



Innovation and commercialisation

LESANZ

Annual Conference



Creating and Driving Impact

- **Making a difference through successful innovation**
 - technology transfer models
 - social entrepreneurship
 - indigenous commercialisation
- **Having the tools and skills to support change**
 - capital raising
 - negotiation skills
 - international engagement
 - conflict resolution
 - intellectual property

2–4 April 2009

Hyatt Hotel—Canberra Australia

If you are in the business of innovation or commercialisation, or you manage IP in industry, government, research, or provide legal, intellectual property or policy advice then is a **MUST** attend event.

Delegate Registration Includes:

Full attendance to LESANZ Conference 2009
Welcome reception Thursday
Morning and afternoon teas
Lunch for Friday and Saturday
Official conference dinner Saturday
Conference papers
Conference bag and delegate list

Why you should attend

If there is only one conference you attend this year it should be the LESANZ Annual Conference – it provides outstanding value for money, excellent networking opportunities with leaders in the field, engaging speakers, and a mix of both new ideas in innovation for a global market, together with practical skills to enhance your professional development. *Photo: Australian Capital Tourism*



Welcome to LESANZ 2009

It is my pleasure to invite you to the 2009 LESANZ Annual Conference, to be held from 2- 4 April in Australia's National Capital, Canberra.

Innovation by definition involves change, from incremental through to revolutionary. Creating and driving impact is critical in a successful innovation process. The 2009 Conference brings together an excellent line up of international and Australian speakers who will explore how we can achieve and support impact as innovations are taken to market. The sessions are diverse including consideration of technology transfer models and social entrepreneurship as well as considering the tools needed to support change, including capital raising, negotiation skills, international engagement and intellectual property.

I encourage you to participate in the excellent pre-conference workshops detailed in this registration brochure and then join us for drinks at the recently opened National Portrait Gallery on the shores of Lake Burley Griffin. The conference dinner at the National Museum of Australia will also feature an opportunity to walk through some of the exhibitions currently on display.

I look forward to welcoming you to Canberra in April to what promises to be an exceptional international conference.

Simon Rowell
President, LESANZ



Key Note Speakers

Dr. Ramesh Mashelkar
Chairman Global Research Alliance

Ramesh Mashelkar is Chairman of the Global Research Alliance, a network of publicly funded R&D institutes from Asia-Pacific, Europe and USA with over 60,000 scientists. He was also Director General of the Council of Scientific and Industrial Research. Dr. Mashelkar is on the board of directors of Reliance Industries Ltd., Tata Motors Ltd, Hindustan Unilever Ltd, GeneMedix Life Sciences Ltd and Indigene Pharmaceuticals Ltd.

Dr. Mashelkar has been promoting a culture of innovation and balanced intellectual property rights regime for many years. Ramesh's Canberra 09 talk on "Indian Innovation – from Gandhi to Gandhian engineering – getting more, from less, for more" will provide an inspiring perspective on challenges for Indian innovators.



James Malackowski
CEO Ocean Tomo and Past President of LES USA/Canada

James Malackowski is the President and CEO of Ocean Tomo, LLC, an integrated Intellectual Capital Merchant Banc® firm providing financial products and services related to Intellectual Property expert testimony, valuation, investments, risk management and transactions. James is a member of the IP Hall of Fame Academy and was recognized in 2007 by *Managing Intellectual Property* magazine as one of the fifty most influential people in intellectual property.

At Canberra 09, James will be presenting on "Developing Global IP Markets: Price Discovery, Rating, Auctions and Exchanges".



Chief Justice French
High Court of Australia

Robert French was appointed Chief Justice of the High Court of Australia on 1 September 2008. At the time of his appointment he was a judge of the Federal Court of Australia, having been appointed to that office in November 1986. He graduated from the University of Western Australia in science and law. He was admitted in 1972 and practised as a barrister and solicitor in Western Australia until 1983 when he went to the Independent Bar. From 1994 to 1998 he was President of the National Native Title Tribunal. At the time of his appointment he was an additional member of the Supreme Court of the Australian Capital Territory and a member of the Supreme Court of Fiji. He was also a Deputy President of the Australian Competition Tribunal and a part-time member of the Australian Law Reform Commission. From 2001 to January 2005 he was president of the Australian Association of Constitutional Law.



Adam Liberman
LESI President, General Counsel CSIRO

Adam Liberman is General Counsel and General Manager Intellectual Property at CSIRO. Prior to joining CSIRO in August 2006, Adam was a partner in one of Australia's leading commercial law firms, Freehills. Adam has over 30 years experience as a lawyer in the intellectual property, licensing, commercial and corporate arenas. He has advised a wide spectrum of parties involved in the innovation process including research institutes, universities, start-ups, co-operative research centre participants, venture capitalists, investments banks, SMES, large Australian corporates and multi-national companies. Adam has been on the board of the Licensing Executive Society International (LESI) since 2002 and is President of LESI. He was a member of the New South Wales Innovation Council between 2002 – 2005 and is currently a member of the Commonwealth Government's Advisory Committee on Intellectual Property (ACIP).



Other speakers include

Mark Allen	Partner, Bartier Perry
Philip Argy	Foundation Fellow, Technology Dispute Centre
Chris Ball	Director, Imprimatur Capital UK
Wes Blakeslee	Director, Johns Hopkins Office of Technology Transfer
Scott Bouvier	Partner, Mallesons Stephen Jacques
Rajiv Cabraal	Senior Legal Counsel CSIRO
Ian Heath	First Thoughts, Former Director General of IP Australia
Sara Hofman	Senior Solicitor, Sydnovate, University of Sydney
John H. Howard	Director, Innovation and Engagement, University of Canberra
Tim Hirst	CEO ANU Connect Ventures Pty Ltd
Cheryl Kernot	Director of Teaching and Learning, Centre for Social Impact
Adam Liberman	LESI President, General Counsel CSIRO
Emma Lo Russo	President, Altium
Joe McLean	Group Manager Social Sciences UniQuest Pty Limited
Paul Niederer	Group Managing Director, Australian Small Scale Offerings Board
Fiona O'Donnell	Senior Associate, Mallesons Stephen Jaques
Luigi Palombi	ANU Centre for Governance of Knowledge and Development
Nigel Poole	Executive Director Business Services, CSIRO
Robert Wulff	Principal, Griffith Hack
Leonie Young	CEO, <i>beyondblue: the national depression initiative</i>
Paul Zawa	Partner, Minter Ellison Lawyers

Thursday 2 April 2009

Pre-Event Workshops* – to be held at CSIRO, Clunies Ross Street, Black Mountain

0900	Registration/coffee
0930 – 1700	Gene technology for Decision Makers
0930 – 1230	Life's a Pitch or Patent Enforcement
1230 – 1400	Lunch, CSIRO Discovery Centre
1400 – 1700	Biotech Licensing or IP Intelligence
1830 – 2030	Welcome Cocktails – National Portrait Gallery

*Depending on sufficient expressions of interest and numbers, there is the opportunity to provide an additional afternoon Pitching Workshop.



Floral display at Floriade
Photo: Australian Capital Tourism

LESANZ 2009 Workshops, 2 April 2009

Gene Technology for Decision Makers

CSIRO's gene technology for decision-makers course provides a balanced, comprehensive and hands-on introduction to gene technology. Explore the science, discuss regulation and commercialisation of gene technology and isolate and analyse DNA in the lab.

Presenter – **CSIRO**

Life's a Pitch

This workshop focuses on the thinking and practical skills of successful pitchers – understanding audience perceptions, telling a short persuasive story, steps to best practice. The outcome is to improve the effectiveness and success rate of your pitches.

Presenter – **Bernie White – The Moment NZ**

Patent Enforcement

Practical tips to prepare your business for defensive and offensive litigation. International experiences including all you need to know about the US and German patent litigation courts and processes.

Presenters – **ipernica**

Biotechnology Licensing

A practical short course on some of those "tricky" clauses in the biotech field – royalties and royalty stacking, improvements, field definitions and minimum performance obligations.

Presenters – **CSIRO Legal and
Phillips Ormonde & Fitzpatrick**

IP Intelligence

A workshop aimed at understanding how intellectual property information can assist in business decision making – including where to find IP data, monitoring competitive activity, identifying targets for in-licensing or out-licensing, performing due diligence.

Presenter – **Greg McKenzie – Filament**

Friday 3 April 2009

0800 **Registration**/Coffee – Hyatt Hotel

0900 **Welcome and Official Opening**
Simon Rowell – LESANZ President

Keynote Address

Adam Liberman – President LES International,
General Counsel and General Manager Intellectual
Property CSIRO

Keynote address

James Malackowski – CEO Ocean Tomo

1100 **Morning tea**

1130 **Models of technology transfer**

A comparison of models of technology transfer from
research organisations in Australia, USA and India

Session Chair: **Jan Bingley**, CSIRO

Wes Blakeslee – Director, Johns Hopkins Office
of Technology Transfer

Nigel Poole – Executive Director Business Services,
CSIRO

1245 **Lunch**

1345 **Bridging the funding gap**

Sources of equity capital from small scale to IPO,
public-private partnership models for investment
funding, and sustainability of venture
investment funds

Session Chair: **Lyndal Thorburn**, Managing
Director Innovation Dynamics Pty Ltd

Paul Niederer – Managing Director,
Australian Small Scale Offerings Board

Chris Ball – Director, Imprimatur Capital

Tim Hirst – CEO ANU Connect Ventures Pty Ltd

1500 **Afternoon tea**

1545 **Social entrepreneurship creating impact**

What is social entrepreneurship and how does it
create impact at an individual, societal and industry
level? Perspectives on social entrepreneurship
include – entrepreneurial skills applied to social
issues, and commercialisation of the social sciences

Session Chair: **John H. Howard**, Director, Innovation
and Engagement, University of Canberra

Cheryl Kernot – Director of Teaching and
Learning, Centre for Social Impact

Joe McLean – Group Manager Social Sciences
UniQuest Pty Limited

Leonie Young – CEO, beyondblue

1645 **LESANZ AGM**

1715 **End Day 1**



Parliament House at dusk, Canberra
Photo: Australian Capital Tourism

Saturday 4 April 2009

0800 **Topics with Toast and Tea** – Breakfast with
special guests and discussions over tea and toast
on issues and topics of interest, Hyatt Hotel

0915 **Registration**/coffee – Hyatt Hotel

0930 **Keynote address**

Ramesh Mashelkar – Chairman Global
Research Alliance

1020 **Working with the dragon**

China is an alluring market for most businesses.
What are some of the effective strategies for
collaborating and working with this important
strategic partner?

Session Chair: **Ian Goss**, Business Development
and Strategy Group IP Australia

Emma Lo Russo – President, Altium

Robert Wulff – Principal, Griffith Hack

1115 **Morning Tea**

1140 **Resolution of IP conflicts**

What are some of the conflicts that revolve around
intellectual property? How can arbitration or
mediation assist or are the courts the best venue?

Session Chair: **Tom Boyce**, Pizeys Patent and
Trademark Attorneys

Paul Zawa – Partner, Minter Ellison Lawyers

Philip Argy – Foundation Fellow, Technology
Dispute Centre

Saturday 4 April 2009 cont.

1245 Lunch

1345 Indigenous commercialisation

Working with indigenous communities in the commercialisation of patentable materials and ensuring appropriate access and benefit sharing

Session Chair: **Ian Heath**, First Thoughts

Mark Allen – Partner, Bartier Perry

Luigi Palombi – ANU Centre for Governance of Knowledge and Development

1500 Afternoon tea

1530 Negotiating the deal breakers

Highlighting negotiating techniques, complex legal issues and solutions to difficult licensing issues – a role play between seasoned negotiators

Session Chair: **Scott Bouvier**, Partner Mallesons Stephens Jaques

Rajiv Cabraal – Senior Legal Counsel CSIRO

Fiona O'Donnell – Senior Associate, Mallesons Stephens Jaques

Sara Hofman – Senior Solicitor, Sydnovate, University of Sydney

1630 Close

1900 Official conference dinner – National Museum of Australia

Guest Speaker – **Chief Justice Robert French**, High Court of Australia

Sunday 5 April 2009

Optional social activities

Australian National Insect Collection tour – a special tour for delegates (limited numbers) that gives you a rare glimpse of the world's largest collection of Australian insects

Canberra Glassworks

Old Bus Depot Markets

Canberra District Wine Harvest Festival

Hot air balloon rides

For more details on the above programme please visit the Conference web site

<http://lesanz.org.au/realmevents/annualconf.html>

Note: Speakers listed are subject to changes

Stay on to Sunday

Experience some of Canberra's attractions

Canberra Glassworks

Australian National Insect Collection

Australian War Memorial

Old Bus Depot Markets

National Portrait Gallery

Australian National Botanical Gardens

Questacon – National Science & Technology Centre

Further information can be found at

<http://www.visitcanberra.com.au>

There will also be information provided in your delegate pack.

2009 Inaugural ACT Health Industries Intellectual Property Management and Commercialisation Conference

1 April 2009 – Canberra Hospital, Garran ACT

Cost \$185, Early bird \$165 (avail until 10.3.09)

www.nationalhealthsciencescentre.com.au

10% discount available off above price, if also registered for the LESANZ Conference.



Captain Cook Memorial Jet on Lake Burley Griffin, Canberra
Photo: Australian Capital Tourism

DISCLAIMER

Programme and guest speakers are subject to change without notice. LESANZ Inc and the Organising Committee are not responsible for any financial losses incurred by the delegates or for injury or damage to persons or property occurring during the conference. A refund of conference fees (less an administration fee of \$50) will be provided for cancellations advised in writing prior to 23 March 2008, after that time no refunds will be given, however replacement delegates will be welcome.

Registration available online at—
www.lesanz.org.au

Please complete

Mr Mrs Ms Miss Dr Prof

First Name _____

Surname _____

Organisation/Firm _____

Postal Address _____

State _____ Post Code _____

Country _____

Telephone _____

Email _____

Please advise any special dietary or access requirements

- I am a member of LES
- I do not give permission for my details to be published on a listing of delegates

Accompanying person – *NOTE:* Accompanying person is not permitted to attend conference sessions/presentations otherwise full registration fees will be requested.

Mr Mrs Ms Miss Dr Prof

First Name _____

Surname _____

Social activities – please tick if attending

Thursday Night Welcome Cocktail Reception

Delegate Accompanying Person

Saturday Night Official Conference Dinner

Delegate Accompanying Person

Optional social activities

Please tick if you would like to pre-register for any of the below activities. Cost to be advised and subject to sufficient interest.

Sunday

Number interested

Hot air balloon rides _____

Australian National Insect Collection tour _____

Canberra Glassworks _____

Old Bus Depot Markets _____

Canberra District Wine Harvest Festival _____

Registration costs in AUD (inc GST)

Please tick appropriate

LES Member Registration

Full Conference early bird (paid before 6 March 09) \$900

Full Conference \$1,050

Single day rate early bird (paid before 6 March 09) \$500

Single day rate \$630

Non Member Registration

Full Conference early bird (paid before 6 March 09) \$1,150

Full Conference \$1,350

Single day rate early bird (paid before 6 March 09) \$680

Single day rate \$730

Full conference and LES membership (to 31 Dec 09) \$1,495

Pre-Event Workshops

Gene Technology for Decision Makers, Full Day \$450

Life's a Pitch Workshop, AM Half Day \$250

Patent Enforcement, AM Half Day \$250

Biotech Pyrotechnics Workshop, PM Half Day \$250

IP Intelligence Workshop, PM Half Day \$250

Accompanying Person

Welcome Cocktail Reception \$60

Official Conference Dinner \$115

Once completed this form becomes a tax invoice
ABN 49 081 231 629

Cheque made out to The Communication Link and forward payment and registration form to

The Communication Link PO Box 5256, Lyneham ACT 2612

VISA MasterCard AMEX Diners

Card Number _____

Cardholder's Name _____

Expiry Date _____

Signature _____

Are you/will you also be registering for the ACT Health Industries Intellectual Property Management and Commercialisation Conference (details on page 5).

Yes No – if Yes, you are entitled to a 10% discount which will be calculated on payment of registration.

Fax form to The Communication Link on +61 2 6226 8704

DPM Conferencing trading as The Communication Link

Forms are to be forwarded directly to the Hyatt Hotel Canberra for accommodation bookings. The Communication Link will not be taking accommodation bookings.

Accommodation information

Hyatt Hotel Canberra
Commonwealth Avenue
Canberra ACT 2600

Tel: +61 2 6270 1234
Fax: +61 2 6281 5998
Web: <http://www.canberra.park.hyatt.com>

Reservation information

Event Name: LESANZ 2009
Res ID: NZZ1

Accommodation rates

Special conference rates have been negotiated with the Hyatt Hotel Canberra.

To secure your accommodation **please book at least 35 days prior** to your arrival date. Reservations are subject to availability.

ARRIVAL/DEPARTURE DETAILS:

Guest Name _____

Guest Address _____

Company Name _____

Contact Phone _____

I will be checking in on _____

at approximate time _____

Flight details _____

** Check-in time is 2:00pm*

I will be checking out on _____

at approximate time _____

** Check-out time is 11:00am*

Number of Adults _____

Number of Children _____

(Please note a child is considered 12 & under)



Hyatt Hotel



Park Room

Please select your accommodation at the Hyatt Hotel Canberra below:

- Park King Room Single \$265.00*
- Park King Room Twin Share \$265.00*
- Club King Room \$345.00**

* Rates are per night per room with Breakfast NOT included

** Rates are per night per room. The Club King rooms include access to the Ambassador's Lounge which includes continental breakfast each morning and drinks and canapés each evening.

Please note a full breakfast is available in the Promenade Café at a cost of \$39.00 per person.

Please use the following credit card to guarantee the booking:

Credit Card Name _____

Type of Credit Card _____

Credit Card Number _____

AMEX 4 Digit Security No _____

Expiry Date _____

Cardholders _____

Signature _____

Date _____

Would you like a confirmation to be sent to you for your booking?

Yes No

Email _____

Cancellations

Please note reservations cancelled within 30 days prior to arrival will be subject to a cancellation fee on 100%

Please return this completed form to:

Reservations Department – Park Hyatt Canberra

Fax: +61 2 6281 5998

Tel: +61 2 6270 1234

Email: canberra.park@hyatt.com

Conference Dates

Thursday 2 – Saturday 4 April 2009

Conference Venue

Hyatt Hotel Canberra
Commonwealth Avenue
Canberra ACT 2600

Tel: +61 2 6270 1234

Fax: +61 2 6281 5998

Web: <http://www.canberra.park.hyatt.com>



Old Bus Depot Markets, Canberra
Photo: Australian Capital Tourism

Hotel Facts

Hyatt Hotel Canberra, Canberra's finest international 5 star hotel, is conveniently located in the national capital's Parliamentary Triangle. The Hotel is just minutes from Canberra's major tourist attractions and the city centre. Heritage listed, this luxurious Canberra hotel has been restored to its art deco grace and charm elevating the hotel to the prestigious Park Hyatt branding.

Accommodation bookings

Accommodation bookings and payments are to be made directly with the Hyatt Hotel Canberra. You can contact the hotel directly quoting the Res ID code that is provided on the LESANZ accommodation booking form or complete the booking form and send it to the hotel.

Recommended dress

Business casual for conference
Smart casual for welcome reception
After five for official conference dinner

Getting to Canberra

There are four airlines that fly domestically in and out of Canberra: Virgin Blue, Tiger Airways, Qantas and Brindabella Airlines (regional airline). There are a large range of flight times offered, with direct flights available from Sydney, Melbourne, Adelaide, Perth and Brisbane.

Further information can be found at
<http://www.canberraairport.com.au>

Weather

Autumn in Canberra is a delight as the city's parks and gardens take on a special appeal. Canberra's stunning landscape changes as leaves of red, gold, russet, ochre and crimson emerge and are balanced by the soft greys and greens of native eucalyptus and coniferous trees alongside them. The season is blessed with cool nights and warm days. Average temperature is around 20 Degrees Celsius.

All enquiries

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Fax: +61 2 6226 8704

Email: les09@communicationlink.com.au



Australian Government
IP Australia

