

# INNOVATION 2012

## PROGRAM | PROGRAMME



Connecting R&D and  
Commercialization



December 2-4, 2012  
Ottawa Marriott Hotel  
Ottawa, Ontario  
[innovationpartnership.ca](http://innovationpartnership.ca)



Revised November 30, 2012

# navigating your business



The process of commercializing technology is full of ups and downs. To catch and ride the wave to success, you need the right legal partner. Gowlings can help you protect, license and finance your innovations for growth from start-up through to maturity.

**gowlings**

Gowling Lafleur Henderson LLP • Lawyers • Patent and Trade-mark Agents

montréal • ottawa • toronto • hamilton • waterloo region • calgary • vancouver • beijing • moscow • london • [gowlings.com](http://gowlings.com)

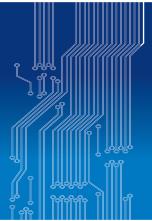
# INNOVATION 2012

## CONTENTS / CONTENU

- 4 WELCOME / BIENVENUE
- 5 COMMITTEES / COMITÉS
- 6 PARTNERS / PARTENAIRES
- 9 ACCT CANADA
- 11 DETAILED PROGRAM / PROGRAMME DÉTAILLÉ
- 23 EXHIBITORS / EXPOSANTS



# WELCOME | BIENVENUE



**INNOVATION 2012** will generate practical ideas and real-world solutions to stimulate Canada's innovation performance. Offering keynote speakers, interactive panel sessions, debates and thought-provoking interviews - this engaging two-day event examines the challenges and opportunities for creating productive industry-academic partnerships across a shifting innovation landscape.

Sector-specific concerns will be addressed in the areas of social/business innovation, pharma biotech, energy and the environment as well as tracks for partnering, practice and patents. The conference will foster collaboration, idea generation and innovation.

**INNOVATION 2012** is a networking and professional development conference that draws from the global community of technology transfer and industry engagement practitioners from academia, industry and government as well as venture investors and other managers of Canada's intellectual assets. Innovation 2012 will include mobile apps to help conference navigate the agenda. A special meeting room has been put aside to facilitate small meetings. Trade commissioners from across the globe will be in attendance.

**INNOVATION 2012 – Connecting R&D and Commercialization Conference** is presented by ACCT Canada, Canada's pre-eminent organization in all matters related to the interface of academic research-industry engagement and research discovery mobilization.

## Mobile Conference Agenda

The handy onsite Conference App will include updated conference information and last minute schedule changes.

### What devices will the Conference App work on?

The app uses Sencha Touch, which works in any Webkit browser. That means iPhone, iPad, Android, Blackberry Torch, Safari and Chrome. It does not work in Mobile Firefox, Desktop Firefox or Internet Explorer.



### How do I access the Conference App?

To launch the Conference Schedule App visit the following URL in your mobile device:

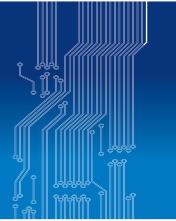
<http://www.innovationpartnership.ca/app/innovation-2012>

Use the intuitive menu selection to navigate to your day, time, room and conference track. The session room name location appears in red. A speaker list with bios and further conference details are also available through the bottom menu. When you bookmark the schedule a handy Agenda icon will appear on the home screen of your device.

### How to build your own on-site schedule using Conference Schedule App

Conference attendees can build their own custom schedule for the conference. On the schedule page there is a star icon. The icon allows users to select and save specific sessions for the abstract view page. Once an abstract is marked with a white star it is added to your own custom schedule. Navigate to the main schedule page and select the white star to see sessions you have added to your custom schedule. To view the entire schedule simply de-select the white star on this page. To remove an abstract from your custom schedule simply navigate back to the abstract and de-select the white star icon.

# COMMITTEES | COMITÉS



## Organizing Committee | Organisateurs de la conférence

Emma Saffman, Norton Rose  
Catherine Geci, University of Ottawa  
Robert Luke, George Brown College  
Scott Bass  
Valerie Gauthier, C3E  
Suzanne Pellerin, CIPO  
Ken Doyle, Polytechnics Canada  
Tina Saryeddine, ACAHO  
Janet E. Scholz, President & CEO, ACCT Canada

**Program Coordinator:**  
Beverley Sheridan, Technology Now

**Sponsorship Coordinator:**  
Trish Mongeon, Philanthropy Touch/  
Mongeon Consulting

**Conference Management by**  
**Funnel Communications Inc:**  
Anthony Laycock, Jason Bell & John Chagnon

We gratefully acknowledge the contributions of members in service to the community through committee participation:

### Membership Committee:

Chair: Arlene Yee, Sick Kids Hospital  
Members: Gail Garland, Ontario Bioscience IndustryOrganization  
Sarah Jane Lee, Provincial Health Services Authority (BC)  
Derek Gratz, UBC Okanagan  
Alfonz Koncan, Envirotrec  
Sheldon Kawarsky, MaRS Innovation  
Gina Funicelli, St. Mary's University  
Andre Manseau, Université du Québec en Outaouais  
Rob Spewak, Red River College  
Vanessa Williamson, CONII

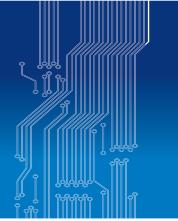
### Survey & Metrics Committee:

Co-Chairs: Michael Szarka, Green Centre Canada  
Ray Hoemsen, Red River College  
Members: Brett Sharp, UBC  
Glen Schuler, U Saskatchewan  
Amy Lemay, Vista Science & Technology  
Andrew Maxwell, Canadian Innovation Centre  
Sandra Schillo, CFI  
Barb Eccles, Lakehead University  
Craig Laudrum, OCE  
Scott Ferguson, NRC  
Gay Yuyitung, McMaster U  
Ananda Tay, Montreal General Hospital  
Ron Freedman, Impact Group  
Jennifer Fraser, U Toronto  
David Baker, CASRAI  
Szanne McNutt, UOIT  
Raja Singh, Innovate Calgary  
Olivia Novac, McGill U  
Katalin Deczky, NRC

### ACCT Canada Board of Directors 2011-2012:

Chair: Joe Irvine, University of Ottawa  
Treasurer: Sarah Lee, BC Cancer Agency  
Members: Terry Donaghue, Mt. Sinai Hospital  
Didier Leconte, MSBi Capital/VALEO  
Katherine Schultz, UPEI  
Augustin Brais, Ecole Polytechnique de Montreal  
Ray Hoemsen, Red River College  
Lanis Anthony, CCINC Group of Companies  
Isabelle Trempe, Paladin Labs

# PARTNERS | PARTENAIRES



Borden Ladner Gervais

# gowlings

Lawyers • Patent and Trade-mark Agents

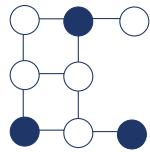


## Bereskin & Parr

INTELLECTUAL PROPERTY LAW



**CRSNG  
NSERC**



**THE EVIDENCE NETWORK**  
Measuring Innovation Impact



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
sciences humaines du Canada

Canada



**SMART & BIGGAR**

Intellectual Property & Technology Law

uOttawa

## VEDDER PRICE®

## NORTON ROSE



THOMSON REUTERS



**Wellspring** Worldwide



**Genome** Canada



**POLYTECHNICSCANADA**

# SUPPORTERS | SUPPORTEURS



Foreign Affairs and  
International Trade Canada  
Trade Commissioner Service

Affaires étrangères et  
Commerce international Canada  
Service des délégués commerciaux



CANADA FOUNDATION  
FOR INNOVATION | FONDATION CANADIENNE  
POUR L'INNOVATION



INTELLECTUAL PROPERTY INSTITUTE OF CANADA  
INSTITUT DE LA PROPRIÉTÉ INTELLECTUELLE DU CANADA



Innovative Technology Management



Ontario Centres of  
Excellence

**LES**

Mohawk eHealth Development and Innovation Centre (MEDIC)



My name is Tannis Charles, I'm from Winnipeg, and I live with Rheumatoid Arthritis

## MY MEDICINE is my hope

In 1997, shortly after the birth of my son Liam, I began to experience symptoms of what I would later find out to be Rheumatoid Arthritis. The pain and humiliation was excruciating, a wheelchair seemed to be my only option. Rheumatoid Arthritis had stripped me of my dignity, I was in complete despair. After 9 years of exhausting pain, I became 'global participant #1' in a clinical trial for a new medicine that would eventually completely reverse my symptoms. Today I am walking, dancing, even hula-hooping! My husband has his wife back, my kids have their mom back and I have my life back. My future is bright and pain free, and there's not a wheelchair in sight.

[www.canadapharma.org/hope](http://www.canadapharma.org/hope)

 Canada's Research-Based Pharmaceutical Companies  
Making Canada Better



Je m'appelle Tannis Charles, je vis à Winnipeg, et je souffre de polyarthrite rhumatoïde

## MON MÉDICAMENT est mon espoir

Un peu après la naissance de mon fils Liam en 1997, j'ai commencé à ressentir les premiers symptômes de polyarthrite rhumatoïde. La douleur et l'humiliation étaient insoutenables. La chaise roulante semblait être ma seule option. Cette maladie m'avait dépouillée de ma dignité et j'étais totalement désespérée. Après neuf ans de douleurs atroces, je suis devenue la participante numéro un d'une étude clinique internationale pour un nouveau médicament qui allait renverser mes symptômes. Mon mari a retrouvé sa femme, mes enfants leur mère et moi, ma vie. Aujourd'hui, je marche, danse et je fais même du hula-hoop! Mon avenir est prometteur, sans douleur et surtout, sans chaise roulante.

[www.canadapharma.org/espoir](http://www.canadapharma.org/espoir)

 Les compagnies de recherche pharmaceutique du Canada  
Pour un Canada meilleur

# ABOUT ACCT CANADA



ACCT Canada is Canada's pre-eminent organization in all matters related to the interface of academic research-industry engagement and research discovery mobilization. ACCT Canada provides a unique nation-wide platform for all proponents in the Canadian innovation ecosystem to collaborate at the institution-industry interface to ensure that Canada is a significant player on the international innovation stage.

Founded in 2005, ACCT Canada's membership comprises more than 110 academic-based research organizations including universities, hospitals, colleges and polytechnics, including over 400 knowledge and technology transfer/industry engagement practitioners. ACCT Canada also enjoys formal relationships with the Association of University Technology Managers (AUTM) in the United States, PraxisUnico in Europe and Knowledge Commercialisation Australasia (KCA) in Australia as well as developing relationships with Canadian industry associations, the Federal Partners in Technology Transfer (FPTT) and Federal and Provincial government departments and agencies. In 2011, ACCT Canada's membership platform expanded to include the full spectrum of academic, non-profit, private sector individuals, including students, interested in innovation.

One of ACCT Canada's highest priorities is to strengthen Canada's innovation ecosystem by facilitating active collaboration among its network of technology transfer and industry engagement practitioners, together with partner organizations, for the purpose of better mobilizing, transferring, translating and diffusing newly discovered knowledge and inventions resulting from both academic and private sector Research and Development (R&D) investments.

ACCT Canada leads the way in developing best practices and common tools that enhance and standardize the practice of commercialization of research for the benefit of Canada. ACCT Canada in doing so has created, and continues to develop, common tools and excellent training programs that address the many complexities at the interface of academic research and business/industry.

## Au sujet de ACCT Canada

ACCT Canada, l'association canadienne pour la commercialisation des technologies, est la plus importante organisation au Canada vouée à tous les aspects touchant l'interface entre la recherche académique et l'industrie ainsi que la mobilisation des découvertes découlant de la recherche. ACCT Canada offre à tous les intervenants de l'écosystème canadien de l'innovation une plate-forme unique qui favorise une collaboration accrue à l'interface des institutions de recherche et des industries afin d'assurer au Canada un rôle significatif sur la scène internationale de l'innovation.

Fondée en 2005, ACCT Canada regroupe plus de 100 organisations de recherche académique, soit des universités, des hôpitaux, des collèges et des écoles polytechniques lesquels comptent plus de 400 professionnels en transfert de connaissances et de technologies et praticiens responsables des partenariats avec l'industrie. ACCT Canada a développé des relations privilégiées avec l' « Association of University Technology Managers » (AUTM) aux États-Unis, PraxisUnico en Europe et le « Knowledge Commercialisation Australasia » (KCA) en Australie, et poursuit le développement de nouveaux partenariats avec des associations industrielles canadiennes, les Partenaires fédéraux en transfert de technologie (PFTT) ainsi que des ministères et agences des gouvernements fédéral et provinciaux. En 2011, la plateforme du membership d'ACCT Canada s'élargissait pour inclure l'ensemble des individus représentant le milieu académique, les organisations sans but lucratif, le secteur privé et les étudiants intéressés par l'innovation.

Une des plus importantes priorités d'ACCT Canada est de consolider l'écosystème canadien de l'innovation en facilitant une collaboration active à l'intérieur de son propre réseau constitué de professionnels en transfert de connaissances et de technologies et de praticiens responsables des partenariats avec l'industrie, conjointement avec les organismes partenaires, ceci dans le but de mieux mobiliser, transférer, valoriser et diffuser les nouvelles connaissances et les inventions découlant à la fois du milieu académique et du secteur privé qui investit en recherche et développement (R-D).

ACCT Canada est un chef de file en matière de développement de meilleures pratiques et d'outils communs qui contribuent à améliorer et à standardiser les pratiques de la valorisation et de la commercialisation de la recherche pour le bénéfice du Canada. Ainsi, ACCT Canada a conçu et poursuit le développement d'outils et d'excellents programmes de formation professionnelle qui permettent de répondre aux enjeux complexes qui existent à l'interface de la recherche académique et du monde industriel et des affaires.



# FINDING THE IP VALUE WITHIN

At Borden Ladner Gervais LLP, we have the professionals, the expertise and the tools to extract the value of your IP.

**Joachim Fritz | National Leader – Intellectual Property  
and Technology Group | +1 613.787.3544 | [jfritz@blg.com](mailto:jfritz@blg.com)**

Calgary | Montréal | Ottawa  
Toronto | Vancouver | Waterloo Region  
Lawyers | Patent & Trade-mark Agents  
Borden Ladner Gervais LLP  
is an Ontario Limited Liability Partnership.  
[blg.com](http://blg.com)



**BLG**  
Borden Ladner Gervais  
*It begins with service*

# Sunday December 2, 2012

1200 – 1700	Exhibitor set up			
1200 – 1900	Registration			
1300 – 1700	Pre-conference workshops	<h2>Catching and Riding a New Wave for Technology Commercialization</h2> <p>Business models in the innovation development &amp; commercialization spaces are evolving. Canadian organizations are renowned for research, but have struggled when it comes to commercialization. Emerging trends are for development of non-license-based relationships between business, post-secondary institutions and government organizations in order to break down barriers to commercialization and to expedite the movement of ideas from research labs to markets. Regional clusters are being established and are growing in strength across the country, but as models change, so to do the legal issues around how technology is protected, how companies grow and how business is done.</p> <p><b>This session will:</b></p> <ol style="list-style-type: none"><li>1. Review the changes that have occurred in the Canadian innovation development landscape over the past year in reference to the Jenkins Report and CIC Rights &amp; Rents Report</li><li>2. Discuss the changing landscape of intellectual property protection as a result of recent changes within the United States Patent and Trademark Office and European Patent Office and how this impacts the effectiveness of tech transfer models for Canadian organizations</li><li>3. Help you assess and select different business models for engaging businesses and commercializing your IP.</li></ol> <p><i>Presented by Gowling</i></p> <p><b>Workshop Presenters:</b> Dan Polonenko, Gowling Kevin O'Neill, Gowling Sean Flanagan, University of Ottawa</p> <p><b>DALHOUSIE SALON</b></p>	<p>What do you do when a world-class researcher walks into your office with the next Facebook? Key questions include: Is IP protection available for the innovation? If so, what is the value of the resulting IP? In this workshop, a panel of experts will discuss strategies for protecting innovations in the IT/digital media field. Topics discussed will include patentable subject matter in this area, non-patent forms of protection and exploitation, and how to evaluate innovations in this area for IP potential. The workshop will be highly interactive and will include practical exercises and case studies.</p> <p><i>Presented by the Intellectual Property Institute of Canada (IPIIC)</i></p> <p><b>Moderator:</b> Adrian Zahl, Ridout &amp; Maybee LLP</p> <p><b>Workshop Presenters:</b> Ajay Jagtiani, Partner, Vedder Price Kelly Miranda, Ridout &amp; Maybee LLP Suzanne Loumer, Campbell Valuation Partners Ltd. Robert Guay, Director, IP Operations, Research in Motion, Limited</p> <p><b>RIDEAU SALON</b></p>	<p><b>CAPITAL SALON</b></p>
1430 – 1630		<h2>ACCT Canada Board Meeting</h2>	<h2>VICTORIA BALLROOM</h2>	
1700 – 1900	Opening Reception			

# Monday December 3, 2012

0700 – 1700	Registration Desk & Exhibitor Area	
0730 – 0830	Breakfast	<b>VICTORIA BALLROOM</b>
0830 – 1000	<b>Opening Remarks: D. Joe Irvine, Chair of the Board, ACCT Canada</b>  <b>Opening Plenary: The Honorable Gary Goodyear, Minister of State (Science &amp; Technology)</b>	 A portrait photograph of Gary Goodyear, a man with glasses and a dark suit, standing in front of a blue background with white text.  <b>VICTORIA BALLROOM</b>
	<p><b>Gary Goodyear</b> was first elected to the House of Commons in 2004 and was re-elected in 2006 and 2008. On October 30, 2008, he was appointed Minister of State for Science and Technology, and on August 13, 2009, he was named Minister of State responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) by Prime Minister Stephen Harper. Prior to entering federal politics, he practised chiropractic medicine and worked as an advisor to investment firms in the biomedical industry.</p> <p>A former Public Relations Director and Past President of the College of Chiropractic Sports Sciences in Toronto, Dr. Goodyear taught at the Canadian Memorial Chiropractic College and the University of Waterloo. He was co-designer of a three-year post-graduate sports fellowship program and co-author of "Practice Guidelines." He has worked with many athletes, both amateur and professional, and served as medical services chair of the Ontario Special Olympics.</p> <p>Dr. Goodyear attended the University of Waterloo, specializing in kinesiology and psychology, before graduating from Canadian Memorial Chiropractic College. He worked his way through university as a meat packer and labourer. A native of Cambridge, Ontario he is married to Valerie and they have two children. He enjoys scuba diving, writing and rebuilding motorcycles.</p> <p><b>ACCT Canada AGM and Awards:</b> <b>D. Joe Irvine, Chair of the Board, ACCT Canada</b> <b>Janet E. Scholz, President &amp; CEO, ACCT Canada</b></p>	
1000 – 1030	Networking Break	

# Monday December 3, 2012

1030 – 1200	Concurrent Sessions	PARTNERSHIP TRACK	PRACTICE TRACK	PATENT TRACK
<b>P3RD – Public/Private Partnerships in R&amp;D</b>	<p>On the crowded highway of research, development and innovation, Public+Private Partnerships for R&amp;D (P3RD) gives industry a valuable avenue for accessing capital, talent, facilities and markets through the industry/academic applied research programs. Colleges focus on speed to market and engaging students in industry innovation. New P3RD programs put in place by NSERC, CFI and others help. The panel will discuss these programs from the perspectives of the funders and the recipients, paying particular attention to how innovation intermediaries can support SME R&amp;D and linking this to training. The panel will use case studies to discuss social and economic outcomes. Audience members will be engaged to provide input on a performance management framework and participation model for “mapping innovation”: making visible the effects of programs and projects that are intended to increase industry spending on R&amp;D.</p>	<p><b>Moderator:</b> Robert Luke, AVP, Research and Innovation, George Brown College</p>	<p><b>Panel Members:</b> Inès Holzbaur, General Partner, AmorChem Financial Inc./AgeChem Financial Inc./GeneChem Management Inc. Cynthia Lavoie, General Partner, TVM Capital Jorge Niosi, Professor, Department of Management and Technology UQAM, Canada Research Chair in Technology Management Mario Thomas, Managing Director, Centre of Excellence for Commercialization of Research, OCE</p>	<p><b>SALON CARTIER I</b></p>
<b>Investing in Innovation: Will Recent Initiatives Drive Canada's Chances for Success?</b>	<p>The chasm created by the lack of capital to build an innovation-based economy is hopefully narrowing. New investment models for early-stage research and small or medium-sized companies have emerged across Canada. Many of these models are specific to the health science sector where funding prospects have been the bleakest. This session will explore the following models: consortium-based financing, provincial funding, seed funding and private equity funding. Successful government programs outside of Canada which have incentivised investment and entrepreneurship, such as the US Small Business Innovation Research (SBIR) Program will also be discussed.</p>	<p><b>Moderator:</b> Lanis Anthony, ACCT Canada Board of Directors</p>	<p><b>Panel Members:</b> Carol Miernicki Steeg, Vice-President Intellectual Property, Parteq Innovations</p>	<p><b>Panel Members:</b> Maryanne Trevisan, Partner, Wolf Greenfield Roque El-Hayek, Partner, Wolf Greenfield Onna Johnstone, Patent Agent, Wolf Greenfield</p>
<b>The Changing Landscape of Patent Law, Part I: What you need to know about the America Invents Act in the U.S.</b>	<p>On September 16, 2011, President Obama signed into law the America Invents Act (AIA), which brings fundamental and far-reaching changes to U.S. patent law. Many of these changes have only just come into effect in September 2012, and others are still to come in March 2013. Our panel of experts will review the most important provisions of the Act, including the switch to a first-to-file system, inventor's Oath &amp; Declaration, pre-issuance submissions, supplemental examination, and post grant and inter parties review. Emphasis will be placed on provisions that are most likely to have a significant impact on technology transfer, practical aspects of working with the AIA's new rules, implications for the patent budget, and new best practices.</p>	<p><b>Moderator:</b> Carol Miernicki Steeg, Vice-President Intellectual Property, Parteq Innovations</p>	<p><b>Panel Members:</b> Maryanne Trevisan, Partner, Wolf Greenfield Roque El-Hayek, Partner, Wolf Greenfield Onna Johnstone, Patent Agent, Wolf Greenfield</p>	<p><b>SALON CARTIER III</b></p>

# Monday December 3, 2012

1200 – 1330

Lunch VICTORIA BALLROOM

## **From research to innovation to enterprise How research is helping Canadian businesses compete and create jobs**

Every day, researchers at universities and colleges across the country work side by side with Canadian businesses. The result? New and innovative products, services and technologies that are entering the global marketplace.

There has been a call from all sectors for the country to do a better job commercializing the knowledge created at Canadian universities and research institutions.

Canadian researchers and their partners in the private sector will discuss the challenges and opportunities emerging from their collaborations, and how they are working together to translate new knowledge into innovative products and technologies that are keeping Canadian businesses competitive and creating wealth in communities across the country.

### **Moderator:**

Dr. Gilles G. Patry, President & CEO Canada Foundation for Innovation

### **Panelists:**

Dr. Prudence Allen, Director, National Centre for Audiology, University of Western Ontario

Dr. Don Hayes, Director of Audiology, Unitron Hearing Ltd.

Dr. Chris M. Herdman, Professor of Cognitive Science and Psychology, Scientific Director, Centre for Visualization and Simulation (VSIM), Head, Advanced Cognitive Engineering (ACE) Lab, Carleton University

Dr. Ronald Kruk, RavenMark Consultants Inc. Montreal, QC., Member of the Advisory Board, Centre for Visualization and Simulation (VSIM), Carleton University

## **De la recherche à l'innovation aux entreprises**

### **Comment la recherche aide les entreprises canadiennes à demeurer concurrentielles et à créer des emplois**

Des chercheurs d'universités et de collèges canadiens collaborent chaque jour avec les entreprises canadiennes.

Cette collaboration signifie la commercialisation de nouveaux produits, technologies et services novateurs sur le marché mondial.

Tous les secteurs d'activité du Canada doivent en faire davantage pour améliorer la commercialisation du savoir créé dans les universités et les établissements de recherche canadiens.

Les chercheurs et leurs partenaires du secteur privé discuteront des défis et des occasions de leurs collaborations et de la façon dont ils travaillent ensemble pour transformer les nouvelles connaissances en produits et technologies novateurs qui permettent aux entreprises canadiennes de demeurer concurrentielles et de créer de la richesse dans les collectivités aux quatre coins du pays.

### **Animateur :**

M. Gilles G. Patry, Président-délégué-général, Fondation canadienne pour l'innovation

### **Panelists :**

Dr. Prudence Allen, Director, National Centre for Audiology, University of Western Ontario

Dr. Don Hayes, Director of Audiology, Unitron Hearing Ltd.

Dr. Chris M. Herdman, Professor of Cognitive Science and Psychology, Scientific Director, Centre for Visualization and Simulation (VSIM), Head, Advanced Cognitive Engineering (ACE) Lab, Carleton University

Dr. Ronald Kruk, RavenMark Consultants Inc. Montreal, QC., Member of the Advisory Board, Centre for Visualization and Simulation (VSIM), Carleton University

# Monday December 3, 2012

1330 – 1500	Concurrent Sessions	PARTNERSHIP TRACK	PRACTICE TRACK	PATENT TRACK
<b>Collaborating Out of the Box: innovative agreement models for changing times</b>	<p>Relationship and contractual models are changing to support collaboration and innovation between organizations with different goals and different required outcomes.</p> <p><b>Moderator:</b> Andrew Loh - Lawyer, and Partner, BLG (Borden Ladner Gervais)</p> <p><b>Panel Members:</b> Christine Piché – Director (Acting), Business Support, National Research Council Margaret McKay – Managing Director, McKay IP Carrie Ricker - Legal Counsel, Capital District Health Authority (CDHA)</p> <p><b>SALON CARTIER I</b></p>	<p>Licensing of know-how is becoming increasingly prevalent in IP commercialization agreements between institutions and companies. Institutions must value it, educate faculty and staff about the implications of licensing their know-how, and weigh the risks of transferring know-how on the institution and its mission as a teaching and academic organization. Companies must also value know-how. Will an institution's refusal to license patent-related know-how be a dealbreaker?</p>	<p>Sharing of trade secrets between a company and an institution is also becoming more frequent, especially in view of increasing industry-academic collaborations. Trade-secrets are particularly important to Small and Medium Enterprises (SMEs) which often do not have the resources to protect their intellectual property via patenting. How will the institution protect the SMEs' trade-secrets? Is a confidentiality agreement sufficient?</p>	<p>This session will explore the requirements and expectations of institutions and companies, including SMEs, from the perspectives of licensing and acquiring know-how, as well as sharing and managing trade-secrets.</p> <p><b>Moderator:</b> Arlene Yee, Director, Industry Partnerships and Commercialization, The Hospital for Sick Children</p> <p><b>Panel Members:</b> Ajay Jagtiani, Partner, Vedder Price Christopher Viney, Director of Legal Services, The Hospital for Sick Children Michel Caron, Applied Research Advisor, La Cité Collégiale Andrew Craig, President, Major Craig's Chutney</p> <p><b>SALON CARTIER II</b></p>
<b>The Changing Landscape of Patent Law, Part II: Recent developments in business methods, personalized medicine and diagnostics. Patentable or not?</b>		<p>Personalized medicine is coming of age, however recent jurisprudence has raised uncertainty about patenting in this area. We will discuss recent developments in the law in the U.S., Canada and Europe pertaining to business methods and personalized medicine. What is patent-eligible? Can biomarkers and diagnostic methods be patented? What about software? Practice tips for obtaining effective protection of these technologies will be discussed.</p> <p><b>Moderator:</b> Emma Saffman, Norton Rose Canada</p> <p><b>Panel Members:</b> Alexandra Daoud, Partner and Patent Agent, Norton Rose Canada LLP Mark Scott, Canadian Blood Services Erika H. Arner, Finnegan, Henderson, Farabow, Garrett &amp; Dunner, LLP Greg Baker, Associate Director, Commercialization, Office of Technology Transfer, The Children's Hospital of Philadelphia</p>		<p><b>SALON CARTIER III</b></p>

# Monday December 3, 2012

1530 – 1700	Concurrent Sessions	PARTNERSHIP TRACK	PRACTICE TRACK	PATENT TRACK	Implications of Open Innovation and Industry Sponsorship for Patent Strategies: Conflicting imperatives?
<b>Student IP in the Academic Setting: From Policy to Product</b>			<b>When Confidentiality is Not Enough: Technology Security for Technology Transfer</b>		<p>We think that when we sign a confidentiality agreement we have secured the details of our technologies. But is that secure enough? Lurking in your files and in your labs could be controlled information, controlled goods or controlled data that might be subject to federal laws or to economic espionage. This session will feature CSIS on economic security topics, as well as Controlled Goods practitioners and a technology transfer professional who will translate federal perspective, policy and legislation to your technology transfer practice and your start-up companies.</p> <p><b>Moderator:</b> David Phipps, Director, Research Services &amp; Knowledge Exchange, York University</p> <p><b>Panel Members:</b> Richard Matthews, Regional Liaison Officer, Canadian Security Intelligence Service (CSIS) Paul Vickers, Vice President, Finance and Administration, PARTEQ Innovations</p> <p><b>SALON CARTIER II</b></p>
					<p>Who owns the idea? If the idea originated with the resources and expertise of an academic institution, who owns the intellectual property rights? This session provides an overview of creating student intellectual property (IP) policies and the path of risk management for student IP through technology transfer and commercialization. Academic policy conversation includes collective agreements between the institution and its faculty and students that determine IP policy. However, having an IP policy does not mean IP is commercialized. If a decision is made to commercialize IP, then tech transfer and commercialization are engaged where appropriate. Student IP can then be applied through licensing, entrepreneurship, particularly in incubators, and industry research.</p> <p>If you are interested in learning more about creating or updating student IP policy, this panel session is for you. It will address key points for an appropriate student IP policy, managing the interests of the institution, faculty, student, postdoctoral fellows, and staff, and how to update an IP policy to include them. Panelists will cover key points about what it means for a tech transfer office to implement IP policy in real terms - legal, contracts, licensing, and more. We'll see how IP is applied and developed in commercialization through incubators and in dealing with investors and equity issues (and possible differences for colleges and universities). The session encourages audience participation with at least 30 minutes for Q&amp;A.</p> <p><b>Moderator:</b> Perry Kim, Commercialization Manager, University of Ottawa</p> <p><b>Panel Members:</b> Jennifer MacInnis, Director, Industrial Liaison and Commercialization, Ryerson University Giuseppina (Pina) D'Agostino, IP Osgoode, York University Laura Keating, Research Officer, Humber College Incubator Brett Sharp, Director of Operations, Tech Transfer, University of British Columbia Gina Funicelli, Industry Liaison Director, St. Mary's University</p> <p><b>SALON CARTIER III</b></p>
1700 – 1900					<b>VICTORIA BALLROOM</b>

# Tuesday December 4, 2012

0700 – 1700	Registration Desk & Exhibitor Area
0730 – 0830	<i>Breakfast</i> <b>VICTORIA BALLROOM</b>
0830 – 1000	<b>Morning Plenary</b> <b>An Industry Round Table on ICT</b> <i>Why aren't we creating more Canadian companies and jobs?</i>
	<p>Business leaders provide a no-nonsense business perspective on the best ways to connect with industry; what's working and what's not in connecting research and industry to create companies, jobs and wealth in Canada. Senior executives from a multinational giant, a mid-sized business that doubles in size annually, and a break-through startup are featured in this panel encouraging a lively debate with the audience.</p>
	<p>Moderator: Avvey Peters, External Relations, Canadian Digital Media Network</p>
	<p>Panel Members: Adam Chowaniec, Chair, BelAir Networks &amp; Startup Canada Morgan Elliott, Director, Government Relations, Research In Motion Loreto Saccucci, Chief Executive Officer, AATS</p>
	<b>VICTORIA BALLROOM</b>
1000 – 1030	<i>Networking Break</i>

# Tuesday December 4, 2012

1030 – 1200	Concurrent Sessions	Social/Business Innovation	Pharma Biotech	Energy & the Environment
		<b>Driving Innovation Through Successful Multi-Sector Partnerships</b>	<b>Licensing War Stories: How successful licenses and partnerships were accomplished – or not.</b>	<b>Accelerating Innovation and Partnership</b>
		<p>Innovation is the driving force of our global information age. It is born out of knowledge—a deep understanding not only of objects and industrial processes but also, and now more importantly than ever, of people—of human thought and behaviour, as well as of human needs and motivations. Social sciences and humanities research is focused precisely on this people-centred approach to innovation. Working closely with partners across private, public and not-for-profit sectors, researchers in the social sciences and humanities are able to offer their unique perspectives and solutions to major challenges, as well as opportunities, facing businesses, organizations and communities in the 21st century.</p> <p>The Social Sciences and Humanities Research Council (SSHRC) has organized a multi-sector panel, featuring academic, private-sector and government leaders, to discuss the role of partnerships between postsecondary institutions and non-academic partners in the innovation process. Speakers will share their knowledge and experience in building successful partnership models that have led to economic, technological and social benefits in their communities, in Canada and around the world.</p> <p><b>Moderator:</b> Gisèle Yasmeen, Vice President, Research, SSHRC</p>	<p>In this panel discussion, technology transfer representatives from across the country will share war stories from a partnership or licensing agreement. Each will answer five questions from the moderator</p> <ol style="list-style-type: none"> <li>1. Describe a significant recent partnership or license agreement, giving us a sense of deal terms and technology maturity</li> <li>2. What degree of proof of concept and intellectual property maturity was required to capture the attention and interest of your partner?</li> <li>3. Who produced the first term sheet, and what negotiation and wrestling was required to finalize deal terms?</li> <li>4. What was the biggest obstacle to the deal, and how did you overcome it?</li> <li>5. What are the takeaways from this partnership that you will remember for the rest of your career? What advice would you give your peers based on this success?</li> </ol> <p><b>Moderator:</b> Michael Atkin, Synt Partners</p>	<p>In order to maximize results oriented project development and management, new models of collaboration and partnership are emerging. In this session, participants will learn about Canada's Oil Sands Innovation Alliance (COSIA). COSIA is an alliance of oil sands producers focused on accelerating the pace of improvement in environmental performance in Canada's oil sands through collaborative action and innovation. We will discuss alternative ways that COSIA is using for developing projects and treating intellectual property through analysis of multi-partner frameworks. Highlights of the latest Clean Tech Report and what you need to know to be ready for expanding partnerships in this fast growing sector will also be reviewed.</p> <p><b>Moderator:</b> Bert van den Berg, Director, Knowledge &amp; Technology Transfer, NSERC</p> <p><b>Panel Members:</b>          Bryan Watson, Executive Director of CleanTech North          Carole Champion, Director, Industry Engagement &amp; Sector Lead, Energy &amp; Environment, Ontario Centres of Excellence          Celine Bak, Analytica Advisors</p>

# Tuesday December 4, 2012

1200 – 1330	Lunch	
	<b>Hot Topics</b>	
Moderator: Kathleen Marsman, Borden Lader Gervais	<b>State of "Firm Level" Innovation</b>	
Observations and outcomes from some recent research conducted by the Conference Board of Canada which looked at innovation best practices within the "Firm".	<b>R &amp; D ... &amp; C: Research, Development &amp; Commercialization</b>	Increasing collaboration between Canada's academic life sciences and the innovative pharmaceutical industry.
Speaker: Bruce Good, Executive Director, Centre for Business Innovation, The Conference Board of Canada		
	<b>Connectivity of Innovation Systems; a Must Accomplish</b>	
Speaker: Russell Williams, President, Canada's Research-Based Pharmaceutical Companies (Rx&D)	Economic growth in the 21 <sup>st</sup> century, is no longer just based on science and technology, but at the same time cannot take place without them. The science technology and innovation landscape is changing fast. Science in becoming more and more multidisciplinary and global in nature. The rise of social innovation, social entrepreneurship and NGOs in the past two decades, has changed the innovation landscape. Innovation is no longer a linear model; it is a crowded network system. The interconnectivity of the elements of this network, and its dynamic ties to global network research hubs, is one of the most important keys to foster an efficient innovation ecosystem.	
Speaker: Mehrdad Hariri, President & CEO, Canadian Science Policy Council		 VICTORIA BALLROOM

# Tuesday December 4, 2012

1330 – 1500	Concurrent Sessions	Pharma Biotech	Energy & the Environment
<b>Social/Business Innovation</b> <b>The Intersection of Social Innovation and Commercialization</b>	<b>To Your Health &amp; Prosperity – An Action Plan to Help Attract More Clinical Trials to Canada (ACAHO, Rx&amp;D, CIHR)</b>	<p>Is your organization and TTC/BDO working in the social innovation space? If you can't immediately and definitively answer this question, then this presentation is for you.</p> <p>Learn from the experts about social innovation and how many of the ventures you are supporting already have a "double or triple bottom line". Topics include trends in hybrid or blended value space, synergies and opportunities for further integration on the side of ventures, impact investors and the role of intermediaries.</p> <p><b>Moderator:</b> Heidi Falickh, Senior Project Manager, Industry Partnerships and Commercialization, The Hospital for Sick Children</p> <p><b>Panel Members:</b> Allyson Hewitt, Director, Social Entrepreneurship, MaRS Liaison Office, UBC Angus Livingstone, Managing Director, University-Industry Liaison Office, UBC Lanis Anthony, Chief Entrepreneurial Officer, CCINC Group of Companies Amit Jhas, Project Manager, MaRS Innovation.</p>	<p>A recent global survey of more than 4,000 senior managers by the Economist Intelligence Unit found that the majority (54%) favored new business models over new products and services as a source of future competitive advantage. EU analysts concluded that "the overall message is clear: how companies do business will often be as, or more, important than what they do." And in a similar global study conducted by IBM, in which over 750 corporate and public sector leaders were interviewed on the subject of innovation, researchers found that "competitive pressures have pushed business model innovation much higher than expected on CEOs' priority lists."</p> <p>Source: Raphael Amit and Christoph Zott</p> <p>In a world full of complex Energy and Environmental challenges, it is urgent to find new ways to commercialize our green innovated technologies. Learn why, what, and how to achieve this goal. Get inspired with different models.</p> <p><b>Moderator:</b> Valérie Gauthier, Director Communications and Marketing, Center of Excellence in Energy Efficiency</p> <p><b>Panel Members:</b> Yvon Brousseau, CEO, C3E Sorin Cohn, President, BD Cohnsulting Inc. Louis Tremblay, Fondateur &amp; CEO AddEnergie Technologies</p> <p><b>SALON CARTIER 1</b></p>
<b>Social/Business Innovation</b>	<b>New Business Models for Innovative Technologies</b>	<p>Canada's capacity to continue its tradition of excellence in clinical trials is not a given. Increased global competition combined with idiosyncrasies in our business environment, may now be costing us substantially in terms of lost opportunity. What can we do to help reinvigorate Canada's capacity to attract more clinical trial investments to our country- what could we do at a national level in the short term and as a starting point? This was the question posed to 130 experts from industry, academia, healthcare and government in September 2011, when Canada's Research-Based Pharmaceutical Companies (Rx&amp;D), the Canadian Institutes for Health Research (CIHR), and the Association of Canadian Academic Healthcare Organizations (ACAHO) co-hosted the first ever national clinical trial summit of this kind. The result was an action plan that is now being implemented. Its recommendations touch 9 areas of clinical trial activity, including a model clinical trials agreement. In this presentation, representatives from Rx&amp;D and ACAHO, and CIHR discuss the first ever National Clinical Trials Summit and provide an update on the status on the nine action plan recommendations and next steps, which includes a model Clinical Trials Agreement that was pilot tested between industry and academia.</p> <p><b>Moderator (and Speaker):</b> Tina Saryeddine, Assistant Vice President Research &amp; Policy Analysis, Association of Canadian Academic Healthcare Organizations</p> <p><b>Panel Members:</b> Pierre Gervais, Founder, Q&amp;T Research Kenneth Hughes, Vice President Scientific and Regulatory Affairs, Rx&amp;D Geoffrey Hynes, Project Lead for Canada's Strategy for Patient Oriented Research, Canadian Institutes of Health Research Karen Arts, Chair, Network of Networks (N2)</p>	<p><b>SALON CARTIER 11</b></p>

# Tuesday December 4, 2012

<b>1500 – 1530</b> <b>1530 – 1700</b>	<i>Networking Break</i> Concurrent Sessions		
<b>Social/Business Innovation</b>			
<b>Partnership Development Strategies for Leveraging Resources</b>			

<b>Pharma Biotech</b>	<b>Energy &amp; the Environment</b>
<b>The Changing Landscape of Follow On Biologics</b>	<b>Applied R&amp;D Models for Collaboration</b>
<p>In an era of austerity, which is likely to persist into the foreseeable future, partnership development strategies fostered in a context of significant resource constraints and heavy dependence upon the intellectual and resource contributions of partners underpin access to cash and in-kind resources that facilitates knowledge mobilization in its many iterations. This panel representing key NCE's and stakeholders will share approaches and tactics used in the development of successful partnerships, leading to innovation relevant across technology transfer, commercialization and knowledge mobilization communities.</p> <p><b>Moderator:</b> David Phipps, Director, Research Services &amp; Knowledge Exchange, York University</p> <p><b>Panel Members:</b> Elizabeth Shantz, Knowledge Mobilization Officer, Canadian Water Network (NCE) Jose Mangles, Manager Research Partnerships, AllerGen (NCE) John Riley, Managing Director, Canadian Arthritis Network (NCE)</p>	<p>Production and sale of innovative biologics are likely to involve multiple patented technologies (product, use and methods), many of which have originated within Universities, Hospitals and start-up companies. For biologics, a new legal framework has been introduced in both the U.S. and Canada which aims to address (i) what products will be scientifically acceptable as subsequent entry products, and (ii) how sales of these subsequent entry biologics will be prevented until all relevant patents have expired (or been invalidated). A period of data exclusivity has also been provided. Unfortunately, the U.S. and Canadian legal frameworks have diverged and an understanding of both systems is required, to ensure that appropriate steps are taken by the originators of such patented technologies to protect against subsequent entry products unfairly usurping the value of these technologies in these jurisdictions, and to maintain maximum value for licensing and acquisition.</p> <p><b>Moderator:</b> Rui Resendes, Executive Director, Green Centre Canada</p> <p><b>Panel Members:</b> Jerome Claverie, Director, Quebec Centre for Functional Materials (CQMF) Andrew Kendall, Director, Industry Liaison and Knowledge Transfer Office, St. Francis Xavier University Lynn Leger, Director of Commercial Development, Green Centre Canada Dominic Talalla, President &amp; CEO, Datec Coating Corporation</p>

# Wednesday December 5, 2012

0800 – 1700

## ACCT Canada Presents: Negotiating Partnership Agreements That Work

(Please note: additional fee to attend)

Those who have attended the Innovation 2012 Conference will find this one-day workshop of significant value in translating their conference experience in partnership development into how to negotiate agreements that work for the translation of research and development into commercially viable products and services. The program will be of interest to those working in industry as well as an academic/research environment and will cover a combination of negotiation theory and practice and the substantive issues underlying research collaborations.

The morning session will provide an introduction to interest-based negotiations theory: why fight about splitting a pie if you can make the pie bigger? We will engage in a number of simulated negotiations that will provide insight into the interest-based negotiations paradigm. By the end of the morning, participants will have an understanding of the concept.

The afternoon session will deal with the application of interest-based negotiations theory to the actual negotiations in research collaborations. We will examine non-disclosure and research collaboration agreements generally and learn to apply the interest-based approach to the thorny issues that generally arise.

Finally, we will specifically address the following thorny issues: intellectual property; publications and confidentiality; risk management and indemnities. For each issue we will examine the different interests that present themselves for different types of parties and agreements and work through negotiating approaches that will yield high quality agreements.

Registration includes breakfast and lunch.

### Session Leader:

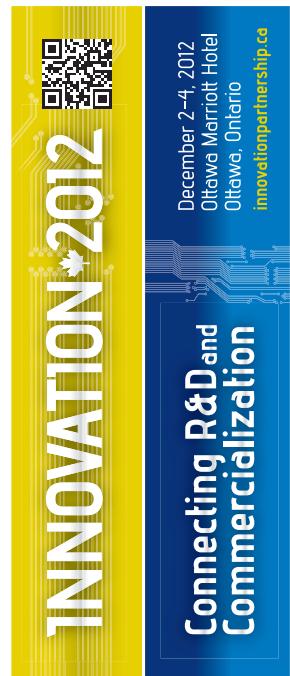
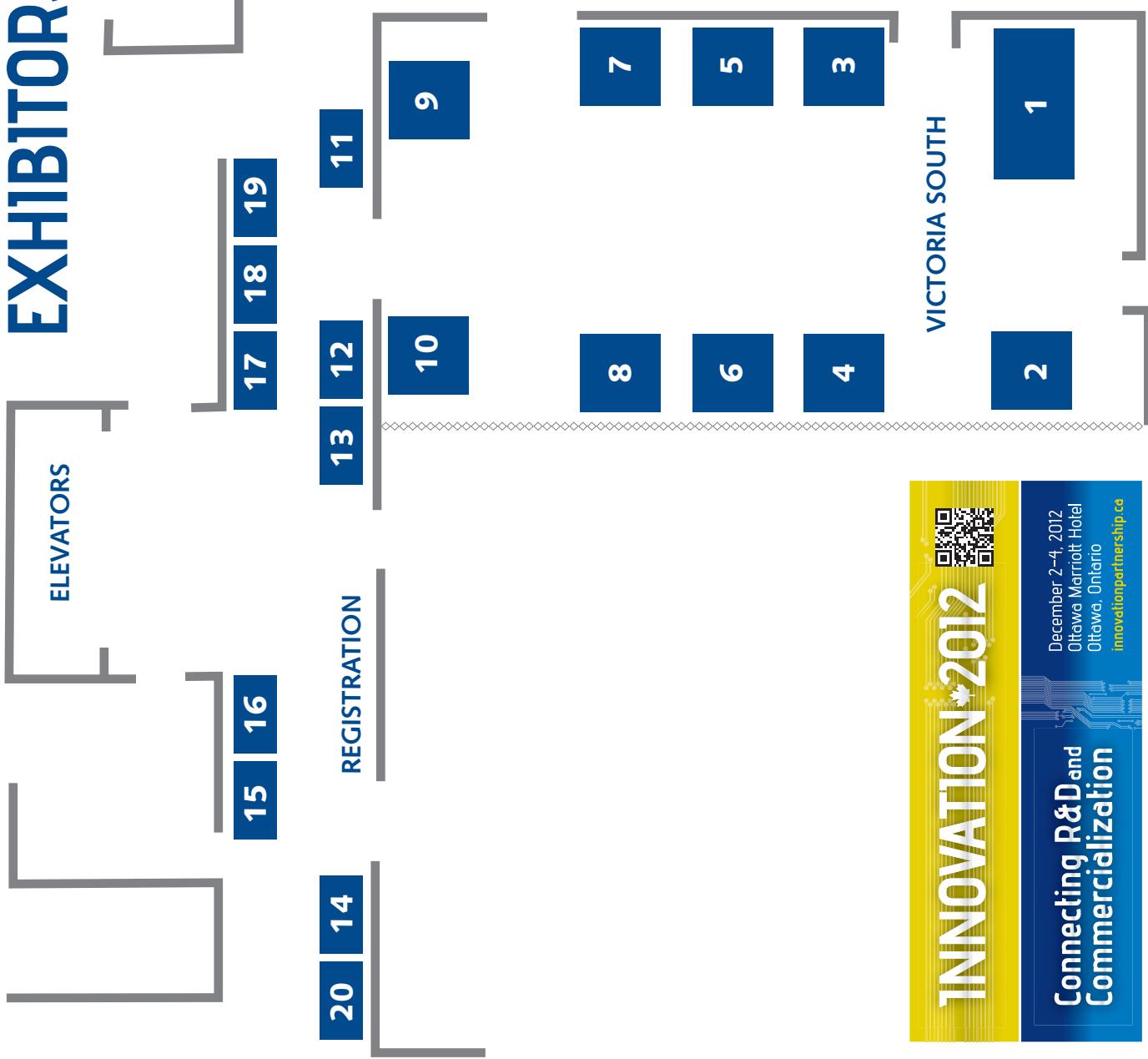
Marcel Mongeon is an independent Intellectual Property Coach assisting companies and institutions with strategies to manage their intangible assets. He is an experienced international speaker and seminar leader in many areas including business strategy, intellectual property management and negotiations. His current practice throughout North America provides him experience with many types of licensing arrangements and deals in many fields including biotechnology.

Marcel's work experience includes having been in charge of the technology transfer office at McMaster University overseeing all sponsored research, patenting and commercialization activities from 1997 to 2006. He is a lawyer qualified in the Canadian provinces of Ontario and Québec as well as New York State in the USA and is a Canadian Registered Patent and Trade-mark Agent. Marcel holds business, law and science degrees from McGill, McMaster and Swinburne Universities and is a Fellow of the Intellectual Property Institute of Canada.

Marcel is an active Rotarian and has served on the boards of his local chamber of commerce, the Canadian Council of Better Business Bureaus, and the International Association of University Technology Managers. He is a part-time deputy judge of the Ontario Small Claims Court where he adjudicates claims up to the jurisdictional limit of \$25,000.

### SALON CARTIER III

# EXHIBITORS FLOOR PLAN



# Photonics

University of Ottawa researchers  
are developing ways to

- Harvest the full potential of the sun's energy to power a home.
- Develop emerging nanotechnologies for early disease detection.
- Control the speed of light to revolutionize communications technology.



Located in the heart of a world-class photonics research community, the University of Ottawa, with its **state-of-the-art photonics facilities** and **leading experts**, can help you discover new frontiers in science.



uOttawa

# IN THE BUSINESS OF **BRILLIANCE**

Discover why many of the world's most original thinkers rely on **Bereskin & Parr LLP** for IP guidance. As one of Canada's leading intellectual property law firms, we combine depth of expertise with a dedication to tailored service that builds lasting trust.

**Bereskin & Parr**

INTELLECTUAL PROPERTY LAW

[www.bereskinparr.com](http://www.bereskinparr.com) 1.888.364.7311

Toronto | Mississauga | Waterloo | Montréal