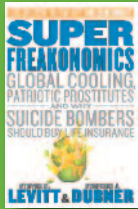




Licensing Executives Society
(U.S.A. and Canada), Inc.



KEYNOTE SPEAKER
Steven Levitt
Best Selling Co-Author
Freakonomics and
SuperFreakonomics

FEATURED PLENARY SPEAKERS

Pat Choate

Economist and IP & National
Development Author

Sherry Knowles

GlaxoSmithKline

**The Honorable Judge
Paul Michel**

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

Suzanne Michel

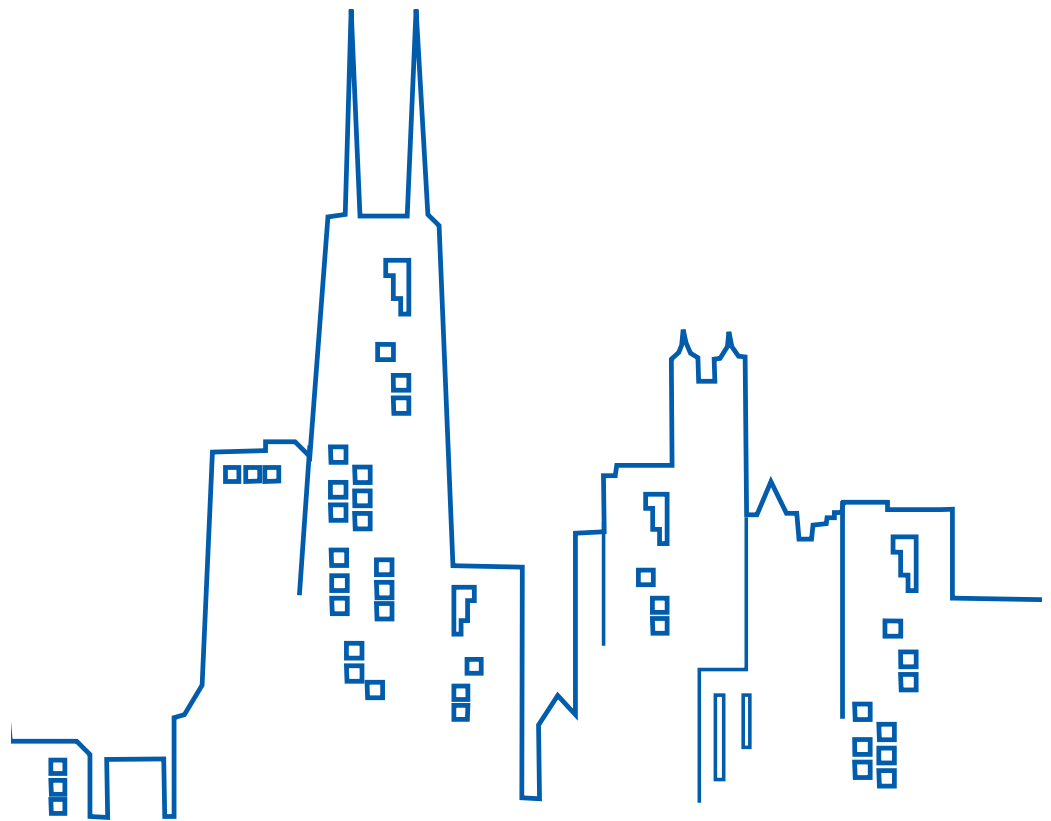
Federal Trade Commission

John Whealan

George Washington University
Law School

WHY YOU SHOULD ATTEND

- Connect with over 1,000 IP, licensing, tech transfer and business development professionals
- Join us for interactive panels
- Learn from unique workshops presented by industry leaders
- Strike deals through the Power Networking system
- Discover innovative products and services at the Tech Fair
- Advance your career with professional development courses
- Earn CLE and CLP credits



ANNUAL MEETING

CHICAGO

IP for Corporate Business Strategy

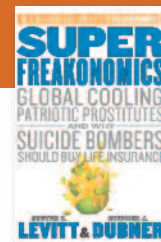
SEPTEMBER 26-29, 2010

Sheraton Chicago

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MONDAY, SEPTEMBER 27 • 9:00 a.m. - 10:30 a.m.

Keynote Speaker: Steven Levitt, Co-Author, *Freakonomics* and *SuperFreakonomics*

The SuperFreakonomics of IP and Licensing – Do Patents Slow Innovation?

Steven Levitt is a tenured professor in the University of Chicago's economics department and is the recipient of the American Economic Association's prestigious John Bates Clark Medal, presented to the country's best economist under 40. Steven Levitt's co-authored *Freakonomics* has sold over 4 million copies and reached number two on The New York Times Best Seller list.

Levitt's session at the LES 2010 Annual Meeting will address the unintended consequences of the patent system on innovation. He'll also present his research illustrating the effects of incentives – both intended and unintended – on economics and market behavior as they relate to innovation.

Steven Levitt will also be available after his session for a book signing.

MONDAY, SEPTEMBER 27 • 12:00 p.m. - 1:45 p.m.

Plenary Luncheon

The U.S. Patent System Under Siege- From Congress, the PTO, the FTC and the Supreme Court

The U.S. patent system faces unprecedented challenges from patent law reform legislation pending in Congress, the USPTO's efforts to reduce backlogs and improve the quality of issued patents, and increased scrutiny by the Supreme Court and FTC. Recently retired Chief Judge Paul Michel of the Court of Appeals for the Federal Circuit will offer his insights and thoughts for addressing these multifarious forces that are creating pressure on the patent system.

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

TUESDAY, SEPTEMBER 28 • 8:45 a.m. - 10:00 a.m.

IP As a National Responsibility: A Global Outlook for Strategies, Policies and Laws

History shows the desire for long term prosperity leads nations to put in place policies and strategies that maximize their opportunities. Use of trade barriers is a perfect example. Is IP a future weapon of choice? What support is in place – or on the horizon – in the US and Canada, in developed countries in Asia and Europe and in developing countries to leverage IP for success and wealth? And what does this mean to ideas of commercial collaboration across national boundaries in this decade and those that follow?

Pat Choate, Economist; Intellectual Property & National Development

Author; Ross Perot's Vice-Presidential 1996 election running mate

Sherry Knowles, Senior Vice President, Chief Patent Counsel, *GlaxoSmithKline*

Suzanne Michel, Deputy Director, Office of Policy Planning, *Federal Trade Commission*

John Whealan, Associate Dean, Intellectual Property Law, *George Washington University Law School*

Moderator: Chuck Neuenschwander, Principal, *International Patent Licensing Company*

TUESDAY, SEPTEMBER 28 • 10:15 a.m. - 11:15 a.m.

IP100 Recap - IP Hot Topics 2010

In 2010, the innovative IP100 concept leapt into the LES world, analyzing 3 hot IP topics to identify the best practices in the Licensing community. Drawing questions from the IP100 forums, this panel will discuss: - Game changing IP strategies that lead to a winning deal pipeline; - Best practices in deal structure and valuation; - Extracting successful IP deals from the drama of litigation. We have four dynamic panelists from very diverse viewpoints speaking in this exciting panel discussion.

Moderator: Rich Baker, Director of Intellectual Property Licensing, *3Com Corporation*

Leslie Millar, Director, Office of Technology Management, *University of Illinois at Urbana-Champaign*

Tom Miller, Senior Litigation Counsel, *Motorola, Inc.*

Raymond Niro, Senior Partner, *Niro, Haller & Niro, Ltd.*

WEDNESDAY, SEPTEMBER 29

Industry Sector Mini-Plenaries

Attend a plenary session geared towards your industry sector specific business needs:

- Chemicals Energy Environment & Materials
- Consumer Products
- Life Sciences
- Industry-University-Government Interface
- High Technology



ABOUT LES

Founded in 1965, the Licensing Executives Society (U.S.A. & Canada), Inc. is a professional society comprised of nearly 5,000 members engaged in the transfer, use, development and marketing of intellectual property. The membership includes a wide range of professionals, including business executives, lawyers, licensing consultants, engineers, academicians, scientists and government officials. Many major companies, professional firms, and universities are represented within the Society's membership. Licensing Executives Society (U.S.A. & Canada), Inc. is a member society of the Licensing Executives Society International, which has a worldwide membership of over 12,000 members in more than 30 national societies, representing over 80 countries.

In an effort to better facilitate networking opportunities, LES will publish a list of registered attendees and organizations on the meeting website prior to the meeting.

Check www.LES2010.org often and register early.

HIGH-QUALITY, INDUSTRY-FOCUSED PROGRAMS

For speaker biographies and workshop descriptions, please visit www.LES2010.org

PDS WORKSHOPS

SUNDAY, SEPTEMBER 26

Please visit the www.LES2010.org for PDS workshop descriptions

8:00 a.m. – 5:00 p.m.

PDS 100 - Commercializing Technology through the Power of IP & Licensing

Sponsored by the LESI Education Committee

Additional Fee: \$195; \$125 University Professor; \$35 per student; No Charge if registered for Train the Trainer. *Lunch Included*

9:00 a.m. – 12:00 p.m.

PDS 302 (IA STRATEGY) - Portfolio Analysis/Risk Assessment

Portfolio Analysis/Risk Assessment (IA STRATEGY)

9:00 a.m. – 12:00 p.m.

PDS 303 (VALUATION) - Valuing Pharmaceutical and Biotechnology Pipelines

2:00 p.m. – 5:00 p.m.

PDS 304 - PDS Intermediate Workshop (304) - Dreadful Drafting

Part 1: Dreadful Drafting of Non-Disclosure Agreements
Part 2: Dreadful Drafting of Improvements in Collaborations

2:00 p.m. – 5:00 p.m.

PDS 303 - Internal Negotiations

MONDAY, SEPTEMBER 27 • 1:00 p.m. – 5:00 p.m.

Instructor Qualification Workshop – Learn from the Best (Train-the-Trainer)

This session uses the content outline for the LES PDS 100 course as a framework for sharing LES best practices for licensing education instruction. Experienced faculty will demonstrate how to present the concepts covered in each module in the course, involve students with interactive exercises, respond to questions, and review logistics and marketing recommendations. Participants who attend both the PDS 100 Course and the Train-the-Trainer program may become eligible to teach the PDS 100 course for LESI.

Looking for a way to get involved or meet new people at the Annual Meeting?

Volunteer! Just a couple of hours donated can go a long way and open doors to meet new faces. LES will need 55 volunteers during the Wednesday night “LES Casino Night”. Email meetings@les.org about volunteer opportunities at the Annual Meeting.

LES INTERNATIONAL DELEGATES' SCHEDULE

For the complete LESI Delegates' Schedule, please visit www.LES2010.org and click on “LESI Delegates”

FRANK BARNES AWARD

MONDAY, SEPTEMBER 27 • 12:00 p.m.

The 2010 LES Frank Barnes' Mentoring Award will be presented at the Annual Meeting during the Monday luncheon. 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.

CONTINUING LEGAL EDUCATION

Earn CLE & CLP Credits

LES provides assistance in securing CLE credit for LES education activities. Please visit www.LES2010.org for current credit hours approved for the LES Annual Meeting.

ANNUAL MEETING SCHEDULE

For the complete daily schedule, please visit www.LES2010.org and click “Schedule at a Glance”

LES 2010 ANNUAL MEETING COMMITTEE

Meeting Chair

Ted Cross

Program Chair

Tim Lowman

Workshop Chair

Mike Martin

Liaison with President/Planning Review

Tanya Moore

Expert Panel Coordinator

Chuck Neuenschwander

Round Table Coordinators

Elaine White

Peter Ross

Mary Beth Cicero

International Liaison

Ken McKay

John Paul

Sponsorship & LES “Casino Night”

Coordinator

Janet Pioli

Education/PDS Course/Add-ons

Mike Lee

Chemicals, Energy, Environment, and Materials Sector

Edna Vassilovski

Dave Gibson

Bob Payne

Consumer Products Sector

Rachael Schwartz

Rimma Driscoll

Robin Sitver

High Technology Sector

Don Drinkwater

Allen Vaughn

Ray Felts

Industry-University-Government

Interface Sector

Elaine White

Ceryl Cjeka

Life Sciences Sector

Michael Samardzija

Strategic Alliances Committee

Phyl Speser

Valuation & Taxation Committee

Kevin Arst

Justin Basara

Gauri Prakash-Canjels

Women in Licensing

Monica Sabet

BioMedical Devices

Roger Hahn

Marc Bloom

Accompanying Persons' Co-Chairs

Walter Nielsen

Sarah Oliver

Workshop Session 1		Workshop Session 2		Workshop Session 3		Workshop Session 4		Workshop Session 5		Workshop Session 6	
Monday, September 27 2:00 p.m. - 3:15 p.m.		Monday, September 27 3:45 p.m. - 5:00 p.m.		Tuesday, September 28 2:00 p.m. - 3:15 p.m.		Tuesday, September 28 3:45 p.m. - 5:00 p.m.		Wednesday, September 29 2:00 p.m. - 3:15 p.m.		Wednesday, September 29 3:45 p.m. - 5:00 p.m.	
1-A (CEEM + CP)		2-A (CP)		3-A (CEEM + INTL)		4-A (CEEM + CleanTech)		5-A (HTS + CP)		6-A (CP + IUGI)	
Capitalizing on the Growing Desire for Externally-Developed Technology by Chemical, Materials and Consumer Products Companies: How Universities and Small to Medium-Sized Companies Can Successfully Market Their Technologies to Non-Traditional Customers		The Art of Trademark Licensing: Burton Snowboards, The Warhol Foundation and Playboy		Strategies for Actually Transferring the Technology of International Chemical Deals; Dealing With the Hangover After the Signing Celebration		Making CleanTech Deals Work: Best Practices in an Environment of Risk and Uncertainty		Trademark Licensing: How to Protect and Leverage Your Brand		Managing Intellectual Assets in Business Collaborations	
Advanced		Intermediate		Intermediate		Intermediate		Intermediate		Intermediate	
Ben DuPont, Chief Executive Officer, <i>Yet2.com</i> Jackie Hutter, Chief IP Strategist, <i>The Hutter Group LLC</i> Jason Lye, Director, External Business Development - Technology Assets, <i>Newell Rubbermaid</i>		Rachael Schwartz, Senior Manager, <i>ipCapital Group, Inc.</i> Jaime Heins, Associate General Counsel, <i>Burton Snowboards</i>		Moderator: Anthony Venturino, Partner, <i>Novak, Druce + Quigg, LLP</i> Patrick Desmond, Attorney and Licensing Manager, <i>USG Company</i> Pete Sahu, Intellectual Property Counsel, <i>USG Corporation</i> Erik Verbraken, Associate Director, Business Law and Contracts Division, <i>Institut Français du Pétrole</i>		Lisa Cameron, Senior Consultant, <i>The Brattle Group</i> Elias Hinckley, Partner, <i>Venable LLP</i>		Moderator: Allen Vaughn, Manager Intellectual Property Strategy & Licensing, <i>Lockheed Martin</i> Gail Roth, Director, Consumer Products Licensing, <i>The Boeing Company</i> Robin Sitver, Executive Director, Business Development, <i>Johnson & Johnson Consumer Products Company</i>		Christopher Arena, Partner, <i>Woodcock Washburn LLP</i> Stewart Mehlman, Director, Licensing, Alliances and Emerging Technology, <i>Praxair, Inc</i> Gene Slowinski, Director, Strategic Alliance Research, <i>Rutgers University / Alliance Management Group, Inc</i> Sylvia Uribe-Saucedo, Senior Director, Technology Transfer, <i>Kellogg Company</i>	
1-B (HTS + CP)		2-B (HTS)		3-B (HTS + LGL)		4-B (CP + INTL)		5-B (HTS + INTL)		6-B (HTS + INTL)	
The Automotive Industry - Leaders or Laggards in the Development and Execution of an IP Strategy?		Cloud Computing 101: Business Models, Technologies and Licensing Issues		Emerging Trends in Patent Enforcement: Implications for Licensing Executives		Deal or No Deal? Setting the Stage for More Profitable IP Licensing		Can Deals be Made in Cases of Accused Infringement Without Initiating Litigation?		The Challenges of Protecting and Licensing Technology in China	
Advanced		Intermediate		Advanced		Intermediate		Intermediate		Intermediate	
Frederick Cartwright, Director, New Business Development, <i>General Motors</i> Clay Phillips, Director, Strategic Initiatives, <i>General Motors</i>		Richard Greeley, Director, Licensing, <i>Microsoft Corporation</i> Don Jarrell, Chief Executive Officer, <i>2Digital Thinking, Inc.</i>		Louis Berneman, President, <i>Texelerate</i> Oliver Bennett, Counsel, <i>Kaye Scholer LP</i> John Paul, Attorney, <i>Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</i> John Veschi, Chief Intellectual Property Officer, <i>Nortel</i> Mary Woodford, Vice President, <i>Cornerstone Research</i>		David Jarczyk, Chief Operating Officer, <i>ktMINE</i> George Kyroudis, Senior Tax Director, <i>Playboy Enterprises, Inc.</i> Vanita Spaulding, Managing Director, Valuation, <i>Ceteris</i> Chryso Sarkos Sarris, Assistant General Counsel, <i>Fortune Brands, Inc.</i>		Charles Neuenschwander, Principal, <i>IPLC</i> Dooyong Lee, Executive Vice President, <i>Acacia Technologies Group</i> Tanya Moore, General Manager, Outbound Licensing, Corporate IP&L, <i>Microsoft</i> Thomas Rein, Partner, <i>Sidley & Austin Brown & Wood</i> Katharine Wolanyk, President, <i>Soverain Software LLC</i>		Moderator: Elliot Swan, Director, Technology Licensing, <i>Raytheon</i> Jon Rortveit, Chief Executive Officer, <i>Tynax, Inc.</i> Elizabeth Chien-Hale, Senior Counsel, China Coordinator, <i>Apple Inc.</i> Kim Chotkowski, Licensing Executive, <i>ATLC Inc.</i> William Elkington, Sr. Director, Strategic Technology, <i>Rockwell Collins</i>	
1-C (HTS + LGL)		2-C (HTS)		3-C (HTS + LSS)		4-C (HTS + LGL)		5-C (HTS + INTL)		6-C (HTS)	
China: The Next Hotbed for IP Enforcement		Content Protection and Distribution 2010 in Review and a Look Forward to 2011		The Bilski Decision - Ramifications for Business Methods, Information Technology, and Life Science IP		Anatomy of an Open Source Conundrum: How Licensees Can Identify Open Source Software in their Products, Address Resulting Problems, and Turn Hassles into Opportunities		Deals from Disasters		Getting Into the Game: Getting Your IP Strategy Right the First Time	
Intermediate		Intermediate		Advanced		Advanced		Intermediate		Intermediate	
Chris Bailey, Country Manager, <i>Rouse</i> Terry Ludlow, Founder and Chief Executive Officer, <i>Chipworks</i> Dick Thurston, Vice President and General Counsel, <i>TSMC</i>		Jim Burger, Attorney at Law, <i>DowLohnes</i> Don Drinkwater, Licensing Manager, <i>Bose Corporation</i>		Erica Arner, Partner, <i>Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</i> Daniel Broderick, Associate Director, <i>California Institute of Technology</i> Matthew Kelly, Chief IP Counsel, <i>CME Group, Inc.</i> Stasia Ogden, Assistant General Counsel, Intellectual Property, <i>Baxter Healthcare Corporation</i>		John Keagy, Chief Executive Officer, <i>GoGrid</i> David Tollen, Partner, <i>Adeli & Tollen LLP</i>		Kurt Becker, General Counsel for Acquisition and Licensing, <i>Intellectual Ventures</i> Daniel Papst, Chief Executive Officer, <i>Papst Licensing GmbH and Co KG</i> Stephen Potter, Former Chairman, <i>The R&D Society</i> Guy Proulx, Chief Executive Officer and Founder, <i>Transpacific IP PTE Ltd.</i>		David Fraser, Director, Patent Services, Licensing, <i>Intellectual Ventures</i> Robert MacKenzie, Vice President, Business Innovation, <i>Teclink Entertainment</i>	
1-D (IUGI)		2-D (IUGI)		3-D (IUGI)		4-D (HTS + IUGI)		5-D (LSS + STRAT)		6-D (IUGI)	
Enhancing Deal Flow between Non-profit Health Agencies, Tech Transfer Offices, and Biotech / Pharma to Translate Promising Academic Discoveries into Breakthrough Therapies		Sponsored & Collaborative Research: IP Demands in Deals Between Universities/ Research Institutions and Industry		Are Academic Institutions Losing Their Way on Technology Transfer?		Silicon Valley Commercialization Strategies - What the Experts in Silicon Valley Are Doing in Hard Times		What's Hot & What's Not in Cardiometabolic Licensing		Investing in U.S. Federal Laboratory Technologies and Capabilities	
Intermediate		Intermediate		Advanced		Intermediate		Intermediate		Intermediate	
Anthony del Campo, Vice President, Research and Technology Ventures, <i>Dana-Farber Cancer Institute</i> Linda Egger, Senior Director - Franchise Licensing Integrator, <i>Merck & Co., Inc.</i> Allison Formal, Vice President, Research Business Development, <i>Leukemia & Lymphoma Society</i> Steven Tregay, Founder, President and Chief Executive Officer, <i>Forma Therapeutics, Inc.</i>		Susan Capello, Senior IP Attorney, <i>Intel Corporation</i> Steven Ferguson, Deputy Director, Licensing & Entrepreneurship, <i>NIH Office of Technology Transfer</i> Peter Kramer, Executive Director, External Science and Technology, <i>Bristol-Myers Squibb Company</i> Thomas Meagher, Shareholder, <i>Volpe & Koenig, P.C.</i> John Ritter, Director, Office of Technology Licensing, <i>Princeton University</i>		Alan Bentley, Director, <i>Commercialization Cleveland Clinic Innovations</i> Robert MacWright, Partner, <i>Frommer Lawrence & Haug LLP</i> Robin Rasor, Director of Licensing, <i>University of Michigan</i>		Gary Bender, Head of Intellectual Asset Strategy & Management, <i>Visa</i> Mark Holmes, Chief Executive Officer, <i>PatentBridge LLC</i> Katharine Ku, Director Office of Technology Licensing, <i>Stanford University</i> Damon Matteo, Vice President, <i>Palo Alto Research Center</i> Chris Talbot, Senior Director Strategic Licensing Group, <i>Applied Materials, Inc.</i> Larry Udell, Founder & Co-Chair, <i>LES Silicon Valley</i>		Brent Bankosky, Director, Global Licensing & Business Development, <i>Takeda Pharmaceuticals</i> Amit Dhawan, Medical Director, <i>Kantar Health</i> G. John Mohr, Pharma Executive, <i>Consults LLC</i>		Theresa Baus, Head, Technology Partnerships Enterprise Office, <i>Naval Undersea Warfare Center - Newport Division</i> Gary Jones, Washington DC Representative, <i>Federal Lab Consortium for Tech Transfer</i>	
1-E (LOSM)		2-E (IUGI)		3-E (LGL)		4-E (IUGI)		5-E (LSS)		6-E (INTL + CEEM)	
Setting up the Deal- Best Practices in Marketing		It's not a Partnership Deal - it's a Collaboration: When Academia Inks Deals with Industry, the Do's and Don'ts of Business Relations		Top 10 Court Decisions of 2010 Affecting Licensing		Early Stage Technology Licensing: Challenges and Lessons Learned		Game Theory Applications to BioPharma Deal Negotiations		The Latest Case-Decisions Affecting Patent Licensing & Trademark Licensing	
Intermediate		Intermediate		Intermediate		Intermediate		Intermediate		Intermediate	
Halina Dziewit, Partner, <i>Patton Boggs, LLP</i> Matthew Raymond, Director of Intellectual Property, <i>Rush University Medical Center</i> Larry Saret, Attorney at Law, <i>Michael Best and Friedrich, LLP</i> Shrijay Vijayan, Technology Manager, <i>University of Illinois</i>		Kathy Anderson, Business Relations Consultant, <i>Mayo Clinic</i> James Burns, President and Chief Executive Officer, <i>AssureRx Health</i> Susan Stoddard, Senior Licensing Manager, <i>Mayo Clinic</i> Donald Wright, Senior Vice President, <i>AssureRx Health</i>		Russell Levine, Partner, <i>Kirkland & Ellis LLP</i>		Lisa Dhar, Senior Technology Manager, <i>University of Illinois</i> Brian Frizzell, Principal, <i>Charles River Associates</i> Patrick Gattari, Partner, <i>McDonnell Boehnen Hulbert & Berghoff LLP</i> Nancy Sullivan, Director, Office of Technology Management, <i>University of Illinois-Chicago</i>		Jeremy Middleton, Vice President, Corporate Development, <i>Elusys Therapeutics</i> Ruth Plager, President & Chairman, <i>ZenithBio LLC</i> Mohan Rao, Managing Director, <i>LEGG</i> Ramani Varanasi, Vice President, Business Development, <i>RXI Pharmaceuticals</i>		Moderator: Yorikatsu Hohokabe, Senior Technical Advisor, <i>Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P.</i> Niels Hölder, Attorney-at-Law, <i>Hoffmann-Eitle</i> Richard Treanor, Partner, <i>Oblon, Spivak, McClelland, Maier & Neustadt, L.L.P.</i> Angela Wenninger, Attorney-at-Law, <i>Hoffmann-Eitle</i> Junichi Yamazaki, Senior Partner, <i>Miyake & Yamazaki</i> ; President, <i>LES Japan</i>	
1-F (LSS)		2-F (LSS)		3-F (LSS)		4-F (LSS + IUGI)		5-F (LSS)		6-F (LSS)	
The Effect on Healthcare Reform and Biosimilar Legislation on Licensing		Proof of Relevance: The New Standard for Partnering		Necessity is the Mother of Invention: Innovative Use of Contingent Payments and Escrows and Survival in the Great Recession of the Late 2000's		Wishful Thinking? Avoid the Missteps in Valuing Early Stage Compounds: A How-To Guide		Late Breaking Life Science Workshop		Can Industry Merge Its Way Out of Its R&D Productivity Problem?	
Intermediate		Intermediate		Intermediate		Intermediate		Intermediate		Intermediate	
Chris Holman, Associate Professor of Law, <i>University of Missouri-Kansas City School of Law</i> Michael Samardzija, Counsel, <i>Bracewell & Giuliani</i> Josh Sarnoff, Visiting Professor of Law & Associate Professor, <i>DePaul University College of Law</i>		Vincent Aurentz, Senior Executive Vice President, Portfolio Management & Business Development, <i>Merck Serono International SA</i> Martin Birkhofer, Vice President Strategic Transactions, <i>Bristol-Myers Squibb Company</i> Jeet Mahal, Head of Corporate Development, <i>Portola Pharmaceuticals, South</i> Dennis Purcell, Senior Managing Partner, <i>Aisling Capital LLC</i> Ed Saltzman, President & Founder, <i>Defined Health</i>		Jason Cole, Senior Vice President and General Counsel, <i>CombinatoRx, Incorporated</i> Fernando Salles, Neuroscience Franchise Licensing Integrator, <i>Merck</i> Syed Kazmi, Vice President, Business Development and Strategic Planning, <i>Ligand, Inc.</i>		Kevin Bitterman, Principal, <i>Polaris Venture Partners</i> Lauren Foster, Assistant Director, Biotechnology, <i>Massachusetts Institute of Technology, Technology Licensing Office</i> Skip Irving, Partner and Managing Director, <i>Health Advances</i> Reid Leonard, Executive Director, <i>Merck & Co.</i> Cat Oyler, Sr. Director, Emerging Technologies, <i>Johnson & Johnson</i>		More info to come!		Christopher Morrison, Editor-in-Chief, Biopharma and Consumer Products, <i>Eisevier Business Intelligence</i> Greg Wiederrecht, Vice President, External Scientific Affairs, <i>Merck & Co.</i>	
1-G (LSS)		2-G (LSS)		3-G (LSS + STRAT)		4-G (LSS + STRAT)		5-G (STRAT)		6-G (LSS)	
What's Hot and What's Not in Oncology Licensing		What's Hot & What's Not in Neuroscience Licensing		Negotiating for Long Term Alliance Results		Why Can't We Be Friends? Evolving an Adversarial Relationship to a Successful Partnership		No Really - This Alliance is Different! How Alliance Managers Help Ensure A Successful Partnership		Do You Really Have to Sell the Whole Company?	
Intermediate		Intermediate		Advanced		Intermediate		Intermediate		Advanced	
Elizabeth Bachert, Sr. Director, Worldwide Business Development, <i>Pfizer Inc.</i> John Freshley, Chief Executive Officer, <i>Compendia Biosciences</i> Dave Johnson, Director, Oncology Licensing, <i>Amgen</i> Linda Pullan, Business Development Consultant, <i>Pullan Consulting</i> Jean Rumsfield, Director, Business Development, <i>Astellas Pharma</i>		Cherise Kent, Director, Business Development, <i>Shire Pharmaceuticals</i> Jason Levin, Chief Business Officer, <i>Braincells, Inc.</i> Virginia Smith-Swintosky, <i>Johnson & Johnson</i>		Angela Bylanck, Executive Director, Global Alliance Management, <i>Novartis Pharmaceuticals</i> Carolynne Zimmermann, Head of Negotiations and Alliance Mgmt, <i>CVM, Novartis Pharmaceuticals</i>		Daniel Castro, Business Strategy and Licensing Manager, <i>Partners Healthcare / Massachusetts General Hospital</i> Nick Lee, Partner, <i>Kilburn & Strode LLP</i> Rebecca Menapace, Director, Research and Licensing, <i>Partners Healthcare</i> Bernd Merkl, Chief Business Officer, <i>Geneart AG</i>		Kimberly Brue, Director, Alliance Management, <i>Sanofi Aventis</i> Pannie Trifillis, Associate Director, Alliance Management, <i>PTC Therapeutics, Inc.</i> Jan Twombly, President, <i>The Rhythm of Business, Inc.</i>		Ted Breck, Head, Biotech group, <i>TPG Capital</i> Christine Fischette, President, <i>Enzo Therapeutics, Inc.</i> Paul Sekhri, Head, Biotech Ops Group, <i>TPG Biotech/TPG Growth, LLC</i> Lauren Silverman, Managing Director, <i>Novartis Option Fund</i>	
1-H (LSS)		2-H (LSS)		3-H (LSS)		4-H (LSS + IUGI)		5-H (VAL)		6-H (INTL)	
How is Innovation, Licensing, and Compliance Impacted by Tough Economic Times?		Innovative Licensing Strategies for Settling Patent Disputes and Avoiding the Growing Antitrust Threat		Development & Commercialization Diligence in BioPharma Alliances		License Terms that Impact Downstream Value Creation - The Devil is in the Details		Patent Brokerage for Portfolio Managers		International Roundtables	
Advanced		Advanced		Intermediate		Advanced		Intermediate		Intermediate	
Jeff Leedom, Partner, <i>Pricewaterhouse Coopers, LLP</i> Art Rose, Partner, <i>Knobbe Martens Olsen & Bear LLP</i> Paul Stewart, Director - Global Business Development, <i>Eli Lilly and Company</i>		Brian O'Shaughnessy, Shareholder, <i>Buchanan Ingersoll & Rooney, PC</i> Philip Strassburger, Vice President & Chief Intellectual Property Officer, <i>Purdue Pharma LP</i>		Mark Edwards, Managing Director, <i>Deloitte Recap</i> Claudia Hirawat, Senior Vice President Corporate Development, <i>PTC Therapeutics</i> Joanne Smith-Farrell, Vice President, World Wide Business Development & Licensing, <i>Pfizer, Inc.</i>		Louis Berneman, President, <i>Texelerate</i> Alan Paa, Executive, Director, <i>Cornell Center for Technology Enterprise and Commercialization</i> Jordan Yarett, Partner, <i>Paul, Weiss, Rifkind, Wharton & Garrison LLP</i>		Glenn Von Tersch, Principal, <i>TIPS Group</i> Brad Close, Principal, <i>TIPS Group</i> Paul Greco, Vice President, <i>ICAP Ocean Tomo LLC</i>			
1-J (HTS + LGL)		2-J (WIL)		TRACK KEY FOR ALL WORKSHOPS							
The Devils in the Deals: Sticky Transactional Issues		Lipstick and Heels at the Negotiation Table									
Advanced		Intermediate		CEEM Chemicals, Energy, Environment & Materials		INTL International		LSS Life Sciences			
Michael Bishop, General Counsel, <i>AT&T Intellectual Property Corporation</i> Kevin Cranman, General Counsel, <i>Ericsson</i> James Sobieraj, Partner, <i>Brinks Hofer Gilson & Lione</i>		Tanya Moore, General Manager, Outbound Licensing, Corporate IP&L, <i>Microsoft</i> Judith Paul, Intellectual Asset Strategy Manager, <i>BP America</i> Kate Shore, Senior Manager, <i>ipCapital Group, Inc.</i> Robin Sitver, Executive Director, Business Development, <i>Johnson & Johnson Consumer Products Company</i>		CP Consumer Products		IUGI Industry-University-Government Interface		STRAT Strategic Alliances		VAL Finance & Valuation	
				HTS High Technology		LOSM Licensing Office Structure & Management					

POWER NETWORKING



LES Power Networking is a customized, web-based system that enables all meeting registrants to post their company and individual profiles to facilitate one-on-one connections during the meeting. This complimentary service allows registrants to focus their networking on those contacts that meet their needs. Read more online at www.LES2010.org

TECH FAIR

TUESDAY, SEPTEMBER 28 • 10:00 a.m. – 6:00 p.m.

LES (USA and Canada) is pleased to present the Tech Fair, which enables attendees to learn about technology solution providers and potential business partners. Enjoy breaks, lunch and a wine and cheese reception while visiting exhibitors 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.

EVENING EVENTS

Welcome Reception - Sunday, 6:00 p.m.

**Sponsored by Brinks Hofer Gilson & Lione*

Networking Reception - Monday, 6:00 p.m.

Industry Sector Receptions - Tuesday, 5:00 p.m.

LES "Casino Night" to benefit LES Foundation - Wednesday, 6:00 p.m.

HOTEL ACCOMMODATIONS

Sheraton Chicago Hotel & Towers

301 East North Water Street Reservations: (312) 462-1000
Chicago, IL 60611 USA www.sheratonchicago.com

Mention "LES" to obtain the special LES Group Rate of \$249. The LES Group Rate will be available until **August 27, 2010** or until rooms sell-out. A limited number of rooms are available, so make your reservations as soon as possible.

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

SAVE TIME - REGISTER ONLINE! www.LES2010.org

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.

The Registration Fee includes:

- Welcome Reception - Sunday evening
- Educational Sessions - Monday through Wednesday
- Networking Receptions - Monday & Tuesday evenings
- Closing Event - Wednesday 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 September 1st will be included in the printed Pre-Registration List distributed at the meeting.

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

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Register Now!

REGISTER BEFORE
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FOR THE
EARLY BIRD DISCOUNT!

Visit www.LES2010.org to register

SAVE TIME REGISTER ONLINE! www.LES2010.org

Name: _____
 Nickname for Badge: _____
 Title: _____
 Organization: _____
 Address: _____

 City: _____ State/Province: _____
 Postal Code: _____ Country: _____
 Phone: _____ Fax: _____
 Email: _____

Is this a new address? Yes No

Please list any disability or dietary need that requires special arrangements: _____

REGISTRATION FEES

The registration fee includes:

- Welcome Reception - Sunday evening
- Educational Sessions - Monday through Wednesday
- Closing Event - Wednesday evening
- All breakfasts, luncheons and coffee breaks (as indicated in the program)
- Networking Receptions

Check appropriate registration categories and compute totals for each. Registrations without complete payment will not be processed. Purchase orders are not accepted. Your membership must be current and/or processed before you may receive the member registration rate. After **August 31, 2010**, please register online or bring your registration form with payment to the meeting registration area at the hotel.

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

MAIN REGISTRATION:

	On/Before July 15	July 16 - August 31	Sept. 1 and later/On-Site
Member	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,895
Non-Member†	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$2,095	<input type="checkbox"/> \$2,195
	MONDAY	TUESDAY	WEDNESDAY
Day Only	<input type="checkbox"/> \$895	<input type="checkbox"/> \$895	<input type="checkbox"/> \$895

*Accompanying Persons..... @ \$400 = _____

Accompanying Person:* _____

Accompanying Person's Email: _____

Accompanying Persons' Breakfast (Monday, September 26)

SUNDAY, SEPTEMBER 26 • 8:00 a.m. - 5:00 p.m.

Add-on 1: PDS 100 - Commercializing Technology through the Power of IP & Licensing _____ @ \$195 = _____

University Faculty Rate _____ @ \$125 = _____

Student Rate^ _____ @ \$ 35 = _____

Add-on 1 & Train the Trainer (No fee for Add-on 1 when registering for Train the Trainer on Monday, September 26)

Promo Code _____ **TOTAL PAYMENT: ** \$** _____

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

^The Student Rate includes a 1 year membership to LES.

VOLUNTEER

I'd like to be contacted about volunteer opportunities at the LES 2010 Annual Meeting.

METHOD OF PAYMENT

Enclosed is my check, drawn on an U.S. bank, in U.S. funds, made payable to the Licensing Executives Society (U.S.A. and Canada), Inc.

Fax: 703-836-3107 (If registering by credit card via fax, please do not mail original form)

Credit Card: MasterCard Visa AMEX Diners Club

Name on Card: _____

Credit Card Number: _____

Exp. Date: _____

Cardholder Signature: _____

Confirmation

All registrants will receive automated email confirmation/receipt of 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 **August 31*** will be included in the printed pre-registration list distributed at the meeting.

REMITTANCE INFORMATION



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

Licensing Executives Society (U.S.A. and Canada), Inc.
 1800 Diagonal Road, Suite 280, Alexandria, VA 22314
 Fax: 703-836-3107 • Email: meetings@les.org

For more information, call 703-836-3106

LES OFFICIAL USE		
BATCH #	MEMBERSHIP #	Source Code

LES MEETING POLICIES

www.LES2010.org

Cancellation Policy

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

***Accompanying Person Policy**

The Annual Meeting registration fee covers only one registrant. Accompanying persons may attend evening social functions and the Accompanying persons breakfast if they register and pay the Accompanying persons registration fee. Licensing professionals may not attend as accompanying persons. Accompanying person refers to a personal relationship, not a business associate or staff colleague.

Photo Release Policy

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

Registration List Policy

By registering for this meeting, you agree that LES may maintain your name and employer information completed in this form ("information"), as necessary, for its activities including that LES may publish the information on its 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 the 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 Web site, available exclusively to LES members and meeting attendees.



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

1800 Diagonal Road, Suite 280 Alexandria, VA 22314

ADDRESS SERVICES REQUESTED

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Statement on Sponsorship and Promotion

Licensing Executives Society (U.S.A. & Canada), Inc. does not permit:
(1) sponsorship of private functions conflicting with any scheduled Society event, or (2) public promotion of any private function occurring during the meeting, unless explicitly authorized by the Board of Trustees.