FLOOR
The biotech industry has yet to be plagued with significant numbers of lawsuits brought by Patent Assertion Entities (a.k.a. NPEs or Patent Trolls). But this may be about to change. What strategies are these types of litigants likely to use against biotech companies? And what technology licensing practices can biotech companies adopt to reduce the threat of litigation from PAEs?

Moderator: William Cory Spence, Partner, Ungaretti & Harris LLP

Panelists: Aaron L. Schwartz, Associate Senior Counsel, IP Law and Government Affairs, Eisai Inc. and Erica S. Olson, Senior Counsel, Intellectual Property & Litigation, Amgen Inc.

HS Ask the Experts: Insights into How Intellectual Property is Handled Under U.S. Government Contracts & Licensing Agreements

ACT II, BROADWAY BALLROOM, 4TH FLOOR
We’ll explore how the laws and regulations that govern the ownership, use and licensing of IP that is developed during a government contract differ significantly from those governing commercial agreements. Speakers assembled by the Aerospace and Transportation Committee.


IUGI Crossing the ‘Valley of Death’: Initiatives to Accelerate Early-Stage Technologies from the Lab to the Market

ACT III, BROADWAY BALLROOM, 4TH FLOOR
Early-stage technologies emerging from university research labs often show exceptionally high promise for both commercial development potential and societal impact. However, while many have benefited from significant basic research funding, some of the most promising technologies never make it to the market for lack of validation resources. Join us as we explore how a number of universities have launched initiatives to address the so-called “Valley of Death” to provide critical proof of concept resources to help accelerate these technologies towards market success.

Panelists: Kathleen Denis, CLP, Ph.D., RTTP, Associate Vice President, Rockefeller University, discussing the Tri-Institutional Therapeutics Discovery Institute between Takeda, Cornell, Memorial Sloan Kettering and Rockefeller; Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University, discussing the Columbia-Coulter Translational Research Partnership (medical devices) and PowerBridgeNY (clean energy startups); Curtis Keith, Ph.D., Chief Scientific Officer, Blavatnik Biomedical Accelerator, Harvard University and John S. Swartley, Ph.D., Associate Vice Provost for Research and Executive Director, Center for Technology Transfer, University of Pennsylvania, UPstart and Innovation at Penn.
I Built My Patent Portfolio, But Did I Build it on Quicksand?

Recent case law out of the U.S. Supreme Court defining patentable subject matter and the scope of 35 U.S.C. §101 has created uncertainty regarding what is eligible for patenting. Cases involving exhaustion of intellectual property rights have added to this uncertainty. This workshop will focus on strategies for handling and valuing patent portfolios in view of the recent Court decisions of Prometheus v. Mayo, Association for Molecular Pathology et al. v. U.S. P.T.O, et al. (“Myriad Litigation”), and In re Bilski. Participants will offer tips for drafting license agreements that cover these patent portfolios from both a licensee and licensor standpoint and strategies for evaluating and creatively resolving issues with existing license agreements.

Panelists: Steve Feldman, Husch Blackwell LLP; David Haas, CLP, Managing Director, Dispute Advisory & Forensic Services, Stout Risius Ross and Sumiko Kobayashi, Partner, Abe, Ikubo & Katayama.

Trademark Licensing in a Technology Driven World

With technology evolving at an accelerated pace, those involved in any areas dealing with trademark licensing must keep up with the pace of change. This presentation will explore suggested contract provisions to remain current with today’s technology; expand your trademark and your brand; protect your brand in a rapidly changing market; increase your brand value by using technology; and more.


Don’t miss this!!

United States District Judge James F. Holderman will present “F/RAND Licensing: A Federal Judge’s Perspective” as the Keynote Speaker on Thursday, March 27. Judge Holderman is the only federal judge who, to date, has made a RAND determination in the context of a multi-district, multi-party case. He did so in October 2013 in Innovatio IP Ventures, LLC Patent Litigation, MDL 2303. He is in a unique position to provide a federal judge’s perspective on F/RAND licensing.
Thursday, March 27

Networking Breakfast
8:00 am – 9:00 am
BROADWAY BALLROOM Foyer, 4TH FLOOR

SECTOR WORKSHOPS
9:00 am – 10:15 am

LSS How Biopharma Innovation Centers Are Collaborating with Academia to Produce Results
ACT I, BROADWAY BALLROOM, 4TH FLOOR
Representatives from various biopharma “innovation centers” will discuss the structures they have developed and adopted to foster and facilitate development collaboration with academia. Potential benefits of these structures and whether or not this model for innovation is sustainable will be addressed.

Moderator: Christine Fischette, PhD, Senior Advisor, Griffin Securities.
Panelists: Michael Flaschen, JD, Senior Director, New Ventures and Transactions, Johnson & Johnson California Innovation Center; Pearl Huang, PhD., Vice President, Global Head of DPac, Alternative Discovery & Development, GlaxoSmithKline and Ron Newbold, PhD, MBA, Vice President Strategic Research Partnerships External R&D Innovation Worldwide Research & Development, Pfizer Inc.

HTS The Invisible Hand – Models for Monetizing Patents in the 21st Century
ACT II, BROADWAY BALLROOM, 4TH FLOOR
The market for patent monetization can seem chaotic and confusing, but there are fundamental principles behind its evolution. Join us as we explore how and why the market has grown from a defensively oriented licensing market to one in which licensing must be balanced against a dynamic secondary market for patent sales. We’ll also provide a primer on approaching the market from the perspective of licensors and sellers to licensees and buyers.

Panelists: Marc A. Ehrlich, Senior Counsel, Patent Enforcement Operations and Strategy, IBM and Richard Ludwin, Associate General Counsel IP Law, IBM.

IUGI Academic Licensing as a Regional Economic Development Catalyst
ACT III, BROADWAY BALLROOM, 4TH FLOOR
This panel provides a series of perspectives on technology transfer as an engine for regional economic growth. Considerations include nurturing job growth through university spin-out companies; critical importance of internal champions; facilitating a knowledge based economy built upon innovation and entrepreneurship; advancing technology commercialization and more.

Moderator: Gianna Arnold, Esq., Partner, Saul & Ewing
Panelists: Wesley Blakeslee, CLP, Executive Director, Johns Hopkins Technology Transfer, Johns Hopkins University; Kris Burton, Director, Technology Commercialization, University of Maine; Pratap Khanwilkar, Ph.D., M.B.A., Coulter Program Director, University of Pittsburgh and Steven Price, Ph.D., Director, Technology Development Center, Oklahoma State University.

CP Hot Trademark Topics Affecting Pharma and Consumer Product Companies
ACT IV, BROADWAY BALLROOM, 4TH FLOOR
This workshop will address current trademark issues that affect pharmaceutical and consumer product companies, including reverse confusion, fair use and strategies for clearing and selecting trademarks to reduce litigation risks.

Panelists: Dale Cendali, Head of the Copyright, Trademark, Internet and Advertising practice, Kirkland & Ellis LLP and Tiffany Trunko, Vice President and Assistant General Counsel, Pfizer Inc.

www.LES2014meetings.org
This workshop will address vexatious litigation involving, in particular, Patent Assertion Entities (PAEs). Both PAE and corporate thought-leaders will discuss this issue, and the U.S. GAO will expand the discussion with the U.S. Government’s perspective. We will address legislative reform and proposed Court-imposed changes in the rules of engagement in U.S. litigation.

Moderator: Dorothy Auth, Cadwalader, Wickersham & Taft LLP

Panelists: Alexander Poltorak, CLP, CEO of General Patent Corporation; Monika Selmont, Director/Associate General Counsel, Citi Bank N.A. and Frank Rusco, Government Accountability Office, author of the recent GAO report on NPEs.

Networking Break
10:15 am – 11:00 am
BROADWAY BALLROOM FOYER, 4TH FLOOR

SECTOR WORKSHOPS
11:00 am – 12:15 pm

Biotechnological Innovations and Trade Secrets
ACT I, BROADWAY BALLROOM, 4TH FLOOR
This session will explore the steps required to identify and protect trade secrets; compare the protection afforded in different jurisdictions; examine the effect of the Biologics Price Competition and Innovation Act on trade secret protection of biological products and processes; and discuss structuring agreements involving trade secrets.

Panelists: Michael Samardzija, CLP, Partner, Bracewell & Giuliani LLP; Steve Bossone, Vice President, Intellectual Property, Alnylam; Kerry A. Flynn, CLP, Vice President, Intellectual Property, Shire and Andrikopoulos Konstantinos, Associate General Counsel, IP, BiogenIdec.

Prior User Rights and Licensing in a Post-AIA World
ACT IV, BROADWAY BALLROOM, 4TH FLOOR
Trade secrets have become an increasingly valuable form of intellectual property protection. The America Invents Act offers some specific defenses with respect to prior user rights. This workshop will provide fresh insights, for those who wish to maintain prior user rights particularly when licensing trade secrets and know-how.

Panelists: Donald McDouglas, Partner, Bereskin Parr; John Petravich, Deputy General Counsel & VP, Intellectual Property, Integrated DNA Technologies (invited) and Sherry L. Rollo, Partner, Husch Blackwell LLP.
The World Intellectual Property Organization (WIPO) Mock Mediation

TIMES SQUARE AB, 2ND FLOOR

To avoid expensive and time-consuming court litigation, an increasing number of technology transfer agreements include clauses requiring parties to use mediation to try to settle their disputes prior to pursuing other alternatives. What does a mediation session look like? Based on a real case, the World Intellectual Property Organization (WIPO) Arbitration and Mediation Center presents an interactive workshop to demonstrate the process of mediation in a lively and informative way. The mock mediation will consist of five participants—a university technology transfer professional and legal counsel, a company executive and legal counsel, and a mediator chosen by the parties—and aims to demonstrate the potential advantages of mediation as a time and cost-effective means of resolving disputes and maintaining business relationships.

Adam Rattary from WIPO will provide the overview and introduce participants; Russell Levine, CLP, Partner, Kirkland & Ellis will mediate. Panelists: Pam Cox, CLP, Partner, Marshall Gerstein Borun; John Ritter, Director, Office of Technology Licensing, Princeton University; Robin Rasor, CLP, Director of Licensing, University of Michigan and Charles Valauskas, Vice President for Industry Relations, Association of University Technology Managers.

Networking Luncheon

12:30 pm – 2:30 pm
BROADWAY BALLROOM, 4TH FLOOR

Join United States District Judge James F. Holderman as he discusses “F/RAND Licensing: A Federal Judge’s Perspective.”

SECTOR WORKSHOPS

2:45 pm – 4:00 pm
LSS Buyer and Seller Beware – The Realities of Milestone Payout Acquisitions

ACT I, BROADWAY BALLROOM, 4TH FLOOR

In recent years, the “big deal” for many emerging life science companies has evolved away from a licensing, distribution or collaboration agreement to a structured M&A deal with substantial post-M&A milestone payments. This panel will discuss emerging trends in how these deals get negotiated; how the milestones play out after closing; implications for building companies and value; and managing risk throughout this more extended company life cycle. Experienced dealmakers will share their experiences in this brave new M&A world.

Moderator: Don Morrissey, Managing Director, Shareholder Representative Services.


CLE, CLP, CPE Credits

As a service to attendees in the legal community, LES meetings are approved for Continuing Legal Education (CLE) credit. The 2014 Mid-Year Meeting is eligible for up to 19 CLE, CLP credits and CPE credits.

For more information regarding refund, complaint and/or program cancellation policies, please contact meetings@les.org or 703-836-3106.
Experience the Meeting That’s Been 50 Years in the Making!

- **Explore** cutting-edge topics, from strategy to tactics, addressed by today’s thought leaders, industry experts and dealmakers.
- **Discover** keynote speakers Quentin Hardy, Deputy Technology Editor for The New York Times and Andrea Ingraham, Director of the Center for Advancement of Science Education
- **Connect** with new ideas from the Titans of Licensing panel, featuring LES past presidents and LES’s Top 10 Court Decisions of the Year Affecting Licensing workshop
- **Collaborate** with a global community of more than 1,000 business development, technology transfer, intellectual property and licensing professionals.

Register by June 30 at [www.lesannual.org](http://www.lesannual.org) for best rates!
Google’s recent acquisition of Nest Labs for $3.2 billion is one of the first major acquisitions in the emerging market of Web-connected objects, known as the Internet of Things (IoT). IDC estimates that the number of connected devices will grow to 212 billion by 2020, with about 30 billion devices smart enough to operate without human control. A study by General Electric concluded the IoT market over the next 20 years could add as much as $15 trillion to global GDP, which is roughly the size of today’s U.S. economy. The IoT market is expected to create new challenges and opportunities when it comes to intellectual property. Leading companies are working with US government representatives to form a consortium to define an architectural framework for open industry standards that would cover a broad set of market sectors, from automotive and manufacturing to healthcare and the military.

The panel includes IP and business executives from corporations, startups and research organizations, representing the leading sectors of the IoT ecosystem. Topics to be discussed include: major technology trends in key sectors of the IoT ecosystem; the IoT impact on US and global economy; software and hardware adoption issues; IP landscape and IP challenges facing the transition to IoT infrastructure; and IoT Standards, architecture and platforms.

Moderator: Efrat Kasznik, President, Foresight Valuation Group & Chair of the Content, Communications and Cloud (3CX) Committee.

Panelists: Gary Atkinson, Executive Director, Emerging Technologies, ARM Holdings UK; Bernie Anger, GM of Intelligent Platforms Division, General Electric; Marc (Sandy) Block, General Counsel, IP Law, IBM; Shawana Johnson, President, Global Marketing Insights and Chris Rezendes, President, INEX Advisors.

This session will focus on the approaches, challenges and nuances associated with valuing patents and early-stage technology. Presenters will provide insights from their research and personal experiences performing valuations of this type for various purposes such as internal use, licensing, blocking, cross-licensing, assertion and sale to a third party.

Moderator: Mark G. Bloom, CLP, RTTP, Director of Corporate Alliances and Technology Transfer, Bigelow Laboratory for Ocean Sciences

Panelists: Michael Lasinki, CLP, Managing Director, 284 Partners, LLC; Glenn Perdue, CLP, Managing Member, Kraft Analytics, LLC and Jennifer Vanderhart, PhD, Managing Director, FTI Consulting.

Join us for an interactive workshop to explore strategies related to the intersection of antitrust laws and IP Transactional Practice. Expert panelists will provide an overview of the primary U.S. statutes applicable to licensing and discuss strategies for drafting license agreements.

Panelists: Leslie Chard, President, WHDI LLC (invited) and Suzanne Flaton-Origenes, Assistant General Counsel, BASF Corp.

Join us as Judge Holderman, N.D. Illinois and Judge McMahon, S.D. NY share their insights and perspectives on patent litigation in a discussion moderated by Charles Hoffman, the incoming president of NYIPLA.

Join us as we close-out our meeting with a networking reception open to all attendees.
Thank you for your generous support!

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### Events

<table>
<thead>
<tr>
<th>Welcome Reception</th>
<th>Closing Reception</th>
<th>High Tech Partner</th>
<th>Breakfast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversant</td>
<td>284 partners</td>
<td>Kenyon &amp; Kenyon</td>
<td>FTL Consulting</td>
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### Registration Bag

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<thead>
<tr>
<th>Lanyards</th>
<th>Luncheon</th>
<th>Networking Breaks</th>
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<tbody>
<tr>
<td>G&amp;B</td>
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