



www.LESI2018.org

LESI 2018 ANNUAL CONFERENCE

Strong IP Drives the Bottom Line

April 29 – May 1 | Manchester Grand Hyatt | San Diego, California

Please join us on Sunday evening for the LESI Welcome Reception

Plenary and Mini-Plenary Sessions

Monday, April 30, 2018—Mini-Plenary Sessions

8:30 am **A1: Plenary Session—“Think You Know Facebook’s Story . . . Think Again and Learn Along The Way.”**

Speaker: Mike Hoefflinger, Director of Global Business Marketing, Facebook, 2009-2015

In the eight years between 2009 and 2016, Facebook went from an also-ran to a world-influencing juggernaut that had grown its users by ten times and revenue by 100 times. Hoefflinger was at Facebook during that time and can dissect what happened, how it happened, and what we can learn from it with an insider’s perspective. Taking lessons from his book *Becoming Facebook*, Hoefflinger will help you find your “inner Zuck,” grow products via your North Star Metric, build big businesses by democratizing something for customers of all sizes, disrupt yourself before someone else does, play the long game, and win the talent wars.



10:15 am **B1: “Doing Major Life Sciences Deals: The Keys to Success”**

Panel Members: Stasia Ogden, VP, Global Patent Litigation, GSK; John Calvo, Senior Counsel, Bayer; Christina Allegrini, VP, Fresenius Medical Care
Moderator: Amanda Hollis, Partner, Kirkland & Ellis LLP

B2: “Standard Essential Patent Licensing: Yesterday, Today and the Future”

Panel Members: Suzanne Munck, Deputy Director, FTC; Eeva Hakoranta, VP and Global Head of Patent Licensing, Nokia Corporation; **Laurie Fitzgerald**, Principal, McKool Smith; **Moderator:** Nicholas Mathews, Partner, McKool Smith

B3: “IP Markets Experiences”

Panel Members: Luke McLeroy, Vice President, AVANCI; Audrey Yap, Manager, Yusarn (Singapore); **Dr. Yan Zhang**, Partner, IPFuTurn
Moderator: Larry Horn, Chief Executive Officer, MPEG LA, LLC

B4: “Best Practices For, and Latest Developments Regarding, Cyber-Security”

Moderator: Aaron Charfoos, Partner, Jones Day

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Tuesday, May 1, 2018—Mini-Plenary Sessions

8:30 am **F1: Plenary Session—“Datashock: Artificial Intelligence, Connectedness, and Readyng for the Big Data Future”**

Speaker: Dr. Jennifer Golbeck, Director, Human-Computer Interaction Lab, University of Maryland

The future is going to be driven by Artificial Intelligence (AI). Huge power lies in smart algorithms combined with the vast amount of big data generated by sensors, Internet of Things devices, and human behavior—from financial transactions to social interactions to increasingly trackable behavior. The key, according to Dr. Jennifer Golbeck, is to focus on the strategic impact of these technologies.



10:15 am **G1: “Driving Business Value with IP: Successful IP Strategies and IP Management”**

Panel Members: Andreas Schuster, Co-Founder, Oran Energy; Yann Menier, Co-Founder, European Patent Office
Moderator: Thomas Bereuter, European Patent Office (EPO) Academy
Co-Moderator: Peter Hess, Bardehle Pagenberg, Patent Attorney, Partner

G2: “Early Stage Pharma/Biotech Licensing”

Panel Members: Andrew Littlehale, CFO, Macrolide Pharma; Jeremy Grunstein, Ph.D., Executive Director, Business Development, Amgen; Benjamin H. Pensak, Partner, Morgan Lewis
Moderator: Gary Raichart, Director, Strategic Value Advisory, Duff & Phelps

G3: “The Changing Patent and Licensing Landscape in the Automotive and Aerospace Industries”

Panel Members: Paul Bernal, VP Global Patent & Technology Licensing; Business Development, The Boeing Co.; **John Carney**, Director, Commercialization & Licensing, Delphi Automotive Systems, LLC; **Chris Storm**, Senior Counsel, Intellectual Property, Uber Technologies, Inc.; **Jin Kim**, Senior Director, Innovation Business Development, United Technologies Corp.
Moderator: Mike Lasinski, CEO and Managing Director, 284 Partners

G4: “Diversity and Identity of the Licensing Profession: Career Development Discussion”

Panel Members: Jennifer Dyer, Executive Director, University of Southern California Stevens Center for Innovation; **Traci Libby**, Director, Open Innovation, Beckman Coulter, Inc., Diagnostics; **Kirsten Leute**, Senior Vice President of University Relations, Osage University Partners; **Paul H. Ebert**, President and CEO, Ebert Wolfe & Co., Executive Search
Moderators: Anna Solowiej, Ph.D., J.D., Senior Licensing and Patenting Manager, National Institutes of Health (NIH)

Sponsorship Opportunities Available. For more information contact: sponsors@les.org

session titles and times are subject to change

Monday, April 30, 2018—Workshops

- 1:00 pm **C1: “Know-How Licensing”**
Speaker: Theo Stamatiadis, GE Power (Switzerland)
- C2: “Artificial Intelligence: The IP Behind Disruption”**
Panel Members: Bastian Best, Bardehle Pagenberg; Misha Benjamin, Element AI; Jason Silbergleit, IBM Research AI; Pramath Malik, Dolcera;
Moderator: Vincent Bergeron, Robic LLP
- C3: “Using Intellectual Property to Secure Debt Financing for Startups & Growth Companies”**
Panel Members: Joe Agiato, PIUS Limited LLC; Sharone Menczel, Ironshoe; Alexis Coyle, East West Bank; Drew Lanza, Ayla Networks, Inc.;
Moderator: Sam Khoury, Inavisiv, Inc.
- C4: “Best IP Strategies for Value Creation”**
Panel Members: Dr. Rush Khan, We ThRive; Dr. Yateen Pargaonkar, Riser IP; Jeffery Whittle, Hogan and Lovells; Stein Lundby, Qualcomm;
Moderators: Dr. R Khan, We ThRive; Dr. Tanja Sovic, TU Wien (Austria)
- C5: “Mediation, Arbitration and Alternative Dispute Resolution of Licensing and Other Technology Disputes”**
Panel Members: James Grossman, Applaud Medical, Inc.; Neil A. Smith, Former Judge, Patent and Trademark Office; Serena Lee, American Arbitration Association; Moderator: Ana Sambold, California State Bar ADR Committee
- C6: “Value of IP to Non-Profit Institutions”**
Panel Members: Rita Khanna, International Technology Transfer Mgmt., Inc.; Sylvie Fontelles-Drabek, Medicines for Malaria Venture (Switzerland);
Moderator: Julia Barnes-Weise, Global Healthcare Innovation Alliance Accelerator
- 2:45 pm **D1: “Blockchain and Cryptocurrency: New Tools for the Digital Economy”**
Panel Members: Jason Cross, Chairman Agraria Technologies, Inc.; Bob Kain, CEO, Luna DNA; Moderator: Ian DiBernado, FinTech Practice Leader
- D2: “YMC: Mock License Negotiation”**
Panel Members: Annie Gauthier, BCF; Curt Dodd, Fitch, Even, Tabin & Flannery LLP; Moderators: Alexander Haertel, Kather Augenstein; Michael Crichton, Growling WLG
- D3: “LES Standards Initiative: Improving the Practice of IP Management”**
Panel Members: Ron Laurie, Inflexion Point Strategy, LLC; Jeff Bartholomew, Robinson Waters & O’Dorisio; Mike Pellegrino, Pellegrino & Associates, LLC; John Carney, Delphi Automotive Systems, LLC; Patrick Terroir, Innovation Legal; Moderator: Robin Corwin, Rockwell Collins
- D4: “Economic Considerations for Patent Litigation Financing”**
Panel Members: Katharine Wolanyk, Buford Capital; Robert F. Kramer, Partner, Dentons; Moderator: Scott Weingust, Stout Risius Ross
- D5: “An International Perspective on Licensing in China: Experiences and Avoiding Potential Pitfalls”**
Panel Members: Jai (Jay) Wei, Best IPR Intellectual Property Law Corp.; Fiona Nicolson – Bristows; Sanjay Goorachurn, Smart & Biggar; Moderator: Harry Gwinnell, Greenblum & Bernstein
- D6: “Licensing Strategies for Platform Technologies: Lessons from CRISPR”**
Panel Members: Kristin Neuman, MPEG LA; Jacob Sherkow, New York Law School Broad Institute; Issi Rozen, Broad Institute; Moderator: Sadhana Chitale, NYU Technology Transfer Office
- 4:15 pm **E1: “The European Unitary Patent After Brexit: Over 400 Years After The Death Of Shakespeare, “To Be Or Not To Be?” Is Still Very Much The Question”**
Panel Members: Richard Kempner, Kempner & Partners; Joachim Mader, Bardehle Pagenberg; Jean-Martin Chevalier, Cousin & Associés; Moderator: Robert Alderson, Jacobacci & Partners
- E2: “Innovative Brand Protection Strategies Improve the Bottom Line”**
Panel Members: Jaime Lemons, Nike; David Bernstein, Debevoise; Charmaine Koo, Deacons; Moderator: Stefan Volker, Gleiss Lutz
- E3: “Trends in International Patent Enforcement, Court Litigation and Arbitration”**
Panel Members: Melissa Finocchio, VP/Chief Litigation Counsel, Intellectual Ventures; Chris Longman, Qualcomm; José Miguel Lissen, Gomez Acebo & Pombo; Zhu Nongfan, King & Wood Mallesons; Moderator: Prof. Dr. Tilman Müller-Stoy, Bardehle Pagenberg
- E4: “Impact of IP Rights on 4th Industrial Revolution in Asia”**
Panel Members: Audrey Yap, Yusam & Audrey; Alan Adcock, President, LES Thailand; Partner, Tilleke & Gibbins; Mina Maeda, Social Innovation IP Dept., IP Business Division, Hitachi, Ltd.; Hiroki Saito, Mori Hamada & Matsumoto; Moderator: Vikran Duangmanee, SCG Chemicals
- E5: “Making Your IP Department into a Value Driver & Corporate Partner”**
Panel Members: Konstantina Katcheves, VP & Assistant General Counsel, IP, Agilent Technologies; John Fortin, Director of Licensing, Lonza Pharma; Moderator: Anne Li, Crowell & Moring LLP

Tuesday, May 1, 2018—Workshops

- 1:00 pm **H1: “SMEs and the Patent Challenge”**
Panel Members: John Cabeca, U.S. Patent and Trademark Office; Ivan Chaperot, Novalto Capital; Didier Patry, France Brevets; Eric Setton, Tango
Moderator: Patrick Terroir, Innovation Legal
- H2: “Challenges and Opportunities for Start-ups”**
Dr. Wilaiporn Chetanachan, Director, Corporate Technology Office, The Siam Cement Public Co. LTD.; Alice Wang, IP Director, DJI; Moderator: Ningling Wang, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP; Co-chair, LESI Asia Pacific Committee
- H3: “Patent Pool Mock Negotiation — Part 1”**
Panel Members: Roberto Dini, Sisvel; Keith Lutsch, Blank Rome LLP; Heath Hoglund, Dolby Laboratories, Inc.; Christopher J. Kelly, Mayer Brown LLP
- H4: “The Current and Future State of Non-Profit Technology Transfer in the United States”**
Panel Members: Andrew Danielsen, Mayo Clinic Ventures; Katharine Ku, Stanford University; Lesley Millar-Nicholson, Massachusetts Institute of Technology; Claire T. Driscoll, National Human Genome Research Institute, NIH;
Moderator: Pam Cox, Marshall, Gerstein & Borun LLP
- H5: “Joint Development Agreements (JDAs) Are Only as Strong as the Weakest Link”**
Panel Members: David Westgor, MicroVision; Andy Polovin, Uptake Technologies; Dawn Phillips, Molson Coors Brewing Company; Saamil Mehta, GoGo LLC; Jo Costura, IP Transaction and Technology Licensing Manager EAME, Caterpillar UK
Moderator: Adam Petravicius, Partner, Kirkland & Ellis LLP
- H6: “What’s Hot and What’s Not In Drafting and Structuring Your Intellectual Property Licenses”**
Panel Members: Kandace Watson, Sheppard Mullin; Shawn White, Internet Corporation for Assigned Names and Numbers (ICANN); Michelle Carr, NBC Universal
- 2:45 pm **I1: “Atlanta IP- Developing a Model IP Ecosystem to Benefit Society”**
Panel Members: Scott Frank, AT&T Intellectual Property; Russell Allen, Georgia Bio; Cynthia Curry, Metro Atlanta Chamber of Commerce; Moderator: Barry Brager, Perception Partners
- I2: “Funding the High-Tech/Med Devices Start-ups”**
Panel Members: Dean Rosenberg, Angel Investor and Head of Tech Coast Angels; Jeremy Glaser, VC lawyer from Mintz Levin; Shawn Conahan, High Tech Serial Entrepreneur; Kim Walpole, Life Sciences Serial Entrepreneur; Moderator: David Powsner, Nutter, McClennen & Fish LLP
- I3: “An International Perspective: What Everyone Should Consider When Writing a Patent Application for Global Examination and Licensing”**
Panel Members: Kirsteen Gordon, Marks & Clerk LLP; Donald McNab, Marks & Clerk LLP; James Mullen, Morrison & Foerster LLP; Patrick McManamy, FB Rice
- I4: “Hot Topic Addressing an April 2018 Development”**
- I5: “Emerging Developments at the Intersection of IP, Blockchain and Cryptocurrency”**
Speaker: Jim Malakowski, Ocean Tomo; Jason Cohen, Chief Technology Officer, Intellectual Property Coin Group, Inc.
- I6: “U.S. High Tech Royalty Rate and FRAND Royalty Rate Survey Results”**
Panel Members: Tom Rouse, Qualcomm; Bob Held, Held IP; Richard Pinckney, Bristows; Jack Lu, IPMap LLC; Matteo Sabattini, Ericsson; José Miguel Lissén, Gómez-Acebo & Pombo Abogados, S. L. P.
- 4:15 pm **J1: “How to Best Protect Your Trade Secrets: A Global Perspective and Assessment.”**
Panel Member: Sergey Medvedev PhD, LLM, Gorodissky & Partners
- J2: “Navigating Open Source Risk Assessments During Diligence”**
Panel Members: Jennifer Pierce, Charles Russell Speechlys; Amy Chun, Knobbe Martens, Olson & Bear; Jeff Luszcz, Flexera; Moderator: Abraham Alegria Martinez, Alegria Martinez & Fernandez Wong
- J3: “Organic Chaotic Innovation”**
Panel Members: Craig Kenesky, Wilson, Sonsini, Goodrich & Rosati; Cleveland Justis, UC Davis Institute for Innovation and Entrepreneurship; Katharine Ku, Stanford University; Peter Anselmo, New Mexico Tech; Lionel Leventhal, Houlihan Lokey, Inc.; Moderator: Professor Lawrence J. Udell, LES Silicon Valley Chapter
- J4: “Licensing Early Stage Technology”**
Panel Members: Luke Dauchot; Dr. Bastian Joly; Kwang Jung (KJ) Kim; Moderator: Sanjay Prasad, Prasad IP, PC
- J5: “Brand Contribution: Building, Protecting and Leveraging Brand Assets”**
Panel Members: Lawrence Maxham, The Maxham Firm; Anne Bahr Thompson, Onesixtyfourth; Mark Chong; Tom Hume, Cali Bamboo; John Sarkisian, Motion Ventures; Jennifer Struebing; Moderator: Brian Buss, Nevium Intellectual Property Solutions
- J6: “Patent Pool Mock Negotiation — Part 2”**
Panel Members: Roberto Dini, Sisvel; Keith Lutsch, Blank Rome LLP; Heath Hoglund, Dolby Laboratories, Inc.; Christopher J. Kelly, Mayer Brown LLP

Saturday, April 28, 2018—Education Session

8:00 am–5:00 pm **Advanced Negotiation Skills – Day 1**

Understand the principles underlying effective negotiation; learn and practice skills to become a better negotiator; take home new ideas and reference material to be used in preparing and executing the next negotiation.

Sunday, April 29, 2018—Education Session

8:00 am–5:00 pm **Advanced Negotiation Skills – Day 2**

Wednesday, May 2, 2018—Education Sessions

8:00 am–5:00 pm **Best Practices in IP Licensing – Day 1**

During this two-day interactive program, you'll hear firsthand tales from the trenches as industry experts shed light on best practices for structuring and negotiating transactions. Learn from their experiences and leave armed with the key components you need to successfully close transactions. The high teacher-student ratio optimizes one-on-one interactions with the content leaders and your peers so you gain the most from the program. This course is designed for business development, legal, and technical professionals new to day-to-day management responsibilities of leveraging intellectual property assets, as well as those with a few years of IP transactional experience seeking to enhance the breadth of their skills. There are no prerequisites to take this course; however, IP & Licensing Basics or IP Business Basics 101 are recommended.

8:00 am–5:30 pm **CLP Exam Review Course**

Taught by experienced CLP-certified LES members, the emphasis of this course is on the eight CLP domains, the practice exam questions, and the participants' results. The review also includes access to our Virtual Knowledge Community, providing another opportunity for participants to review the domains and to ask questions of the LES experts. Of those who have taken this review course and the exam, 80 percent have passed. Earning CLP credentials establishes credibility among your colleagues, shows that you understand and utilize the latest industry practices, recognizes your experience and qualifications, and demonstrates your commitment to professional development.

Course Objectives include:

- Comprehend conflicts of interest, such as those arising from an attorney's representation of an organization.
- Learn about litigation conduct truthfulness in statements to others.
- Understand attorneys' confidentiality obligations to their clients.

Thursday, May 3, 2018—Education Session

8:00 am–5:00 pm **Best Practices in IP Licensing – Day 2**

Register NOW at www.LESI2018.org

Registration & Meeting Information

The all-inclusive 50th LESI Conference registration fee includes all workshops, panels, breakfasts, lunches and gala reception.

To be included in the Attendee Roster your registration must be received by April 6, 2018.



Peter Hess
LESI President



Bill Elkington
LES (U.S.A and Canada) President



Russell Levine
Co-Chair



Claire Driscoll
Co-Chair

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On-Site Registration Available



LESI 2018 ANNUAL CONFERENCE - HOTEL

Manchester Grand Hyatt Hotel, San Diego
One Market Place
San Diego, CA 92101-US
Tel: 619-232-1234

Reserve Online: <https://aws.passkey.com/go/LESI2018>

Reserve by Telephone: Use block code G-LESC
Within the United States call: 888.421.1442
Outside the United States call: 800.304.9288

Hotel Reservation Discount Deadline: April 11, 2018

If you have any problems reserving your hotel room, please contact Kelli Baxter at LES directly: kbaxter@les.org.

REGISTER

Registration Fees

\$1,395

LESI & LES (U.S.A. and Canada)
Members Early Bird Registration

- All Workshop & Panel Sessions
- Breakfasts
- Lunches
- Wine and Cheese Event
- Networking Events
- Welcome Reception & Gala Dinner

Contact: membership@les.org

\$1,595

LESI & LES (U.S.A. and Canada)
Non-Members Early Bird
Registration

- All Workshop & Panel Sessions
- Breakfasts
- Lunches
- Wine and Cheese Event
- Networking Events
- Welcome Reception & Gala Dinner

\$225

LESI & LES (U.S.A. and Canada)
Members Accompanying Guest
Registration (**NON-INDUSTRY**)

- Networking Breakfasts
- Wine and Cheese Event
- Networking Events
- Welcome Reception & Gala Dinner

SPONSORSHIPS

We cordially invite you to become a sponsor or exhibitor at the Licensing Executives Society International (LESI) 2018 Annual Conference in San Diego, California. From April 29 to May 2, 2018, we anticipate 500+ intellectual property professionals from around the world to connect with us and with one another. Showcase your business to the most influential minds in the industry and decision-makers within their organization.

For more information contact: sponsors@les.org

Educational programming will be offered both before and after LESI 2018. See www.lesusacanada.org/education for details regarding courses.



Photo: Carla J. Blackman

Enjoy outdoor networking overlooking San Diego Bay. The Manchester Grand Hyatt near downtown San Diego offers a spectacular waterfront resort-like setting, complete with shopping, dining, and entertainment venues.