

# SPRING MEETING

May 4-6  
Westin Times Square  
New York, NY

## SPOTLIGHT ON: LIFE SCIENCES

REGISTER NOW AT [LES2011SPRING.org](http://LES2011SPRING.org)

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& SAVE \$200!



## JOIN HUNDREDS OF YOUR COLLEAGUES AT THIS YEAR'S PREMIER EVENT FOR BIOTECH, PHARMA, HEALTHCARE, MEDICAL DEVICE, LEGAL & UNIVERSITY PROFESSIONALS!

### KEY BENEFITS OF ATTENDING:

- ▶ **ENGAGE** in targeted discussions with your colleagues on the hottest topics in the Life Sciences industry including **Structuring Term Sheets, Option Agreements, Co-Development and Co-Promotion Deals, Profit Sharing vs. Revenue Sharing, Commercialization, Clean-Tech, Deal Negotiations, Bio-Fuels, Patent Litigation, Biosimilars, Cloud Computing and Antitrust Dos and Don'ts in Licensing**
- ▶ **LEARN** from senior executives from leading organizations in your specific area of interest and across other fields, including biotechnology, pharmaceutical, healthcare, medical device, and university
- ▶ **FIND** out how to become the partner of choice, advance potential partnerships, and seal the deal
- ▶ **GAIN** in-depth insight, techniques and practical tools and tips from the interactive plenary panels, targeted mini-plenary sessions and smaller group workshops
- ▶ **CONNECT** with your peers at the many networking events and at the special Women in Licensing breakfasts
- ▶ **EARN** your ethics CLE credit during an interactive "Ethics in Licensing" workshop

### FEATURING KEYNOTE SPEAKER:



**DAVID J. KAPPOS**

Director, U.S. Patent & Trademark Office  
Under Secretary of Commerce for IP

*Improving the Quality of Healthcare,  
Pharmaceutical and Life Science Patents*

### SPEAKERS & PANELISTS FROM:

- Amicus Therapeutics
- Avila Therapeutics
- Battelle Ventures
- Baxter
- Becton Dickinson
- Columbia Technology Ventures
- Columbia University
- Department of Energy
- Federal Trade Commission
- Logical Therapeutics
- Merck
- MIT
- Pfizer
- Polymer Research Institute
- Princeton University
- Proterro
- Purdue Pharma
- Stanford University
- The Rockefeller University
- Valeritas
- Water Canary
- And more!

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

# THE MUST-ATTEND EVENT OF 2011 FOR ANY LIFE SCIENCES, UNIVERSITY & TECHNOLOGY TRANSFER PROFESSIONAL!



Dear Colleagues,

As fellow members of LES – whether it be in the Life Sciences, IUGI, or Legal Sectors – you likely are facing a myriad of issues in these challenging economic times. Moreover, the realities of long product development timelines, high early candidate failure rates, structuring and negotiating the deals we reach with strategic partners and licensees, and antitrust enforcement all serve to increase the complexities of the issues that we face on a day-to-day basis. For all of these reasons, we're constantly looking for the next best partnering and licensing opportunities while keeping up-to-speed on best practices used by successful companies, universities, and individuals.

This year's LES Spring Meeting, which will be held on May 4-6 in New York City and focus on issues in the life sciences industry, will aim to address many of your day-to-day and long-term challenges while highlighting recent developments in the law and industry best practices.

We're excited to welcome USPTO Director and Under Secretary of Commerce for IP, David Kappos, who will share his thoughts on improving the quality of healthcare, pharma and life sciences patents. We're also excited to welcome the General Counsel of the Federal Trade Commission, Willard Tom, who will participate in a mini-plenary on the Antitrust Dos and Don'ts of Patent Licensing.

In the life sciences industry, we know that it's mandatory to stay on top of the hottest topics, so we'll focus on issues like option agreements, co-development and co-promotion deals, profit sharing v. revenue sharing, commercialization, clean-tech, deal negotiations, bio-fuels, litigation in the life sciences industry, biosimilars, cloud computing, antitrust in licensing, and more. We also will focus on you and your career. We will have numerous networking opportunities, including breakfast networking meetings for Women in Licensing, and we will have a panel of senior licensing executives talk with you, and answer your questions, about the keys to long term career success as you advance up the licensing ladder.

We have put together a top-notch program with leading industry speakers who can draw from their personal experience in deal-making, partnering, licensing, and advancing their careers. With interactive sessions encouraging audience participation, targeted mini-plenaries focusing on niche industry topics, and small group workshops, the Spring Meeting will be the best life sciences IP and licensing event to attend in 2011.

For more info and to register, visit [LES2011Spring.org](http://LES2011Spring.org). Register by April 1 for the Early Rate!

See you in New York in May!

Russell E. Levine, P.C.  
Kirkland & Ellis LLP  
LES Spring Meeting Chair

Mark G. Bloom, CLP  
Bigelow Laboratories for Ocean Sciences  
LES Spring Meeting Vice-Chair

Stasia L. Ogden  
Baxter Healthcare Corp.  
LES Spring Meeting Vice-Chair

## WHO SHOULD ATTEND?

### PROFESSIONALS INVOLVED WITH:

- Corporate & Business Development
- Biotech/Pharma Leads involved with IP Matters
- Licensing
- R&D
- IP & General Legal
- Technology Transfer
- Service Providers

### FROM THE FOLLOW INDUSTRIES:

- Biotechnology
- Pharmaceuticals
- Healthcare
- Medical Devices
- University Technology Transfer
- Other Life Science Initiatives

**SPRING MEETING**  
May 4-6 / New York, NY

**SPOTLIGHT ON:  
LIFE SCIENCES**



## HEAR FROM THE TOP MINDS IN THE BIOTECH, PHARMA, HEALTHCARE, MEDICAL DEVICE, & TECH TRANSFER FIELDS!

The 2011 Spring Meeting is a highly targeted event that will focus primarily on the breaking developments and hot topics facing IP, licensing and business development professionals in the Life Sciences industry.

The Meeting will feature the best networking and education opportunities with leaders in the Life Sciences sector, including senior executives from biotechnology, pharmaceutical, healthcare, medical device, university and other technology transfer fields.

The program will feature the hottest topics in the Life Sciences industry, including:

- Structuring Term Sheets
- Option Agreements
- Co-Development and Co-Promotion Deals
- Profit Sharing vs. Revenue Sharing
- Commercialization
- Clean-Tech
- Deal Negotiations
- Bio-Fuels
- Ethics in Licensing
- Patent Litigation
- Biosimilars
- Cloud Computing
- Antitrust Dos and Don'ts in Licensing

Join hundreds of your colleagues in New York City for unparalleled and focused education and networking.

**REGISTER BY 4/1 FOR THE EARLY RATE & SAVE \$200!**



### FEATURING KEYNOTE SPEAKER:



**DAVID J. KAPPOS**

Director, U.S. Patent & Trademark Office  
Under Secretary of Commerce for IP

### KEYNOTE ADDRESS: IMPROVING THE QUALITY OF HEALTHCARE, PHARMACEUTICAL AND LIFE SCIENCE PATENTS

In his current role, David Kappos advises the President, the Secretary of Commerce, and the Administration on intellectual property matters. Over a 21-year career in intellectual property, Mr. Kappos has seen all sides of the IP system and its impact on innovation globally. Mr. Kappos directs an office that provides incentives to encourage technological advancement and helps entrepreneurs and businesses of all sizes protect their investments, promote their goods and services and safeguard against deception in the marketplace.

The Office is taking steps to deal with patent application backlogs, long waiting periods for patent review, outdated information technology systems, and an application process in need of reform.

## SCHEDULE AT A GLANCE

### WEDNESDAY, MAY 4TH

6:00 – 7:30 PM Welcome Reception

### THURSDAY, MAY 5TH

7:30 – 8:30 AM General Networking Breakfast

**Women in Licensing Networking Breakfast**

8:30 – 10:45 AM **INTERACTIVE PLENARY PANEL: BEST PRACTICES FROM LAB BENCH TO INCUBATION TO COMMERCIALIZATION**

10:45 – 11:15 AM Networking Break

#### 11:15 AM – 12:15 PM **IN-DEPTH WORKSHOPS**

- 1 Trading Places: Lessons Learned From Diverse Licensing Experience in Deal Negotiations
- 2 Pipedreams to Pipelines: Last Call for Bio-Fuels?
- 3 Ethics in Licensing
- 4 Determining a Reasonable Royalty in the Absence of the 25% Rule of Thumb
- 5 Patent Litigation...What Does a Biopharma Licensing Executive Need to Know and Why Should They Care?

12:15 – 1:45 PM Luncheon

#### **KEYNOTE ADDRESS**

**DAVID J. KAPPOS**, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

*"Improving the Quality of Healthcare, Pharmaceutical and Life Science Patents"*

#### 2:00 – 3:30 PM **TARGETED MINI-PLENARY SESSIONS**

- 1 Top Issues You Told Us You Wanted To Hear About From Different Perspectives
- 2 Clean-Tech Issues In The Healthcare Industry

3:30 – 4:00 PM Networking Break

#### 4:00 – 5:30 PM **TARGETED MINI-PLENARY SESSIONS**

- 1 More Top Issues You Told Us You Wanted To Hear About From Different Perspectives
- 2 More Clean-Tech Issues In The Healthcare Industry

5:30 – 7:30 PM **TECH FAIR**

6:30 – 9:30 PM **LES PUB NIGHT: NETWORKING RECEPTION & GAMES**

### FRIDAY, MAY 6TH

7:45 – 8:45 AM General Networking Breakfast

**Women in Licensing Networking Breakfast**

#### 8:45 – 10:45 AM **TARGETED MINI-PLENARY SESSIONS**

- 1 Trends In Biosimilars and Implications for Licensing
- 2 Cloud Computing in the Pharma Industry: Everything You Need to Know but Were Afraid to Ask
- 3 Antitrust Dos and Don'ts in Patent and Technology Licensing
- 4 Partnering: Pathways to Products and Profits

10:45 – 11:00 AM Networking Break

11:00 AM – 12:15 PM **INTERACTIVE PLENARY PANEL: ADVANCING UP THE LICENSING LADDER: SENIOR LICENSING EXECUTIVES SHARE THE KEYS TO LONG-TERM CAREER SUCCESS**

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**SPOTLIGHT ON:  
LIFE SCIENCES**



# ENGAGE IN TARGETED DISCUSSIONS WITH YOUR COLLEAGUES ON THE HOTTEST TOPICS IN THE LIFE SCIENCES INDUSTRY

## INTERACTIVE PLENARY PANELS

### ► **Best Practices From Lab Bench to Incubation to Commercialization**

*Thursday, May 5th*

*8:30 - 10:45 AM*

Led by former LES President **Kathleen Denis** of The Rockefeller University, this plenary panel will host executives from the top tech transfer offices in the nation, including Columbia University Ventures, Princeton, MIT and University of Pennsylvania.

### ► **Advancing Up the Licensing Ladder: Senior Licensing Executives Share the Keys to Long-Term Career Success**

*Friday, May 6th*

*11:00 AM - 12:15 PM*

A panel of industry veterans – **Bob Hallenbeck**, Becton Dickinson; **Stasia Ogden**, Baxter; **Catherine Sohn**, Sohn Health Strategies; and **Bruce S. Weintraub**, Pfizer – will impart their strategies and tips for professional success and discuss how you can leverage their experiences to climb your own ladder.

## OTHER MEETING HIGHLIGHTS

### ► **In-Depth Workshop - Pipedreams to Pipelines: Last Call for Bio-Fuels?**

*Thursday, May 5th*

*11:15 AM - 12:15 PM*

An interactive workshop featuring Douglas Faulkner, former Acting Assistant Secretary, Department of Energy, EERE and USDA Acting Under Secretary for Rural Development.

### ► **In-Depth Workshop - Ethics in Licensing**

*Thursday, May 5th*

*11:15 AM - 12:15 PM*

An interactive workshop led by former LES (USA & Canada) and LESI Past President Pat O'Reilly of Finnegan Henderson, who will deliver an ethics blueprint for attendees to follow in their everyday business transactions.

### ► **Targeted Mini-Plenary - Top Issues You Told Us You Wanted To Hear About from Different Perspectives**

*Thursday, May 5th*

*2:00 - 5:30 PM*

Join senior dealmakers from different sectors of the biopharmaceutical licensing arena, including representatives from Stanford University, Avila Therapeutics, Valeritas, Pfizer and Merck, to discuss in a fireside chat format some of the key issues that have been identified by you, our members.

### ► **Targeted Mini-Plenary - Antitrust Dos and Don'ts in Patent and Technology Licensing**

*Friday, May 6th*

*8:45 - 10:45 AM*

Willard "Will" Tom, General Counsel of the Federal Trade Commission, along with David Rodi of Baker Botts and Marc Brotman of Pfizer, will provide critical antitrust information for any company during this mini-plenary discussion.

### ► **Targeted Mini-Plenary - Trends in Biosimilars and Implications for Licensing**

*Friday, May 6th*

*8:45 - 10:45 AM*

Learn about recent trends and industry perspectives on the future impact and opportunity associated with biosimilars. Key topics will cover the evolving U.S. regulatory pathway, perspectives on key commercial and technical challenges and opportunities, lessons learned to date from the EU experience, and implications for licensing in the future.

## DETAILED PROGRAM

### WEDNESDAY, MAY 4TH

6:00 – 7:30 PM Welcome Reception

### THURSDAY, MAY 5TH

7:30 – 8:30 AM General Networking Breakfast

#### **Women in Licensing Networking Breakfast - Hosted by Women in Licensing**

Help us shape the future of Women in Licensing at LES. We'd like to hear your thoughts about the needs of our community and how we can best meet those needs. Join us for breakfast, important conversation and interesting colleagues.

8:30 – 10:45 AM

#### **INTERACTIVE PLENARY PANEL**

##### **BEST PRACTICES FROM LAB BENCH TO INCUBATION TO COMMERCIALIZATION**

Technology transfer offices within academic institutions are pulled in many directions by the multiple constituencies they serve, and a strict definition of "success" may be elusive. By studying the best licensing practices, operating tactics, and winning strategies of world-class operations that are agreed to be successful, much can be learned by all licensing executives. This interactive plenary session brings together the heads of several of these world-class operations. They will discuss the best practices they have developed over the years and use currently in taking technology from lab bench to incubation to commercialization, as well as their own definitions of success, in a session moderated by former LES (USA & Canada) President Kathleen Denis. Microphones will be available throughout the audience so that you can ask your own questions of the distinguished panel.

##### **Moderator:**

Kathleen A. Denis, *Associate Vice President, Office of Technology Transfer*, **THE ROCKEFELLER UNIVERSITY**

##### **Panelists:**

Mike Cleare, *Associate Vice Provost for Research & Executive Director*, **CENTER FOR TECHNOLOGY TRANSFER, UNIVERSITY OF PENNSYLVANIA**

Orin Herskowitz, *Executive Director & VP IP & Technology Transfer*, **COLUMBIA TECHNOLOGY VENTURES**

Lita L. Nelsen, *Director, Technology Licensing Office*, **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

John F. Ritter, *Director, Office of Research and Project Administration*, **PRINCETON UNIVERSITY**

10:45 – 11:15 AM

Networking Break

11:15 AM – 12:15 PM

#### **IN-DEPTH WORKSHOPS**

##### **① TRADING PLACES: LESSONS LEARNED FROM DIVERSE LICENSING EXPERIENCE IN DEAL NEGOTIATIONS**

Ratchet up your negotiating skills with lessons learned from "Trading Places." While the title "Trading Places" references Eddie Murphy's humorous movie, the title also reflects the increased switching of roles within the business development/licensing function within the biopharmaceutical industry as a result of M&A and ensuing divestitures, growth of start-up companies, early stage deals with Academic centers, and the overall tightening of capital.

This highly interactive workshop will include a panel of seasoned licensing professionals with buy-side and sell-side experience including M&A from positions within large pharma, large biotech, small emerging biotech, drug delivery, academic incubators, and venture funds. This workshop will be structured to highlight how "Trading Places" in business development positions/roles can provide valuable insights, strategies and tactics to strengthen your negotiating skills in the new position. In our dynamic health care environment, things don't stand still; thus the importance of looking at negotiations from multiple perspectives.

##### **Moderator:**

Ruth Plager, *President*, **ZENITHBIO**  
(formerly with Enzon and Pfizer)

##### **Panelists:**

Bradley Campbell, *Senior VP, Business Operations*, **AMICUS THERAPEUTICS**  
(former Business Director, Genzyme Cardiovascular Unit)

Carolyn Green, *Co-Founder, President & COO*, **LOGICAL THERAPEUTICS**

Jeff Jonker, Esq., *CBO* **SATORI PHARMACEUTICALS**  
(former VP, Business Dev., Gloucester; Group Director, Business Development, Genentech)

Michael Yeomans, PhD, *President*, **PHARMAPARTNERS**  
(former SVP, Bayer Global BusDev)

PROGRAM CURRENT AS OF 2/18/11. PLEASE VISIT [LES2011SPRING.ORG](http://LES2011SPRING.ORG) FOR UPDATES.



## SPRING MEETING

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SPOTLIGHT ON:  
LIFE SCIENCES



## DETAILED PROGRAM

THURSDAY, MAY 5TH (CONTINUED)

11:15 AM – 12:15 PM

### IN-DEPTH WORKSHOPS (CONTINUED)

#### ② PIPEDREAMS TO PIPELINES: LAST CALL FOR BIO-FUELS?

Will the nascent biofuel industry, just like more than one highly innovative disruptive technology, follow the now-familiar roller-coaster development cycle that includes peaks of enthusiasm, valleys of near-death, and eventual plateaus before becoming mainstream? Deal makers and technology transfer executives must be nimble in adapting strategies to wildly swinging sentiments of potential partners and investors. This panel attempts to contrast the lessons learned over several decades of therapeutic monoclonal antibody R&D to the challenges and opportunities for up-and-coming biofuel companies. Panelists include experienced biotech licensing professionals and government and private sector experts in biofuels and renewable energy.

**Moderator:**

Bradley J. Olson, *Patent Attorney*, **DICKSTEIN SHAPIRO**

**Panelists:**

Douglas Faulkner, *former Acting Assistant Secretary*, **DEPT. OF ENERGY**, (*EERE & USDA Acting Under Secretary for Rural Development*)

Kef Kasdin, *CEO*, **PROTERRO**; *Managing Director*, **BATTELLE VENTURES**

Aaron Schuchart, *President*, **SEA CONSULTING GROUP**

#### ③ ETHICS IN LICENSING

In an interactive workshop complete with hypotheticals for debate and discussion, former LESI President Pat O'Reilley will address ethical rules and obligations pertaining to licensing and common ethical issues that arise in licensing.

**Speaker:**

Pat O'Reilley, *Partner*, **FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LLP**

#### ④ DETERMINING A REASONABLE ROYALTY IN THE ABSENCE OF THE 25% RULE OF THUMB

On January 4, 2011, the United States Court of Appeals for the Federal Circuit issued its decision in *Uniloc USA Inc. and Uniloc Singapore Private Limited v. Microsoft Corporation*, and rejected the use of the 25% Rule of Thumb. The Federal Circuit held that "the 25 percent rule of thumb is a fundamentally flawed tool for determining a baseline royalty rate in a hypothetical negotiation." So where do licensing professionals go from here? How will royalty rates be determined in negotiations and in litigation? This workshop will give you the answers and is a must attend for licensing professionals.

**Speakers:**

Bradford J. Kullberg, *Director*, **CAPSTONE ADVISORY GROUP LLC**

Michael J. Lasinski, *Managing Director*, **284 PARTNERS, LLC**

#### ⑤ PATENT LITIGATION...WHAT DOES A BIOPHARMA LICENSING EXECUTIVE NEED TO KNOW AND WHY SHOULD THEY CARE?

Patent litigation in the U.S. is a constantly evolving practice area. Recent biotech and pharmaceutical patent law developments pose significant risks to the unwary licensing executive. This panel is designed to provide you with the information you need to identify and avoid the risks associated with recent changes to U.S. patent law. Different perspectives will be offered from senior in-house licensing executives and outside patent litigation counsel.

**Speakers:**

Allen G. Downs, *Senior Executive Director, Licensing & Business Development*, **PURDUE PHARMA L.P.**

Mark H. Nawacki, *CLP, VP Business & Corporate Development*, **PALADIN LABS, INC.**

Kim Rosenfield, *General Counsel*, **STEREOTAXIS**

W. Cory Spence, *Partner*, **KIRKLAND & ELLIS LLP**

12:15 – 1:45 PM

Luncheon

#### KEYNOTE ADDRESS

**DAVID J. KAPPOS**, *Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office*

*"Improving the Quality of Healthcare, Pharmaceutical and Life Science Patents"*

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## DETAILED PROGRAM

### THURSDAY, MAY 5TH (CONTINUED)

2:00 – 3:30 PM

#### TARGETED MINI-PLenary SESSIONS

##### ❶ TOP ISSUES YOU TOLD US YOU WANTED TO HEAR ABOUT FROM DIFFERENT PERSPECTIVES

Join experienced dealmakers from different sectors of the biopharmaceutical licensing arena to discuss in a fireside chat format some of the key issues that have been identified by you, our members. The panelists will discuss topics such as Option Agreements, Structuring Term Sheets, Co-development and Co-promotion deals, including pluses and minuses for each party as well as the issues involved in profit sharing vs. revenue sharing.

**Moderator:**

TBD

**Panelists:**

Jane Devereux, *Senior Director, Corporate Licensing*, **MERCK**  
Katharine Ku, *Director*, **STANFORD UNIVERSITY OFFICE OF TECHNOLOGY LICENSING**  
Kelly Longo, *Director, Worldwide Business Development*, **PFIZER**  
Nagesh Mahanthappa, *VP Corporate Development*, **AVILA THERAPEUTICS**  
Chris Searcy, *SVP Corporate Development*, **VALERITAS, INC.**

##### ❷ CLEAN-TECH ISSUES IN THE HEALTHCARE INDUSTRY

The Tri-State region has multiple researchers and entrepreneurs that illustrate the overlap, intersection, collision and contrasts between these two huge areas of innovation and change. When are trade-offs of "Clean or Health" needed, and how can these tough choices be analyzed; when can either be better served by also considering the other; what are some platform technologies that have implications, uses + potential to revolutionize these and perhaps other multiple fields?

We aim to have a TED-like series of brief, intense and fast-paced presentations by thought leaders - world-class speakers and researchers - that will expose you to a wide range of mind-expanding business and science ideas that have real potential to change the world.

**Moderator:**

David A. Kalow, *Partner*, **KALOW & SPRINGUT LLP**

**Panelists:**

Kalle Levon, *Professor of Chemistry, Department Head, Vice Dean of Research, Director*, **POLYMER RESEARCH INSTITUTE**  
Sonaar Luthram, *CEO*, **WATER CANARY**  
Shree K. Naya, *Chairman, Computer Science Department*, **COLUMBIA UNIVERSITY**

3:30 – 4:00 PM

Networking Break

4:00 – 5:30 PM

#### TARGETED MINI-PLenary SESSIONS

##### ❶ MINI-PLenary PANEL: MORE TOP ISSUES YOU TOLD US YOU WANTED TO HEAR ABOUT FROM DIFFERENT PERSPECTIVES

##### ❷ MINI-PLenary PANEL: MORE CLEAN-TECH ISSUES IN THE HEALTHCARE INDUSTRY

5:30 – 7:30 PM

TECH FAIR

6:30 – 9:30 PM

LES PUB NIGHT: NETWORKING RECEPTION & GAMES

### FRIDAY, MAY 6TH

7:45 – 8:45 AM

General Networking Breakfast

**Women in Licensing Networking Breakfast - Hosted by Women in Licensing**

Help us shape the future of Women in Licensing at LES. We'd like to hear your thoughts about the needs of our community and how we can best meet those needs. Join us for breakfast, important conversation and interesting colleagues.

8:45 – 10:45 AM

#### TARGETED MINI-PLenary SESSIONS

##### ❶ TRENDS IN BIOSIMILARS AND IMPLICATIONS FOR LICENSING

Learn about recent trends and industry perspectives on the future impact and opportunity associated with biosimilars. Key topics will cover the evolving U.S. regulatory pathway, perspectives on key commercial and technical challenges and opportunities, lessons learned to date from the EU experience, and implications for licensing in the future.

**Speakers:**

TBD

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SPOTLIGHT ON:  
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## DETAILED PROGRAM

FRIDAY, MAY 6TH (CONTINUED)

8:45 – 10:45 AM

### TARGETED MINI-PLenary SESSIONS (CONTINUED)

#### 2 CLOUD COMPUTING IN THE PHARMA INDUSTRY: EVERYTHING YOU NEED TO KNOW BUT WERE AFRAID TO ASK

Working in the cloud -- is it just a trend or the next reality for the pharmaceutical sector? But first, what, exactly, is the cloud? What are the different features and benefits offered by working this way? What options are available and what size does your company have to be in order to make it worthwhile to successfully deploy to the cloud? How difficult is it to implement? Where within your company will the cloud be deployed? Can billing be scalable? Major challenges need to be addressed before widespread adoption, including issues of interoperability, cyber-security, regulatory compliance, scalability, energy, integration with legacy systems, as well as privacy and confidentiality concerns.

What is Amazon's Elastic Cloud Computing service EC2, and why is big pharma adopting it? How close are IBM, HP and Rackspace to competing with EC2 for pharma's business? What are the security risks? There are lots of questions in this new and rapidly developing technology. Our mini-plenary will provide insights from the industry, legal, and consulting points of view.

**Moderator:**

Sandra Holtzman, *Chair*, **LES NY CHAPTER**, *Founder & President*, **HOLTZMAN COMMUNICATIONS**

**Panelists:**

Radu Sion, *Associate Professor and Director*, **CLOUD COMPUTING CENTER AT STONY BROOK UNIVERSITY NY STATE CEWIT CENTER OF EXCELLENCE ON CLOUD COMPUTING**

Terry Rice, *Senior Director, Information Risk Management & Compliance Enterprise Application Services*, **MERCK**

Speaker TBD, **DELOITTE**

Speaker TBD, **IBM**

#### 3 ANTITRUST DOS & DON'TS IN PATENT AND TECHNOLOGY LICENSING

The views of the US Courts regarding the proper relationship between the patent and antitrust laws have changed over time. In addition, the federal antitrust enforcement agencies have been in the forefront of the modern evolution of views concerning the relationship between patent and antitrust law. The current enforcement policy with regard to licensing all forms of IP is set out in the Antitrust Guidelines for the Licensing of Intellectual Property, Guidelines which were issued jointly by the Antitrust Division of the Justice Department and the Federal Trade Commission. But, with all that has changed in the Courts and in enforcement policy, the question is where are we now. Licensing executives need to know what they can do and what they must not do when licensing IP. This distinguished panel, including the General Counsel of the Federal Trade Commission, will discuss where we are now and what you can and can't do when licensing.

**Speakers:**

Marc Brotman, **PFIZER**

David Rodi, *Partner*, **BAKER BOTTS**

Willard "Will" Tom, *General Counsel*, **FEDERAL TRADE COMMISSION**

#### 4 PARTNERING: PATHWAYS TO PRODUCTS AND PROFITS

"The first step in winning the future is encouraging American innovation."

- President Obama, 2011 State of the Union Address.

Traditionally, government, industry, and private foundations have funded research at universities separately. This panel will explore and discuss new models of collaboration between funding entities and research institutions that will drive innovation and bring novel products to market.

**Speakers:**

TBD

10:45 – 11:00 AM

Networking Break

11:00 AM – 12:15 PM

### INTERACTIVE PLENARY PANEL

#### ADVANCING UP THE LICENSING LADDER: SENIOR LICENSING EXECUTIVES SHARE THE KEYS TO LONG-TERM CAREER SUCCESS

How do you take the next step in your career path? Where and when do you make your next move, and what's the best way to do it? Get the inside scoop - from industry leaders who once faced those same questions - on the best strategies for professional advancement and development. A panel of veterans from leading life sciences companies will sit down to discuss their own personal experiences as their careers took off. They'll share their strategies and tips for professional success and discuss how you can leverage their experiences to climb your own ladder. The audience will be invited to participate in the discussion to ask questions and engage in conversations with the panelists.

**Moderator:**

Stasia Ogden, *Assistant General Counsel, IP*, **BAXTER**

**Speakers:**

Robert Hallenbeck, *VP, Advanced Bioprocessing*, **BECTON DICKINSON**

Catherine Sohn, *President*, **SOHN HEALTH STRATEGIES** (formerly GlaxoSmithKline)

Bruce S. Weintraub, *Senior Corporate Counsel*, **PFIZER**

# 2011 SPRING MEETING SPONSORS & PARTNERS

## HOTEL ACCOMMODATIONS

**The Westin New York at Times Square**  
270 W. 43rd Street at Eighth Avenue  
New York, NY 10036  
Reservations: 866-837-4183  
WestinNY.com

Call 866-837-4183 and mention "LES" or "Licensing Executives Society" before **March 26** to obtain the special LES Group Rate of \$269 for a single/double.

## EARN CLE & CLP CREDITS

LES is an approved MCLE provider by the State Bars of California and Illinois. LES provides assistance in securing continuing education credits for CLE from other states. The Spring Meeting is eligible for up to 10 credits. For more information, go to [LESUSACanada.org/CLE](http://LESUSACanada.org/CLE).

Your participation at the LES 2011 Spring Meeting also counts toward CLP recertification. For more information, go to [LicensingCertification.org](http://LicensingCertification.org).

## SPRING MEETING COMMITTEE

LES would like to thank the volunteers, including LES chapter, industry sector and committee liaisons, who offered their time and expertise to plan the Spring Meeting.

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**SPRING MEETING**  
May 4-6 / New York, NY

**SPOTLIGHT ON:  
LIFE SCIENCES**

# SPRING MEETING

May 4-6 / New York, NY

SAVE TIME! REGISTER ONLINE AT  
**LES2011SPRING.org**

**Not an LES member yet? Members save \$300 on Spring Meeting registration so JOIN NOW!**

Along with taking advantage of the discounted member rate, you'll immediately receive access to many other valuable benefits, including the worldwide member directory, exclusive publications and surveys, online networks, professional development, and much more. Just join prior to registering for the meeting or just mark the membership box below and attach the membership application. **Join at [LESUSACanada.org/JOIN](http://LESUSACanada.org/JOIN).**

## LES (USA & CANADA) 2011 SPRING MEETING REGISTRATION FORM

### REGISTRANT INFORMATION

Name: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Is this a new address?  Yes  No

Please list disability or dietary requirements which require special arrangements, LES will contact you via email:

\_\_\_\_\_

VOLUNTEER OPPORTUNITIES: I'd like to be contacted about volunteer opportunities at the LES 2011 Spring Meeting.

### REGISTRATION FEES\*

Check appropriate registration categories and compute totals. Registrations without complete payment will not be processed. Your membership must be current before you may receive the member registration rate. Registrations received after **April 20, 2011** will not be included in the printed attendee list, but will be updated during the meeting online at [LES2011Spring.org](http://LES2011Spring.org).

\*Attached is a completed membership application to qualify me to sign up for the member rate.

### SPRING MEETING REGISTRATION

	Early Rate On/Before 4/1	Standard Rate 4/2 - 5/6
Member	<input type="radio"/> \$895	<input type="radio"/> \$1,095
Non-Member	<input type="radio"/> \$1,195	<input type="radio"/> \$1,395

### ACCOMPANYING PERSONS

Spring Meeting \_\_\_\_\_ @ \$150

Accompanying Person's Name: \_\_\_\_\_

Accompanying Person's Email: \_\_\_\_\_

PROMO CODE \_\_\_\_\_

TOTAL PAYMENT\*\* \$ \_\_\_\_\_

\*\*All fees are in U.S. Dollars. LES reserves the right to charge the correct amount if different from the total payment listed above.

LES OFFICIAL USE: Batch # \_\_\_\_\_ Member # \_\_\_\_\_ Source Code \_\_\_\_\_

### PLEASE SELECT THE SESSIONS YOU ARE MOST LIKELY TO ATTEND:

#### THURSDAY, MAY 5TH

##### IN-DEPTH WORKSHOPS (11:15 AM - 12:15 PM) (choose one)

- 1 Trading Places: Lessons Learned From Diverse Licensing Experience in Deal Negotiations
- 2 Pipedreams to Pipelines: Last Call for Bio-Fuels?
- 3 Ethics in Licensing
- 4 Determining a Reasonable Royalty in the Absence of the 25% Rule of Thumb
- 5 Patent Litigation . . . What Does a Biopharma Licensing Executive Need to Know and Why Should They Care

##### TARGETED MINI-PLENARY SESSIONS (2:00 - 5:30 PM) (choose one)

- 1 Top Issues You Told Us You Wanted To Hear About from Different Perspectives
- 2 Clean-Tech Issues in the Healthcare Industry

#### FRIDAY, MAY 6TH

##### TARGETED MINI-PLENARY SESSIONS (8:45 - 10:45 AM) (choose one)

- 1 Trends In Biosimilars and Implications for Licensing
- 2 Cloud Computing in the Pharma Industry: Everything You Need to Know but were Afraid to Ask
- 3 Antitrust Dos & Don'ts in Patent and Technology Licensing
- 4 Partnering: Pathways to Products and Profits

##### WOMEN IN LICENSING BREAKFAST

- Thursday (7:30 - 8:30 AM)
- Friday (7:45 - 8:45 AM)

### METHOD OF PAYMENT

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.

Wire Transfer (please add transfer fees to the amount wired)

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### REMITTANCE INFORMATION

Return this form along with payment to:

**LES (U.S.A. and Canada), Inc.**  
1800 Diagonal Road, Suite 280  
Alexandria, VA 22314

Fax: 703-836-3107  
Email: [meetings@les.org](mailto:meetings@les.org)  
Call: 703-836-3106

### LES MEETING POLICIES

#### Cancellation Policy

All cancellations must be received in writing. All refunds are subject to a \$100 cancellation fee. LES (USA & Canada) extends refunds for meeting and education program cancellations received up to 14 days before the program begins. Refunds are not available for cancellations received less than 14 days before an event. In the event of an emergency, please note that refunds received within 14 days of the event will be reviewed following the conclusion of the event. Please note that fees are non-transferable to another LES meeting. Substitutions are welcome and requests must be made in writing. Substitutions of members by non-members will result in a balance due for the difference between the member/non-member fees.

#### Accompanying Person Policy

The Spring Meeting registration fee covers only one registrant. Accompanying Persons may attend evening social functions and the Accompanying Persons' breakfast if they register and pay the Accompanying Persons' registration fee. Licensing professionals may not attend as Accompanying Persons. "Accompany Person" refers to a personal relationship, not a business associate or staff colleague.

#### Photo Release Policy

Registrant grants permission to LES (USA & Canada) to use registrant's image or likeness for any and all promotional purposes.

#### Registration List Policy

By registering for this meeting, you agree that LES may maintain your name and employer information completed in this form ("information"), as necessary, for its activities including that LES may publish the information on its website and in a list of registrants available to LES members and to meeting attendees. Reproduction of the list of registrants is not authorized and its use for general mailings or similar purpose, including use as a general mailing list for invitation to functions for business solicitations, is prohibited.

I do not consent to have my name and organization published on the meeting website, available exclusively to LES members and meeting attendees.

# SPRING MEETING

May 4-6  
Westin Times Square  
New York, NY

## SPOTLIGHT ON: LIFE SCIENCES

REGISTER NOW AT [LES2011SPRING.org](http://LES2011SPRING.org)

REGISTER BY 4/1  
FOR THE EARLY RATE  
& SAVE \$200!

### KEY BENEFITS OF ATTENDING

**ENGAGE** in targeted discussions with your colleagues on the hottest topics in the Life Sciences industry

**LEARN** from senior executives from leading organizations in your specific area of interest and across other fields, including biotechnology, pharmaceutical, healthcare, medical device, and university

**FIND** out how to become the partner of choice, advance potential partnerships, and seal the deal

**GAIN** in-depth insight, techniques and practical tools and tips from the interactive plenary panels, targeted mini-plenary sessions and smaller group workshops

**CONNECT** with your peers at the many networking events and at the special Women in Licensing breakfasts

**EARN** your ethics CLE credit during an interactive "Ethics in Licensing" workshop

**LES**  
USA & CANADA  
**2011**  
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FEATURING KEYNOTE SPEAKER:

Licensing Executive Society (USA & Canada), Inc.  
1800 Diagonal Road, Suite 280  
Alexandria, VA 22314

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