# Society of University Patent Administrators (SUPA)

**1986 Summer Meeting Schedule** 

# Sponsored by the University of Washington and the Washington Research Foundation

Seattle, Washington June 24, 25 and 26, 1986 () JO/N

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## Society of University Patent Administrators (SUPA)

1986 Summer Meeting Schedule

Seattle, Washington June 24, 25 and 26, 1986

Accommodations: Meany Tower Hotel, 45th and Roosevelt Way N.E., Seattle, WA 98195 (Tel: 800-634-2010)

Working Sessions: University of Washington, the East Ballroom of the Huskey Union Building (HUB) on the Second Floor

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## SUPA Program

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#### Tuesday, June 24, 1986;

4:00 - 5:00	Trustees' Meeting, T	rustees Room,	Mezzanine,
	Meany Tower Hotel		a tha a special second

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5:00 - 7:00 Registration in Meany Tower Hotel Lobby

6:00 - 8:00 Reception at the Burke Memorial Museum on University of Washington Campus

### Wednesday, June 25, 1986:

8:00 - 12:30 Registration at East Ballroom of HUB

8:30 - 9:00 Welcome and Orientation

SUPA President: Stephen Atkinson, Director, Office of Technology Licensing & Industry-Sponsored Research, Harvard Medical School

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Co-Hosts: Patrick Tam, President, Washington Research Foundation Crystal Dingler, Manager, UW Office of Technology Transfer

9:00 - 10:30 Basic Patent Law Principals in Daily Usage: A Background for the Case Study

Session Leader: Marvin Guthrie, Director, Office of Technology Administration, Massachusetts General Hospital

 The case study, provided in the packet of materials distributed to attendees prior to the meeting, follows a university-produced technology from initial disclosure through patenting and licensing. SUPA 1986 Summer Meeting Schedule Wednesday, June 25, 1986 Page 2

10:30-10:45 Coffee Break

10:45 -12:30 Strategies for Protecting Intellectual Properties

Session Leader: Kim Smith, Patent Manager, Oregon State University

Panel Members: David Maki, Patent Attorney for Seed & Berry

Donald Chisum, Professor of Law, of Counsel to Seed & Berry

Spencer Blaylock, Associate Director, Iowa State University Research Foundation

 The case study will be be the springboard for a discussion on various ways to protect intellectual properties. David Maki specializes in biological materials and Donald Chisum in software.

12:30 - 2:00 Lunch at By GEORGE

2:00 - 3:30 Protecting a

Protecting and Licensing Unpatented Biological Materials

Session Leader: Kathy Ku, Associate Director, Office of Technology Licensing, Stanford University

Panel Members: All

Al Halluin, Cetus Corporation

Gary Schweikhardt, ZymoGenetics, Inc.

David Maki, Patent Attorney for Seed & Berry

 Strategies in licensing unpatiented biological materials while meeting institutional policies.

3:30 - 3:45

Coffee Break

Wednesday, June 25, 1986 Page 3

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3:45 - 5:00	Interpreting Circular A-124 and Other Federal Regulations and Review of New or Proposed Legislation
Session Leader:	Wisconsin Alumni Research Foundation
Panel Members:	Norman Latker, Director, Federal Technology Management Policy
-	Leroy Randall, Chief, Patent Branch, National Institutes of Health
<ul> <li>This session w and new and pend administrators.</li> </ul>	ill focus on understanding complex Federal patent regulations ing Federal as they affect academic technology transfer t will also recount the experience of a large civilian Federal lationships with universities under PL- 96.517.
let the	and the second secon
6:00 - 8:00	Reception in Meany Tower Hotel Grand Ballroom
<u>Thursday, June</u>	26, 1986

	Designing a Marketing Strategy for University		
	Technologies		
Session Leader:	Edmund Regina, Technology Transfer Officer,		
and the second state	Beth Israel Hospital		
Donal Mamhana	Norman Brown, Director, Office of Technology		

Norman Brown, Director, Office of Technology Transfer, University of Utah

Robert Goldsmith, Corporate Secretary and Director of the Eastern Region, Research Corporation

David C. Auth, Director, Biophysics International

• Provides an overview for this day's sessions: using market intelligence to design specific strategies to promote and sell university technologies; pitfalls and successes in university to industry technology transfer.

SUPA 1986 Summer Meeting Schedule

### Thursday, June 26, 1986 Page 4

10:30~10:45 Coffee Break

Session Leader:	Floyd Grolle, Manager of Market Research & Licensing Associate, Stanford University and additional	
	an a	
Panel Members:	Mel Witner, Director of Marketing Intelligence	
	for Eastman Kodak	
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June Peoples, Bio-Technology Analyst, Temar Ltd.

Identifying/evaluating potential markets for new inventions or discoveries.

12:00 - 1:30 Informal Lunch served at Sylvan Theater (East Ballroom of HUB if it rains)

1:30 - 2:00

NBS/DOE Energy-Related Inventions Program

Session Leader: George P. Lewett, Chief of Office of Energy-Related Inventions, National Bureau of Standards

This program, which provides grants averaging \$70K, offers one-time-only
assistance for development of an invention beyond basic research. Assistance
has also included contracts and testing of inventions at DOE facilities, grants
for market surveys or the preparation of financial or business plans, or
arrangements with non-profit technology innovation centers.

SUPA 1986 Summer Meeting Schedule Thursday, June 26, 1986 Page 5

2:00 - 3:30	Creating Commercially Attractive Descriptions of Technologies
Session Leader:	Scott Stoelting, Manager, Venture Product Development, Merrell Dow Pharmaceuticals, Inc.
Panel Members:	C. Thomas Cross, Patent Administrator, University of Cincinnati

Ray Snyder, Patent Licensing Consultant

• Details the significance of commercially attractive descriptions of technologies (and universities) to industry; gives examples of successful descriptions; and provides expertise on putting descriptions together.

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3:30 - 3:45 Coffee Break	
3:45 - 5:00	Basics of Promotion, Negotiation and Selling
Session Leader:	Lamar Washington, Sr. Licensing Executive, Technology Transfer Office, the Research Foundation of SUNY
Panel Member:	Emmett J. Murtha, Director of Licensing, International Business Machines Corporation

Promotion, negotiation and selling as specific professional skills.

5:00 pm

Meeting Adjourned

10 June 1986

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