



WINNING GENES: How to Create, Grow, and Sustain a Successful Life Sciences Company

Foley's Life Sciences Conference Agenda The Hyatt La Jolla Friday, October 14, 2011

Time	Session		
8:30 – 9:15 a.m.	Registration		
9:15 – 10:30 a.m. <i>Aventine AB</i>	<p>Welcome Remarks Richard Kaufman, Partner, Foley & Lardner LLP</p> <p>Opening Keynote Presentation Greg Simon, Senior Vice President for Patient Engagement at Pfizer, Inc and Board of Directors at <i>FasterCures</i> Foundation</p>		
10:30 – 10:45 a.m.	BREAK		
10:45 – 11:45 a.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>TRACK 1: Growing Your Life Science Start-Up <i>Aventine C</i></p> <p>Lighting the Way: The Alternative Path to Financing</p> <p>Few things are more cliché than discussions about the difficulties entrepreneurs are facing when it comes to financing their early-stage life sciences companies. This panel discussion will avoid the doom and gloom, and instead will explore a variety of alternative funding paths for early-stage companies, including foreign capital, angels and super angels, grant funding, collaboration transactions and more.</p> <p>Moderator: David Charapp, Special Counsel, Foley & Lardner LLP</p> <p>Lena A. Basile, Ph.D., J.D., President, Chief Executive Officer, Neumedicines</p> <p>Randy Berholtz, Executive Vice President, General Counsel and Secretary, Apricus Bio</p> <p>Sanjay Shukla, MD, Chief Executive Officer, RxMD</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Track 2: Sustainability for the Growth Stage Life Sciences Company <i>Palatine AB</i></p> <p>Winning Strategies: Achieving an IPO in Today's Market</p> <p>Today's life sciences IPO market poses unique challenges. Coupled with a volatile financial market the timing of an IPO is imperative to success and has many risks. However, it is never too early to begin to plan for an IPO as a possible exit strategy for your growing company.</p> <p>This roundtable discussion features life sciences executives and financial and legal counsel providing personal experience on the following:</p> <ul style="list-style-type: none"> ▪ Pre-IPO strategy, readiness and considering dual path options ▪ Assembling the right team: considerations for external advisors and lessons learned ▪ Addressing the varying needs of shareholders ▪ Working through the impact of company employee's personal data being made public <p>Moderator: Vanessa Herbert, Senior Manager, PricewaterhouseCoopers</p> <p>Kevin O'Boyle, Senior Vice President and Chief Financial Officer, Advanced BioHealing, Inc.</p> <p>Bill Smith, Vice President Legal Affairs, General Counsel, Secretary, Fluidigm Corporation</p> <p>Paul D. Broude, Partner, Foley & Lardner LLP</p> </td> </tr> </table>	<p>TRACK 1: Growing Your Life Science Start-Up <i>Aventine C</i></p> <p>Lighting the Way: The Alternative Path to Financing</p> <p>Few things are more cliché than discussions about the difficulties entrepreneurs are facing when it comes to financing their early-stage life sciences companies. This panel discussion will avoid the doom and gloom, and instead will explore a variety of alternative funding paths for early-stage companies, including foreign capital, angels and super angels, grant funding, collaboration transactions and more.</p> <p>Moderator: David Charapp, Special Counsel, Foley & Lardner LLP</p> <p>Lena A. Basile, Ph.D., J.D., President, Chief Executive Officer, Neumedicines</p> <p>Randy Berholtz, Executive Vice President, General Counsel and Secretary, Apricus Bio</p> <p>Sanjay Shukla, MD, Chief Executive Officer, RxMD</p>	<p>Track 2: Sustainability for the Growth Stage Life Sciences Company <i>Palatine AB</i></p> <p>Winning Strategies: Achieving an IPO in Today's Market</p> <p>Today's life sciences IPO market poses unique challenges. Coupled with a volatile financial market the timing of an IPO is imperative to success and has many risks. However, it is never too early to begin to plan for an IPO as a possible exit strategy for your growing company.</p> <p>This roundtable discussion features life sciences executives and financial and legal counsel providing personal experience on the following:</p> <ul style="list-style-type: none"> ▪ Pre-IPO strategy, readiness and considering dual path options ▪ Assembling the right team: considerations for external advisors and lessons learned ▪ Addressing the varying needs of shareholders ▪ Working through the impact of company employee's personal data being made public <p>Moderator: Vanessa Herbert, Senior Manager, PricewaterhouseCoopers</p> <p>Kevin O'Boyle, Senior Vice President and Chief Financial Officer, Advanced BioHealing, Inc.</p> <p>Bill Smith, Vice President Legal Affairs, General Counsel, Secretary, Fluidigm Corporation</p> <p>Paul D. Broude, Partner, Foley & Lardner LLP</p>
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11:45 – 12:50 p.m.	LUNCH	
1:00 – 2:00 p.m.	<p>TRACK 1: Growing Your Life Science Start-Up <i>Aventine C</i></p> <p>New Models for Corporate Transactions in Life Sciences</p> <p>The ability to access capital has become increasingly difficult in a challenging life sciences environment. Depending on your stage of development you can access venture capital funding, plan for an IPO, enter into a strategic partnership or consider a sales event allowing your enterprise to continue to move forward but in the context of a larger institution with greater resources. The sale is not necessarily an exit but a financing vehicle allowing your technology portfolios to advance while maintaining your initial strategic mission. These types of M&A transactions are becoming more of a reality as companies continue to adapt to multi-level changes occurring in the industry including; regulatory hurdles, higher costs for R&D, and operating in a difficult financial market.</p> <p>This panel address the advantages and disadvantages of M&A and sales events on the company's operations and what companies should be aware of early on to avoid potential litigation when considering these transactions.</p> <p>Moderator: Richard A. Kaufman, Partner, Foley & Lardner LLP</p> <p>David M. Sabow, Vice President, Investment Banking, Canaccord Genuity Inc.</p> <p>Mark P. Stevenson, President and Chief Operating Officer, Life Technologies</p> <p>James C. Chapman, Partner, Foley & Lardner LLP</p>	<p>Track 2: Sustainability for the Growth Stage Life Sciences Company <i>Palatine AB</i></p> <p>From Office to Off-Label: Managing Risk & Protecting Assets</p> <p>Off-label promotion continues to be a main focus of FDA enforcement action. Current trends point to industry executives also facing personal liability risks when found to be noncompliant with FDA guidelines.</p> <p>Today's life sciences companies are tasked with making sense of the gray areas concerning product promotion and other FDA enforcement priorities. However, even before commercializing a product, understanding and identifying risks are key to any life science company. Whether these risks begin in the pre-clinical stage or while the product is commercialized, knowing the potential landmines is important in developing and implementing a risk management plan.</p> <p>During this session panelists will discuss:</p> <ul style="list-style-type: none"> • Relevant compliance laws and FDA regulations • Legal parameters associated with off-label marketing • Collateral consequences of off-label investigations • Best practices for reducing the risks <p>Moderator: Emily Urban, Senior Vice President, Berkley Life Sciences</p> <p>Judith Waltz, Partner, Foley & Lardner</p> <p>Anne Nevard, Risk Management Executive</p> <p>George M. Ward , Director of Risk Management, Corporate Compliance Amylin Pharmaceuticals, Inc.</p>
2:00 – 2:15 p.m.	BREAK	
2:15 – 3:15 p.m.	<p>New Paradigms for Advancing Personalized Medicine <i>Aventine C</i></p> <p>Personalized Medicine is known as the right treatment, for the right individual, at the right time. Technology and innovation in the personalized medicine industry continues to expand as different industry sectors enter this emerging market. The medical advancements and opportunities are diverse; ranging from big pharma implementing companion diagnostics in R&D to IT companies creating platforms for delivering personal health care information and support. Moreover, the 2010 implementation of health care reform set forth guidelines to pave the way for companies to advance personalize medicine by asking the industry to take into account preventive medicine and managing each individuals' health care with customized medical plans. However, institutional barriers (e.g., limitations on product reimbursement, unclear regulatory requirements and legal challenges to patent protection) have been faulted for</p>	

	<p>relatively slow progress toward wide spread implementation of personalized medicine.</p> <p>This panel will address the following issues:</p> <ul style="list-style-type: none"> ▪ Patent protection for medical diagnostics; what are the outstanding issues and how is big pharma addressing current patenting questions in their pipelines? ▪ Companion diagnostics – how are these factoring in to R&D and business development strategies for big pharma? ▪ Emerging areas – telehealth and wireless health care innovation, where are the opportunities and challenges ? ▪ Reimbursement strategy – what is the current landscape, what is likely to change and what should early-stage companies consider in designing a reimbursement strategy <p>Moderator: Antoinette Konski, Partner, Foley & Lardner LLP</p> <p>Anita Chawla, Ph.D., Vice President, Analysis Group</p> <p>Ken Goldman, Global Head, Diagnostics Patents, Novartis Vaccines & Diagnostics, Inc.</p> <p>Suneel Ratan, Founder and CEO, Care Architecture</p>
3:15 – 5:00 p.m.	Join us in the Grand Foyer for a closing reception