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 war.

10:15 am  B1: “Doing Major Life Sciences Deals: The Keys to Success”  
Panel Members: Stesia Ogden, VP, Global Patent Litigation, GSK; John Calvo, Senior Counsel, Bayer; Christina Allegren, VP, Fresenius Medical Care  
Moderator: Amanda Hollis, Partner, Kirkland & Ellis LLP

Panel Members: Suzanne Munch, 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, Yusam (Singapore); Dr. Yan Zhang, Partner, IPFu  
Moderator: Larry Horn, Chief Executive Officer, MPEG LA, LLC

Moderator: Aaron Charfoos, Partner, Jones Day

Tuesday, May 1, 2018—Mini-Plenary Sessions

8:30 am  F1: Plenary Session—“Datashock: Artificial Intelligence, Connectedness, and Ready 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.

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

Moderator: Mike Lasinski, CEO and Managing Director, 284 Partners

G4: “Diversity and Identity of the Licensing Profession: Career Development Discussion”  
Panel Members: Jennifer Dyer, Senior Vice President of University Relations, Osage University Partners; Paul H. Ebert, President and CEO, Ebert Wolfe & Co., Executive Search  
Moderator: Kirsten Leute, National Institutes of Health (NIH)
Monday, April 30, 2018—Workshops

1:00 pm C1: “Know-How Licensing” Speaker: Theo Stamatiadis, GE Power (Switzerland) Panel Members: Bastian Best, Bardetlie Pagenberg; Misha Benjamin, Element AI; Jason Silbergliet, IBM Research AI; Pramath Malik, Dolceka; Moderator: Vincent Bergeron, Robic LLP

C2: “Artificial Intelligence: The IP Behind Disruption” Panel Members: Bastian Best, Bardetlie Pagenberg; Misha Benjamin, Element AI; Jason Silbergliet, IBM Research AI; Pramath Malik, Dolceka; Moderator: Vincent Bergeron, Robic LLP


C4: “Best IP Strategies for Value Creation” Panel Members: Dr. Rush Khan, We Thrive; Dr. Yatene Parganokar, Riser IP; Jeffray Whittle, Hogan and Lovells; Stein Lundby, Qualcomm; Moderators: Dr. R Khan, We Thrive; Dr. Tanja Sovie, TU Wien (Austria)

C5: “Mediation, Arbitration and Alternative Dispute Resolution of Licensing and Other Technology Disputes” Panel Members: James Grossman, Appauld Medical, Inc.; Neil A. Smith, Former Judge, Patent and Trademark Office; Serena Lee, American Arbitration Association; Moderator: Ana Sambood, California State Bar ADR Committee

C6: “Value of IP to Non-Profit Institutions” Panel Members: Rita Khanna, International Technology Transfer Mgmt., Inc.; Sylvie Fonteilles-Drabek, Medicines for Malaria Venture (Switzerland); Moderator: Julia Barnes-Weise, Global Healthcare Innovation Alliance


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


D4: “Economic Considerations for Patent Litigation Financing” Panel Members: Katharine Wolnyank, Buxford Capital; Robert F. Kramer, Partner, Dentons; Moderator: Scott Weingust, Stout Risius Ross


D6: “Licensing Strategies for Platform Technologies: Lessons from CRISP®” Panel Members: Kristin Neuman, MPEGLA; Jacob Sherkow, New York Law School Broad Institute; Issi Rozen, Broad Institute; Moderator: Sadhana Chitale, NYU Technology Transfer Office


E2: “Innovative Brand Protection Strategies Improve the Bottom Line” Panel Members: Jaime Lemons, Nike; David Bernstein, Debevoise; Charnaree Koresh, Moderator: Stefan Volker, Giesz 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 Lissén, Gomez Acebo & Pombo; Zhu Nongfan, King & Wood Mallesons; Moderator: Prof. Dr. Tilman Müller-Stoy, Bardetlie Pagenberg

E4: “Impact of IP Rights on 4th Industrial Revolution in Asia” Panel Members: Audrey Yap, Yusam & Audrey; Alan Adamcak, President, LES Thailand; Partner, Tiele & Gobinn; Mira Mada, Social Innovation IP Dept., IP Business Division, Hischi, Ltd.; Hiroki Satou, Mori Hamada & Matsumoto; Moderator: Vikram Duanamane, SGG Chemicals

E5: “Making Your IP Department into a Value Driver & Corporate Partner” Panel Members: Konstantina Katcheves, VP & Assistant General Counsel, IP, Agilent Technologies; John Fontin, Director of Licensing, Lanza 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, Novo Nordisk; Didier Patry, France Brevets; Eric Setton, Tango; Moderator: Patrick Terroir, Innovation Legal

H2: “Challenges and Opportunities for Start-ups” Dr. Wilaiarnorn Chetanachan, Director, Corporate Technology Office, The Siam Cement Public Co. LTD.; Alice Wang, IP Director, DJ; Moderator: Hengting Wang, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP; Co-chair, LESI Asia Pacific Committee


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 Westgort, MicroVision; Andy Polovina, Uptake Technologies; Dawn Phillips, Molson Coors Brewing Company; Saumil Mehta, GoGo LLC; Jo Costura, IP Transaction and Technology Licensing Manager EAME, Caterpillar UK; Moderator: Adam Petrovicius, Partner, Kirkland & Ellis LLP

H6: “What’s Hot in IP and Licensing” Panel Members: Kandace Watson, Shepard 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 Social Entrepreneur; Kim Walpole, Life Sciences Social 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” Panel Members: Craig Keneally, Wilson, Sonsini, Goodrich & Rosati; Dean Hume, Cali Bamboo; Bastian Best, Bardetlie Partners; Moderator: Professor Lawrence J. Udell, USA

I5: “Emerging Developments at the Intersection of IP, Blockchain and Cryptocurrency” Speaker: Jim Malakowski, Crypto Currency; Ron Laurie, Bristows; Moderator: Professor Lawrence J. Udell, USA

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, Gomez Acebo & Pombo Abogados, S. L. P.

3:45 pm J1: “How to Best Protect Your Trade Secrets: A Global Perspective and Assessment” Panel Member: Sergey Medvedev PhD, LLM, Gorodinsky & Partners

J2: “Navigating Open Source Risk Assessments During Diligence” Panel Members: Jennifer Pierce, Charles Russell Speechlys; Amy Chun, Krobbie Matsons, Olson & Bear; Jeff Luszcz, FleXems; Moderator: Abraham Alegria Martinez, Alegria Martinez & Fernandez Wong

J3: “Organic Chaotic Innovation” Panel Members: Craig Keneally, Wilson, Sonsini, Goodrich & Rosati; Cleveland Justis, UC Davis Institute for Innovation and Entrepreneurship; Katharine Ku, Stanford University; Peter Anselmo, New Mexico Tech; Lionel Lenthval, Houlihan Lokey, Inc.; Moderator: Professor Lawrence J. Udell, LES Silicon Valley Chapter


J5: “Brand Contribution: Building, Protecting and Leveraging Brand Assets” Panel Members: Lawrence Maxham, The Maxham Firm; Anne Bahr Thompson, Onesixtyfour; Mark Chong; Tom Hume, Cabi Bamboo; John Sarkisian, Motion Ventures; Jennifer Strubing; Moderator: Brian Busa, Novum Intellectual Property Solutions

Register NOW at www.LESI2018.org

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
LESI 2018 ANNUAL CONFERENCE - HOTEL
Manchester Grand Hyatt Hotel, San Diego
One Market Place
San Diego, CA 92101-US
Tel: 619-232-1234

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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.

Registration Fees

$1,395
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• Wine and Cheese Event
• Networking Events
• Welcome Reception & Gala Dinner

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

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

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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

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.