



The IP100™ Executive Forum
January 30-31, 2012
Arizona Biltmore Hotel
Phoenix, Arizona

This year's IP100™ Executive Forum, to be held January 30-31 at the Arizona Biltmore, will address three key issues on the minds of intellectual property professionals:

- The Impact of the America Invents Act on Business
- Deals from Hell - Lessons Learned
- How to Think Like a VC

Speakers at this year's IP100 include:

- **Alpheus Bingham:** Founder of Innocentive
- **Joe Beyers:** Chairman & CEO of Ambature and Former Vice President of Licensing at HP
- **Kathleen Denis,** Associate VP, Office of Technology Transfer at The Rockefeller University
- **Beatrix de Russe:** Vice President of Licensing and IP at Technicolor
- **Kate Drakos:** Associate General Counsel at Microsoft
- **Bill Elkington:** Senior Director, IP Management at Rockwell Collins
- **Bill Krovatin:** Vice President at Merck
- **Lesley Millar,** Director, Office of Technology Transfer at the University of Illinois at Urbana-Champaign
- **Lita Nelsen:** Director, Technology Licensing Office at MIT
- **Joshua Salisbury:** Managing Director at Accuitive Medical Ventures
- **Jim Sledzik:** Partner at Energy Ventures US
- **Paul Stewart:** Director, Global Business Development at Lilly

The IP100™ is an exclusive, invitation-only event for senior IP management professionals from IP owner organizations. Its aim is to provide best practices, problem-solving, and peer networking opportunities to its participants in the field of intellectual property management. It is a first-come, first-served event.

Program information as of 12/14/11. Visit www.theip100.org for the latest details.



DAY ONE: MONDAY, JANUARY 30th

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| 10:00 am - 11:15am | Registration |
| 11:30 am - 11:45am | Welcome Remarks and Safety Message |
| 11:45am - 12:15pm | Introduction of Advisory Board and Hot Topics |
| 12:45pm - 1:45pm | Luncheon & Keynote Speaker:

Alpheus Bingham, Ph.D, Founder, Innocentive

Dr. Bingham, an international expert on Open Innovation and author of <i>The Open Innovation Marketplace</i> (provided to all registrants) will discuss the impact of Open Innovation on global business. |
| 2:00pm - 3:00pm | PANEL #1: The Impact of the <i>America Invents Act</i> (AIA) on Business

This session will discuss: <ul style="list-style-type: none">• What does the AIA mean for those of us working with research engineers and scientists?<ul style="list-style-type: none">○ What changes need to be made for business people, engineers, and scientists?○ What are the difficulties in making these changes, and how might these be overcome?• What are the business process implications for the pre- and post-grant review?<ul style="list-style-type: none">○ How might business competition be managed differently?○ Will prior art searches become more prevalent, and will their cost reduce filings?• How will the increased cost of “prioritized applications” be justified?<ul style="list-style-type: none">○ Will these increased costs mean fewer filings? |



- What business processes will need to change to manage and protect the value of trade secrets?

Moderator: Ada Nielsen, Director, Intellectual Asset Strategy at BP America

Confirmed Panelists:

- Kate Drakos: Associate General Counsel at Microsoft
- Bill Elkington: Senior Director, IP Management at Rockwell Collins
- Bill Krovatin, Vice President at Merck

Invited Panelists:

- Dr. Robert J. Stumpf: Bayer & Chairman IRI
- Himanshu Vyas, General Patent Counsel, Wrigley

3:00pm - 3:30pm

Networking Refreshment Break

3:30pm - 5:00pm

PANEL #1 BREAK-OUT ROUNDTABLE DISCUSSIONS

6:00pm

Networking Reception and Dinner

Invited Speaker: Marshall Phelps
Independent Management Consulting Professional
Former Corporate Vice President
Microsoft Corporation and IBM

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DAY TWO: TUESDAY, JANUARY 31ST

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|------------------|--|
| 8:00am - 9:00am | Networking Breakfast |
| 9:00am - 9:15am | Welcome and Day One Recap |
| 9:15am - 10:15am | PANEL #2: Deals from Hell - Lessons Learned |

This session will discuss:

- What have we learned?
- What would we now—knowing what we know—do differently in a similar deal?
- What are the early warning signs of trouble?

Moderator: Dan McGavock, Vice President,
Intellectual Property Practice Leader
Charles River Associates

Confirmed Panelists:

- **Joe Beyers:** Chairman and CEO at **Ambature**
- **Kathleen Denis, CLP:** Associate VP, Office of Technology Transfer at **The Rockefeller University**
- **Beatrix de Russe:** Vice President, Licensing and IP at **Technicolor**
- **Lesley Millar,** Director, Office of Technology Transfer at **University of Illinois at Urbana-Champaign**
- **Paul Stewart, CLP:** Director, Global Business Development at **Lilly**

Invited Panelists:

- **Marc Schwartz, Bob Mackie Designs**

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| 10:15am - 10:30am | Networking Refreshment Break |
| 10:30am - 11:30pm | PANEL #2 BREAK-OUT ROUNDTABLE DISCUSSIONS |
| 11:30am- 12:30pm | OPEN SPACE TOPICS FOR ROUNDTABLE DISCUSSIONS |
| 12:45pm - 2:00pm | Networking Luncheon |



2:00pm - 5:00pm

WORKSHOP: How to Think Like a VC
(Optional Workshop)

Moderator: Bill Elkington
Senior Director, IP Management
Rockwell Collins

Speakers:

- Joshua Salisbury, Managing Director, AMV Partners
- Jim Sledzik, Partner, Energy Ventures US

Key Take Aways from this Session Include:

- How VCs Value Technology
- How VCs Assess and Analyze IP-Based Transactions
- How VCs Manage Risk Through a Portfolio Approach
- How VC Methodologies and Disciplines May Apply to IP Management

5:30pm

Networking Reception and Dinner

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

IP100
Executive Thought Leadership

WEDNESDAY, FEBRUARY 1ST

8:30am - 1:00pm

Golf Outing
(additional registration required)

The Arizona Biltmore Country Club

Meeting Sponsor

LES (USA and Canada) would like to thank our Presenting Sponsor for the 2012 IP100™

CRA Charles River
Associates

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IP100™ Advisory Board

Program development for The IP100™ Executive Forum is guided by the Advisory Board, who generously provided input based on first-hand experience of what issues are of concern and relevance to the IP community. Advisory Board members include:

- Joe Beyers, **Ambature**
- Kathleen Denis, **The Rockefeller University**
- Beatrix De Rouse, **Technicolor**
- Chris Faye, **SAP**
- Oren Hershkowitz, **Columbia University**
- Bill Krovatin, **Merck**
- Kathy Ku, **Stanford University**
- Scott McDonald, **Mars Wrigley**
- Lita Nelsen, **MIT**
- Marc Schwartz, **Bob Mackie Designs**
- Robert Stumpf, **Bayer Material Science, Chair, Industrial Research Institute**

2012 IP100™ Planning Committee

This year's IP100™ event is the result of significant contributions and support from the following members of the 2012 Planning Committee:

Rich Baker
Phil Barnett
Wendy Chou
Brad De Sandro
Bill Elkington
Bob Held
Tom Major
Eleanor Nelson
Ada Nielsen
Wally Oliver
Jack Peregrim
Ken Schoppmann
Paul Stewart
Jeff Whittle