

LES (USA & CANADA)
2012 WINTER MEETING
SPOTLIGHT ON:
CREATING VALUE



March 12-14
Anaheim Marriott
Anaheim, CA

Plus earn CLE,
CLP & CPE Credits!

» With LES-AUTM Joint Programming



From dealmaking to IP strategy to legal trends and more, this year's LES Winter Meeting will focus on cutting-edge issues in the high tech space with overlapping content in related industries, including clean tech, nanotechnology and medical devices.



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LES2012WINTER.ORG
BEFORE 12/31 & SAVE \$200!

**See back for details*

Featured Speakers



Catherine M. Casserly
CEO
Creative Commons



Morgan Chu
Partner
Irell & Manella



Patrick Ennis, Ph.D
Head of Global Technology
Intellectual Ventures



Loudon Owen
Chairman, i4i
Principal, Patent Monetization



Honorable Randall R. Rader
Chief Judge, U.S. Court of Appeals
for the Federal Circuit



Ronald J. Schutz
Partner
Robins, Kaplan, Miller & Ciresi

Dear Colleagues:

We live in challenging times. Businesses must accomplish more with less to remain competitive. The continuous advancements in science and engineering offer new opportunities to improve our lives and our world. To take advantage of these opportunities, organizations in both the public and private sectors must leverage the power of intellectual property to achieve growth and prosperity. The theme for the LES 2012 Winter Meeting, Creating Value, is at the core of succeeding in the present and thriving in the future.

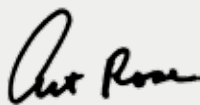
The Winter Meeting's content-rich programming is centered around value creation, with particular emphasis on the high tech sector and related cross-sector industries. We have lined up outstanding speakers for our plenary sessions, thought-provoking mini-plenary sessions in the fields of Nanotechnology, Clean Tech, and Medical Devices, and numerous workshops spanning four separate tracks: Development & Deals, Value & Valuation, Updates in Patent Law, and Hot Tech Topics.

For the afternoon of our second day, LES has partnered with the Association of University Technology Managers (AUTM) to provide joint programming, featuring two informative and entertaining plenary sessions. The LES Winter Meeting concludes on the eve of AUTM's annual meeting, and immediately following the LES meeting, attendees are invited to join AUTM's president for his annual fireside chat, a popular program that kicks off AUTM's 2012 Annual Meeting.

As with all LES events, networking is the norm. There will be many opportunities to connect and reconnect with professionals in fields relevant to your own. We encourage you to join us in Anaheim, California for the LES 2012 Winter Meeting to learn, to network, and to create value for yourself and your profession.

We look forward to seeing you at what is sure to be a spectacular meeting!

Sincerely,



Arthur S. Rose
Meeting Co-Chair



Ned E. Barlas
Meeting Co-Chair

LES 2012 Winter Meeting Committee

LES would like to thank the volunteers, including LES chapter, industry sector and committee liaisons who offered their time and expertise to plan the Winter Meeting.

Interested in getting involved? Email membership@LES.org or visit LESUSACanada.org for ways to volunteer.



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John McEntire

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Michael Plonka

Scott Williams



Monday, March 12

- 1:00pm - 7:30pm Registration
- 2:00pm - 5:00pm **Education Workshops** *(no additional fee)*
- 4:00pm - 6:00pm Committee Meetings
- 6:00pm - 7:30pm **Welcome Reception**

Tuesday, March 13

- 7:30am - 7:30pm Registration
- 7:30am - 8:30am Continental Breakfast
- 8:30am - 9:30am **Opening Plenary Session**
The i4i v. Microsoft Story: Behind the Scenes
- 9:30am - 10:15am **Plenary Session**
Trends Inside the Courtroom: What Every Licensing Professional Should Know
- 10:15am - 5:30pm **Tech Fair**
- 10:15am - 10:45am Networking Coffee Break
- 10:45am - 12:15pm **Concurrent Mini-Plenary Sessions**
 - › Nanotechnology
 - › Wireless Medical Devices
- 12:15pm - 1:45pm **Luncheon & Speaker**
The Global Commons: Sharing Knowledge in a Connected World
- 1:45pm - 2:45pm **Workshop Session A**
- 2:50pm - 3:50pm **Workshop Session B**
- 3:50pm - 4:20pm Networking Coffee Break
- 4:20pm - 5:20pm **Workshop Session C** *(Tracks 1 & 2 end at 5:50pm)*
- 6:00pm - 7:30pm Networking Reception
- 7:30pm **Dine Around**

Wednesday, March 14

- 7:30am - 1:00pm Registration
- 7:30am - 8:30am Continental Breakfast
- 8:30am - 9:30am **Plenary Session**
Invention Capital: What It is and Why the World Needs More of It
- 9:30am - 10:15am **Plenary Session**
Anatomy of a Patent License: Dissecting It With Litigation Scalpels
- 10:15am - 10:45am Networking Coffee Break
- 10:45am - 12:15pm **Concurrent Mini-Plenary Sessions**
 - › Clean Tech
 - › Medical Devices
- 12:15pm - 1:45pm **Luncheon & Roundtable Discussion**
Is the Start-Up to IPO Dream Still Realistic?

LES-AUTM Joint Program *(no additional fee)*

- 2:00pm - 3:15pm **Dirty Tricks People Play in Licensing Negotiations**
- 3:15pm - 3:45pm LES-AUTM Networking Coffee Break
- 3:45pm - 5:00pm **Mock Oral Arguments**
Honorable Randall R. Rader Presiding

AUTM Program *(no additional fee)*

- 6:00pm **AUTM "Fireside Chat"** *(LES attendees invited)*
Joseph Parrish, Chief Technologist, NASA
Robin Rasor, President, AUTM

*Program listings are current as of December 2, 2011.
Visit LES2012Winter.org for up-to-date additions.*

Workshops-at-a-Glance

Tuesday, March 13	Development & Deals	Value & Valuation	Updates in Patent Law	Hot Tech Topics
1:45pm - 2:45pm	A-1: Licensing vs. New Venture - The Anatomy of a Start-Up	A-2: IP Licensing and Value Issues in Bankruptcy	A-3: New Strategies for Handling Provisional Patent Applications in Light of the AIA	A-4: Trends in Wireless Patent Licensing: Patent Pools
2:50pm - 3:50pm	B-1: Developing and Licensing "The Next Big Thing"	B-2: The Use of Consumer Surveys in Patent Cases for Damage Apportionment	B-3: Effective Utilization of Patent Searches in the Wake of AIA Patent Reform Act	B-4: Open Source Software: Your Client is Using it. Now What?
4:20pm - 5:20pm <i>(Tracks 1 & 2 end at 5:50pm)</i>	C-1: Executing an Expedited and Elevated IP Transaction - 15 "Must-Do" Items	C-2: Make Your Portfolio Pay - Maximizing Returns on Large and Medium-Sized Patent Portfolios	C-3: Beyond Business Method Patents: AIA, The Patent Landscape After Section 18	C-4: Hot Topic to be Announced



Tuesday, March 13 • 10:45am – 12:15pm

NANOTECHNOLOGY: The Path to Creating, Managing and Extracting Value from IP in Nanotechnology

This mini-plenary will explore the critical challenges that a company or university faces when commercializing nanotechnology IP, as the industry follows the path from early stage to maturity. The panel will focus on issues related to the prosecution, strategic use, valuation and licensing of nanotechnology IP. It will also cover topics related to nanotechnology investment, university-industry collaboration and environmental health and safety.

Moderator:

› *Luca Escoffier, CEO, **Usque Ad Sidera, LLC***

Speakers:

- › *Lance Criscuolo, President, **Zyvex Technologies***
- › *Kenneth Epstein, Principal, **NewCap Partners, Inc.***
- › *Efrat Kasznik, Founder & President, **Foresight Valuation Group, LLC***
- › *Sarah Rouse, Patent Attorney, **Katten Muchin Rosenman, LLP***

WIRELESS MEDICAL DEVICES: Tomorrow's Wireless Medical Devices: Overcoming Privacy Hurdles to Build a New Wireless Medical Infrastructure

This mini-plenary will focus on developments in the area of wireless medical monitoring devices, from a component and licensing perspective, from a privacy and software perspective (e.g., apps approved to store and review medical images; potential issues with wireless standards and medical instrumentation; privacy concerns; bioinformatics), and considering the challenges facing the market, ranging from health policy challenges to raising capital. The challenges and opportunities facing medical device instrumentation companies are a helpful example of the issues that arise when moving business functions or commercial operations to wireless mobile devices, regardless of the field or industry.

Speakers:

- › *Rel Ambrozy, **McKenna Long & Aldridge, LLP***
- › *Mark Chandler, CEO, **SC Technology Advancement Organization, Managing Partner, Upstream Partners***
- › *Adrian Mollo, Partner, **McKenna Long & Aldridge, LLP***
- › *Donna See, Director, Strategic Initiatives, **Columbia Technology Ventures***

Wednesday, March 14 • 10:45am – 12:15pm

CLEAN TECH: Creating & Maximizing the Value of IP in Clean Tech Transactions

This mini-plenary will examine the role that IP played in various recent Clean Tech transactions including through M&A, bankruptcy, asset sales and licensing and how the IP played in those transactions. Specifically, the panel will discuss what could be done to maximize value through building a more strategic portfolio and how the importance of the packaging of IP for typical business transactions has evolved from “nice to have” to “essential.”

Speakers:

- › *Aaron Enz, Partner, **Watershed Capital Group***
- › *Joe Jennings, Founder, President/CEO, **Drakes Bay Company***
- › *Eric Lane, Special Counsel, **Luce, Forward, Hamilton & Scripps***
- › *Matt Rappaport, Co-Founder, Managing Director, **IP Checkups***

MEDICAL DEVICES: Roadmap to Creating Value: Perspectives from the Medical Device Industry

As the global economy shows signs of recovery, the health of the medical device industry has fared better than other industries. However, certain regulatory and financial developments will continue to place a strain on the industry. Companies will need to be nimble in embracing innovation in their business models and finding new methods to demonstrate product value. The panel of distinguished speakers will provide a roadmap to successfully bring medical devices to market through licensing, strategic alliances and envision what is in store for the future.

Speakers:

- › *Bill Becker, Senior Director, Intellectual Property, **Align Technology, Inc.***
- › *Howard J. Klein, Attorney, **Klein, O'Neill & Singh, LLP***
- › *Keith A. Newburry, Chief Intellectual Property Counsel, **Edwards Lifesciences***



Workshop Sessions

Development & Deals

Tuesday, March 13 • 1:45pm – 2:45pm

A-1: Licensing vs. New Venture - The Anatomy of a Start-Up

The workshop will include and compare the ingredients and requirements for creating a new venture and the similarity between the decision to license the IP created or to start the long process of building a new business. It will detail the variations in the planning process for the greatest return on the investment. Also, speakers will discuss the potential for collaborations based upon the perceived value of the IP, along with the research required to make intelligent decisions and the management/founding teams' levels of commitment to achieve the objective based upon their decision and potential rewards.

Speakers:

- › *Damon Matteo, VP & Chief IP Officer, Palo Alto Research Center*
- › *Larry Udell, Executive Director, Intellectual Property International*

Tuesday, March 13 • 2:50pm – 3:50pm

B-1: Developing & Licensing “The Next Big Thing”

Every business dreams of marketing the next billion dollar product. The challenge is to get each aspect of bringing a product to market just right. The reality of today's market place is that big companies with the financial wherewithal to market and advertise a product rarely have efficient or successful grassroots research and development capabilities. That reality transcends industry sectors from the pharmaceutical industry to the telecom space all the way to consumer products. Join us for this unique workshop where you will have an opportunity to hear from an inventor who has had the products he has invented and developed taken to market several times over. Robson Splane will discuss how he selects inventions to develop, how he takes those inventions through the development process and then his strategies on licensing those products to key partners who can take them to market.

Speakers:

- › *Ross Epstein, Partner, TechLaw, LLP*
- › *Robson Splane, President & CEO, Splane Design Associates, Inc.*

Tuesday, March 13 • 4:20pm – 5:50pm

C-1: Executing an Expedited and Elevated IP Transaction – 15 “Must-Do” Items

The IP market has gained considerable attention in recent months. All indicators point toward increased activity in this arena. The goal of most buyers is to create or enhance an existing IP portfolio while most sellers seek to improve their financial position or cash out a failed business or cleaving of a business division. While many aspects of buying/selling IP are similar to those of a regular property transaction, there are several things buyers and sellers can do to expedite, exalt and enhance the experience of each party. This workshop highlights at least 15 “must-do” items that both buyers and sellers can and should implement to execute a smooth, superior and above all, a successful transaction.

Speaker:

- › *Sandeep Agarwal, VP, Portfolio Development, Invensas Corporation*
- › *Keith Woome, IP Sales & Acquisitions, LSI Corporation*

Value & Valuation

A-2: IP Licensing and Value Issues in Bankruptcy

The presence of IP in companies undergoing bankruptcy proceedings gives rise to many unique issues that the IP professional must consider. This workshop will address those issues from both a financial and legal viewpoint, as well as from the viewpoint of the IP owner, and answer questions such as: What are the risks and rewards of purchasing IP from a bankrupt entity? What issues surrounding IP in bankruptcy give rise to value considerations and/or licensing considerations? Do companies in bankruptcy present good opportunities for entities looking to acquire additional or complementary IP?

Speakers:

- › *Mike Annis, Partner, Husch Blackwell*
- › *Vic Michaels, VP, Jarden Consumer Solutions*
- › *Michele Riley, Managing Director, Invotex Group*

B-2: The Use of Consumer Surveys in Patent Cases for Damage Apportionment

Recent court decisions have emphasized how consumer perceptions and behavior impact damages in patent infringement cases; and how professionals responsible for maximizing the value of their intellectual property – both in licensing efforts and at trial – can utilize consumer surveys to assess and demonstrate the value of their technology. This workshop will present a practical approach to effectively using consumer surveys directed at assessing the value of patented technology, and will include a discussion of real-world examples of various consumer survey methodologies. Topics will include the selection of experts, how to avoid common pitfalls when developing survey evidence, and the effective presentation of survey evidence.

Speakers:

- › *Ran Kivetz, Professor of Marketing, Columbia University Business School*
- › *Christopher K. Larus, Attorney, Robins, Kaplan, Miller & Ciresi, LLP*
- › *Bryan J. Mechell, Attorney, Robins, Kaplan, Miller & Ciresi, LLP*
- › *Andrew D. Sorensen, Chief Patent Counsel, Ecolab*
- › *Michael Wagner, Managing Director, LitiNomics, Inc.*

C-2: Make Your Portfolio Pay – Maximizing Returns on Large and Medium-Sized Patent Portfolios

Worldwide patent grants have exceeded 750,000 annually since 2006. In this environment, organizations can struggle to identify the sets of patents that can have a significant impact on their business. Organizations with a structured portfolio and a process for identifying patents that can drive value have a significant advantage. This workshop will explore: IP lifecycle overview; organizing a patent portfolio into a structure that is relevant to a specific business; identifying patents that can drive value; and experiences from managing large portfolios.

Speakers:

- › *Daniel O'Neill, Senior Manager, IP & Strategic Technology Agreements, Northrop Grumman*
- › *Van Thompson, Principal, Professional Services, UBM TechInsights*
- › *David Wright, VP-TS Patent Portfolio Management, Cypress Semiconductor*



Updates in Patent Law

Tuesday, March 13 • 1:45pm - 2:45pm

A-3: New Strategies for Handling Provisional Patent Applications in Light of the AIA

The America Invents Act (AIA) is a complex piece of legislation; however, for this workshop, the primary focus will be on two specific, but important, aspects: (1) “new section 102”; and (2) transition provisions regarding the change in law from “old section 102” to “new section 102.” The workshop will concentrate on how provisional applications might be affected by these two aspects and possible strategies for obtaining patent protection using provisional applications in light of these recent changes.

Speaker:

› *Howard Skaist, Member, **Berkeley Law & Technology Group***

Tuesday, March 13 • 2:50pm - 3:50pm

B-3: Effective Utilization of Patent Searches in the Wake of AIA Patent Reform Act

The Leahy-Smith America Invents Act was passed by Congress and signed into law on September 16, 2011. This new law is certain to profoundly impact not only patent prosecution and litigation procedures, but also many tangential business decisions regarding strategies for protection of patentable inventions. Most IP professionals have begun to analyze the implications associated with switching from a “first-to-invent” to a “first-to-file” system, but few have likely fully considered the future adjustments that will be required in order to maximize the effectiveness of in-house or outsourced patent prior art searches. This workshop will provide a comprehensive update regarding adjustments to patent searching procedures, as well as the continued advantages of utilizing patent searches as a strategic weapon, in view of the new America Invents Act.

Speakers:

› *Robb Evans, Business Manager, **Global Patent Solutions, LLC***

› *Kathryn Odland, Registered Patent Agent, **Global Patent Solutions, LLC***

› *Eric Wrzesinski, Attorney, **Global Patent Solutions, LLC***

Tuesday, March 13 • 4:20pm - 5:20pm

C-3: Beyond Business Method Patents: AIA, The Patent Landscape After Section 18

Section 18 of the America Invents Act (AIA) creates a new and specialized post-grant review process to invalidate business method patents involving financial services. The USPTO has until September 2012 to create key definitions to make this provision operable. Specifically, the USPTO must define “technological inventions” as they are not subject to the reach of Section 18. Even the definition in Section 18 of “covered method patents” is ambiguous. Practitioners may at first blush think Section 18 only applies to patents covered by Section 705, the class code typically associated with business method patents. This workshop will help the LES audience better understand the scope of Section 18 and the challenges that lie ahead in the implementation by the USPTO and the interpretation by the patent and licensing communities.

Speakers:

› *Chip D'Angelo, Principal, **1790 Analytics***

› *Matt Rainey, VP/Patent Counsel, **Intellectual Ventures***

Hot Tech Topics

A-4: Trends in Wireless Patent Licensing: Patent Pools

The rapid ascendance of wireless technologies in consumer and enterprise smart devices has created a strong industry dependence on IP. Specifically, telecom and consumer electronics companies must aggregate licensing rights from disparate sources for all of their form factors, which can be time consuming, complex, and expensive. This workshop highlights trends in wireless IP licensing with a focus on patent pools. Specifically, it describes the type of market conditions favorable to patent pools, how modern patent pools address the antitrust considerations arising from the pooling of many influential industry licensors, and several of the key trends present in current patent pool efforts.

Speakers:

› *Scott Forbes, **VIA Licensing***

› *Roger Ross, VP, **VIA Legal Affairs***

B-4: Open Source Software: Your Client is Using it. Now What?

As enterprise use of open source software approaches 100%, it's more imperative than ever for businesses to determine what open source software is being used, establish open source policies, and ensure license compliance. Litigation, loss of revenue, and compromised bargaining position are some of the risks associated with lack of license compliance. As a result, open source audits are becoming common requirements in a wide variety of scenarios, including mergers and acquisitions, financing, and distribution deals. This workshop will include a brief overview of open source software and licensing and then provide a description of what an open source audit entails and why audits are necessary. Topics covered include what audit methods are available, what issues can arise as a result of an audit, who should be involved, and how to leverage the resulting audit report.

Speakers:

› *Jilayne Lovejoy, Corporate Counsel, **OpenLogic***

› *Heather Meeker, Co-Managing Shareholder, **Greenburg Traurig, LLP***

C-4: Hot Topic to be Announced

Submit your proposal for this workshop to meetings@les.org before **January 31**. A selection will be made by February 15 and will appear in the Onsite Guide.



Tuesday, March 13 • 8:30am – 9:30am

OPENING PLENARY SESSION: The i4i v. Microsoft Story: Behind the Scenes

The decision by the U.S. Supreme Court in *i4i v. Microsoft* upheld the long standing evidentiary standard for patent infringement cases. Now *i4i* Chairman Loudon Owen shares the story of how this case began, and how it evolved into one of the most significant decisions in patent law. He reveals important details surrounding the case, including motivations to bring suit, funding decisions, and strategies for the Supreme Court, as well as lessons learned for *i4i* and others in the patent and business community.

Speaker:

› *Loudon Owen, Chairman, i4i / Principal, Patent Monetization*

Tuesday, March 13 • 9:30am – 10:15am

PLENARY SESSION: Trends Inside the Courtroom: What Every Licensing Professional Should Know

Courts are scrutinizing patent damages experts and awards to an extent not envisioned even a few years ago. A much more rigorous approach to analyzing patent damages is required, and the use of Ph.D. economists is on the rise. Seasoned litigator Ronald Schutz shares his insight on these and other key trends as they relate to licensing, and how those engaged in licensing can learn and benefit from what's happening inside the courtroom.

Speaker:

› *Ronald J. Schutz, Partner, Robins, Kaplan, Miller & Ciresi*

Tuesday, March 13 • 12:15pm – 1:45pm

LUNCHEON & SPEAKER: The Global Commons: Sharing Knowledge in a Connected World

Sharing knowledge is a bedrock principle of research. Proponents of the global commons movement view intellectual property and other policy concerns as too often impeding discovery by limiting access to, and re-use of, scientific research. They argue that a global, interoperable and scalable science commons benefits scientific progress as well as scholarship, business, and society in general by creating the largest and most equitably competitive environment for research and innovation. Cathy Casserly will analyze this challenge, highlighting Creative Commons' contribution to the global commons.

Speaker:

› *Catherine M. Casserly, CEO, Creative Commons*

Wednesday, March 14 • 8:30am – 9:30am

PLENARY SESSION: Invention Capital: What It is and Why the World Needs More of It

Whether the world needs a way to stop malaria, generate large amounts of clean energy, or revolutionize mobile satellite communications, Intellectual Ventures has identified some very challenging problems and decided to do something about them. The way this company goes about inventing solutions to some of the world's most pressing problems is as interesting as the problems they solve. Using its relationships with hundreds of companies and universities and tens of thousands of inventors, Intellectual Ventures' innovative invention development model is bringing problem solvers together for one singular purpose: Invention. Join us for a rare look inside the remarkable invention development engine behind the success of Intellectual Ventures.

Speaker:

› *Patrick Ennis, Ph.D, Head of Global Technology, Intellectual Ventures*

Wednesday, March 14 • 9:30am – 10:15am

PLENARY SESSION: Anatomy of a Patent License: Dissecting It With Litigation Scalpels

How does a patent license or assignment look in the spotlight of litigation? See and hear what happened in *City of Hope v. Genentech*, which resulted in the largest judgment upheld on appeal by California courts in any area of law. This session will include an inside look into the development of opening statements and closing arguments for a successful jury trial.

Speaker:

› *Morgan Chu, Partner, Irell & Manella*

Wednesday, March 14 • 12:15pm – 1:45pm

LUNCHEON & ROUNDTABLE DISCUSSION: Is the Start-Up to IPO Dream Still Realistic?

A topic for discussion, based on the theme, will be suggested for at each table. A chair selected by each table and will facilitate the discussion of the topic at the table. The facilitator will guide a room wide discussion to thread the topics from the tables together.

Facilitator:

› *Les Goff, President and CEO, Noetic Technologies, Inc.*

Wednesday, March 14 • 2:00pm – 3:15pm

LES-AUTM JOINT PROGRAM: Dirty Tricks People Play in Licensing Negotiations

Though most of us subscribe to the win-win cooperative negotiation philosophy, negotiations are not always so collegial. When cooperative negotiations break down, the negotiation turns competitive, and sometimes negotiators can resort to certain antics – either intentionally or unintentionally. These antics may feel like dirty tricks, and we have seen - and perhaps used - many in our time. The whipsaw, the high-hat, “my boss is a bastard,” amnesia and the massage are but a few of the tricks that speakers will describe. Recognizing that you are a victim of one of these dirty tricks can help you avoid panic and undeserved blame. At best, it can help you identify potential strategies for avoidance, defense and response.

Speakers:

› *Alan Bentley, Assist. Vice Chancellor, Vanderbilt Center for Technology Transfer and Commercialization*

› *Robert MacWright, Executive Director, Salk Institute Office of Technology Development*

Wednesday, March 14 • 3:45pm – 5:00pm

LES-AUTM JOINT PLENARY SESSION: Mock Oral Arguments

The joint program will be capped with the Honorable Randall Rader, Chief Judge of the Court of Appeals for the Federal Circuit, presiding over mock oral arguments before the Court. This session promises to be an entertaining alternative format during which the litigants will debate a topic of interest to those involved in technology transfer (topic to be chosen). The audience will have an opportunity to weigh in with their opinions on the arguments presented.

Program listings are current as of December 2, 2011.

Visit LES2012Winter.org for up-to-date additions.

Earn CLE, CLP & CPE Credits

As a service to meeting attendees, LES provides CLE, CLP, and CPE credits for the Winter Meeting. The meeting is approved for up to 9 CLE credits in California, Illinois, and Pennsylvania, 9 CLP credits, and 10.5 CPE credits. For additional information, please visit LES2012Winter.org/CLE

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.

Wednesday, March 14 • 8:00am – 5:00pm

CLP EXAM REVIEW COURSE

(\$995 member/non-member rate)

This one-day review course helps professionals prepare for the CLP exam. Taught by experienced CLP-certified LES members, the emphasis of the course is on the eight CLP domains, the practice exam questions and the participants' results. Of those who have taken this review course and the exam, 80% passed. Earning the CLP credentials establishes credibility among your colleagues, shows that you understand and utilize the latest industry practices, recognizes your experience and qualifications, and demonstrates your commitment to professional development. Participants will also gain access to the Virtual CLP Exam Review Classroom with over six additional hours of content. Take the next step in your career and earn the CLP credential!

Visit LESUSACanada.org/CLP for details.

Monday, March 12 • 2:00pm – 5:00pm

EDUCATION WORKSHOPS

(no additional fee)

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

Marketing Your IP: Opportunities & Strategies

(Intermediate Skill-Level: Mapped to CLP Knowledge Domain V)

Creating an Agreement: Pitfalls & Best Practices

(Intermediate Skill-Level: Mapped to CLP Knowledge Domain VI)

Visit LES2012Winter.org for speakers and additional information.

Tuesday, March 13 • 10:15am – 5:30pm

TECH FAIR

The LES Tech Fair enables attendees to learn about technology solution providers and potential business partners at the Winter Meeting.



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

If you plan to attend the LES Winter Meeting, you can now attend the AUTM Annual Meeting at the AUTM member price—a significant savings over the nonmember registration fee.

Featuring a dynamic format, nonstop dealmaking opportunities and world-class education, the AUTM 2012 Annual Meeting takes place March 14 - 17 at the Anaheim Marriott, Anaheim, California.

To register, visit AUTM.net/2012.

Registration Type	Campaign Code
Any AUTM Meeting Full Registration Option	LES12DISC
One-Day Registration	LES12DAY

Daily Networking Opportunities – More Than Ever Before!

Our industry partners view the AUTM Annual Meeting as a one stop shop to find the latest technologies available for licensing, and this year we've provided even more opportunities to make those connections happen.

The Industry/Academia Partnering Forum Networking Reception takes place Thursday, just before the **Opening Reception** (another great networking event!).

The **Venture Forum** (Friday, March 16) promises to dramatically increase the profile of academic relations for venture investors. Hear from and interact with some of the top institutional and corporate venture investors in the country.

The AUTM online partnering and networking tool, Collaborate™ can help you set up your own meetings, follow up with contacts you've made, and more!

Those who are registered for the full AUTM Annual Meeting may add LES Wednesday morning programming for \$225.



Registration



REGISTER AT
LES2012WINTER.ORG
BEFORE 12/31 & SAVE \$200!

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*

Check appropriate registration categories and compute totals. Registrations without complete payment will not be processed. Your membership must be current before you may receive the member registration rate. Please note that registration closes on March 9, 2012 – after this date please bring your registration form with payment to the meeting registration area at the hotel. Registrations received after February 29 will not be included in the preprinted attendee list, but will be updated during the meeting online at LES2012Winter.org. Fees include:

- › Complimentary Pre-conference Educational Sessions
- › Educational Workshops Networking Breaks
- › Two Receptions Breakfasts & Lunches

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

Winter Only	On/Before 12/31	1/1 - 1/31	2/1 - Onsite
Member	<input type="radio"/> \$895	<input type="radio"/> \$995	<input type="radio"/> \$1,095
Non-Member	<input type="radio"/> \$1,195	<input type="radio"/> \$1,295	<input type="radio"/> \$1,395

Multiple Meeting (On/Before 12/31)	Member	Non-Member
Winter & Annual (2 meetings)	<input type="radio"/> \$2,390	<input type="radio"/> \$2,990
Winter, Spring & Annual (3 meetings)	<input type="radio"/> \$3,185	<input type="radio"/> \$4,085

AUTM Attendees - 3/14 - Morning Sessions _____ @ \$225
CLP Exam Review Course - 3/14 - 8:00 am - 5:00 pm _____ @ \$995

Accompanying Persons

Winter Meeting Only _____ @ \$150
Winter & Annual Meetings _____ @ \$450
Winter, Spring & Annual Meetings _____ @ \$600

Accompanying Person's Name: _____
Accompanying Person's Email: _____

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.
1800 Diagonal Road, Suite 280
Alexandria, VA 22314

Fax: 703-836-3107
Email: meetings@les.org
For more info. call: 703-836-3106

LES Meeting Policies

Cancellation Policy - All registration fees, including tickets to optional events and no-shows, are non-refundable after February 26, 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 Winter Meeting registration fee covers only one registrant. Accompanying persons may attend continental breakfast and evening social functions only if they register and pay the Accompany 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 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 website 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 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.

LES OFFICIAL USE

Batch # _____ Membership # _____ Source Code _____

Hotel & Accommodations

Anaheim Marriott Hotel

700 West Convention Way
Anaheim, California 92802 USA
Direct: 714-750-8000
MarriottAnaheimHotel.com

To receive the LES group rate of \$229 per night for single/double occupancies, call **1-800-266-9432** and mention "Licensing Executives Society." A limited number of rooms are available at the group rate, which expires on **February 12, 2012**. Make your reservation soon as rooms sell quickly!

Did you know members save \$300 on Winter Meeting registration?

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/WM12JOIN to learn more.

LES (USA & CANADA)
2012 MEETINGS
CONNECTING + COLLABORATING



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

LES (USA & CANADA)
2012 WINTER MEETING
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 CREATING VALUE



March 12-14
 Anaheim Marriott
 Anaheim, CA

With LES-AUTM
 Joint Programming



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 BEFORE 12/31 & SAVE \$200!



Speakers & Panelists from:

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- › Columbia Technology Ventures
- › Creative Commons
- › Cypress Semiconductor
- › Ecolab
- › Edwards Lifesciences
- › i4i, Inc.
- › Intellectual Ventures
- › Jarden Consumer Solutions
- › LSI Corporation
- › Northrop Grumman
- › OpenLogic, Inc.
- › Palo Alto Research Center
- › Salk Institute Office of Technology Development
- › SC Technology Advancement Organization
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Licensing Executives Society
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LES (USA & Canada) would like to thank the following Sponsors and Partners for their generous support of the Winter Meeting (current as of 12/2/11).

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***Use promo code WM12**

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

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

1800 Diagonal Road, Suite 280
 Alexandria, VA 22314