



Pharmaceutical Research Collaborations Summit

Establishing Value and Ensuring Successful Operations when Choosing to Collaborate with Strategic Partners, Public-Private Partnerships, Universities, and Open Innovation Programs

JULY 26 - 27, 2011 – RADISSON HOTEL BOSTON – BOSTON, MA

FEATURING PRESENTATIONS FROM LEADING UNIVERSITIES AND PHARMACEUTICAL COMPANIES:

CREATING AN EXTERNAL PORTFOLIO CASE STUDY

Sourcing, Developing, and Funding New Molecules Through Outside Sources

Aaron Schacht, *Executive Director, Global R&D, ELI LILLY*

PARTNERING WITH ACADEMIC INSTITUTIONS

How Pharmaceutical Companies can Benefit from and Contribute to the Expansive Research Being Done at Academic Institutions in the Form of Private-Public Partnerships

Reid Leonard, *Executive Director, External Licensing and Scientific Affairs, MERCK*

PRE-COMPETITIVE CASE STUDY

The Open Pharmacological Space Project

Bryn Williams-Jones, *eBiology Group Leader, PFIZER*

DON'T MISS THE EXECUTIVE PANEL:

COLLABORATIONS OVERVIEW PANEL: Leaders from Big Pharma, Academia, Smaller Biotechs, Non-Profits, and Government Discuss Collaborations Between Groups

- How each stakeholder can benefit in a collaborative pharmaceutical research partnership
- Evaluating the public health concerns that drive private-public partnerships
- Economic factors affecting how industry and academia conduct biomedical research

Alan Lamont, Director, SPBD, Science and Technology Licensing, ASTRAZENECA

Brent Bankosky, Senior Director, Global Licensing & Business Development, TAKEDA

Lita Nelsen, Director, Technology Licensing Office, MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Tim Dolan, Director, Business Development, ELI LILLY

OUR ESTEEMED SPEAKER FACULTY

BRENT BANKOSKY, Senior Director, Global Licensing & Business Development, TAKEDA

ANTHONY COYLE, Vice President, and Chief Science Officer, Global Centers for Therapeutic Innovation, PFIZER

TIM DOLAN, Director, Business Development, ELI LILLY

LINDA EGGER, PhD, Senior Director, Scientific Liaison, External Scientific Affairs – Diabetes and Obesity Licensing, MERCK

ALAN LAMONT, Director, SPBD, Science and Technology Licensing, ASTRAZENECA

REID LEONARD, Executive Director, External Licensing and Scientific Affairs, MERCK

DIPANJAN NAG, PhD, Executive Director, Office of Technology Commercialization, RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

SRIDARAN NATESAN, Scientific Site Head, R&D, Head, External Innovation and Partnering, SANOFI-AVENTIS

LITA NELSEN, Director, Technology Licensing Office, MASSACHUSETTS INSTITUTE OF TECHNOLOGY

CAT OYLER, Senior Director of Emerging Technologies, Corporate Office Science and Technology, JOHNSON AND JOHNSON

ALAN PALKOWITZ, PhD, Vice President of Discovery Chemistry Research and Technologies, ELI LILLY

AMY PORTER, Partner, THE ALLIANCE MANAGEMENT GROUP, Former Senior Director of Licensing, PFIZER

CHRISTIAN PROTHMANN, Director, Alliance Management, NYCOMED

AARON SCHACHT, Executive Director, Global R&D, ELI LILLY

LEN SMITH, Principal Intellectual Property Counsel, MEDICIS PHARMACEUTICAL CORPORATION

MORTEN SOGAARD, Executive Director & Head Biotechnology, External R&D Innovation, Worldwide R&D, PFIZER

JEFF WASSERSTEIN, Senior Vice President Business Development and Strategy, NYCOMED

BRYN WILLIAMS-JONES, eBiology Group Leader, PFIZER



Dear Colleague,

I'm writing to introduce to you ExL Pharma's Pharmaceutical Research Collaborations Summit. Pharmaceutical companies, universities, and public agencies all have a stake in advancing the medical research that will lead to the pharmaceutical remedies of tomorrow. Research and development is more important than ever, and with fewer researchers and leaner budgets, scientists are looking outside of their home organizations to other sources of brainpower and funding.

ExL's Pharmaceutical Research Collaborations Summit brings together the Clinical Research and Business Development Directors who have forged successful working partnerships. These innovators have combined the expertise of multiple teams, creating synergy between often divergent research methodologies and goals. Hear as scientists from big pharma, biotech startups, universities, government agencies, and private research foundations discuss how they found each other and overcame structural differences to continue to provide patients of tomorrow with the medicines they need.

Let's work together to reap the benefits of working together. I look forward to seeing you in July!

Sincerely,

Dave Hoffman
Conference Director

WHO SHOULD ATTEND?

From Pharma and Biotech companies, Managers, Directors, Vice Presidents of:

- Clinical Research
- Business Development
- External Relations
- Licensing
- Alliance Management
- Scientific Affairs
- Innovation
- Open Innovation
- Drug Discovery
- Project Management
- Research Projects
- R&D
- Strategic Alliances
- Clinical Programs
- Strategy
- M&A

YOU WILL ALSO MEET REPRESENTATIVES FROM UNIVERSITY OFFICES OF TECHNOLOGY TRANSFER AND COMMERCIALIZATION

LEARN HOW TO ENLIST THE HELP OF:

- Law firms specializing in intellectual property
- Operators of laboratories
- Clinical research organizations
- Open innovation service providers
- Financial institutions

SPONSORSHIP AND EXHIBITING OPPORTUNITIES:

Do you want to spread the word about your organization's solutions and services to potential clients who will be attending this event? Take advantage of the opportunity to sponsor, underwrite an educational session, host a networking event, or distribute promotional items to attendees. ExL Pharma will work closely with you to customize a package that suits all your needs.

Hotel Information



RADISSON HOTEL BOSTON

200 Stuart Street, Boston, MA 02116

Tel: (617) 482-1800

Situated in the center of the exciting Boston Theater District and just one block from Boston Common, the Radisson offers guests a prime location in the heart of downtown Boston, MA. Hotel amenities include a Fitness Center, parking garage (fee applies), Business Center, two restaurants and an indoor, heated pool. Only three miles from Logan Airport, Fenway Park, the Children's Museum and other popular attractions, the Radisson is one of the most convenient downtown Boston hotels for business and leisure travelers.

ROOM RESERVATIONS

If you require overnight accommodations, please contact the Radisson Hotel Boston at (800) 395-7046 to book your room. ExL has reserved a block of rooms at a discounted rate for conference participants. Please mention ExL Pharma and the conference name to take advantage of the discount. You must book your room by Monday, July 4, 2011 to be eligible for the discounted rate. Please book your room early, as the rooms available at this rate are limited.

CONFERENCE DAY ONE, TUESDAY, JULY 26, 2011

PRE-CONFERENCE WORKSHOP

9:00 Translating Contractual Expectations into the Research Process to Avoid the Results of Irreconcilable Violations

- Involving lawyers after a project has started can bring disastrous delays
- Ensuring academic researchers understand that they may have to delay publication of their results—possibly nullifying intellectual property – even though publication is often their ultimate goal
- Determining what to do with incidental discoveries ahead of time
- Anticipating the potential of being approached to enter into conflicting agreements with other partners while maintaining pre-determined confidentiality and ownership obligations
- Making sure the obvious gets done

Amy Porter, *Partner, THE ALLIANCE MANAGEMENT GROUP, Former Senior Director of Licensing, PFIZER*

10:30 NETWORKING AND REFRESHMENT BREAK

11:00 WORKSHOP RESUMES

12:00 WORKSHOP CONCLUDES; LUNCH FOR WORKSHOP ATTENDEES

1:00 WELCOME AND CHAIRPERSON'S INTRODUCTION

Morten Sogaard, *Executive Director & Head Biotechnology, External R&D Innovation, Worldwide R&D, PFIZER*

COLLABORATIONS OVERVIEW PANEL

1:15 Leaders from Big Pharma, Academia, Smaller Biotechs, Non-Profits, and Government Discuss Collaborations Between Groups

- How each stakeholder can benefit in a collaborative pharmaceutical research partnership
- What barriers exist in terms of promoting better pharma:academia collaborations, and what are both parties doing to address these?
- Evaluating the public health concerns that drive private-public partnerships
- Economic factors affecting how industry and academia conduct biomedical research

Alan Lamont, *Director, SPBD, Science and Technology Licensing, ASTRAZENECA*

Lita Nelsen, *Director, Technology Licensing Office, MASSACHUSETTS INSTITUTE OF TECHNOLOGY*

Brent Bankosky, *Senior Director, Global Licensing & Business Development, TAKEDA*

Tim Dolan, *Director, Business Development, ELI LILLY*

ASSESSING THE COLLABORATIVE LANDSCAPE

2:00 Seeking Innovation Internally and Externally at Merck

- The benefits of pre-competitive collaborations for very early research and biomarker discovery where anyone can benefit
- Partnering with academic institutions who may not have the capability to move beyond early research
- Working with biotech companies with low upfront commitment in a risk-sharing/option agreement to bring partnership to the next level
- Determining the right deal structure for later stage research when acquisitions may become desirable

Linda Egger, PhD, CLP, *Senior Director, Scientific Liaison, External Scientific Affairs – Diabetes and Obesity Licensing, MERCK*

2:45 NETWORKING AND REFRESHMENT BREAK

PROVIDING STRATEGIC GRANTS

3:15 Bridge the Funding Gap at Early Stages of the Partnering Spectrum

- Novel approaches for accessing early research discoveries
- Maximizing collaboration and research impact
- Bridging the next steps: how to translate a strategic grant into a strategic fit
- Determining where and how the project might fit with the company after the independent funding stage in a way that benefits both partners

Cat Oyler, *Senior Director of Emerging Technologies, Corporate Office Science and Technology, JOHNSON AND JOHNSON*

CREATING AN EXTERNAL PORTFOLIO CASE STUDY

4:00 Sourcing, Developing, and Funding New Molecules through Outside Sources

- Supporting the business development deal flow through traditional surveillance activities
- Helping external molecule developers put together proof of concept packages with the Chorus Group
- Raising venture funds to expand Lilly's capability to develop

Aaron Schacht, *Executive Director, Global R&D, ELI LILLY*

CASE STUDY ON PFIZER'S GLOBAL CENTERS FOR THERAPEUTIC INNOVATION

4:45 Partnering with the University of California San Francisco to Engage External Scientists as a Key Component of an R&D Strategy

- Open innovation as a compliment to partnering with biotech startups for drug discovery
- Determining incentivizing intellectual property, ownership, and publication rights to support continued experimentation and exploration by external science
- How a fluid open innovation program has helped expand Pfizer's pipeline with new, highly differentiated candidate drugs

Anthony Coyle, *Vice President, and Chief Science Officer, Global Centers for Therapeutic Innovation, PFIZER*

5:30 END OF DAY ONE

CONFERENCE DAY TWO, WEDNESDAY, JULY 27, 2011

9:00 Chairperson's Recap of Day One

Morten Sogaard, *Executive Director & Head Biotechnology, External R&D Innovation, Worldwide R&D, PFIZER*

PANEL DISCUSSION: ALLIANCE MANAGEMENT AS A BUSINESS ART

9:15 The Increasingly Important Role of Alliance Management as Collaborative Research Partnerships Grow in Importance

- Improving the output of early R&D efforts by combining efforts
- Identifying and implementing alliance management best practices in all collaborations
- Training the project and product managers

MODERATOR:

Amy Porter, *Partner, THE ALLIANCE MANAGEMENT GROUP, Former Senior Director of Licensing, PFIZER*

PANELISTS:

Christian Prothmann, *Director, Alliance Management, NYCOMED*

PRE-COMPETITIVE CASE STUDY

10:00 The Open Pharmacological Space Project

- Facilitating the process of extracting value from public data
- Saving R&D money for biomedical research by sharing IT infrastructure of organizing data for early research

Bryn Williams-Jones, *eBiology Group Leader, PFIZER*

10:45 NETWORKING AND REFRESHMENT BREAK

PARTNERING WITH ACADEMIC INSTITUTIONS

11:15 How Pharmaceutical Companies can Benefit from and Contribute to the Expansive Research Being Done at Academic Institutions in the Form of Private-Public Partnerships

- Determining how academic research may contribute to commercial projects to justify funding
- Melding existing academic research with public health needs to determine commercial viability to justify funding
- What kind of IP agreements are most appropriate for public-private partnerships
- Successfully matching corporate research goals and deadlines with academic goals and deadlines

Reid Leonard, *Executive Director, External Licensing and Scientific Affairs, MERCK*

RECONCILING DIFFERENT EXPECTATIONS

12:00 Anticipating Conflicts when Working with Academic Researchers on Commercial Projects

- What are the important touch points to consider when entering into a research partnership between an academic institution and a pharmaceutical company
- Understanding what makes universities tick and big pharma tick
- What happens when scientists are expecting to publish their university work that is funded as part of a pharmaceutical company's pipeline? What about related work that predates the current project?
- Making sure your initial contract accounts for corollary discoveries, any other existing or future partnerships, and other expectations

Dipanjan Nag, PhD, *Executive Director, Office of Technology Commercialization, RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY*

12:45 LUNCHEON

OPEN INNOVATION CASE STUDY: THE LILLY PHENOTYPIC DRUG DISCOVERY INITIATIVE

1:45 Working with Research Universities, Institutes, and Biotech to Uncover Compounds that May Become Future Medicines

- Providing investigators phenotypic assay panels at no cost
- Using a web-based interface to facilitate confidential compound submission
- Using promising findings as the basis for a collaboration agreement

Alan Palkowitz, PhD, *Vice President of Discovery Chemistry Research and Technologies, ELI LILLY*

IDENTIFYING PRODUCT OPPORTUNITIES

2:30 Matching your Internal Pipeline Needs with Research Being Done Outside Your Company

- Using IP to ensure a broader scientific support base to reduce risk
- Taking advantage of external sources for pieces of the puzzle that will build up the product profile
- Deciding when it is best to work with biotechs, universities, hospitals, or pre-competitive cooperative groups
- Assessing the market value of any partnership based on your development pipeline

Jeff Wasserstein, *Senior Vice President Business Development and Strategy, NYCOMED*

3:15 NETWORKING AND REFRESHMENT BREAK

ALLIANCE PROJECT MANAGEMENT PANEL

3:45 Accounting for Differences in Expectations and Structure When Managing Researchers from Different Teams

- Integrating and managing two teams from different organizational structures (i.e. university and big pharma) who may have different process and goal expectations
 - Establishing agreement and mutual understanding of deadlines
 - Instating a project management structure that will work for both partners
- Including other departments outside the research team in the research
 - Marketing
- Making sure the IP agreements are in place before discoveries begin to happen

Sridaran Natesan, *Scientific Site Head, R&D, Head, External Innovation and Partnering, SANOFI-AVENTIS*

IP AGREEMENTS

4:30 Contracting Between Pharmaceutical Companies and Outside Research Collaborators for Maximum Mutual Benefit

- Aligning the goals of both parties to facilitate a congruent research process
- How different IP agreements may be more or less appropriate for different phases of research
 - Discovery
 - Clinical Phases
- How much can your company standardize IP agreements – especially in cases of broader open innovation initiatives

Len Smith, *Principal Intellectual Property Counsel, MEDICIS PHARMACEUTICAL CORPORATION*

5:15 END OF CONFERENCE

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Early Bird Pricing

Register by Friday, June 3, 2011 to Take Advantage of Early-Bird Pricing:

CORPORATE RATES

Conference + Workshop	\$1995
Conference Only	\$1695

ACADEMIC, NON-PROFIT, GOVERNMENT RATES*

Main Conference Only	\$995
Main Conference, plus Workshop	\$1195

Standard Pricing

Register After Friday, June 3, 2011:

CORPORATE RATES

Conference + Workshop	\$2195
Conference Only	\$1895

ACADEMIC, NON-PROFIT, GOVERNMENT RATES*

Main Conference Only	\$1195
Main Conference, plus Workshop	\$1395

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