Foley & Lardner's 2009 Life Sciences Conference Agenda

The Hyatt La Jolla at Aventine
Wednesday, September 30, 2009

Time		Presentation
8:30 – 9:10 a.m.	Breakfast & Registration	
9:15 – 9:45 a.m.	Opening Keynote Presentation *Aventine Ballroom BC*	**The Impact of Health Care Reform on Investment & Innovation in the Life Sciences Industry** Foley welcomes Joshua Boger, Ph.D. founder and retired-CEO of Vertex Pharmaceuticals Incorporated and immediate-past-chairman of BIO's Board of Directors. A true industry champion, Dr. Boger has a comprehensive understanding of the legal, scientific and financial aspects of running a biotech company. During his opening keynote he will share insights on how the life science industry can partner with the new administration to regain momentum and growth while highlighting the tremendous advancements the industry has recently experienced. **Joshua Boger**, Ph.D., founder and retired-CEO of Vertex Pharmaceuticals and immediate-past-chairman of BIO's Board of Directors Introduction by **Richard A. Kaufman**, Foley & Lardner LLP
9:45 – 10:30 a.m.		Panel Q & A with **Joshua Boger**, Ph.D **Steve Danon**, Chief of Staff, Congressman Brian Bilbray (CA-50)
10:30 – 11:00 a.m.	Break	
11:00 – 12:00 p.m.	Breakout 1	
	Track 1 *Aventine Ballroom BC*	**Key Indicators of Value & Success in a Life Science Company: What Investors Look For** Venture Capital and strategic investors value new and emerging life science companies differently in these challenging times. Entrepreneurs have been forced to modify business plans to stay afloat, while investors have taken a different approach to determining a life science company's value. This session will cover long-term strategies that emerging life science businesses should consider when seeking investors, while highlighting opportunities for investors in discovering and creating sustainable value. ▪ Diverse perspectives from angel investors to mid-tier funds ▪ Issues and perspective from the entrepreneur's view ▪ State of the venture and strategic markets and current trends ▪ Factors to be considered in determining the investment opportunities and future returns of life science companies

		▪ The role of IP in value creation ▪ Understanding market opportunities and constraints Moderated by **Gabor Garai**, Partner, Foley & Lardner LLP **Patrick Heron**, Frazier Healthcare Ventures **Jay S. Kunin**, Ph.D., Tech Coast Angels **William H. Molloie**, Partner, San Diego Life Sciences Lead, Pricewaterhouse Coopers **Hans A. Petersen**, President and CEO, Traversa Therapeutics
	Track 2 *Aventine* *Ballroom A*	**Life Sciences Opportunities in India & China: From Innovation to Commercialization** China and India are emerging as major players in the life sciences industry. Both countries have a wealth of top talent as well as rapidly-improving resources for the industry. Both countries also constitute important current and potential markets for drugs, devices and diagnostics, and are also projected to be major sources of innovation in the not-too-distant future. This panel will explore the significant opportunities in China and India, in terms not only of expanding operations to both countries, but also in terms of working with innovative companies that originate from China and India. Moderated by **David A. Charapp**, Special Counsel, Foley & Lardner LLP **Stephen A. Bent**, Partner, Foley & Lardner LLP **Friedhelm Blobel**, Ph.D., President, CEO, Director, SciClone Pharmaceuticals **Kim Kamdar**, Principal at Domain Associates **Sanjay Shukla**, M.D., M.S., Chief Executive Officer, RxMD
12:00-1:15 p.m.	Luncheon Presentation *Aventine* *Ballroom DE&F*	**Outlook and Opportunities: Healthcare In the Era Of Personalized Medicine** **Thomas Novak, Ph.D**., Head, Discovery Technologies at Roche Palo Alto Personalized medicine and cellular therapeutics could open new doors to safe and effective therapies. Research institutions, pharmaceutical companies and investors are looking to new avenues in which to advance the discovery of medicine tailored to fit the individual patient. On the renewed vitality of the stem cell are the hopes of millions of patients coping with diseases that may now become treatable. **Dr. Thomas Novak,** will address the potential impact of cellular therapeutics on diagnostic medicine and personalized therapeutics within the pharmaceutical industry. He will address the impact these technologies may have both in the U.S. and abroad with respect to R&D and viable opportunities that may exist for life science companies and investors alike.
1:30 – 2:30 p.m.	Breakout 2	
	Track 1 *Aventine* *Ballroom BC*	**Innovative Deal Structures for Use in Challenging Times** As capital sources become more elusive, companies are increasingly exploring creative methods to structure transactions and it is more important than ever to find successful transaction structures that build value. This session will focus on unique financial structures that have been utilized to leverage industry and financing opportunities.

		This panel will review the following: ▪ Combined deferred mergers and product development licenses ▪ Debt transactions ▪ Equity lines ▪ The use of business incubators Moderated by **Richard A. Kaufman**, Partner, Foley & Lardner **Mark Benedyk**, Ph.D. Head of The Pfizer Incubator LLC **Donna Tempel**, Ph.D., President and CEO, Drais Pharmaceuticals **Jack Lief**, Co-Founder, Chairman, President & CEO, Arena Pharmaceuticals **Michael White**, Deal Team Leader Life Sciences, Silicon Valley Bank
	Track 2 *Aventine Ballroom A*	**Navigating the Regulatory Pathway to Achieve Investment Success** In challenging times, biotech, medical device and venture capital firms need to ensure that every aspect of the development plan and regulatory submission is properly addressed when dealing with the FDA in order to avoid long delays and costly mistakes. However, keeping up with the changing regulatory environment can be both challenging, frustrating and time consuming. This session will focus on what companies and venture capitalists alike need to be cognizant of to achieve success in research and development as well as increasing the likelihood of expedited FDA clearance and approvals. The speakers will also provide an update on the new administration's plans to reform the FDA approval process. This session will cover: ▪ Impact of administration changes on the regulatory process ▪ Biosimilars ▪ FDA's new data initiatives ▪ Determining regulatory pathways towards product approval, particularly for combination products **David L. Rosen**, Partner, Foley & Lardner LLP **Michael A. Swit,** Vice President, The Weinberg Group Inc
2:30 – 2:45 p.m.	Break	
2:45 – 3:45 p.m.	Breakout 3	
	Track 1 *Aventine Ballroom BC*	**Big Pharma Update: What Big Pharma is Looking for In Partnering Opportunities** Thus far, 2009 has marked unprecedented changes and challenges within the biotechnology industry. Big pharma has responded to these challenges through mega mergers, high-profile consolidations, and high-value licensing deals. Couple this with Congress' impending health care reform measures and pressure to lower drug prices along with changes at the FDA, it is no wonder big pharma is taking dramatic steps to protect and enhance their opportunities for long-term growth. Small to medium-sized life sciences companies have also been forced to make changes as they struggle to retain value, maximize market potential and reduce risks.

		In this session, panelists will explore: ▪ What investment and partnering opportunities are of top priority in the short term ▪ Forward looking perspectives about investment and partnering priorities in the future ▪ Steps small and medium-sized life sciences companies should take to retain and enhance value Moderated by **Michael Gunning**, Partner, Pricewaterhouse Coopers **Roy Cosan**, Director of Strategic Planning and Alliance Management, Johnson & Johnson Development Corp. **Stephen B. Maebius**, Partner, Foley & Lardner LLP **Linda Pullan**, Ph.D., Pullan Consulting **James M. Schaeffer**, Ph.D., Executive Director, Worldwide Licensing and External Research-West Coast, Merck Research Laboratories
	Track 2 *Aventine Ballroom A*	**Honing Your IP Portfolio in Difficult Economic Times** In today's climate of uncertainty and constrained budgets, a life science company needs to make smart decisions regarding how and where to spend money in the short and long term to build value in its IP portfolio. Life sciences companies are forced to ask tough questions related to where patent filings are essential, weighing the issues of risk and protection, and if and when to embark on a licensing strategy. When weighing these tough issues it is important that IP counsel and management work together to build a strategy that meets the company's current and long term needs. It is more important than ever to determine which portions of the existing IP portfolio provide effective protection to core products and/or services of the company and which portions of the IP portfolio are not mission critical. The ever-shrinking legal budget for IP portfolio strategy implementation also requires evaluation of the costs and potential benefits of legal opinions and litigation. In this session, we will discuss strategies and best practices from both legal and practical business perspectives. ▪ Evaluating the IP portfolio - assessing the strengths and weaknesses ▪ Deciding to reduce or expand the existing IP portfolio ▪ Managing the expectations of management ▪ Prioritizing your IP protection from a business and IP perspective ▪ Legal opinions: A necessity or not in today's world Moderated by **Douglas H. Carsten**, Partner, Foley & Lardner LLP **Edward D. Grieff**, Director, Patents, Amylin Pharmaceuticals, Inc. **James A. Schoeneck**, Chief Executive Officer, BrainCells Inc. **David J. Weitz**, Senior Vice President, General Counsel & Chief Intellectual Property Counsel, Takeda San Diego, Inc.
3:45– 5:30 p.m.	Palm Court	Networking Reception