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DATE



## The 5th Biennial Conference of Israel's Technology Transfer Organization

### TECH TRANSFER 4.0 REINVENTING TECHNOLOGY TRANSFER

October 22-24, 2018

**October 22, 2018**  
**CONFERENCE**

David Intercontinental Hotel, Tel Aviv

**October 23-24, 2018**  
**WORKSHOPS & TOURS**

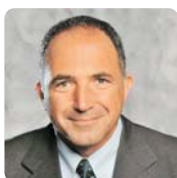
At Vendors' Site

ITTN's 5th biennial conference will showcase the changes occurring in Israel's tech transfer environment such as:

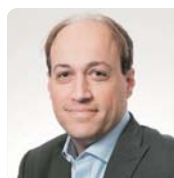
- Israel's integrated approach to tech transfer.
- Facilitating the relationships and the free transfer of ideas between academia and entrepreneurs, investors, industry and community.
- The fast deal making approach employed by Israeli universities today.

The event includes the biennial conference day, multiple workshops by leaders in the field, as well as tours of some of the most active and innovative tech hubs in Israel.

#### Co-Chairmen – ITTN Conference 2018



**Benjamin Soffer,**  
T3- Technion Technology Transfer,  
Technion R&D Foundation



**Yaron Daniely,**  
Yissum - Technology Transfer  
of Hebrew University

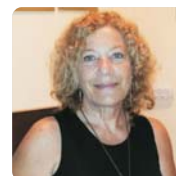
#### Steering Committee



**Gil Granot-Mayer,**  
Yeda Research and  
Development Co. Ltd.



**Orna Harel,**  
Gavish, Technology Transfer of  
Migal, Galilee Research Institute



**Sylvie Luria,**  
Tel Hashomer Ltd, the Chaim  
Sheba Medical Center

## ITTN - Conference Program

October 22nd, 2018 | David Intercontinental Hotel, Tel- Aviv

- 08:30 - 09:00**    **Registration & Reception**
- 09:00 - 09:15**    **Opening Ceremony**  
Greetings:  
**Benjamin Soffer**, Managing Director, T3- Technion Technology Transfer, Technion R&D Foundation  
**Yaron Daniely**, CEO, Yissum Technology Transfer, Hebrew University
- 09:15 - 09:40**    **Fireside Chat with Mr. Aharon Aharon, CEO, Israel Innovation Authority.**  
**Moderator: Benjamin Soffer**, Managing Director, T3- Technion Technology Transfer, Technion R&D Foundation
- 09:40 - 10:20**    **Panel 1: Dancing with the Elephants – Can Israel become a global Biopharma leader?**  
**Moderator: Ofer Ben Yehuda**, Partner, Shibolet & Co. (Head of healthcare practice)  
**Panel Members:**  
**Gil Granot-Mayer**, CEO, Yeda Research & Development Co Ltd.  
**Itai Kela**, Sr. Director, Healthcare Sector, Israel Innovation Authority  
**Yair Schindel**, Co-Founder & Managing Partner, aMoon Fund  
**Regine Shevach**, Managing Director at Merck Biopharma R&D center/ Yavne
- 10:20 - 11:00**    **Panel 2: One Size Fits All? Customizing different commercialization models to non-STEM fields (e.g.advanced manufacturing, `Traditional Industry` related technologies and other non-patentable innovations).**  
**Moderator: Aviv Zeevi Balasiano**, VP, Technology Infrastructure division, Israel Innovation Authority  
**Panel Members:**  
**Ziv Kohav**, Business Development Manager, ICL Innovation  
**Shlomo Magdassi**, Chair, Institute of Chemistry, The Hebrew University of Jerusalem  
**Yoni Glikman**, President Natural Solution, Frutarom  
**Lior Zilberman**, Head of R&D, Elbit systems, Cyclone
- 11:00 - 11:15**    **Coffee Break**
- 11:15 - 11:55**    **Panel 3: Mind the Gap – Crossing the valley of death: Role of the IIA, Incubators, Angel Investors, University micro-funds, Accelerators etc.**  
**Moderator: Anya Eldan**, Vice President, Israel Innovation Authority  
**Panel Members:**  
**Shimon Eckhouse**, Owner, Alon MedTech Incubator, Serial Entrepreneur  
**Gal Ehrlich**, Founder and Managing Director, Ehrlich Group, Patent Attorneys and Attorneys at Law  
**Shlomo Nimrodi**, CEO, Ramot, Tel Aviv University  
**Jonathan Berger**, CEO, The The Kitchen Incubator
- 11:55 - 12:35**    **Panel 4: Working with Foreign and Local TTOs; Business models and perspectives**  
**Moderator: Yael Baratz**, Senior Partner & Chair of the Corporate & License Group, Pearl Cohen Zedek Latzer Baratz, International law and patent firm  
**Panel Members:**  
**Yaron Daniely**, CEO, Yissum Technology Transfer, Hebrew University  
**Ruth M. Herzog**, Head of the Office of Technology Transfer, DKFZ, German Cancer Research Center, Germany  
**Steven Klein**, Vice President, Business Development at IRICoR, Canada  
**Sebastian Metti**, Chief Executive Officer, Resolute Innovation, Inc., USA  
**Adi Paz**, Senior Associate, Quantum Chaina-Israel Investments Ltd.

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- 12:35 - 13:15** **Panel 5: Technology Transfer – An art? A contact sport? a deep hard look into some of Israel's Technology Transfer success stories.**  
**Moderator:** Dov Kanner, Executive Chairman, Ferring Holding Ltd.  
**Panel Members:**  
Ori Hadomi, CEO, Mazor Robotics Ltd.  
Goozy Hartog, Managing Partner, Linkedge  
Sylvie Luria, CEO, Sheba Medical Center  
David Zigdon, CEO, Rad Biomed Incubator  
Muriel Zohar, CEO, Life Source Partners, Ltd.
- 13:15 - 13:30** **Decent Exposure: The Best Way to Reveal Israeli Technologies to the World**  
Eitan Elkin, Director of Marketing, Start-Up Nation Central
- 13:30 - 14:30** **Lunch Break**
- 14:30 - 15:30** **Parallel Elevator Pitch Competition:**
- | <b>Life Sciences Technologies Track</b> | <b>Non-Life Sciences Technologies Track</b> |
|---|---|
| TriSol Valve (Mor)                      | Hyperspectral camera (BNG)                  |
| Plasmed Ltd. (Rambam)                   | InEnSto (Technion)                          |
| Fidmi medical (Hadasit)                 | Diamond Grading (Ariel)                     |
| Append Medical (Sheba)                  | TriEye (YISSUM)                             |
| QS0X1 mAB (Yeda)                        | DE_HAZE (HAIFA)                             |
| QART Medical (TAU)                      | Saturas (MIGAL)                             |
| OneCell Medical (Technion)              | Kiralis (YEDA)                              |
- 15:30 - 15:45** **Coffee Break**
- 15:45 - 16:10** **Israel As Viewed in the Eyes of a Global Biopharmaceutical Leader**  
**Fireside Chat with Isaac Veinbergs**, Head of External Innovation, Neurosciences, SANOFI Strategy & Business Development  
**Moderator:** Tamar Raz, CEO, Hadasit Medical Research Services and Development Ltd.
- 16:10 - 16:20** **Awards Ceremony & Closing**

\*The program is subject to changes  
English is the official language of the Conference.

# The 5th Biennial Conference Of Israel's Technology Transfer Organization



ITTN facilitates the translation of generated intellectual property into marketable products. We are the umbrella organization for Israel's technology transfer companies. The conference is a joint effort of 22 technology transfer companies comprised of the leading universities, hospitals and research institutes in Israel.

## In Collaboration with



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## ITTN - Workshop Program

October 23rd, 2018 | Weizmann Institute of Science

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### Session 1

#### From "cradle to grave" an overview of the technology transfer process

**Gil Granot Mayer**

**Benjamin Soffer**

- Research – creation of IP and know-how
- Getting to know your campus
- Invention disclosure
- The patent process
- Due diligence
- Pre-commercialization work
- Getting your chain of title right
- When to commercialize?
- Getting the right deal
- Post deal work
- Royalties and distribution
- Re-licensing

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### Session 2

#### Let's Get To Business: Commercializing Early-Stage Research

**Tamir Huberman**

- The necessity and use of an internal database in commercialization of early stage research.
- A company website as a major tool for offering early stage research and capabilities
- The use of Social Media to engage with potential licensees and showcase the Research

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### Session 3

#### Managing Intellectual Property

(Speaker-TBD)

- An introduction to intellectual property
- Establishing a proprietary position
- The declaration of invention
- Best practices for portfolio management. Managing and budgeting the patent portfolio pre-filing and post-filing
- Patents as tools for a business strategy
- The life-cycle of the patent

## ITTN - Workshop Program

October 23rd, 2018 | Weizmann Institute of Science

### Session 4

#### Legal Aspects; Agreements

Aaron Jaffe

##### Third-party dynamics of research & business development

- Funded research agreements
- Confidential disclosure agreements
- Material transfer agreements
- Collaboration agreements
- Consulting and service agreements
- Inter-institutional agreements
- Consortium agreements
- Visiting scientists and personnel matters

##### The art of academic licensing

- The (im)balance of risk in academic tech transfer
- Separation anxiety vs commercial autonomy
- Key points in the licensing playing field
- Variations on classic patent licensing: discovery tools, reach through royalties and anti-competition
- Hedging your royalties – optimized royalty bases

##### Managing the process of licensing negotiations

- Internal and external players
- The startup licensee
- The big pharma licensee

### Session 5

#### Dedicated Investment Funds

Yaron Daniely

- Why create dedicated funds?
- The business models: equity and revenue sharing
- Integra holdings
- Agrinnovation
- Other potential models

\* The program is subject to changes

## ITTN - Tour Itinerary

October 24th, 2018

### The ECO- system with respect to academic-industry

- 09:00 - 10:45    FUTURX Incubator - The Biotech Accelerator
- 11:00 - 12:30    Faculty of Agriculture, The Hebrew University - From idea to Spinoff in the academic set-up
- 13:00 - 14:30    Merck R&D Center, Yavne, Israel

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