



50th Anniversary

**LES 2015
SPRING MEETING**

May 12-14 • La Jolla, California

Create.

Connect.

Collaborate.

and celebrate

LES Licensing Executives Society
(U.S.A. and Canada), Inc.

This year LES (USA & Canada) has chosen beautiful La Jolla, CA for its Spring Meeting. While the area is well known for its year-around perfect weather, it also a hub of high-technology and biotechnology research and development. Well-known companies such as Qualcomm, Illumina and Life Technologies (now ThermoFisher) are based in San Diego. Also, successful non-profit research and academic institutes such as the Sanford-Burnham Institute, Salk Institute, Scripps Institute, and U.C. San Diego are all located in San Diego. Our host hotel, the Hilton La Jolla Torrey Pines, is directly adjacent these research institutes, overlooks the world famous Torrey Pines golf course, and sits on a cliff top above the Pacific Ocean. It's a one-of-a-kind location for this year's event.

At the Spring Meeting you will find that we have put together some very strong panels on today's leading issues. The kickoff session will focus on **Innovation vs. Legislation**: How legal changes are affecting technology companies and very importantly, innovations from universities. You will learn about the Innovation Act currently winding its way through Congress and how it has the potential to alter your business. On Wednesday afternoon we will begin a series of great workshops organized along Sector-based tracks: high technology, life sciences and valuation, including a life-sciences session on the newly released Royalty Rate Survey Report and a session led by Mark Edwards, founder of ReCap. These targeted programs will enable you to focus your time on the most relevant information for you.

WEDNESDAY, MAY 13 - LUNCHEON FEATURED SPEAKER

Eric Reifschneider, Senior Vice President and General Manager, *Qualcomm Technology Licensing*

Eric Reifschneider serves as senior vice president and general manager of Qualcomm Technology Licensing (QTL) where he is responsible for managing the day-to-day operations and providing oversight and strategic direction to QTL's Business Development, Legal, Finance, Market Analysis, Contract Compliance, and Audit organizations. He also plays a leading role in negotiating Qualcomm's significant licensing deals and driving continued growth in QTL's existing and future licensing programs.



THURSDAY, MAY 14 - LUNCHEON FEATURED SPEAKER

Standish M. Fleming, Managing Member, *Forward Ventures*

Standish M. Fleming serves as a director of CONNECT, San Diego's support organization for the academic-to-early-stage community. A 29-year veteran of early-stage venture capital investing, Mr. Fleming has helped raise and manage six venture funds totaling more than \$500 million and has served on the boards of 19 venture-backed companies. He has extensive experience in all aspects of venture management and finance, including fund-raising, investor relations, operations and portfolio development.





Schedule Highlights

Life Sciences

With investment funding reaching record levels, what are the most important issues for today's life sciences business development professionals? Attendees will receive first-hand access to the latest royalty rate trends in the brand-new Life Sciences Royalty Rates and Deal Terms Survey Report. This information is only available through LES.

Attendees will enjoy two full days of life sciences programming and networking, including updates from hot biotech companies, Illumina, Receptos, and more, as well as leading institutions, such as Salk, Sanford-Burnham, and Scripps. It's a unique opportunity to meet and get to know leaders in innovation from this dynamic area in a relaxing setting. The meeting will also offer success stories from San Diego and the latest on platform technologies from Recap founder Mark Edwards. Some of the most important Life Sciences sessions at the 2015 Spring Meeting are *Valuation to Support Transactions*; *Innovation vs. Legislation: How Legal Changes Are Affecting Technology Companies*; *Innovation: Pharmas Working to Make the Pie Bigger*; and the *Life Sciences Global Royalty Rate and Deal Terms Survey*.

High Tech

Some of the most important high Technology Sector sessions include **Innovation vs. Legislation: How Legal Changes Are Affecting Technology Companies**; **Big Data: Current Technologies and Future Opportunities**; **Understanding Commercial Successes in Advanced Science and Technology — The Role of Technology Transfer Offices and Research Institutions**; and **Licensing in the Direct Response (Infomercial) Industry**.

Legal

Some highlights of the meeting include **Getting a Workable License Agreement to Signature — Practical Tips for Drafting, Legal Review, and Negotiation**; **Determining Litigation Royalty Rates for Standard Essential Patents**; and **Drafting, Incorporating, and Utilizing Arbitration Clauses in License Agreements**

Valuation

Now more than ever, you need to understand how intellectual property is valued, to ensure that you realize the best return on investment for your organization.

Some of the most important Valuation sessions at the 2015 Spring Meeting include **Licensing, Valuation and Right of Publicity**; and **Assessing and Incorporating Risk and Uncertainty in the Valuation of Early-Stage Intellectual Property**.

In addition, you'll find out how leading companies (such as **Google, Microsoft, and Qualcomm**) and institutions (such as **Howard Hughes Medical Institute, Sanford Burnham Medical Research Institute, and the University of California, San Diego**) are taking new approaches to their IP strategy. There will also be two morning panels, including one with a roundtable of senior leaders from the San Diego area and one discussing new legislative efforts underway that could undermine recent reforms and create major patenting issues for universities.

There is still time to register for the meeting and join in on these discussions! Register by [clicking here](#).

For more information and to view the schedule, [click here](#).

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Participating Organizations

The 2015 LES Spring Meeting will feature many leading companies and research organizations, with experts from key technology sectors. Participating groups include:

Cargill
Celgene
Forward Ventures
George Washington University
Google
Howard Hughes Medical Institute
Illumina
Johns Hopkins Technology Ventures
Johnson & Johnson
Laguna Pharmaceuticals
Merck
Microsoft Corporation
National Research Council of Canada
QualComm
Receptos
Salk Institute for Biological Studies
Sanford Burnham Medical Research Institute
Scripps Research Institute
TeleCommunications Systems, Inc.
Virginia Tech



REGISTRATION FORM

NAME OF EVENT: 2015 SPRING MEETING

REGISTRANT INFORMATION

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____

Phone: _____ Fax: _____

Email: _____

Accompanying Persons' Name: _____

Disability/Dietary requirements: _____

REGISTRATION FEES \$

Member Spring: USD 995	Member Annual: USD 1795	Member Spring & Annual: USD 2495
Non Member Spring: USD 1395	Non Member Annual: USD 2195	Non Member Spring & Annual: USD 2895

METHOD OF PAYMENT

Cash

Enclosed is my check, drawn on a U.S. bank, in U.S. funds, made payable to the Licensing Executives Society (U.S.A. and Canada), Inc.

Credit Card: MasterCard Visa AMEX Diners Club

Name on Card: _____

Credit Card Number: _____ Exp. Date: _____

Cardholder Signature: _____

CANCELLATION POLICY: All on-site registration fees, including tickets to optional events and no-shows, are non-refundable

Remittance Information

Return this form along with payment to: Licensing Executives Society (U.S.A. and Canada), Inc.
1120 Route 73, Suite 200, Mount Laurel, NJ 08054
For more information call, (856) 437-4752
Fax: (856) 437-4757



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Date _____ Acct. # _____