

Earn CLE,
CLP & CPE Credit

LES (USA & CANADA) 2012 ANNUAL MEETING

CONNECTING +
COLLABORATING

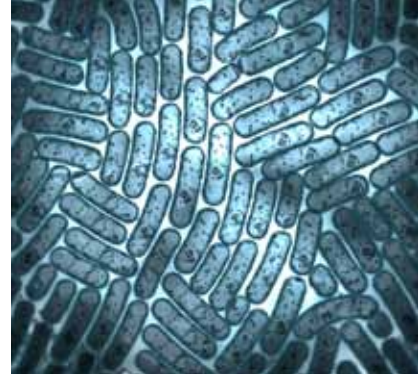
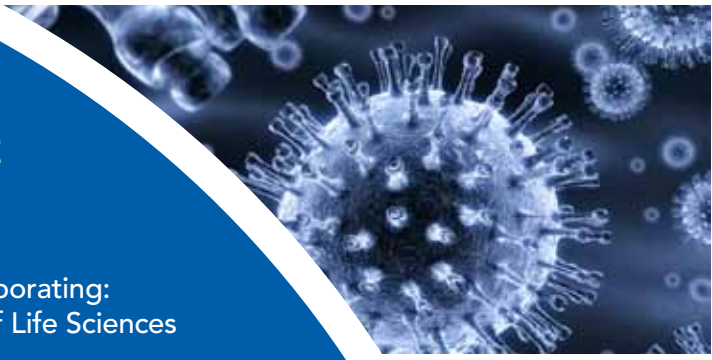


OCTOBER 14-17
Sheraton Centre Toronto
Toronto, ON, Canada

The Intellectual Property, Licensing, and
Business Development Event of the Year

FEATURING THESE CUTTING-EDGE TOPICS:

- ▶ Connecting & Collaborating: The Convergence of Life Sciences and High Tech
- ▶ Carving Out Your Commercial Space—Strategies and Trade Offs
- ▶ Is High Tech Crazy? Are We Experiencing a Patent Bubble?
- ▶ Benches Unleashed: Judicial Views on Fixing the Systems
- ▶ The Role of IP in Rebuilding Economies Following the Arab Spring
- ▶ How Outcomes of Patent Fights have Changed the Course of History



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



**REGISTER BY JULY 31
& SAVE \$200!**
www.LES2012.org





WHO SHOULD ATTEND:

Professionals involved with:

- ▶ Business Development
- ▶ Intellectual Property
- ▶ Investments
- ▶ Legal
- ▶ Licensing
- ▶ Open Innovation
- ▶ Technology Transfer
- ▶ R&D

From the following industries:

- ▶ Biotechnology
- ▶ Chemicals & Materials
- ▶ Consumer Products
- ▶ Digital & Media
- ▶ Energy & Environment
- ▶ Mobile Communications
- ▶ Nanotechnology
- ▶ Pharmaceuticals
- ▶ Software



REGISTER BY JULY 31 & SAVE \$200 WITH SUPER EARLY PRICING!

WWW.LES2012.ORG

Don't Miss Your Opportunity to Connect and Collaborate

Join more than 1,000 of your colleagues for the LES 2012 Annual Meeting, October 14–17 in Toronto.

The LES Annual Meeting is the must-attend IP, licensing, and business development event of the year — featuring 3½ days of high-quality educational sessions, ample networking opportunities and the industry's leading Tech Fair.

Fuel Your Network

The LES Annual Meeting provides ample opportunities to connect with your colleagues. Various events, including receptions, breakfasts, lunches and breaks, will allow you to discuss your day-to-day challenges and unique issues with other licensing professionals from around the world. You're sure to learn tips, tactics and strategies that you can apply back at your workplace.

Discover New Resources and Solutions

The LES Annual Meeting Tech Fair on October 16 is a vital extension of the educational program and represents a valuable opportunity to cultivate resources that will help you and your organization stay ahead of the competition. Preview the latest technologies, find solutions to business issues, solve problems, uncover emerging trends, and develop valuable resources and partnerships in the licensing industry.

2012 Annual Meeting Committee

LES would like to thank the volunteers who offered their time and expertise to plan the Annual Meeting.

LES (USA & Canada)
President
Tom Filarski

Meeting Co-Chairs
Gary Fedorochko
Timothy Lowman

Program Chair
Caroline Rockafellow

Plenary Chair
Chuck Neuenschwander

Mini-Plenary Chair
Mitch Charness

Workshop Co-Chairs
Mike Martin
Hilton Sue

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Jeffrey Whittle

Toronto Chapter Chair
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Local Area Liaisons
Mitch Charness
Sophie McKay
Rita Woodley

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Environmental &
Materials Sector
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Consumer
Products Sector
Gail Roth
Robin Sitver

High Tech Sector
Scott Bechtel
Bob Held
Annemarie Meike

Industry-University-
Government
Interface Sector
Charity Follett
Genaro Mempin
Peter Perna
Ida Shum

Life Sciences Sector
Joe Dillon
Steve Kuemmerle
Cathy Sohn

Clean Tech Committee
Mark Muller

Licensing Office Structure
Management Committee
Halina Dziejwit
Alan Paa
Matthew Raymond

Strategic Alliances
Committee
Phyl Speser

Trademark Licensing
Committee
Corrine Sukiennik

Valuation & Taxation
Committee
Brian Frizzell



Invitation from the Meeting Co-Chairs

Dear Colleague:

From the high-profile disputes in the telecommunications industry to the passing of the America Invents Act to the Prometheus decision, our business is undergoing major change, leaving many to wonder what new skills and tools are needed to survive and thrive in this tumultuous environment.

With this in mind, the Annual Meeting Committee has prepared a timely, comprehensive and innovative program for you.

From October 14–17 in Toronto, over 1,000 of your peers will gather to focus on connecting and collaborating in the business of innovation. Over 3 ½ days, our Plenary Sessions will help you delve into a range of cutting-edge issues, including the convergence of life sciences and high tech; a debate over the alleged patent bubble; and a robust, judge-led discussion about the Canadian and U.S. patent environments. Targeted Mini-Plenary Sessions will drill down to timely topics of interest in each of our industry sectors, and you’ll have the opportunity to select from any of over 40 interactive cross-sector workshops tailored to your interests.

And, as always at LES, the Annual Meeting will ensure you have ample opportunity to connect with new friends and colleagues and meet up with old ones, including the Welcome Reception, a Networking Reception at the Four Seasons Centre for Performing Arts, and tours of Toronto’s leading-edge MaRS Facility and the University of Toronto’s Engineering Department.

The LES Annual Meeting is the must-attend event in 2012 for any IP professional. And if you register by July 31, you will save \$200 with the Super Early Rate.

Plan on attending this year’s LES Annual Meeting in Toronto...don’t make us come and get you.

Sincerely,



Tim Lowman
Sim & McBurney
*Co-Chair, 2012
Annual Meeting*



Gary Fedorochko
Banner & Witcoff
*Co-Chair, 2012
Annual Meeting*

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“No other event brings together the high level and broad mix of intellectual property, business development and licensing professionals like the LES Annual Meeting does.”

—STASIA OGDEN, Associate General Counsel and Chief IP Counsel, Baxter Healthcare Corporation

Schedule-at-a-Glance



Sunday, October 14

7:30 am – 7:30 pm
Registration

8:30 am – 5:00 pm
IP & Licensing Basics (additional fee)

9:00 am – 5:00 pm
Pre-Meeting Education Workshops

1:00 pm – 5:00 pm
One-on-One Meetings

1:00 pm – 5:00 pm
Committee Meetings

2:00 pm – 4:00 pm
MaRS Centre Discussion and
Facility Tour (additional fee)

6:00 pm – 7:30 pm
Welcome Reception

Monday, October 15

7:30 am – 5:00 pm
Registration

7:30 am – 8:30 am
Continental Breakfast

8:00 am – 5:00 pm
One-on-One Meetings

8:30 am – 9:00 am
The President's Opening Address:
Where Are We Now – A State of the
Union – Connecting and Collaborating

9:00 am – 10:00 am
Keynote Speaker:
Connecting & Collaborating:
The Convergence of Life Sciences
and High Tech

10:00 am – 10:30 am
Networking Coffee Break

10:30 am – 12:00 pm
Industry Sector Mini-Plenary Programs

12:00 pm – 2:00 pm
Luncheon Speaker:
The Role of IP in Rebuilding
Economies Following the Arab Spring

2:00 pm – 5:00 pm
Train-the-Trainer Workshop

2:00 pm – 3:15 pm
Workshop Session 1

3:15 pm – 3:45 pm
Networking Coffee Break

3:45 pm – 5:00 pm
Workshop Session 2

6:00 pm – 8:00 pm
Networking Reception
Four Seasons Centre for Performing Arts

Tuesday, October 16

8:00 am – 5:00 pm
Registration

8:00 am – 9:00 am
Continental Breakfast

8:00 am – 5:00 pm
One-on-One Meetings

9:00 am – 10:15 am
Plenary Session:
Carving Out Your Commercial
Space— Strategies and Trade Offs

10:15 am – 10:45 am
Networking Coffee Break

10:45 am – 12:00 pm
Plenary Session:
Is High Tech Crazy? Are We
Experiencing a Patent Bubble?

12:00 pm – 6:00 pm
Tech Fair

12:00 pm – 2:00 pm
Luncheon in Tech Fair

2:00 pm – 3:15 pm
Workshop Session 3

3:15 pm – 3:45 pm
Networking Coffee Break

3:45 pm – 5:00 pm
Workshop Session 4

6:00 pm
Industry Sector Events

Wednesday, October 17

8:00 am – 12:30 pm
Registration

8:00 am – 9:00 am
Continental Breakfast

8:00 am – 1:00 pm
One-on-One Meetings

9:00 am – 10:30 am
Plenary Session:
Benches Unleashed: Judicial
Views on Fixing the Systems

10:30 am – 11:00 am
Networking Coffee Break

11:00 am – 12:00 pm
Industry Sector Business
Meetings and Programs

12:00 pm – 2:00 pm
LES Business Meeting

Luncheon Speaker:
How Outcomes of Patent Fights
have Changed the Course of History

3:00 pm – 5:00 pm
University of Toronto Innovations and
Partnerships Office Tour (additional fee)

Program listings are current
as of **May 29, 2012.**

Visit www.LES2012.org
for updates and full session
and speaker details.

Sunday, October 14, 2012

PRE-MEETING EDUCATION WORKSHOPS, OPTIONAL EVENT & WELCOME RECEPTION

7:30 am – 7:30 pm

Registration

8:30 am – 5:00 pm

IP & Licensing Basics (Requires Additional Fee*)

This course provides a survey of the basics of intellectual property (IP) and licensing. It builds a practical understanding of core IP and licensing concepts from both the business and legal perspectives. This course, taught by both legal and business experts working as a team, is divided into five topics with examples, exercises and interaction between instructors and fellow students. Topics include: Introduction to IP; Basics of IP Commercialization & Licensing; Determining Reasonable License Fees & Royalty; Managing Risks; and a Licensing Case Study.

*Registration Fees

\$195 Members & Non-Members
\$125 University & Government
\$35 Students[†]

[†]Includes one year LES (USA & Canada) student membership.

9:00 am – 5:00 pm

Pre-Meeting Education Workshops

As an additional benefit to our Annual Meeting attendees, LES is offering six free education workshops. The education sessions are mapped to the CLP domains and provide the most current information on the fundamental areas of licensing.

Limited seating is available. Pre-registration is recommended.

9:00 am – 12:00 pm

Building Global Fences: IP Protection Strategies Around the World

(Mapped to CLP Domain II: Intellectual Property Protection)

Finding the Gems: IP Assessment and Development

(Mapped to CLP Domain III: Opportunity Assessment and Development)

Dancing on Shifting Sands: IP Valuation in 2012

(Mapped to CLP Domain IV: Valuation)



Limited seating is available. Pre-registration is recommended.

2:00 pm – 5:00 pm

Dreadful Drafting: Covering Non-Disclosure Agreements and the Dos and Don'ts of Licensing

(Mapped to CLP Domain VI: Agreement Development and Drafting)

Avoiding Checkmate in the Game of Kings: Negotiating IP Agreements

(Mapped to CLP Domain VII: Negotiation)

Living with Your Deals: Value Impact and Recognition for Deals Well Done

(Mapped to CLP Domain VIII: Agreement Management)

► Visit LES2012.org for workshop descriptions and speaker updates.

1:00 pm – 5:00 pm

One-on-One Meetings

1:00 pm – 5:00 pm

Committee Meetings

2:00 pm – 4:00 pm

Optional Event (Requires Additional Fee*)

MaRS Centre Discussion and Facility Tour

What if there was a place that actively nurtured innovation? Welcome to MaRS. MaRS drives social and economic prosperity by leading Canada's innovation mission, and it all begins in an extraordinary building — the MaRS Centre — a 700,000 square foot mix of heritage and modern architecture with lab facilities, offices, event venues, incubator space, and retail services. The space is exceptional and ideal to stimulate conversations, connections, investment, and innovation.

*Registration Fee

\$25 Members & Non-Members

Limited seating is available. Pre-registration is recommended.

6:00 pm – 7:30 pm

Welcome Reception

Monday, October 15, 2012



PLENARY SESSIONS, INDUSTRY SECTOR MINI-PLENARY PROGRAMS, WORKSHOPS & NETWORKING RECEPTION

7:30 am – 5:00 pm

Registration

7:30 am – 8:30 am

Continental Breakfast

8:00 am – 5:00 pm

One-on-One Meetings

8:30 am – 9:00 am

The President's Opening Address: Where Are We Now — A State of the Union — Connecting and Collaborating

9:00 am – 10:00 am

Keynote Speaker

Connecting & Collaborating: The Convergence of Life Sciences and High Tech

As biotechnology and pharmacology begin to intersect with nanotechnology, electronics, communications, and data metrics, what will future services, products, business models, and markets look like? Melding the sciences is one thing, but what special regulatory problems might we anticipate? As IP licensing professionals, will it shake up our world such that we should be looking for another career before then? Or will we see it as nothing more than an extension of the opportunities and problems we enjoy today?



Dr. Eric Topol, Director, Scripps Translational Science Institute

A premier cardiologist, genetic researcher, and technologist, Dr. Topol is leading the movement to modernize medical treatment through the latest technology. He has been named the Most Influential Physician Executive in Health Care by *Modern Healthcare*, Doctor of the Decade by the Institute for Scientific Information, and a Rock Star of Science by *GQ*.

We will have copies of Dr. Topol's book available for purchase and signing following his presentation.

10:00 am – 10:30 am

Networking Coffee Break

10:30 am – 12:00 pm

Industry Sector Mini-Plenary Programs

Chemicals, Energy, Environmental & Materials Who's Funding Energy Investments in the Private Sector, and What's IP's Role in Securing It?

Convergence in the energy space will take years. While many emerging and newly commercial technologies continue to look towards the US Government, and other Governments, for funding, we'll hear from experts on deal structures and finance in traditional areas, such as oil and gas, as compared to Clean Tech. Combined with a brief overview of Clean Tech patenting trends, we'll host a lively discussion on how funds will evaluate the IP trail among other trends.

Moderator:

Ada C. Nielsen, Past President, LES (USA & Canada) and Managing Director, The PeregrineMaven Group

Speaker:

Ben Shaw, Managing Director, Auxin Partners, LLC

Other invited speakers from private equity, venture capital and investment banking.

Consumer Products

Convergence in Consumer Products: Bringing Innovative Products to Market

This session will dig deeper into the issues of convergence and focus on licensing issues and opportunities in the consumer sector created by collaborations with pharma, hi tech, and medical device. We'll explore recent trends in Rx-to-OTC switch licensing, as well as other examples.

We'll also present the Deal of Distinction and take an in-depth look at one of the hottest deals in 2011.

Speaker:

Susan Levy, Susan B. Levy Consulting

Additional Speakers TBD

High Tech

Cross-Border IP Transactions: What You Don't Know Can Hurt You

Welcome to Canada, please watch your step. Canadian and US law is similar in many ways. There are important differences, however, that can be traps for the unwary who enter into cross-border transactions. Come spend an hour with leading Canadian and US counsel and IP owners for a panel discussion on potential pitfalls in cross-border IP transactions and how to avoid them.

Moderator:

Stuart Ash, Partner, Gowling, Lafleur, Henderson LLP

Speakers:

James Longwell, Partner, Gowling Lafleur Henderson LLP

Chris Metcalfe, IP Counsel, SAP Canada



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Photo Credit: Tourism Toronto

Industry Sector Mini-Plenary Programs (continued)

Industry-University-Government Interface Connecting & Creating: Industry, University and Government Collaborations

Panelists will include speakers from various sectors with experience in structuring complex partnerships. They will discuss their experience in creating models for public private partnerships, and provide insight on their own needs and constraints, as well as their perspectives on working with other represented entities. Panelists may address how they evaluate investments and potential partners, and success stories in their particular partnership models.

Moderator:

Mark G. Bloom, *Director of Corporate Alliances and Technology Transfer, Bigelow Laboratory for Ocean Sciences,*

Speakers:

Eugene Buff, *Vice President, Consulting, yet2.com, Inc.*

Nick Nikolaidis, *Open Innovation Leader, Global Business Development, Procter & Gamble*

Dr. Erik Stenehjem, *Lawrence Livermore National Laboratory*

Life Sciences

2012 Life Sciences Royalty Rates & Deal Terms Survey—Results and Discussion with Deal Experts

Results from this year's survey will be shared and trends will be highlighted based on comparisons with the 2008 and 2010 surveys. A panel of experts across the spectrum of life sciences will also discuss their participation in recent notable deals. They'll discuss how deal factors vary across industry subsectors and review technology trends that may be affecting dealmaking. The panelists will also provide perspectives on factors that drive differences between the "average" deal values observed in the survey and high-end outliers that capture headlines. The session will conclude with suggestions on how dealmakers can best use benchmarks and comparables to set internal expectations and in advancing negotiations.

Program listings are current as of
May 29, 2012.

Visit www.LES2012.org for updates
and full session and speaker details.

12:00 pm – 2:00 pm

Luncheon Speaker

The Role of IP in Rebuilding Economies Following the Arab Spring

Secretary of State of Investment & International Cooperation and LESI Certified Licensing Practitioner Alaya Bettaieb will speak about the economic road maps for recovery of post-revolution Tunisia and other North African countries following the turmoil of the past year. Mr. Bettaieb will focus particularly on the international partnerships required to rebuild an economy through IP-based development, and will explain why intellectual property is important to improve the growth prospects and future prosperity of Northern Africa and the Middle East.



Alaya Bettaieb, *Secretary of State of Investment & International Cooperation of Tunisia*

Luncheon sponsored by:

NERA
ECONOMIC CONSULTING

2:00 pm – 5:00 pm

Train-the-Trainer Workshop

(No fee. Registration recommended.)

LES is currently recruiting instructors for our IP & Licensing Basics course. To be eligible, you will need to take the IP & Licensing Basics course and attend this half-day Train-the-Trainer workshop.

2:00 pm – 3:15 pm

Workshop Session 1 (see page 10)

3:15 pm – 3:45 pm

Networking Coffee Break

3:45 pm – 5:00 pm

Workshop Session 2 (see page 11)

6:00 pm – 8:00 pm

Networking Reception

Four Seasons Centre for Performing Arts



Photo credit: Sam Javanrouh

Tuesday, October 16, 2012



PLENARY SESSIONS, WORKSHOPS, TECH FAIR & INDUSTRY SECTOR EVENTS

8:00 am – 5:00 pm

Registration

8:00 am – 9:00 am

Continental Breakfast

8:00 am – 5:00 pm

One-on-One Meetings



9:00 am – 10:15 am

Plenary Session

Carving Out Your Commercial Space—Strategies and Trade Offs

In today's sometimes chaotic environment of securing the space necessary to implement corporate product and marketing strategies, IP objectives for various industries can have differing requirements. Life sciences might require a small number of fundamental patents to win over very large markets while high tech companies build massive arsenals and industry standard portfolios to do the same. But even within the same industry there are many alternative strategies for ensuring freedom to operate in the marketplace.

This session will focus on the questions of how our enterprises can best use the tools available to us to carve out our commercial space. Input from a variety of industry sectors will be solicited so that we all may expand our toolboxes, knowing that there is no one right answer in any deal. The audience will participate throughout by communicating throughout the assembly hall via crowd-sourcing techniques, including texting and tweeting, with the results seen by all.

Facilitators:



Kathleen Denis, Associate VP, Office of Technology Transfer, The Rockefeller University



Richard Razgaitis, Senior Advisor, Charles River Associates



Learn more about this session.

For more details, go to: www.LES2012.org/crowdsourcing



10:15 am – 10:45 am

Networking Coffee Break

10:45 am – 12:00 pm

Plenary Session

Is High Tech Crazy? Are We Experiencing a Patent Bubble?

What is going on with patent buys? A new NPE cleverly called Rockstar Bidco spends \$4.5 billion for Nortel patents. Google buys Motorola Mobility and 17,000 patents for \$12.5 billion. Microsoft pays more than a billion dollars for less than 1,000 AOL patents and then turns around and sells two-thirds of them to Facebook. Have patents taken center stage and deals like this will continue indefinitely? Or is this simple speculation, no different from tulips and housing? Will there be a repeat of the crash of internet stocks? Why or why won't the same pattern be seen in life sciences? Industry leaders and pundits including Joff Wild, editor of IAM Magazine, Dooyong Lee of Acacia, and Jonathon Skeels of Davenport & Co. investment services firm will dissect what has happened and opine about what might come next.

Moderator:



Chuck Neuenschwander, Principal, International Patent Licensing Co.

Speakers:



Dooyong Lee, CEO, Acacia



Jonathon Skeels, Analyst, Davenport & Co.



Joff Wild, Editor, IAM Magazine

12:00 pm – 6:00 pm

Tech Fair

12:00 pm – 2:00 pm

Luncheon in Tech Fair

2:00 pm – 3:15 pm

Workshop Session 3 (see page 12)

3:15 pm – 3:45 pm

Networking Coffee Break

3:45 pm – 5:00 pm

Workshop Session 4 (see page 13)

6:00 pm

Industry Sector Events



Photo Credit: Tourism Toronto

Wednesday, October 17, 2012

PLENARY SESSIONS, INDUSTRY SECTOR MEETINGS AND PROGRAMS & OPTIONAL EVENT

8:00 am – 12:30 pm

Registration

8:00 am – 9:00 am

Continental Breakfast

8:00 am – 1:00 pm

One-on-One Meetings

9:00 am – 10:30 am

Plenary Session

Benches Unleashed: Judicial Views on Fixing the Systems

Outspoken Honourable Judge Roger Hughes of the Federal Court of Canada and ever candid Honorable Paul Michel, retired Chief Judge of the United States Court of Appeals for the Federal Circuit will discuss Canadian and US patent environments in a global context and raise and address issues they perceive will positively or negatively impact inventiveness over the next decade. Are the US and Canada getting it right as they evolve case law and pass legislation? As licensing professionals, what worries should we have about where this is all headed?

Moderator:



Brian O'Shaughnessy, Shareholder, Buchanan Ingersoll & Rooney

Speakers:



Honourable Judge Roger Hughes, Federal Court of Canada



Honorable Paul Michel, Retired Chief Judge of the United States Court of Appeals for the Federal Circuit

10:30 am – 11:00 am

Networking Coffee Break

11:00 am – 12:00 pm

Industry Sector Business Meetings and Programs

Chemicals, Energy, Environmental & Materials Mini-Plenary Session

DOE's Initiative to Infuse Support for Transformational Energy Research and Support for the Challenge of Commercialization



Cheryl Martin, Deputy Director for Commercialization, Advanced Research Projects Agency—Energy (ARPA-E)

12:00 pm – 2:00 pm

LES Business Meeting

Luncheon Speaker

How Outcomes of Patent Fights have Changed the Course of History

While history books generally point at the importance of inventions to the betterment of everyone, what if the intellectual property rights associated with them had been treated differently? What if the patent fights over the cotton gin, light bulb, telegraph and other cornerstone inventions were resolved differently? Heritage Hall of Fame historian and retired professor Maury Klein will explain the significance of key patent decisions and hypothesize how the world would be changed if they went the other way.



Maury Klein, Professor Emeritus of History, University of Rhode Island

3:00 pm – 5:00 pm

Optional Event (Requires Additional Fee*)

University of Toronto Innovations and Partnerships Office Tour

Tour participants will visit the University of Toronto Innovations and Partnerships Office in the MaRS complex, and meet with staff to hear about how U of T handles technology transfer, licensing, and inventor disclosures. Then participants will visit several labs in the Faculty of Engineering, where faculty members currently working with the Innovations and Partnerships Office will discuss their leading edge technology.

*Registration Fee

\$25 Members & Non-Members

Limited seating is available. Pre-registration is recommended.



Access details on this and other industry sector programs at www.LES2012.org

Workshops-at-a-Glance



Session descriptions available at www.LES2012.org

Monday, October 15, 2012 • Workshop Session 1 • 2:00 pm – 3:15 pm

Establishing a Brand Licensing Strategy

1-A CP TRADEMARKS

Gail Roth, *The Boeing Company*

Licensing Issues in Mobile Apps

1-B HT LEGAL

Ted Claypoole, *Womble Carlyle Sandridge & Rice, LLP*

Understanding Licensing-Based Domestic Industries in Section 337 Investigations at the International Trade Commission (ITC)

1-C HT LEGAL

Bernard Cassidy, *Tessera*
Seth Kaplan, *Capital Trade, Inc.*
Andrew Pratt, *Adduci Mastriani & Schaumberg*

Practical Implication of Enactment of Reformed Patent Laws / Regulations in the US, Europe and Japan

1-D INTERNATIONAL LEGAL

Thorsten Bausch, *Hoffmann Eitle (Germany)*
Yorikatsu Hohokabe, *Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P.*
Sumiko Kobayashi, *Abe, Ikubo & Katayama (Japan)*
Zachary Stern, *Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P.*

“LES helps me achieve my professional development goals and strengthen my network of long-term, quality relationships with other licensing professionals.”

—PAMELA L. COX, *Partner, Marshall, Gerstein & Borun LLP*
LES (USA & Canada) Member Since 2001

So, You Think You Own It?

1-E IUGI

Sara Crocker, *Wolf Greenfield & Sacks, P.C.*
Steven Henry, *Wolf Greenfield & Sacks, P.C.*
Patrick R.H. Waller, *Wolf Greenfield & Sacks, P.C.*
Zoran Zdravski, *Ironwood Pharmaceuticals, Inc.*

Who Cares about IP Strategy?

1-F IUGI HT

Christopher McKinney, *Georgia Health Sciences University*
Gregory Nelson, *Novak Druce + Quigg*
Krishna Pathiyal, *Research In Motion*
Paul Stewart, *Eli Lilly and Company*

Growing the Value of Your Technology Prior to Licensing, Next-Stage Funding or Next-Round Financing

1-G LS

Jackie Csonka-Peeren, *DecisionModel Associates*
Aaron Fenster, *Centre for Imaging Technology Commercialization*
Jennifer Fraser, *University of Toronto*

Option to License Deals: Finding a Winning Balance

1-H LS LEGAL

Hemmie Chang, *Foley Hoag LLP*
Richard Hoffman, *Ancora Pharmaceuticals, Inc.*
Mark Straley, *Metamark Genetics, Inc.*
John Tagliamonte, *Selventa*

Patent Valuation: Valuing What Could Be Your Most Valuable Asset

1-I VALUATION HT

Alexander Poltorak, *General Patent Corporation*
Alec Schibaniff, *General Patent Corporation*

Workshop Track Key:

CEEM (Chemicals, Energy, Environmental & Materials) CLEANTECH CP (Consumer Products) HT (High Tech) INTERNATIONAL IUGI (Industry-University-Government)



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WWW.LES2012.ORG



Photo Credit: Tourism Toronto

Session descriptions available at www.LES2012.org

Monday, October 15, 2012 • Workshop Session 2 • 3:45 pm – 5:00 pm

Everything You Wanted to Know about the New Battery Landscape but Weren't Sure Whom to Ask

2-A **CEEM**

Cynthia Canaday, *IP*SEVA*
Dr. Les Goff, *Noetic Technologies*
James J. Greenberger, *National Alliance for Advanced Technology Batteries*

Other invited speakers from national laboratories and major corporations.

Cleantech Collaboration for Fun and Profit: How Universities, Federal Labs and the Private Sector Can Work Together and Love the Results

2-B **CLEANTECH**

Ross Berntson, *Indium Corporation*
Frank Curci, *Schwabe, Williamson & Wyatt*
Ron Epperson, *Intellectual Energy LLC*
Annemarie Meike, *Lawrence Livermore National Laboratory*

Innovation through Strategic Partnerships: How Consumer Product Brands are Licensing for Competitive Advantage

2-C **CP** **TRADEMARKS**

Ceci Conway, *IMC Licensing*
Stephen Reily, *IMC Licensing*

The Year in Copyright Law

2-D **HT** **LEGAL**

Jim Burger, *DowLohnes*
Don Drinkwater, *Bose Corporation*

Now Wait a Minute...I Thought that Patent Was Mine!

2-E **HT** **LEGAL**

Kate Berezutskaya, *Morgan Lewis Bockius LLP*

Interpreting Royalty Rate and Licensing Trends to Protect Your Position

2-F **INTERNATIONAL** **VALUATION**

Christopher Desmond, *Ceteris*
David Jarczyk, *ktMINE*
Dwight Olson, *EXEN Technology Holdings*

"Fodor's" for Research Collaboration Explorations — Introduction to and How to Use the Newly Available Researcher Guidebook

2-G **IUGI**

John McEntire, *Pacific Northwest National Laboratory*
T. Allen Morris, *Virginia Commonwealth University*
Rebecca Silveston-Keith, *Lexmark International, Inc.*

Trade Secret Protection in China: How Not to Do an NDA

2-H **INTERNATIONAL** **LEGAL**

Paul Jones, *Jones & Co.*
Rui Wang, *King & Wood Mallesons*

Downstream Value Killers in License Agreements

2-I **LS** **IUGI**

Louis Berneman, *Texelerate*
Chris Cox, *Cadwalader, Wickersham & Taft LLP*
Matthew Raymond, *Rush University Medical Center*
Matthew Reber, *Cowen Healthcare Royalty Partners*

Mayo v. Prometheus — Its Implications to Personalized Medicine and the Life Sciences

2-J **LS** **LEGAL**

Michael Henry, *Athena Diagnostics*
Chris Holman, *University of Missouri-Kansas City School of Law*
Michael Samardzija, *Bracewell & Giuliani LLP*

Program listings are current as of **May 29, 2012**. Visit www.LES2012.org for updates and full session and speaker details.

LEGAL **LS** (Life Sciences) **LOSM** (Licensing Office Structure Management) **SA** (Strategic Alliances) **TRADEMARKS** **VALUATION**

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Workshops-at-a-Glance (continued)



Session descriptions available at www.LES2012.org

Tuesday, October 16, 2012 • Workshop Session 3 • 2:00 pm – 3:15 pm

Are We Close to the Finish Line on Biofuels At-Scale Acceptance? Where's the Opportunity for Sustainable Growth?

3-A **CEEM**

Thomas D. Foust, Ph.D., National Advanced Biofuels Consortium, National Renewable Energy Laboratory
Edna Vassilovski, Stipkala LLC

Other invited speakers from venture capital and major corporations.

Monetizing Assets through Brand Licensing

3-B **CP** **TRADEMARKS**

Robin Sitver, Johnson & Johnson Consumer Products Company

Leveraging Your Patents: Unlocking the Value of Your Intellectual Property Assets

3-C **HT**

Scott Bechtel, AmiCOUR IP Group, LLC
Bruce Bernstein, Greenblum & Bernstein, PLC
Kevin Spivak, Greenblum & Bernstein, PLC
Robert Ziems, Aruze Gaming America, Inc.

How New Approaches are Successfully Reinventing the Business of University Research Commercialization

3-D **IUGI** **HT**

John Molloy, PARTEQ Innovations, Queen's University

Patent Transactions in Transition: How Licensing and Sales are Defining a New Landscape for Assets and Performance

3-E **INTERNATIONAL** **HT**

Robert Aronoff, Pluritas
Bruce Berman, Brody Berman Associates
Daniel Henry, WiLan
Sanjiv Samant, Canaccord Genuity

Advanced Negotiations: A Walk on the People Side

3-F **IUGI**

Robert Fisher, Science and Technology Corporation, University of New Mexico

Top 10 Court Decisions of 2012 Affecting Licensing

3-G **LEGAL**

Russell Levine, Kirkland & Ellis LLP

The Ultimate Buyer: Big Pharma's View of M&A

3-H **LS** **CP**

Christine Fischette, Griffin Securities, Inc.
Karen Gallant, AstraZeneca
Tariq Kassum, Takeda Pharmaceuticals International

Opportunities from Discovery and Development Pipeline Gaps in Japanese Pharma Companies

3-I **LS** **SA**

Thomas Burger, Medical Corporation International
James Foley, Aqua Partners LLC
Kyle Murphy, KMG Japan
Ichiro Nakatomi, NanoCarrier Co.,Ltd.

Academic and Industry TTOs: Strategy and Structure Challenges in Relationships in Light of AIA and Recent Court Rulings

3-J **LOSM**

Halina Dziewit, Patton Boggs, LLP
Alan Paa, Cornell University

Valuation for Financial Reporting and its Impact on Licensing Deals and Patent Litigation

3-K **VALUATION**

Kevin Besikof, Lurie Besikof Lapidus & Company, LLP
Jiaqing Lu, Applied Economics Consulting Group, Inc.

Workshop Track Key:

CEEM (Chemicals, Energy, Environmental & Materials) **CLEANTECH** **CP** (Consumer Products) **HT** (High Tech) **INTERNATIONAL** **IUGI** (Industry-University-Government)



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Photo Credit: Tourism Toronto

Session descriptions available at www.LES2012.org

Tuesday, October 16, 2012 • Workshop Session 4 • 3:45 pm – 5:00 pm

IP and Capital Strategies for Oil Companies in View of Current Urgencies

4-A **CEEM** **INTERNATIONAL**

John Buggenhagen, *San Leon Energy*
Rashid Khan, *Aramco*
Fabirama Niang, *TOTAL Group*
Anthony Venturino, *Novak, Druce + Quigg, LLP*

Making Good Deals Better — Lessons Learned in Brand Licensing

4-B **CP** **TRADEMARKS**

Robin Sitver, *Johnson & Johnson Consumer Products Company*

Comparison of Royalty Rates, Deal Terms, and Best Practices across the CEEM, High Tech, and Life Sciences Sectors

4-C **LS** **CEEM** **HT**

Hal Craig III, *Trout Creek Consulting, LLC*
Bob Held, *TeleCommunication Systems, Inc.*
Jiaqing Lu, *Applied Economics Consulting Group, Inc.*
Deni Zodda, *Medignostica, LLC*

Licensing Strategies in the Cloud Computing Era

4-D **HT**

Bruce Bernstein, *Greenblum & Bernstein, PLC*
Branko Pejic, *Greenblum & Bernstein, PLC*
Kevin Spivak, *Greenblum & Bernstein, PLC*

Open Access and Open Innovation Approaches to Drug Development

4-E **IUGI**

Chas Bountra, *Structural Genomics Consortium and the University of Oxford*
Claire Driscoll, *National Human Genome Research Institute, National Institutes of Health*
Jean-Pierre Paccaud, *Drugs for Neglected Diseases Initiative*
Lili Portilla, *National Center for Advancing Translational Sciences, U.S. National Institutes of Health*

Patent Wars Go Global: Multinational Litigations and their Effect on the Changing IP Landscape

4-F **HT** **LEGAL**

Terry Ludlow, *Chipworks*

The AIA's Post-Grant Proceedings as Effective Valuation and Negotiation Tools

4-G **LS** **LEGAL**

Kenneth Burchfiel, *Sughrue Mion, PLLC*
Renita Rathinam, *Sughrue Mion, PLLC*
Marc Sedam, *University of New Hampshire*

Repurposing Rx on Purpose — Unclogging the Pharma Pipeline

4-H **LS** **IUGI**

Edward Kahn, *Partnership for Cures*
John Warden, *Biovista*

Connecting Risk and Reward: Contingent Value Rights in Life Science Deals

4-I **LS** **SA**

Diane Kalina, *PDC Biotech GmbH*
Imtiaz Mawji, *BioEnsemble*
Dan Vickery, *BioEnsemble*

10 Common Mistakes in IP Valuation/Damages Reports

4-J **VALUATION** **LEGAL**

David Drews, *IPmetrics LLC*
Daryl Martin, *IPmetrics LLC*
Fernando Torres, *IPmetrics LLC*

Program listings are current as of **May 29, 2012**.
Visit www.LES2012.org for updates and full session and speaker details.

LEGAL

LS (Life Sciences)

LOSM (Licensing Office Structure Management)

SA (Strategic Alliances)

TRADEMARKS

VALUATION

REGISTER BY **JULY 31 & SAVE \$200!** www.LES2012.org



Connect with Your Colleagues

NETWORKING EVENTS

Welcome Reception

Sunday, October 14 • 6:00 pm – 7:30 pm

Meet new contacts, catch up with old friends, and enjoy an evening of networking to kick off the meeting!

► *Recommended Dress for Welcome Reception: **Casual***

Networking Reception

Four Seasons Centre for Performing Arts

Monday, October 15 • 6:00 pm – 8:00 pm

Join your colleagues for a night of networking at the sparkling Four Seasons Centre for Performing Arts, which houses the Canadian Opera Company. Enjoy delicious fare, drinks and music while appreciating the longest free-spanning glass staircase in the world.

► *Recommended Dress for Networking Reception: **Business Casual***

One-on-One Meetings

Sunday, October 14 • 1:00 pm – 5:00 pm

Monday, October 15 – Tuesday, October 16 • 8:00 am – 5:00 pm

Wednesday, October 17 • 8:00 am – 1:00 pm

Meeting attendees will use the latest in mobile technology to arrange one-on-one meetings with other attendees prior to the meeting and onsite. In addition, a lounge will be available each day for impromptu meetings. Details will be posted on the web and sent to registered attendees as they become available.

► *Start scheduling your meetings now at: www.LES2012.org.*

Tech Fair

Tuesday, October 16 • 12:00 pm – 6:00 pm

Join us at the LES Tech Fair and preview the latest technologies, find solutions to business issues, solve problems, uncover emerging trends, and develop valuable resources and partnerships in the licensing industry. Enjoy breaks, lunch and a wine and cheese reception while networking and meeting potential business partners in the Tech Fair. This is the place to find the products and services that will help you make the most of your IP portfolio.

Industry Sector Events

Tuesday, October 16 • 6:00 pm

Attending an industry sector event is a great way to further networking with those who work within your targeted and related industries! (Sector event registration is open only to those registered for the LES Annual Meeting and some require an additional fee to participate.)

ACCOMPANYING PERSONS' PROGRAM

Sunday, October 14

2:00 pm – 4:00 pm

MaRS Centre Discussion

and Facility Tour (additional fee)

6:00 pm – 7:30 pm

Welcome Reception

► *Recommended Dress for Welcome Reception: **Casual***

Monday, October 15

9:00 am – 10:30 am

Accompanying Persons' Breakfast

12:00 pm – 2:00 pm

Luncheon with Featured Speaker

(Reservations required.)

6:00 pm – 8:00 pm

Networking Reception Four Seasons Centre for Performing Arts

► *Recommended Dress for Networking Reception: **Business Casual***

Tuesday, October 16

8:00 am – 9:00 am

Continental Breakfast

6:00 pm

Industry Sector Events

(Some require additional fee)

Wednesday, October 17

8:00 am – 9:00 am

Continental Breakfast

3:00 pm – 5:00 pm

University of Toronto Innovations and Partnerships Office Tour

(additional fee)



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Photo Credit: Tourism Toronto

AWARD PRESENTATIONS

Deals of Distinction Award Presentation

The 2012 LES Deals of Distinction Awards will be presented at the Annual Meeting. The LES (USA & Canada) Deals of Distinction Award is an annual Industry Sector award program of LES (USA & Canada), which aspires to recognize worthy licensing deals and promote creative and innovative solutions to business issues involving contracts. Each of the LES (USA & Canada) Industry Sectors has the option to present an award to whom they feel has completed the most deserving deal from within their field.

Frank Barnes' Award Presentation

The 2012 LES Frank Barnes' Mentoring Award will be presented at the Annual Meeting. As Corporate Vice President at Abbott Labs, Frank licensed in a number of valuable products and was known as one of the deans of pharma licensing. He was a founding member of the LES Healthcare Committee and mentored over twenty licensing executives who have made important contributions to the pharma industry. Frank passed away in 2000 and the Frank Barnes' Mentoring Award was established in 2001 to honor a member of LES who, like Frank, has mentored and coached many licensing executives. Thus Frank Barnes' legacy of mentoring continues through the award named in his honor.

Can't Attend in Person? Now We Can Bring the Meeting to You!

Don't let travel and budget constraints stop you from taking part in this must-attend event. For those unable to join us in Toronto, we're excited to announce our new virtual meeting option, where we'll bring the meeting to you wherever you are—on your computer or select mobile devices.

Visit LES2012.org for details.

"As a newcomer to the industry, LES membership helps me stay current on important industry issues, meet relevant influencers, and recalibrate my own strategies for success."

—SIMMONE MISRA, *Licensing Executive, Microsoft,*
LES (USA & Canada) Member Since 2006

LESI DELEGATES SCHEDULE

Wednesday, October 17

2:00 pm

LESI Board Meeting

5:00 pm

Registration

6:00 pm

LESI Delegates' Meeting Welcome Reception

Thursday, October 18

8:00 am – 9:00 am

Breakfast

9:00 am – 5:30 pm

LESI Committee Meetings

1:00 pm – 2:00 pm

Luncheon

6:30 pm

LESI Delegates' Reception & Dinner

Friday, October 19

8:00 am – 9:00 am

Breakfast

9:00 am – 1:00 pm

Delegates' Meeting

9:00 am – 1:00 pm

National Presidents' Council & Board Meeting

1:00 pm – 2:00 pm

Luncheon

2:00 pm – 5:00 pm

Reports from Delegates and National Presidents' Council Meetings



LES (USA & Canada) would like to thank the following PARTNERS for their generous support of the Annual Meeting:

Partners current as of May 29, 2012

Official Strategic Media Partner



Media Partners



Supporting Organizations



Sponsorship Opportunities

Looking for a way to increase your visibility in the Intellectual Property and Business Development marketplace? It's not too late to sponsor the LES Annual Meeting! There are limited opportunities remaining. Visit www.lesusacanada.org/sponsorship for more details or contact us at sponsorship@les.org.

"As a new organization in licensing, LES sponsorship enabled us to reach the audience we're targeting."



Photo Credit: Tourism Toronto

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Bronze Sponsors



Event Sponsors

Lunch



High Tech Sector Reception

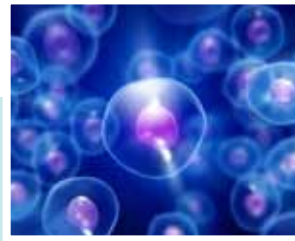


Life Science Sector Reception sponsored in part by



LESI Delegates Reception





SAVE TIME - REGISTER ONLINE!

www.LES2012.org

EARN CLE, CLP & CPE CREDITS

The 2012 Annual Meeting is eligible for up to 19 CLE and CLP credits and up to 23 CPE credits.

For more information, visit LES2012.org.

For more information regarding refund, complaint and/or program cancellation policies, please contact LES at meetings@les.org or 703.836.3106.



Licensing Executives Society (U.S.A. and Canada), Inc. is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. NASBA.org.



HOTEL ACCOMMODATIONS

Sheraton Centre Hotel

123 Queen Street West

Toronto, Ontario Canada M5H-2M9

For reservations call 800-325-3535 and request the LES group rate of \$249 CAD per night for a single/double room or \$309 CAD per night for a club single/double room. The group rate is available until September 12, 2012 or until rooms sell out.

REGISTRATION INFORMATION

Please review the following information to avoid delays in processing your registration:

Registration Form Completion

Use one form per registrant. For additional registrants, photocopy the form as needed. Complete all sections of the registration form. For events with additional costs, please indicate your session choice and include correct payment in total.

Registration Fees

Check appropriate registration categories and compute totals for each. Registrations without complete payment will not be processed. Purchase orders are not accepted as payment. Your membership must be current and/or processed before you may receive the member registration rate. Please note that pre-registration closes on **October 10, 2012**—after this date please bring your registration form with payment to the meeting registration area at the hotel. Registrations received after October 5 will not be included in the pre-printed attendee list, but will be included in the final attendee list posted online at www.LES2012.org.

The Registration Fee includes:

- ▶ Welcome Reception – Sunday evening
- ▶ Education Sessions – Sunday
- ▶ Networking Reception – Monday evening
- ▶ Tech Fair – Tuesday (separate cost to exhibit)
- ▶ All breakfasts, luncheons and coffee breaks (as indicated in the program)

Confirmation

All registrants will receive an automated email receipt confirming their registration at the time payment is processed. Messages will come from meetings@les.org. Please check spam filters for delayed messages.

Registration List

Advance registrations received on or before October 5 will be included in the printed Pre-Registration List distributed at the Meeting.

Questions? Call the LES office at 703-836-3106



Name: _____ Nickname for Badge: _____
 Title: _____
 Organization: _____
 Address: _____
 City: _____ State/Province: _____
 Country: _____ Zip/Postal Code: _____
 Phone: _____ Email: _____
 Is this a new address? Yes No
 Please list disability/dietary requirements, LES will contact you via email:

REGISTRATION FEES

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

Full Meeting	Super Early Rate Through 7/31	Early Rate 8/1 - 8/31	Standard Rate 9/1 - Onsite
Member	<input type="radio"/> \$1,695	<input type="radio"/> \$1,795	<input type="radio"/> \$1,895
Non-Member	<input type="radio"/> \$1,995	<input type="radio"/> \$2,095	<input type="radio"/> \$2,195

Day Rate	Mon. 10/15	Tues. 10/16	Wed. 10/17
Member	<input type="radio"/> \$795	<input type="radio"/> \$795	<input type="radio"/> \$495
Non-Member	<input type="radio"/> \$1,095	<input type="radio"/> \$1,095	<input type="radio"/> \$795

Continuing Education

IP & LICENSING BASICS: Sunday, October 14, 8:30 AM – 5:00 PM

- Members & Non-Members _____ @ \$195
 University & Government _____ @ \$125
 Students* _____ @ \$35

*Includes one year LES (USA & Canada) student membership.

EDUCATION WORKSHOPS (No fee. Pre-registration recommended.)

Sunday, October 14, 9:00 AM – 12:00 PM

- _____ Building Global Fences: IP Protection Strategies Around the World
 _____ Finding the Gems: IP Assessment and Development
 _____ Dancing on Shifting Sands: IP Valuation in 2012

Sunday, October 14, 2:00 PM – 5:00 PM

- _____ Dreadful Drafting: Covering Non-Disclosure Agreements and the Dos and Don'ts of Licensing
 _____ Avoiding Checkmate in the Game of Kings: Negotiating IP Agreements
 _____ Living with Your Deals: Value Impact and Recognition for Deals Well Done

Monday, October 15, 2:00 pm - 5:00 pm

- _____ Train-the-Trainer Workshop (No fee. Pre-registration recommended.)

OPTIONAL EVENTS

Sunday, October 14, 2:00 PM – 4:00 PM

- MaRS Centre Discussion and Facility Tour _____ @ \$25

Wednesday, October 17, 3:00 PM – 5:00 PM

- University of Toronto Innovations and Partnerships Office Tour _____ @ \$25

Accompanying Persons

- _____ @ \$400
 Name: _____
 Email: _____

Luncheon Speaker, Monday, October 15 (no additional charge)

TOTAL PAYMENT \$ _____ PROMO CODE _____**

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

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.

Credit Card: MasterCard Visa AMEX Diners Club

Name on Card: _____

Card Number: _____ Exp. Date: _____

Cardholder Signature: _____

REMITTANCE INFORMATION

Send payment to:

LES (U.S.A. and Canada), Inc. Fax: 703-836-3107
 1800 Diagonal Road, Suite 280 Email: meetings@les.org
 Alexandria, VA 22314 For more info. call: 703-836-3106

LES MEETING POLICIES

Cancellation Policy - All cancellations are subject to a \$100 cancellation fee. All registration fees, including tickets to optional events and no-shows, are non-refundable after September 30, 2012. Please note that fees are not transferable to another LES meeting. Substitutions are welcome and requests must be made in writing to meetings@les.org. Make sure to include a completed registration form for the substitute person. 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 Accompanying Person's fee covers only one person. Accompanying persons may attend continental breakfast and evening social functions only if they register and pay the Accompanying Persons' registration fee. Licensing professionals may not attend as accompanying persons. "Accompanying Person" refers to a personal relationship, not a business associate or colleague.

Photo Release Policy - Registrant grants permission to LES (USA & Canada) to use registrant's name, image or likeness for any and all LES-related purposes, including 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 Web site 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 at LES meetings not specifically authorized by LES or as a general mailing list 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.

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Join now to take advantage of the discounted member rate, along with many other valuable member benefits, such as access to the member directory, local chapters, professional development, networking opportunities, discounts on events and much more.

Go to LESUSACanada.org/AM12JOIN to learn more.



LES (USA & CANADA)
**2012 ANNUAL
MEETING**
**CONNECTING +
COLLABORATING**

OCTOBER 14 – 17
Sheraton Centre Toronto
Toronto, ON, Canada



WHY YOU SHOULD ATTEND:

- ▶ Receive pre-eminent content covering today's issues and tomorrow's challenges
- ▶ Learn from industry leaders, experts and business partners
- ▶ Gain the tools, strategies and best practices to better manage your organization
- ▶ Connect with your friends, colleagues and business partners
- ▶ Exchange ideas and discuss your unique challenges with your peers
- ▶ Earn CLE, CLP, and CPE credits
- ▶ Preview the latest products, services and technologies at the Tech Fair



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ATTENTION MAILROOM: If undeliverable to addressee, this important time-sensitive information should be forwarded to your Intellectual Property Counsel.



Licensing Executives Society
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1800 Diagonal Road, Suite 280
Alexandria, VA 22314

