



Trends, Tools, and Techniques to Cross the Commercialization Chasm

ABOUT THE CONFERENCE

In the 8th annual conference, the region's research institutions, federal agencies, industry, investors and service providers once again come together to discuss innovation and commercialization opportunities in the area of biotechnology. Is the OVALS region poised to take on a leadership role in the development of the next generation of technology?

The focus of this year's conference will look at:

- o The Trends and Drivers of Biotechnology
- o Maximizing the ROI of Innovation
- o Federal Assistance: NIH Funding and DOC Toolkits
- o Spotlights On: Local Start-Ups and Innovation Opportunities

The Ohio Valley Affiliates for Life Sciences (OVALS) is a collaborative effort of the University of Cincinnati, University of Louisville, University of Kentucky, Ohio University, Air Force Research Laboratory, BioOhio, Bluegrass Business Development Partnership, CincyTechUSA, Edison Biotechnology Institute, and Indiana Health Industry Forum.

FOR FURTHER INFORMATION

University Conferencing • Telephone: 513.558.1810 • Fax: 513.558.0385 • Web: www.OVALSgroup.org • E-mail: univconf@uc.edu

THURSDAY, APRIL 15, 2010

- 9:00 – 6:00 Registration**
- 10:00 – 4:00 Business Bootcamp for Scientists and Engineers (Optional — Advanced Registration Required)** For further information, visit <http://louisville.edu/thinker/business-bootcamp.html>
- 5:00 – 6:00 PM Opening Reception and Exhibits**
Networking and Poster Competition
See novel ideas in research and technology development, meet the researchers, and help determine this year's winners.
- 6:00 – 8:00 Opening Dinner and Keynote Address:**
Biotechnology Trends: What's Driving the Industry Forward?
The Honorable James C. Greenwood, President and CEO, BIO (The Biotechnology Industry Organization)
James Greenwood led BIO to become a world class advocacy organization, playing a leading role in shaping public policy on a variety of fronts critical to the success of the biotechnology industry at the state and national levels, as well as internationally. He is uniquely qualified to speak to the forces that influence Biotech in the OVALS region and the globe.

FRIDAY, APRIL 16, 2010

- 8:00 – 8:30 AM Registration and Continental Breakfast**
- 8:30 – 9:30 Opening Keynote Address: Regional Strategies for Biotech Clusters—Who Is Leading the Pack?**
Walter H. Plosila, Senior Advisor to Battelle's Technology Partnership Practice
Walter Plosila has extensive experience in the public, private, and non-profit sectors, and is recognized for his innovative approaches to business-higher education partnerships and publicly-spurred entrepreneurship strategies. He has been responsible for many nationally recognized model programs, and will use this knowledge to help the OVALS partners benchmark our region against other national hotspots as we plot our future strategies.
- 9:30 – 10:30 Maximizing the ROI of Innovation: Systematic and Strategic IP Management**
John Cronin, Managing Director and Chair, ipCapital Group
Mr. Cronin spent over 17 years at IBM and became its top inventor (with over 100 patents and 150 patent publications), where he also

FOURTH ANNUAL RESEARCH FAIR AND CASH AWARDS

Innovation and opportunity starts NOW. Submit your scientific poster and abstract to be eligible for a cash award of up to \$1000. Visit www.ovalsgroup.org/poster_competition.asp for the application process.

WHY YOU SHOULD ATTEND

This conference is a "must" for anyone interested in commercialization of new life sciences technologies, collaboration opportunities, and creating economic impact. This includes university researchers and administrators, technology transfer professionals, corporate scientists, business development professionals, state and local economic development officials, attorneys, investors, incubators, and entrepreneurs. The OVALS Conference is an important forum for exposure to the thinking of national leaders, opening up strategic dialogues, expanding opportunity, and networking.

GENERAL INFORMATION

Accommodations • The conference will be held at the Louisville Marriott Downtown Hotel, 280 West Jefferson Street. A block of rooms has been reserved at the Marriott at a special rate of \$129 plus tax, single or double. Please make your reservation by calling 800.228.9290 or 502.627.5045 by March 24 and identifying yourself as a participant of the OVALS Conference. You may also reserve online at <http://www.marriott.com/hotels/travel/sdflm-louisville-marriott-downtown>; the group code is ovaovaa. After March 24, rooms may be reserved on a space and rate available basis only.

Fees • The conference registration fees (\$150 regular registration, \$95 academic, and \$50 student) include conference materials, dinner on Thursday, continental breakfast and lunch on Friday, and refreshment breaks.

Refunds • If you register and find you are not able to attend, you will receive a full refund by calling 513.558.1810 or e-mailing univconf@uc.edu by April 8, 2010. No refunds will be processed after this date. Substitutions may be made at any time.

Exhibits • The fee for an exhibit table is \$250 per table and includes one conference registration. Please mark the appropriate box on the registration form.

created and ran the IBM Patent factory. Capitalizing on a lifelong study of creative and inventive thinking processes, business strategy development, and transaction negotiations, John has created both a unique ipCapital System® Methodology for consulting as well as a world class licensing and transaction process—and will share many of his insights with OVALS participants.

10:45 – 12:00 Bridging the Commercialization Chasm, Part I: National Institutes of Health (NIH) Funding Mechanisms

Lili M. Portilla, MPA, Senior Advisor for Technology Transfer, National Center for Research Resources, National Institutes of Health; Claire Driscoll, Director, National Human Genome Research Institute; and Michael Weingarten, Director, National Cancer Institute SBIR Development Center

A panel of NIH experts will discuss several NIH initiatives to assist with commercialization. They will discuss how the NIH SBIR, STTR, and other programs can help move innovations from the research lab to the commercial marketplace—getting new products on the market, creating jobs, and growing the economy.

12:00 – 1:00 Lunch

1:00 – 3:00 The OVALS Innovation and Economic Spotlight
Companies, Innovations, and Speakers TBA to Ensure Topical and Timely Panel Presentations

The mission of the OVALS partners includes technology transfer, new venture creation, and economic growth for our regions. These back-to-back sessions on Featured Start-Ups and Licensing/ Partnership Opportunities will highlight some recent selected start-up companies as well the latest OVALS region innovations available for partnership possibilities.

3:15 – 4:15 Bridging the Commercialization Chasm, Part II: Department of Commerce (DOC) Tips and Toolkits

Jennifer Boger, Deputy Director, Office of Intellectual Property Rights, U.S. Department of Commerce

The U.S. Patent and Trademark Office estimates that U.S. intellectual property is worth 5.5 trillion dollars, more than the GDP of any country in the world! Jennifer Boger will discuss agency views on turning Innovation into Intellectual Property, as well as available tool kits and strategies for small companies when interacting with the U.S. Department of Commerce.

2010 OVALS CONFERENCE REGISTRATION FORM Please print; duplicate as necessary.

Dr./Mr./Mrs./Ms. _____
First Last

Title _____

Department _____

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Day Phone _____ Fax _____

E-mail _____

FEES

- \$150 Conference Registration \$95 Academic \$50 Student
- \$250 Exhibit Registration (includes conference registration)

PAYMENT

_____ Total amount due

Enclosed is my check or money order made payable to University of Cincinnati

Purchase Order # _____

Contact name _____ phone _____

To pay by credit card, please register online at www.uc.edu/conferencing/events/OVALS. Credit card information cannot be accepted by fax or telephone.

Return form and payment to University Conferencing

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- I will attend the Bootcamp on Thursday, April 15. Yes No
- I will attend the keynote and dinner on Thursday, April 15. Yes No
- I will submit a poster for the Research Fair and Competition. Yes No
- I have special dietary needs.
- If you have special needs to accommodate a disability, please call 513.558.1810 by 4/1/10.

8th Annual Conference



*Sponsored by Ohio Valley
Affiliates for Life Sciences (OVALS)*

ORGANIZERS

*University of Cincinnati
University of Kentucky
University of Louisville
Ohio University
Air Force Research Laboratory
Bluegrass Business Development Partnership
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University Conferencing
PO Box 210031
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