**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**

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

## SUPA Program

**Tuesday, June 24, 1986:**

**4:00 - 6:00** **Trustees' Meeting, Trustees Room, Mezzanine, Meany Tower Hotel**

**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

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.

**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 and Licensing Unpatented Biological Materials**

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

Panel Members: Al Halluin, Cetus Corporation

Gary Schweikhardt, ZymoGenetics, Inc.

David Maki, Patent Attorney for Seed & Berry

- Strategies in licensing unpatented biological materials while meeting institutional policies.

**3:30 - 3:45** **Coffee Break**

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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: Howard Bremer, Patent Counsel, Wisconsin Alumni Research Foundation

Panel Members: Norman Latker, Director, Federal Technology Management Policy

Leroy Randall, Chief, Patent Branch, National Institutes of Health

- This session will focus on understanding complex Federal patent regulations and new and pending Federal as they affect academic technology transfer administrators. It will also recount the experience of a large civilian Federal agency and its relationships with universities under PL- 96.517.

**6:00 - 8:00** **Reception in Meany Tower Hotel Grand Ballroom**

**Thursday, June 26, 1986:**

**9:00 - 10:30** **Designing a Marketing Strategy for University Technologies**

Session Leader: Edmund Regina, Technology Transfer Officer, Beth Israel Hospital

Panel Members: 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.

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**10:30-10:45** **Coffee Break**

**10:45 -12:00** **Market Analysis and Evaluation of University Technologies**

Session Leader: Floyd Grolle, Manager of Market Research & Licensing Associate, Stanford University

Panel Members: Mel Witner, Director of Marketing Intelligence for Eastman Kodak

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.

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**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.

**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