



Florida's Innovation Boom: Achieving Growth Through IP

Friday, April 18, 2008
JW Marriott, Orlando, FL

7:30 a.m. Registration and Continental Breakfast

8:00 a.m. – 8:30 a.m. Opening Remarks (Sharon and Anat)

8:30 a.m. – 9:30 a.m. Maximizing the Value of Your IP Portfolio: The Importance of IP Due Diligence
The strength of an IP portfolio is the foundation of value in a technology company. Solid portfolios attract and enable investors to assess and more accurately present the future value of the technology. A due diligence review of your company's IP portfolio, conducted with the goal of achieving commercial success, can enhance company value, prepare you to address investor concerns, and ultimately ensure investor interest. This panel will discuss:

- The IP due diligence process - what to expect and preparing for the unexpected
- What investors are looking for in a company's IP when conducting due diligence
- Freedom to operate vs. patentable position
- Mergers and Acquisitions vs. initial investments due diligence
- Problems to avoid

9:30 a.m. – 10:30 a.m. Financing Outlook for Florida High Tech and Life Sciences Companies: An Investor's Point of View

You have created a valuable intellectual property asset and assembled a core management team, and now it's time to secure funding. In this session, a select group of investors and investment bankers in the high-tech and life sciences arena will tell you how they examine and analyze investment opportunities in this space. This discussion will focus on:

- Capital availability for Florida high-tech and life sciences companies (including impact of credit crunch)
- Areas of investor focus
- Lessons from recent deals
- Exit strategies

10:30 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:00 noon Ensuring Commercial Success and Technological Advancement Through Collaborative Relationships

Many of Florida's promising new technologies lie within research labs in universities, medical centers, research institutions, and the government. This panel will focus on the development and acquisition of innovation. Topics will include:





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- Managing the development of innovation toward commercialization
- Developing joint development programs
- Deriving value through spinning off new companies
- Contrasting expectations during public-private collaborations

12:00 noon – 1:00 p.m. Succeeding Globally: Facilitating Transactions Internationally

International markets continue to have great impact on the success or failures of a company. Latin America, China, India and other markets present areas for explosive business development, and interest and opportunities in these markets have increased dramatically over the last few years. Europe and Japan continue to be fertile areas for business dealings. For U.S. businesses, the opportunities are unprecedented but require careful consideration of business structure and the protection of technology and intellectual property (IP) assets. This panel will explore:

- Where are the opportunities?
- Strategies for effective procurement, exploitation and enforcement of IP assets
- Structuring international business transactions; leveraging your partner's strengths, minimizing your shortcomings
- International technology transfer, licensing, and portfolio management

1:00 p.m. – 1:20 p.m. Lunch Served

1:30 p.m. – 2:30 p.m. Keynote: Bringing the Innovation Boom to Florida: A Roadmap for Success
John Reed, M.D., Ph.D., President and Chief Executive Officer, Burnham Institute for Medical Research

2:30 p.m. – 3:00 p.m. Closing Remarks