



No Longer Business as Usual: Critical Changes in Investment and IP Strategy for Life Sciences

Thursday, October 10, 2013

UCSF — Mission Bay Conference Center

8:00 – 9:00 am **Registration and Breakfast**

9:00 am Opening keynote presentation by Regis B. Kelly, Director of QB3 at the University of California – **The Changing Face of the Life Sciences Start-Up**

9:45 am **Break**

10:00 am **Panel #1: Financing Early-Stage Personalized Medicine Technologies**

- What personalized medicine technologies are being financed?
- Drafting a robust and comprehensive business model
- Stories from successful, venture-backed companies
- Obtaining lines of credit, term loans, and venture debt

Speakers:

Jeff Karan, Founder & Senior Partner, Woodside Capital

Jennifer Friel Goldstein, Managing Director, Life Sciences, Silicon Valley Bank

Paul Quadros, Life Sciences/Biotech Committee, Band of Angels

Moderator:

Moderator: Todd Rumberger, Partner, Foley & Lardner

11:00 am **Break**

11:15 am **Panel #2: The Aftermath of *Myriad*: IP Protection at Home and Abroad**

- Implementation of *Myriad* at the USPTO
- Re-aligning your IP portfolio in light of *Myriad*
- Patenting life science technologies abroad
- *Myriad* litigation what is at stake?

Speakers:

Dianna DeVore, Vice President, Intellectual Property and Legal Affairs, Ariosa Diagnostics, Inc.

Kristel Schorr, Partner, Foley & Lardner

Moderator: Antoinette Konski, Partner, Foley & Lardner

12:15 – 1:15 pm

Lunch

Standing Out in the Crowd: Business Development, Product Positioning and Marketing Techniques for Early to Mid-Stage Life Science Companies

- Developing a marketing and product positioning plan
- Building relationships with funding sources, CROs and manufacturers
- Strategically positioning your product to potential partners
- Innovative lead generation techniques

Speakers:

Asa Cox, Founder & CEO, Founder & President, Generic Pharma 2.0

Moderator: Anjan Chatterji, Public Affairs Director -- Healthcare Economics, Foley & Lardner

1:25 – 2:15 pm

Panel #4: No Longer Business as Usual: Critical Regulatory Updates

- What is expected to be announced in the final guidance on in vitro companion diagnostic devices
- Biosimilars: What's Close Enough?
- mHealth Technologies: A review of the FDA's final guidance on mobile apps

Speakers:

Sue Preston, Principal, X'Elas Biodevelopment

Alice M. Varga, Vice President, Regulatory and Quality Assurance, Oxigene, Inc.

Moderator: David Rosen, Partner, Foley & Lardner LLP

2:15 pm

Break

2:30 – 3:30 pm

Panel #3: The Utilization and Protection of Big Data in the Era of Personalized Medicine

With the potential to transform drug discovery, clinical research and the delivery of effective healthcare outcomes, big data is a critical component in promoting personalized health care. During this discussion panel members will address the following:

- How can EHR's help to facilitate personalized medicine becoming mainstream in clinical practice
- Business cases for the use of patient data
- Big data and analytics: what are the technology platforms that are most likely to have the biggest impact on our ability to conduct bigger, faster and more precise analytics?
- How can companies protect their data and analytics

Speakers:

Samarth Kulkarni, PhD., Associate Principal, McKinsey & Company
Tahir A. Mahmood, PhD, Founder & Chief Business Officer, Applied Molecular
Transport
Marc Morley, Partner, Foley & Lardner

Moderator: Richard Kaufman, Partner, Foley & Lardner

3:30 pm

Closing Remarks

Stephanie Marrus, Director of the Entrepreneurship Center, UCSF

3:45- 5:00 pm

Reception