



Association of University Technology Managers®  
Advancing Discoveries for a Better World

## ▶ AUTM Eastern Region Meeting

### ▶ Going Global: Innovation Without Borders

**June 15 – 17, 2009**

Conrad San Juan Condado Plaza  
San Juan, Puerto Rico



▶ [www.autm.net](http://www.autm.net)

## AUTM 2009 Eastern Region Meeting Going Global: Innovation Without Borders

The AUTM 2009 Eastern Region Meeting will be held in San Juan, Puerto Rico. This location was chosen to facilitate interaction among American and international members and to foster the exchange of information on different technology transfer approaches. Attendees will gather to discuss topics related to the globalization of technology transfer, particularly global health, and to take advantage of unique networking opportunities. The AUTM Eastern Region Meeting will offer 5.5 hours of continuing legal education (CLE) credit for attorneys.

### About AUTM

The Association of University Technology Managers is a nonprofit organization dedicated to promoting, supporting and enhancing the global academic technology transfer profession through internal and external education, training and communications. AUTM's more than 3,500 members represent managers of intellectual property from more than 300 universities, research institutions and teaching hospitals as well as numerous businesses and government organizations.

Association of  
University Technology Managers®,  
AUTM® and  are registered  
trademarks of the Association of  
University Technology Managers.

## AUTM 2009 Eastern Region Meeting Sponsors

(as of April 2009)

### Sponsors



### Cooperative Sponsors



### Friends of AUTM



## The AUTM Eastern Region Meeting Is a Paperless Meeting

The AUTM 2009 Eastern Region Meeting will be paperless. This means that handouts will not be distributed at any educational session. All registrants can access handouts before and after the meeting.

1. Before the meeting, visit [www.autm.net](http://www.autm.net), where all handouts submitted by speakers and moderators will be posted two weeks prior to the meeting. Download handouts of the educational session you plan to attend prior to leaving for the meeting.
2. After the meeting, handouts will be available at [www.autm.net](http://www.autm.net).

Cover image:  
The University of Puerto Rico Molecular Science Complex, courtesy of the University of Puerto Rico

## AUTM 2009 Eastern Region Meeting Program Committee

### Vice President for Eastern Region

Imma Barrera, Ph.D., *Hoffmann-La Roche, Inc.*

### Committee Co-chairs

Susan Riley Keyes, Ph.D., J.D., *Northeastern University*

Kevin L. Wozniak, M.B.A., *Georgia Institute of Technology*

### Interim Co-Chair

Lee C. Heiman, J.D.

### Site Chair

Emma D. Fernández-Repollet, *University of Puerto Rico*

### Workshop Chair

Frances Galvin, M.B.A.

### Plenary Chair

Dean Stell, M.B.A., *Wake Forest University Health Sciences*

### Liaison Chair

Meryle Melnicoff, Ph.D., *The Wistar Institute*

### Eastern Region Sponsorship Chair

Viviane Martin, Ph.D.,

*Memorial Sloan-Kettering Cancer Center*

### Marketing Co-Chairs

Vincie C. Albritton, M.B.A., *Clemson University*

Richard P. Swatloski, Ph.D., *University of Alabama Tuscaloosa*

### Committee Members

Michael A. Batalia, Ph.D.,

*Wake Forest University Health Sciences*

Stephen Bernhardt, *Bernhardt Browne & Associates, Inc.*

Wesley D. Blakeslee, *Johns Hopkins University*

Eugene Buff, Ph.D., M.D., *yef2.com, Inc.*

Sadhana Chitale, Ph.D., M.B.A., *New York University*

Luke Diorio, *TreMonti Consulting LLC*

Marjorie D. Hunter, J.D., *University of Rochester*

Kimberly A. Lamb, *Merck & Co., Inc.*

Kenneth H. Levin, Ph.D., *U.S. Department of Veterans Affairs*

Michael J. Martin, *TechTransfer Associates, Inc.*

Mary L. Miller, Ph.D., *Myers Bigel Sibley & Sajovec PA*

Alan Naidoff, J.D., *Merck & Co., Inc.*

Marie-Christine P. Reames,

*Georgia Tech Research Corporation*

Ivelina Metcheva, Ph.D., M.B.A.,

*Virginia Commonwealth University*

Richard P. Swatloski, Ph.D., *University of Alabama Tuscaloosa*

Shirley A. Vanier, J.D., *Emory University*

Elaine F. White, M.B.A., *Foresight Science and Technology*

Christopher Yochim, *AstraZeneca*

## Schedule at a Glance

### Monday, June 15

7:30 a.m. – 5:00 p.m.

8:30 – 10:00 a.m.

10:00 – 10:30 a.m.

10:30 a.m. – Noon

Noon – 1:30 p.m.

1:30 – 3:00 p.m.

3:00 – 3:30 p.m.

3:30 – 5:00 p.m.

5:00 – 7:30 p.m.

#### Registration

#### Workshops, Session 1

- 1A Partnering with Emerging Economy Firms for Global Health
- 1B You Can't Patent That! Can You?

#### Networking Break

#### Workshops, Session 2

- 2A Increasing Developing Countries' Local and International Investments in Innovative Technologies
- 2B Global Patent Protection: Why You Need It and How to Get It

#### Lunch

#### Workshops, Session 3

- 3A University Spin-outs and the Global Economic Crisis
- 3B The RCMI Translational Research Network As a Model for Global Health: Community at the Heart of Innovative Research and Technology Transfer

#### Networking Break

#### Workshops, Session 4

- 4A Identifying Company Core Strengths in Creating Corporate Spin-offs
- 4B Technology Serving Humanity

#### Networking Reception

### Tuesday, June 16

7:30 – 8:30 a.m.

7:30 a.m. – 5:00 p.m.

8:30 – 10:00 a.m.

10:00 – 10:30 a.m.

10:30 a.m. – Noon

Noon – 1:30 p.m.

1:30 – 3:00 p.m.

3:00 – 3:30 p.m.

3:30 – 5:00 p.m.

#### Continental Breakfast

#### Registration

#### Workshops, Session 5

- 5A Bridging the Gap Between Research and Commercialization: How the National Institutes of Health Can Help
- 5B Fostering an International Translational System for Health Innovation

#### Networking Break

#### Workshops, Session 6

- 6A The Role of Development Finance Institutions (DFIs) in Technology Transfer and Commercialization
- 6B How to Present Your Requests for Compounds to Large Pharma

#### Lunch

#### Plenary Session

#### Science and Technology Opportunities in Puerto Rico

#### Networking Break

#### Plenary Session

#### Ensuring Access to Innovative Products in the United States and Around the World

## Schedule at a Glance

### Wednesday, June 17

7:30 – 8:30 a.m. Continental Breakfast

7:30 a.m. – Noon Registration

8:30 – 10:00 a.m. Workshops, Session 7

7A How to Negotiate Contracts Outside Your Border

7B Considerations in Making the Go/No-go Decision on Patent Filings:  
What Is Patentable Where?

10:00 – 10:30 a.m. Networking Break

10:30 a.m. – Noon Workshops, Session 8

8A How Open Is Open Innovation:  
Dealing Between Countries and Cultures

8B Logistics of International Technology Partnerships and  
Commercialization: Bridging Transaction Barriers

Noon Meeting Adjourns

## Major Pharmaceutical and Medical Device Companies in Puerto Rico

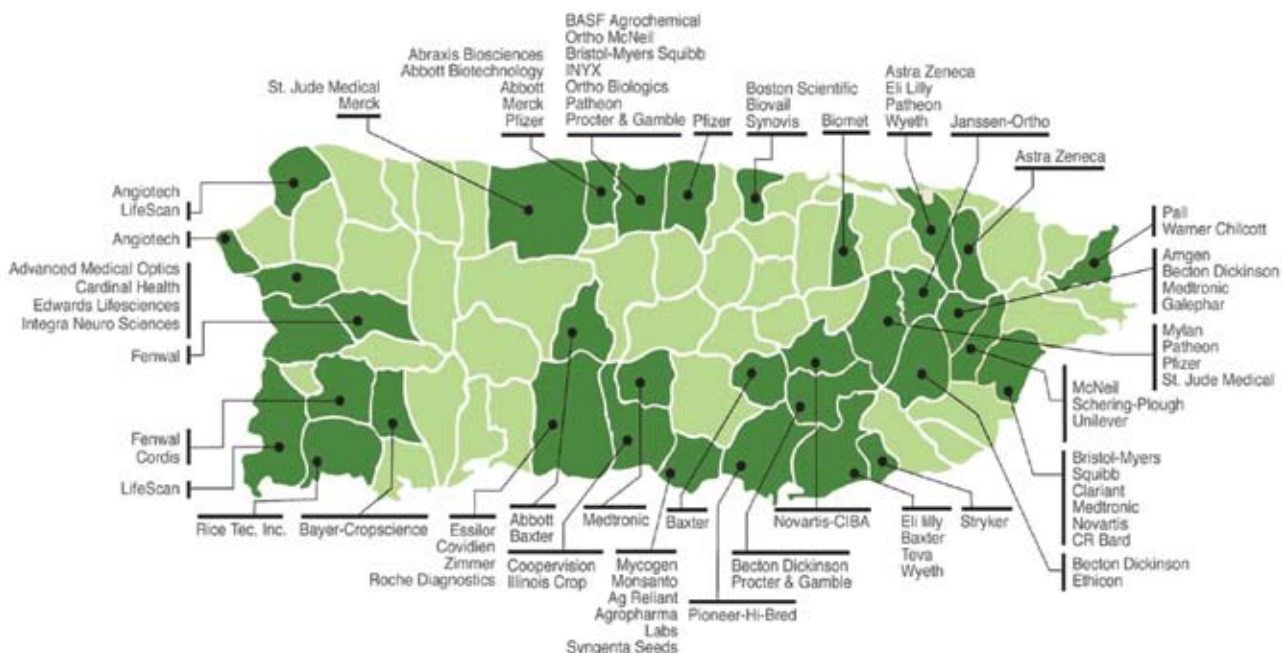


Image courtesy of PRICO

## Meeting Agenda

### Monday, June 15

7:30 a.m. – 5:00 p.m.      **Registration**

8:30 – 10:00 a.m.      **Workshops, Session 1**

#### 1A Partnering with Emerging Economy Firms for Global Health

**Moderator:**      **Meryle Melnicoff, Ph.D.**, *The Wistar Institute*

**Speaker:**      **Stephen M. Sammut, M.B.A.**, *Wharton Entrepreneurial Programs*

Emerging economies in Asia and Central and South America have made major progress toward establishing research and innovation-based life sciences sectors. Local health needs, including diseases that predominantly affect the poor, have driven much of this success. What are the opportunities and pitfalls awaiting institutions seeking partnerships with companies located in these regions? This session will bring together business experts and licensing professionals to share their experiences in establishing and maintaining relationships with life science companies in emerging economies.

#### 1B You Can't Patent That! Can You?

**Moderator:**      **Warren D. Woessner, Ph.D., J.D.**, *Schwegman Lundberg Woessner & Kluth PA*

**Speakers:**      **Rochelle K. Seide, Ph.D., J.D.**, *Biovail Laboratories International SLR*  
**Stephen J. Weed, J.D.**, *RatnerPrestia*

The patent statutes may be broadly drafted when it comes to "patentable subject matter" but both the Federal Circuit and the Patent Office have made it much more difficult to obtain patent protection for certain types of inventions, including business methods, methods of medical treatment, genes and diagnostic assays. It is likely the United States Supreme Court will weigh-in on a number of these areas in the near future. A panel of experts, including in-house pharma counsel and leading practitioners in the electronic/computer law and biotechnology IP arenas will summarize the trends and most recent landmarks - cases, regulations and proposed legislation - in this rapidly evolving area.

10:00 – 10:30 a.m.      **Networking Break**

## Meeting Agenda

**Monday, June 15** (Continued)

**10:30 a.m. – Noon**      **Workshops, Session 2**

### **2A Increasing Developing Countries' Local and International Investments in Innovative Technologies**

**Moderator:**      **Clare Fairfield**, *Concerto Ventures*

**Speakers:**      **TBA**

Income is not usually invested locally for most developing countries because the returns on such investments are significantly less and entail more risk than investing in more well-established, structured and regulated environments such as in the United States and Europe. The flight of capital from these countries does not help stimulate the creation of high paying jobs that could, in turn, generate a strong tax base to support infrastructure improvements to spur further innovations that could raise the local standard of living. What can these governments do to create an investment climate and culture that will be conducive to raising living standards in the developing world? What is the role of universities and university researchers in this process? What major paradigm shifts should occur or what new paradigms should be created?

### **2B Global Patent Protection: Why You Need It and How to Get It**

**Moderator:**      **Kathryn R. Doyle, Ph.D., J.D.**, *Drinker Biddle & Reath LLP*

**Speakers:**      **Kathleen D. Rigaut, Ph.D., J.D.**, *Dann Dorfman Herrell & Skillman PC*  
**Stephen M. Sammut, M.B.A.**, *Wharton Entrepreneurial Programs*

It has been 15 years since the adoption of the TRIPS Agreement. Global protection is not what it once was, particularly in certain innovative emerging market countries that are in the process of building the administrative structure for an effective patent system, such as China and India. True worldwide patent protection is even more important from a licensee's perspective than ever before. This session will challenge the audience to think through the consequences of offering limited geographic rights and how these limited rights diminish the value of the license, how a corporation or venture capitalist reassesses value, how the development plan of the potential Licensee is affected and why and how a U.S.-only filing in the first instance might ultimately become a bar to follow-on patents in other jurisdictions. The session will also propose basic frameworks for foreign filing decisions, including whether or not there is a "later fix" for an initial U.S.-only strategy. In addition, learn more about approaches to funding initial foreign filing decisions, including valuation arguments to support higher fees and royalties, new avenues for expediting foreign prosecution, and creative approaches to cost sharing.

**Noon – 1:30 p.m.**      **Lunch**

## Meeting Agenda

**Monday, June 15** (Continued)

**1:30 – 3:00 p.m. Workshops, Session 3**

### **3A University Spin-outs and the Global Economic Crisis**

**Moderator:** Shalom Leaf, Law Offices of Shalom Leaf

**Speaker:** Viviane Martin, Ph.D., Memorial Sloan-Kettering Cancer Center

Our panel of experts will examine emerging business and legal developments in the university spin-outs market in the wake of the global economic crisis. This diverse panel offers a rare opportunity to learn more about the crisis through the unique perspectives of the technology transfer office, the investor and the spin-out company, with an emphasis on trends in international practices and cross-border activity.

### **3B The RCMI Translational Research Network As a Model for Global Health: Community at the Heart of Innovative Research and Technology Transfer**

**Moderators:** Tanaga Boozer, J.D., M.B.A., Florida A & M University

**Speakers:** Zoë H. Hammatt, M.Phil., J.D.,  
John A. Burns School of Medicine, University of Hawaii  
Stephen Olufemi Sodeke, Ph.D., M.A., Tuskegee University National Center for Bioethics in Research and Health Care  
Daniel Sarpong, Ph.D., Jackson State University

The RCMI Translational Research Network (RTRN), funded by the National Institutes of Health, offers a community-based research model that could apply in the globalization of technology transfer. As a network dedicated to overcoming health disparities in minority populations across the country, RTRN faces challenges that also arise in the context of global health and technology transfer. These include conflicting legal and regulatory requirements, cultural, social and economic, institutional and geographic barriers, and the need for trust and equitable exchange in collaborative partnerships. RTRN engages the community at every phase of research, from design through implementation, ensuring community members are stakeholders in the process and derive tangible, meaningful benefit from their participation. This presentation will offer innovative approaches to enhancing global technology transfer by illustrating examples of community participation in research along with product development and commercialization. Members of the interdisciplinary RTRN Ethics and Regulatory Subcommittee will serve on the panel.

**3:00 – 3:30 p.m. Networking Break**

## Meeting Agenda

**Monday, June 15** (Continued)

**3:30 – 5:00 p.m. Workshops, Session 4**

### 4A Identifying Company Core Strengths in Creating Corporate Spin-offs

**Moderator:** **Nathan A. Young**, *NEOS Servicios de Gestion Tecnologica Ltda.*

**Speakers:** **Gabriel Hidalgo**, *Octantis*  
**Allan Jarry, M.B.A.**, *NEOS Servicios de Gestion Tecnologica Ltda.*  
**Ivan Vera**, *IGT*

NEOS Servicios de Gestion Tecnologica Ltda., a private technology transfer firm and open innovation leader in Latin America, has partnered with Octantis, the most successful incubator based on university research in the country of Chile, and IGT, a multinational innovation consultancy, to counsel local companies in corporate spin-outs based upon new innovative ideas. In this workshop, participants will view tools being used to define industry expertise and core competencies in innovation to create new entities under the corporate umbrella.

### 4B Technology Serving Humanity

**Moderator:** **Juan E. Figueroa**, *National Science Foundation*

**Speakers:** **David C. Bonner, Ph.D., P.E.**, *Stematix, Inc.*  
**Emma D. Fernández-Repollet**, *University of Puerto Rico*  
**Joxel García, M.D., M.B.A.**, *Ponce School of Medicine*  
**Sang Tae Kim**, *Morgridge Institute for Research*  
**Chris Velisaris**, *GloCal Network Corporation*  
**M. Guven Yalcintas, Ph.D., M.B.A.**, *The Research Foundation of SUNY*

A technology and services gap exists between industrialized nations and developing countries. High and quick returns on investments drive the funding of technology companies. How the fact that these technology developments serve humanity is seldom taken into consideration when justifying such investments. It is rare to have this criteria invoked as part of the technology funding decision process. This is especially true when the technology investment belongs to the high-risk, high-reward category. This panel will discuss, among other things, humanitarianism, the idea of conscious capitalism and social entrepreneurship in investing decision making, the makeup of general partners and the formation of the fund in these cases and how perhaps to improve the returns on investment.

**5:00 – 7:30 p.m. Networking Reception**

## Meeting Agenda

### Tuesday, June 16

7:30 – 8:30 a.m. Continental Breakfast

7:30 a.m. – 5:00 p.m. Registration

8:30 – 10:00 a.m. Workshops, Session 5

#### 5A Bridging the Gap Between Research and Commercialization:

##### How the National Institutes of Health Can Help

**Moderator:** Lili M. Portilla, *National Institutes of Health*

**Speakers:** Anna Z. Amar, *National Institutes of Allergy and Infectious Diseases*  
 Claire T. Driscoll, *National Human Genome Research Institute and National Institutes of Health*  
 Michael Weingarten, *National Cancer Institute, Small Business Innovative Research Development Center*

The National Institutes of Health (NIH) develops, funds and manages a wide range of valuable biomedical research repositories including extensive reagents, animal model, natural product, small molecule and cDNA collections. NIH preclinical and clinical resources include testing services and access to established clinical trial networks. These resources are, in general, available to researchers worldwide including those who work in the academic, non-profit and private sectors. Often the NIH may be able to provide funding and expertise as well as contribute low cost critical materials and technologies that might otherwise be unavailable or too costly for some laboratories. A panel of NIH officials from four of the NIH's 27 Institutes will describe how to access to these valuable resources. Specific topics to be covered will include: small business research funding opportunities (SBIR/STTR), NIH-developed technologies available and research resources.

#### 5B Fostering an International Translational System for Health Innovation

**Moderator:** Bin Yan, Ph.D., LL.B.,  
*Wallace H. Coulter Center for Translational Research, University of Miami*

**Speakers:** Mark E. Coticchia, *Case Western Reserve University*  
 Aldofo Nemirovsky, Ph.D., *LatIPnet, Inc.*  
 Jonathan Rosen, Ph.D., *Institute for Technology Entrepreneurship and Commercialization, Boston University*

International technology transfer is especially relevant for health innovation because health innovation advances most efficiently when knowledge is shared. Although international scientific cooperation fosters progress, such cooperation has been limited due to patent rights and trade issues. This workshop will present different models and programs on international technology transfer with the aim to explore and identify cooperative strategies where collaborative approaches foster translation of health innovation, reduce duplication, and enhance economic returns and social benefits.

## Meeting Agenda

**Tuesday, June 16** (Continued)

**10:00 – 10:30 a.m.      Networking Break**

**10:30 a.m. – Noon      Workshops, Session 6**

### **6A The Role of Development Finance Institutions (DFIs) in Technology Transfer and Commercialization**

**Moderator:** **Stephen M. Sammut, M.B.A.**, *Wharton Entrepreneurial Programs*

**Speakers:** **Jane Muir**, *University of Florida*  
**Gordon Myers**, *International Finance Corporation*  
**Patricia Weeks**, *Weeks Consulting LLC*

The flow of academic technologies between the emerging markets and the developed world is inadequate but can be substantially improved. The International Finance Corporation (IFC), the private sector investment arm of the World Bank, conducted a study revealing several roles that the IFC can play in accelerating international technology transfer. The measures proposed include capacity building, marketing consortia, seed financing programs and other entrepreneurial approaches that allow emerging markets to integrate into the global technology economy. This session describes the IFC's pilot program, presents ways that technology transfer offices, companies and other service providers might benefit, and solicits participants for their ideas on how multilateral development organizations can work with research institutions and the private sector to further technology transfer and development in emerging markets.

### **6B How to Present Your Requests for Compounds to Large Pharma**

**Speakers:** **Kimberly A. Lamb, Ph.D.**, *Merck & Co., Inc.*  
**Donnie W. Owens, Sr.**, *Pfizer, Inc.*

There are specific routes to take when requesting material from large pharma. Learn more about the primary methods of requests and how to submit your study to different pharma organizations. Find out how the request process varies depending on the development stage of the compound being requested, the collaborative nature of the study, whether funding is also requested and intellectual property restrictions.

**Noon – 1:30 p.m.      Lunch**

## Meeting Agenda

**Tuesday, June 16** (Continued)

**1:30 – 3:00 p.m.**

### Plenary Session

#### Science and Technology Opportunities in Puerto Rico

**Emma Fernández-Repollet**, *University of Puerto Rico*

**Moderator:**

**Panel:**

**Sigfrido García**, *Pfizer*

**Cyril Meduña**, *Avent-Morro Partners*

**Javier Vazquez Morales**, *Puerto Rico Industrial Development Company*

**Antonio García Padilla**, *University of Puerto Rico*

**Luis Enrique Rodríguez-Rivera**, *Puerto Rico Trust for Science, Technology and Research*

At the crossroads of innovation and globalization, partnerships among academia, government and industry are essential in pursuing practical application of research emanating from university inventions and sustaining industry competitiveness. In this panel, representatives from the academic, private and government sectors will provide an overview of the process for stimulating life sciences, technology and economic growth being developed in Puerto Rico. The discussion will be geared to inventors, entrepreneurs, researchers as well as anyone interested in technology-commercialization. Learn about the how the University of Puerto Rico played a role in the development of Puerto Rico in the times of the knowledge economy by reinforcing and expanding translational research capacities, through the creation of economic incentives to stimulate innovation, through strategies to accelerate technology transfer, and by engaging the public and the private sector in collaborative research and development efforts.

**3:00 – 3:30 p.m.**

### Networking Break

## Meeting Agenda

**Tuesday, June 16** (Continued)

**3:30 – 5:00 p.m.**

### **Plenary Session**

#### **Ensuring Access to Innovative Products in the United States and Around the World**

**Speaker:**

**Michael J. Werner**, *Holland & Knight*

If you haven't heard what is making news inside the beltway these days on health care policy and global healthcare access, then you don't want to miss this plenary session. What policy and practical implications occur when a major pharmaceutical company proposes that drug companies create a patent pool to support the development of therapeutics for neglected tropical diseases in least developed countries? What about when a pharmaceutical company commits to cutting prices of patented drugs in developing nations to just 25% of prices charged in the developed world, while pledging to re-invest a portion of the profits from such sales to strengthen healthcare infrastructure in host countries?

How might these policy proposals influence health reform debates in Washington? Hear a truly enlightened view from one of Washington D.C.'s most informed sources, Michael Werner... because inquiring minds need to know!

Michael Werner has survived and flourished inside the beltway for almost 25 years. He specializes in issues affecting biotech and pharmaceutical companies, researchers and institutions, physicians, and patients. His expertise includes FDA drug/biologic regulations; FDA and NIH oversight of clinical trials; approval and marketing of orphan drugs; stem cell research and regulation of cell therapy and regenerative medicine products; as well as bioethics issues. Before joining Holland & Knight, he was President of The Werner Group, which provided consulting services. Michael was Chief of Policy for the Biotechnology Industry Organization (BIO). He is the author of more than 40 published articles and is a frequent media commentator appearing in *The Wall Street Journal*, *The Washington Post*, *BIOWorld*, *Congressional Quarterly* and *The Baltimore Sun*, as well as on many TV and radio news programs.

\*As reported by *BioCentury*, Glaxo SmithKline CEO Andrew Witty in a speech given Feb. 13 at Harvard University

## Meeting Agenda

### Wednesday, June 17

7:30 – 8:30 a.m. Continental Breakfast

7:30 a.m. – Noon Registration

8:30 – 10:00 a.m. Workshops, Session 7

#### 7A How to Negotiate Contracts Outside Your Border

**Moderator:** Viviane Martin, Ph.D., *Memorial Sloan-Kettering Cancer Center*

**Speakers:** Labeeb M. Abboud, Esq., *International AIDS Vaccine Initiative*  
 D. Calab Gabriel, K&S Partners  
 Carlos Pérez De La Sierra, *Calderón De La Sierra y Cia, S.C.*  
 Deborah Somerville, Esq., *Kenyon & Kenyon LLP*  
 Charles Weiss, Esq., *Kenyon & Kenyon LLP*

In 2005, Thomas Freidman, author of "The World is Flat," presented how and why we should consider the world flat. This was already true for transactions and technology development. Today, this seems truer than ever in a world without borders, yet with different rules and regulations governing technology transfer. What do you need to know to negotiate contracts with foreign counterparts? What can we learn about transactions for medical devices and other healthcare related fields? This roundtable will address common pitfalls and lessons learned during negotiations between universities, companies and foreign counterparts.

#### 7B Considerations in Making the Go/No-Go Decision on Patent Filings: What Is Patentable Where?

**Speakers:** Matthew Catlett, *Clinical Data, Inc.*  
 Kevin M. Farrell, J.D., *Pierce Atwood*  
 Michael R. Friscia, J.D., *McCarter & English LLP*  
 David E. Huizenga, Ph.D., J.D., *Arnall Golden Gregory LLP*

Much attention has been given to the potential impact of the recent *In re Bilski* decision on business method patents. The potential impact on biotechnology processes has received less attention, but is of considerable importance. The decision has implications with respect to fields such as medical diagnostics and pharmacogenomics, which have long been viewed as patent-eligible technologies. The follow-on one paragraph decisions in *Classen Immunotherapies v. Biogen* found that the claimed biotechnological method failed to satisfy the machine or transformation test enunciated in *In re Bilski*, even though the method recited an immunization step.

10:00 – 10:30 a.m. Networking Break

## Meeting Agenda

**Wednesday, June 17** (Continued)

**10:30 a.m. – Noon**

**Workshops, Session 8**

### **8A How Open Is Open Innovation: Dealing Between Countries and Cultures**

**Moderator:** Eugene Buff, Ph.D., M.D., *yet2.com, Inc.*

**Speaker:** Alexander M. Orlando, *InnoCrowding*  
Nathan A. Young, *NEOS Servicios de Gestion Tecnologica Ltda.*

The open innovation workshop is becoming a popular venue at AUTM meetings, highlighting the changed dynamic of industry/university relationships under an open innovation model. This workshop will focus on international technology transfer and discuss how business and cultural differences affect this relationship. Representatives from several distinct regions, including North America, Europe, South America and Asia will share their experiences, hurdles and successes in moving technologies across the ocean. The focus will be on university perspectives of building international connections and reputation as a continuous source of innovation. A representative from industry will discuss the corporate view on international partners, universities and research institutions in particular.

### **8B Logistics of International Technology Partnerships and Commercialization: Bridging Transaction Barriers**

**Moderator:** Claudia Stewart, Ph.D., *Georgetown University*

**Speakers:** Antonio Jose J. Botelho, Ph.D., *Pontifícia Universidade Católica do Rio de Janeiro*  
Kevin W. McCabe, *Sterne Kessler Goldstein & Fox PLLC*  
Leslie Platt, *Pillsbury Winthrop Shaw Pittman LLP and Global Technology Transaction Organization*

Although international partnerships may begin as exciting research or commercialization proposals, the reality of bringing the collaboration to fruition is fraught with challenges, a number of which are particular to their global nature. This panel will discuss unique approaches to overcoming barriers in the design and implementation of the contracts which must be forged to guide and govern the transfer of technology between countries. Best practices in resolving differences in intellectual property ownership, harmonizing contractual terms, strategies for technology commercialization and influences of cultural differences will be covered.

**Noon**

**Meeting Adjourns**

A small orange triangle pointing to the right, followed by the text "General Information" in a bold, blue, sans-serif font.

## General Information

### Hotel

Conrad San Juan Condado Plaza  
999 Ashford Avenue  
San Juan, PR 00907  
Reservations: +1-888-722-1278  
Guest Phone: +1-787-721-1000  
Guest Fax: +1-787-721-7955  
[www.condadoplaza.com](http://www.condadoplaza.com)

AUTM has negotiated with the Conrad San Juan Condado Plaza to offer a special rate of \$139 per night for single or double occupancy, based on availability. All rates are subject to a daily resort fee of 14%, government tax of 11%, portorage of \$3.75 per guest plus tax and maid gratuity of \$0.50 daily per guest plus tax. To reserve a room at the discounted rate, call the Conrad San Juan Condado Plaza reservations office at +1-888-722-1278; international callers dial +1-787-721-1000 and identify yourself as an attendee of the AUTM Eastern Region Meeting. You may also book a room online by visiting the AUTM Web site. Be sure to make reservations by May 14, 2009; afterward, the discounted room rate may not apply. All reservations require a first night room deposit with a major credit card. Make any necessary cancellations at least 72 hours before the scheduled date of arrival to avoid a forfeiture of the deposit. Discounted room rates are available three days before and three days after the meeting dates.

### Location

Puerto Rico is one of the fastest growing venture destinations for companies in the biosciences, information technology, engineering services and advanced manufacturing markets in the world. The host hotel, the Conrad San Juan Condado Plaza is conveniently situated on the Condado Strip, offering easy access to historic Old San Juan.

### Airport Transportation Information

The Conrad San Juan Condado Plaza is approximately 10-15 minutes by taxi from Luis Muñoz Marín International Airport (approximately \$10-15 one-way). Shuttle service is not available.

### Car Rental

Avis Rent A Car System, Inc. is the official car-rental service for the AUTM Eastern Region Meeting. Avis agents can provide the best available rates for your car needs during your stay. For reservations, go online at [www.avis.com](http://www.avis.com) or call +1-800-331-1600 and indicate Avis AUTM Worldwide Discount number J867535 to receive special pricing.

### Parking

The Conrad San Juan Condado Plaza offers self-parking and valet parking. Self-parking is \$16.05 per day for guests or \$2.95 for the first hour and \$2.18 for each additional hour for non-guests. Valet parking is \$21.40 per day for guests and \$32.10 per day for non-guests with in-and-out privileges. Prices include tax and are subject to change.

A small orange triangle icon pointing to the right, followed by the text "General Information" in a bold, blue, sans-serif font.

## General Information

### International Visas

Because Puerto Rico is under the U.S. customs jurisdiction, U.S. citizens can travel to and from Puerto Rico without going through immigration or customs. U.S. citizens need only produce some form of photo identification, such as a driver's license. Citizens of other countries have the same requirements as for entering the United States; travelers coming from qualified countries for tourism or business for 90 days or less may be eligible to visit the Puerto Rico without a visa. For additional information, visit the U.S. government Web site at [www.travel.state.gov/visa/index.html](http://www.travel.state.gov/visa/index.html).

### Attire and Weather

Attire for the AUTM Eastern Region Meeting is business casual. Puerto Rico's average year round temperature is 82° F (28° C), with mild easterly trade winds. Due to the tropical climate you can expect brief rain showers at any time. Because meeting room temperatures sometimes fluctuate, AUTM recommends bringing a light sweater or jacket.

### Registration

AUTM will only process meeting registrations when accompanied by a check or credit card number. Please note: Registration forms, with fees paid, must be postmarked (if mailed) or received by fax by April 30, 2009, to qualify for the discounted early rate. Registrations received after April 30, 2009, must be paid at a higher rate. To be considered preregistered, your registration, changes or substitutions must be received by June 1. After June 1, 2009, only onsite registrations will be accepted.

### Student Registration

Student registration includes admission to all educational sessions, group meal functions, social events and meeting educational materials. Proof of full-time student status, such as a signed and dated letter from a professor, is required to register at the student rate of \$185.

### Accompanying Persons

Each person who registers for the full meeting (three-day registration) may register a guest at the rate of \$135. This guest registration is limited to individuals who are not practicing professionals in the technology transfer or intellectual property field. Accompanying person registration includes admission to group meals and receptions only. To register your guest, complete the "Name of the Accompanying Person" line on the registration form and add the \$135 fee to your total payment.

A vertical decorative graphic on the left side of the page, showing a stylized map of the Americas in shades of green and yellow.

## General Information

### **AUTM Membership**

AUTM membership entitles you to deep discounts on meeting registrations throughout the year. To learn more about the benefits of membership, or to become an AUTM member, visit the membership section of the AUTM Web site.

### **Sponsorship Opportunities**

Your sponsorship of the AUTM 2009 Eastern Region Meeting underscores your involvement in the technology transfer field and helps AUTM keep registration fees low — allowing technology transfer professionals from all backgrounds and skill levels to attend. A wide range of sponsorship opportunities are available. For details, contact Madhuri Carson by phone at +1-847-559-0846, ext. 286, or via e-mail at [mcarson@autm.net](mailto:mcarson@autm.net).

### **Questions**

If you have questions about the program or registration, contact Kesha Bunting at AUTM headquarters via e-mail at [kbunting@autm.net](mailto:kbunting@autm.net); by phone at +1-847-559-0846, ext. 363; or fax at +1-847-480-9282.



# AUTM 2009 Eastern Region Meeting Registration Form



Register online at: [www.autm.net](http://www.autm.net)  
It's fast and secure.

**REGISTER TODAY!**  
Only onsite registration will be  
accepted after June 1

## Going Global: Innovation Without Borders

June 15-17, 2009 Conrad San Juan Condado Plaza • San Juan, Puerto Rico

### Please Print

Complete a separate form for each registrant.

Given Name/First Name \_\_\_\_\_ Surname/Family Name/Last Name \_\_\_\_\_  
☐ Do not post my name to the online pre-registration list.

Name for badge (if different than above.) \_\_\_\_\_

Job Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone/Pager \_\_\_\_\_

After-Hours Phone or E-mail Address \_\_\_\_\_

To help us determine workshop room assignments, indicate which sessions you wish to attend. Please select only one workshop per time slot.

|          |          |          |
|----------|----------|----------|
| Workshop | _____ 1A | _____ 1B |
| Workshop | _____ 2A | _____ 2B |
| Workshop | _____ 3A | _____ 3B |
| Workshop | _____ 4A | _____ 4B |
| Workshop | _____ 5A | _____ 5B |
| Workshop | _____ 6A | _____ 6B |
| Workshop | _____ 7A | _____ 7B |
| Workshop | _____ 8A | _____ 8B |

**Member registration fees:** AUTM membership is on an individual basis. To qualify for the member registration fees, the registrant must be an AUTM member in good standing. Meeting registration does not include membership.

**Preregistration policy:** To be considered preregistered, your registration and full payment must be received by June 1, 2009. After this date, you must register onsite and pay the onsite registration fee. Faxed registration forms that do not contain credit card information do not qualify as an early paid registration.

**Payment confirmation:** Attendees will receive written confirmation and a receipt from AUTM headquarters. If you do not receive written confirmation after two weeks, e-mail AUTM headquarters at [info@autm.net](mailto:info@autm.net). Because AUTM must process registrations and payments before sending confirmations, staff members are unable to send confirmations less than 10 business days after receiving registrations. AUTM will process premeeting registrations only when accompanied by a check or credit card information. Purchase orders are not considered payment.

**Cancellation and Substitution Policy:** Individuals must submit notification of cancellation in writing to AUTM headquarters. AUTM will assess a \$75 charge for cancellations received by June 1 and will not issue refunds after June 1. AUTM permits substitutions at any time; substitutions must be submitted in writing and must be of the same membership status.

For U.S. citizens only: Contributions, gifts, dues or other payments to the Association of University Technology Managers are not deductible for federal income tax purposes as charitable contributions. However, they may be deductible as ordinary and necessary business expenses. Please consult your tax advisor.

### Registration Fees

All fees are quoted in U.S. dollars.

Please circle the appropriate fee:

|                                                                                                                                       | Before<br>April 30 | After<br>April 30 | After<br>June 1<br>Onsite |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------------|---------------------------|
| <b>AUTM Member*:</b>                                                                                                                  | \$350              | \$450             | \$505                     |
| <b>Meeting and Membership Package*:</b><br>(includes one year AUTM membership)                                                        | \$575              | \$675             | \$730                     |
| <b>Nonmember:</b>                                                                                                                     | \$585              | \$685             | \$735                     |
| * Membership in AUTM is on an individual basis and member fees apply only to the individual who is a current member in good standing. |                    |                   |                           |
| <b>One-Day:</b><br>Circle the day: Mon. Tues. Wed.                                                                                    | \$285              | \$285             | \$285                     |
| <b>One-Day Meeting and Membership Package*:</b><br>(includes one year AUTM membership)                                                | \$510              | \$510             | \$510                     |
| <b>Student:</b> (Proof of student status required)                                                                                    | \$185              | \$185             | \$185                     |
| <b>Accompanying Person:</b><br>(Admission to group meals and receptions only)                                                         | \$135              | \$135             | \$135                     |

Name of Accompanying Person: \_\_\_\_\_ Name \_\_\_\_\_

### Payment

(AUTM Taxpayer ID# 36-3011951)

#### ☐ Check

Check enclosed for \$ \_\_\_\_\_

Please make check payable to:  
Association of University Technology Managers, Inc.  
Funds must be in U.S. dollars.

#### ☐ Credit Card

☐ VISA ☐ MasterCard ☐ American Express

Amount \$ \_\_\_\_\_

Print name as it appears on card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Credit Card Billing Address (if different than above) \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_



#### Special Needs

Please contact AUTM Headquarters at +1-847-559-0846; Fax +1-847-480-9282; e-mail [kbunting@autm.net](mailto:kbunting@autm.net) if you have any special needs.



Or register online at [www.autm.net](http://www.autm.net)  
It's fast, easy and secure.



If sending a check, complete this registration form and mail it with the appropriate fees to the AUTM lockbox:  
Association of University Technology Managers  
33661 Treasury Center  
Chicago, IL 60694-3600 USA



Or fax to AUTM with credit card payment  
information at +1-847-480-9282.

#### Questions:

E-mail [info@autm.net](mailto:info@autm.net) or call +1-847-559-0846.  
You may not register by telephone.

\* The Meeting and Membership Package includes admission to the 2009 Eastern Region Meeting and a one year AUTM Membership, which will expire on December 31, 2009. This package is not available for student memberships.

**CAUTION:** If you submit your registration form more than once, it may result in a duplicate charge on your credit card.  
Please send your registration using only one method of payment and submission.



# Save the Date

Plan to Attend Upcoming  
AUTM Meetings and  
Professional Development  
Courses

## **AUTM Central Region Meeting Forward Thinking: Tools, Strategies, Success!**

July 27 – 29, 2009

The Madison Concourse Hotel | Madison, WI USA

## **AUTM Western Region Meeting The Economics of Innovation**

Sept. 13 – 15, 2009

Marriott Vancouver Pinnacle Downtown | Vancouver, BC Canada

## **AUTM Essentials of Academic Technology Transfer Course<sup>SM</sup>**

(Formerly the AUTM Basic Licensing Course<sup>SM</sup>)

Oct. 7 – 9, 2009

InterContinental Hotel Buckhead | Atlanta, GA USA

## **AUTM Technology Operations and Organization Licensing Skills (TOOLS) Course<sup>SM</sup>**

Oct. 7 – 9, 2009

InterContinental Hotel Buckhead | Atlanta, GA USA

## **AUTM Annual Meeting**

March 18 – 20, 2010

Hilton New Orleans Riverside | New Orleans, LA USA

[www.autm.net/events](http://www.autm.net/events)

## **AUTM Online Professional Development**

Throughout the year, AUTM offers online professional development courses that provide timely topics geared specifically for technology transfer professionals. Online courses are conveniently scheduled as 1.5 hour blocks. There is no travel and no time out of the office. All that is required is a phone and a computer. By using a speakerphone and a projector, your colleagues can join at no additional cost.

Visit [www.autm.net/OnlineLearning](http://www.autm.net/OnlineLearning) to learn more.