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Innovative Strategies for Accelerating the

Commercialization of Life Sciences Inventions

A comprehensive two-day conference on current developments

January 29 & 30, 2009

Phoenix, Arizona

Sheraton Phoenix Downtown Hotel

Credits: AZ CLE 12.25 (call about others)

Quick when/where: 8:30 a.m., 340 North 3rd Street

Commercialization of Life Sciences Inventions Conference

January 29 & 30, 2009 | Phoenix, Arizona
Sheraton Phoenix Downtown Hotel

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8:00 Registration and Continental Breakfast

8:30 Introduction and Overview

Frank X. Curci, Esq., Program Co-Chair
Jennings, Strouss & Salmon, PLC ~ Phoenix, AZ

Ron G. King, Ph.D., Program Co-Chair, Vice President, New Ventures & Commercialization
Translational Genomics Research Institute (TGen) ~ Phoenix, AZ

8:45 Accelerating the "Gap" from Discovery to Development to Commercialization

Ways to respond to increased demand for greater acceleration from hypothesis-based research towards product development research and ultimate commercialization

Ron G. King, Ph.D., Program Co-Chair
MaryAnn Guerra, Chief Business Officer, TGen & President, TGen Accelerators, LLC
TGen ~ Phoenix, AZ

Richard L. Mitchell, Ph.D., Director of Business Development Industry Relations & Technology Transfer
Fred Hutchinson Cancer Research Center ~ Seattle, WA

10:15 Break

10:30 Valuation of Discoveries from Discovery to Development to Commercialization

Migrating from a "scientific valuation" to a "commercial valuation" during progression from pure discovery to development and commercialization

Ronald J. Epperson, President and CEO
Intellectual Energy LLC ~ Sedona, AZ

Michael J. Lasinski, Managing Director
Ocean Tomo, LLC ~ Chicago, IL

Mark G. Edwards, Principal
Deloitte Recap LLC ~ Walnut Creek, CA

Kevin D. Weber, Principal and Founder
Weber Advantage Consulting, LLC ~ Scottsdale, AZ

12:00 Lunch (on your own)

1:15 Consortia and Other Multi-Party Collaborations: Increasingly Important Mechanisms for Accelerating Commercialization

How consortia and other multi-party collaborations are increasingly being used as a tool to accelerate research, development, and ultimate commercialization of inventions and products

MaryAnn Guerra, Chief Business Officer, TGen & President, TGen Accelerators, LLC
TGen ~ Phoenix, AZ

Curtis D. Malloy, Esq., President
Infectious Disease Research Institute ~ Seattle, WA

Vicki L. Chandler, Ph.D., Director
BIO5 Institute at the University of Arizona ~ Tucson, AZ

Increased use of consortia to foster collaborations in life sciences industry among academic scientists, private sector biotech companies, and the FDA

Jeffrey Cossman, M.D., Chief Scientific Officer
Critical Path Institute ~ Rockville, MD

IP issues associated with creating multi-party collaborative consortia: Challenge of securing IP rights in situations requiring massive collaborations by multiple participants, cross licensing of patents and other IP rights

Frank X. Curci, Esq., Program Co-Chair

3:30 Break

3:45 Patent Pools: Another Innovative Tool to Accelerate Commercialization

Overview of potential benefits of life sciences patent pools and potential antitrust ramifications

Jorge A. Goldstein, Ph.D., Esq.
Sterne Kessler Goldstein and Fox PLLC ~ Washington, DC

4:45 Continue the Exchange of Ideas: Reception for Faculty and Attendees

Sponsored by Jennings, Strouss & Salmon, PLC and Translational Genomics Research Institute (TGen)



About the Conference

LAW SEMINARS INTERNATIONAL

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Life sciences companies and research institutions continue to look for innovative strategies to accelerate the commercialization of life sciences inventions by expediting the process from discovery, through development, and ultimately to the introduction of products and services into the marketplace.

This year's conference offers valuable guidance about the acceleration of the commercialization process by discussing new strategies that seek to streamline discovery and development challenges, reduce the development burden through multi-party collaborations and patent pools, accelerate the licensing of inventions from academic research institutions, and enhance the overall commercialization potential of products and services. The conference also addresses the proper structuring of start-up life sciences companies to attract adequate capital funding and take advantage of appropriate exit strategies, as well as new approaches to the valuation of intellectual property from the discovery stage to the marketplace.

Our faculty comes from leading life sciences research institutions, venture capital and investment banking firms, philanthropic foundations, law firms, intellectual property valuation companies, and other key industry professions. This faculty will offer insight on the most current developments concerning innovative ways of accelerating the "gap" from discovery and development to commercialization.

Join us for this timely opportunity to learn more about successful commercialization of life sciences inventions.

~ Program Co-Chairs: Frank X. Curci, Esq. and Ron G. King, Ph.D., MBA



8:00 Registration and Continental Breakfast

8:30 Introduction and Overview

Frank X. Curci, Esq., Program Co-Chair
Ron G. King, Ph.D., Program Co-Chair

8:45 Unique Challenges Associated with Licensing Inventions from Academic Research Environment to Private-Sector Life Sciences Company

Business, scientific and legal challenges associated with licensing inventions discovered by an academic research institution to a private-sector company in order to commercialize the inventions

Carlos Encinas, Ph.D., Director, Technology Transfer Office Cedars-Sinai Medical Center ~ Los Angeles, CA

Manoja R. Lecamwasam, Ph.D., Director, Intellectual Property and Innovation Catholic HealthCare West ~ Phoenix, AZ

Ron G. King, Ph.D., Program Co-Chair
Frank X. Curci, Esq., Program Co-Chair

10:15 Break

10:30 Venture Philanthropy As Creative Funding Source

How traditional philanthropic organizations are migrating to more creative result-driven funding mechanisms requiring milestones

Louis J. DeGennaro, Ph.D., Executive Vice President and Chief Scientific Officer The Leukemia & Lymphoma Society ~ White Plains, NY

Robert Tufel, Executive Director The Ben & Catherine Ivy Foundation ~ Palo Alto, CA

John W. Murphy, President and CEO Flinn Foundation ~ Phoenix, AZ

12:00 Lunch (on your own)

1:15 Assembling a Package Attractive to Venture Capitalists

Overall VC climate for life sciences companies; how VC's expect start-up companies to be structured from a corporate finance standpoint (equity structure); what VC's expect from the management of start-up companies

Thong Q. Le, Managing Director WRF Capital ~ Seattle, WA

Daniel C. Wood, CFA, General Partner Mesa Verde Venture Partners ~ San Diego, CA

R. Michael Rodgers, Chairman Alare Capital Securities, LLC ~ Scottsdale, AZ

William Newman, Ph.D., Managing Director Northwest Technology Ventures, LP ~ Portland, OR

Phyllis E. Whiteley, Ph.D., Executive-in Residence Mohr Davidow Ventures ~ Menlo Park, CA

3:00 Break

3:15 Other Exit Strategies for Life Sciences Companies

Importance of proper selection and timing of exit strategies available to life sciences companies, particularly in the current economic climate

Richard Lieberman, Esq., Moderator Jennings, Strouss & Salmon, PLC ~ Phoenix, AZ

IPO versus M&A as exit strategies

John Howard Clowes, Esq. DLA Piper LLP ~ East Palo Alto, CA

Licensing core technology to larger corporations as another exit strategy

Robert L. Jones, Esq. Cooley Godward Kronish LLP ~ Palo Alto, CA

4:30 Evaluations and Adjourn

Upcoming Seminars:

IP Licensing 2009 February 23-24, 2009 Fort Lauderdale, FL

See more at www.lawseminars.com



Registration & Other Conference Information

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Substitution & Cancellation:

You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on

Friday, January 23, 2009. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

Seminar Location:

The conference will be held at the Sheraton Phoenix Downtown Hotel at 340 North 3rd Street in Phoenix, AZ 85004. You can reserve a sleeping room by going to www.sheraton.com/phoenixdowntown. Rooms are first come, first serve basis and are booking fast.

Continuing Education Credits:

This program qualifies for 12.25 AZ CLE credits. Upon request, we will apply for CLE credits in other states and other types of credits.

If You Cannot Attend:

Our complete Homestudy Course, consisting of a DVD recording and the written course materials, is available for \$1255. The written course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or the date we receive payment (whichever is later).

Faculty: Commercialization of Life Sciences Inventions Conference

Frank X. Curci, Program Co-Chair, is a partner at Jennings, Strouss & Salmon, PLC and Chair of the Life Sciences, Biotechnology & Intellectual Property Groups. He represents life sciences and high tech companies in licensing, multi-party collaborations, technology and other IP matters. He is an elected member of the Arizona BioIndustry Association's Greater Phoenix Leadership Group.

Ron G. King, Ph.D., Program Co-Chair, is Vice President of New Ventures and Commercialization at the Translational Genomics Research Institute (TGen). Previously, he was the Associate Director for the National Human Genome Research Institute at the National Institutes of Health.

Richard Lieberman, Moderator, Chair of Jennings, Strouss & Salmon, PLC's Corporate, Securities and Finance Department, focuses on securities, corporate governance, M&A and finance. He is listed in *The Best Lawyers in America*.

Vicki L. Chandler, Ph.D., Director of the BIO5 Institute at the University of Arizona, is also the Carl E. and Patricia Weiler Endowed Chair for Excellence in Agriculture and Life Sciences and Regents' Professor in the Departments of Plant Sciences and Molecular and Cellular Biology.

Howard Clowes, partner at DLA Piper LLP, focuses on representing public companies, venture finance, M&A and corporate collaborations, especially in the life sciences industry. He is listed in *The Best Lawyers in America*.

Jeffrey Cossman, M.D. is Chief Scientific Officer of the Critical Path Institute (C-Path), and directs C-Path's Washington, DC-area office. He founded the Molecular Diagnostics Laboratory of the National Cancer Institute, NIH, and is listed in *The Best Doctors in America*.

Louis J. DeGennaro, Ph.D., Executive Vice President and Chief Scientific Officer at The Leukemia & Lymphoma Society, is responsible for the administration of research grant programs that support research leading to prevention, diagnosis and cure.

Mark G. Edwards is Principal at Deloitte Recap LLC, a member of Deloitte Touche Tohmatsu. 08BIOAZ

Previously, he was Managing Director and Founder of Recombinant Capital, Inc.

Carlos Encinas, Ph.D., Director of the Technology Transfer Office at Cedars-Sinai Medical Center, provides support for the protection and commercialization of IP and promotes collaboration between investigators and other research institutes and universities.

Ronald J. Epperson, President and CEO of Intellectual Energy LLC, has experience in a variety of economic, business and financial analyses on behalf of clients in disputes involving intellectual property.

Jorge A. Goldstein, Ph.D., director at Sterne Kessler Goldstein and Fox PLLC, focuses on genomics, molecular and cell biology, recombinant DNA technology, immunology, transgenics, therapeutic methods, stem cells as well as organic synthesis, pharmaceuticals, and polymers. He is listed in *The Best Lawyers in America* and *Chambers USA*.

MaryAnn Guerra is President of TGen Accelerators, LLC and Chief Business Officer at TGen. She develops and establishes relationships that enhance scientific programs and accelerate the transfer of technology from the lab into new business opportunities.

Robert L. Jones, partner at Cooley Godward Kronish LLP, focuses on corporate partnering transactions. His clients include Five Prime Therapeutics, CoMentis, Gilead Sciences and Onyx Pharmaceuticals.

Michael J. Lasinski, Managing Director at Ocean Tomo, LLC, is in charge of the valuation practice area and focuses on strategy, valuation and tax structure analysis.

Thong Q. Le, Managing Director for WRF Capital, focuses on investment opportunities in biopharmaceuticals, medical devices, enterprise software and advanced materials. Previously, he was the Founder, President and CEO of MiniMeals, Inc.

Manoja R. Lecamwasam, Ph.D., Director of the Catholic Healthcare West Intellectual Innovation Network (CHWiin) office at Catholic Healthcare West, manages and commercializes all IP for the CHW Hospitals in Arizona, Nevada, and California.

Curt Malloy, President of the Infectious Disease Research

Institute, focuses on the impact of both infectious diseases and IP law on the developing world. He is also an Adjunct Professor at Seattle University.

Richard Mitchell, Ph.D. is Director of Business Development in Industry Relations and Technology Transfer at the Fred Hutchinson Cancer Research Center. Previously, he was Scientific Director, Marketing and Business Development with Nastech Pharmaceutical Company.

John W. Murphy, President and CEO of the Flinn Foundation, guides the programs which specialize in advancing the biosciences in Arizona. He is a member of the Governor's Council on Innovation and Technology.

William Newman, Ph.D. is Managing Director at Northwest Technology Ventures, LP, a seed fund focusing on ventures arising out of the research sector. He brings a business perspective to the academic and research environment, focusing on business development, technology transfer and venture investment.

R. Michael Rodgers is Chairman of Alare Capital Securities, LLC and is experienced in life sciences and technology-based companies. Previously, he was COO and CFO of the International Genomics Consortium.

Robert Tufel, Executive Director for the The Ben & Catherine Ivy Foundation, is experienced in the health field, focusing on AIDS and brain tumors. Previously, he was Executive Director at the National Brain Tumor Foundation (NBTF).

Kevin D. Weber, Principal and Founder of Weber Advantage Consulting, LLC, a firm which provides commercial consulting services to pharmaceutical, biotech and medical devices companies.

Phyllis E. Whiteley, Ph.D., Executive-in Residence at Mohr Davidow Ventures, focuses on building and creating companies in diagnostics and personalized medicine.

Daniel C. Wood, CFA is General Partner at Mesa Verde Venture Partners, an early-stage bioscience venture capital fund focused on the Southwestern United States. Previously, he was Co-Founding General Partner of Inglewood Ventures of San Diego.

January 29 & 30, 2009

Phoenix, Arizona

Sheraton Phoenix Downtown Hotel

340 North 3rd Street
(602) 262-2500

Who Should Attend:

In-house and private practice attorneys, life sciences researchers, technology transfer professionals, life sciences executives and representatives, consultants, agency and university officials, venture capitalists and investment bankers

You Will Learn About:

- Accelerating the "gap" from discovery to development to commercialization
- Valuation of discoveries
- Consortia and other multi-party collaborations and patent pools
- Unique challenges associated with licensing inventions from academic research to the private-sector
- Venture philanthropy as a creative funding source
- Assembling a package attractive to venture capitalists
- Exit strategies for life sciences companies
- Benefits of life sciences patent pools

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