



JOIN US

University Engagement Bootcamp

November 1, 2016. Mountain View, California – Information Technology Focus

Networking Reception and Dinner

November 1, 2016. Mountain View, California

Prominent companies are investing heavily in their university engagement strategies, with their leaders looking for ways to engage universities across the entire Partnership Continuum and to maximize the return from their university-relations efforts. At the same time, a number of these same companies are facing both decreasing internal R&D budgets and pressure to create new products, solutions and services. To sustain innovative research, many are bolstering their academic engagement programs while streamlining the number of partnerships they have, choosing to concentrate their efforts on a limited number of academic institutions that can provide technical expertise and engagement models that coordinate research, tech transfer, workforce development, recruiting and philanthropic support.

To exploit this trend, some universities utilize a multi-dimensional institutional approach to engagement where the university presents a unified front to the corporate partner. The process starts with the academic and corporate leadership executives who set the tone of how to form, maintain, and grow mutually successful relationships.

OVERVIEW

The University Engagement Bootcamp is a UIDP Academy event, designed for corporate practitioners; attendees will gain valuable insights on how to effectively manage their university partnerships as well as craft and execute an effective, holistic approach to university relationships by better understanding the critical issues to consider when collaborating with academia.

FOCUS

The UIDP (uidp.org) is the world's premier forum for addressing issues, and solving challenges, at the industry-university interface. UIDP Academy events bring together practitioners to discuss effective strategies and common sticking points within a mutually beneficial and respectful forum. The University Engagement Bootcamp will cover what universities think about corporate partnering and provide specific examples of different company approaches to help attendees refine their company value proposition. Each session of the bootcamp will be led by experienced academic and corporate representatives from a strategically assembled set of universities and industries.

Attendees will hear perspectives from both sides on issues critical to university-industry (U-I) partnerships including:

- Strategic issues, including the rationale for collaboration, expectations and structures for engagement
- Operational matters, including intellectual property, contracts, compliance and other administrative issues
- Government perspectives on the value of U-I collaboration and partnerships

WHO SHOULD ATTEND

In order to maximize direct engagement among attendees and facilitators, attendance is limited to UIDP representatives and invited guests and specifically those possessing leadership roles within their institutions.

WHERE & WHEN

Samsung Research America
665 Clyde Avenue
Mountain View, CA 94043

Nov. 1, 2016
8 a.m. – 4 p.m.

Post-Bootcamp Networking Reception

Nov. 1, 2016
4:30 –7:30 p.m.
Cucina Venti
1390 Pear Ave
Mountain View, CA.

Bootcamp Agenda* - November 1, 2016

8:00 – 8:30 a.m.	Arrival & Continental Breakfast
8:30 – 8:35 a.m..	Welcome <ul style="list-style-type: none">• Tony Boccanfuso (UIDP)• Min Park & Ida Shum (Samsung)
8:30 – 9:00 a.m.	Introduction and Desired Outcomes <ul style="list-style-type: none">• Tony Boccanfuso (UIDP)• Dan Reed (Iowa)• Chris Ramming (VM Ware)
9:00 – 9:45 a.m.	University Rationales and how they are structured for Corporate Research Engagement <ul style="list-style-type: none">• Dan Reed (Iowa)• Randy Hall (Southern Cal)
9:45 – 10:15 a.m.	Discussion
10:15 – 11:00 a.m.	Metrics <ul style="list-style-type: none">• Daniel Calto (Elsevier)
11:00 – 12:00 p.m.	Intellectual Property (IP) Matters <ul style="list-style-type: none">• Susan Capello (Intel)• Daniel Dardani (MIT)
12:00 – 12:30 p.m.	Discussion
12:30 – 1:30 p.m.	Working Lunch: Government Perspectives on U-I Engagement <ul style="list-style-type: none">• Pramod Khargonekar (UCI)
1:30 – 2:30 p.m.	Contract and Administrative Issues <ul style="list-style-type: none">• Elizabeth Adams (UVA)• Susan Capello (Intel)
2:30 – 3:00 p.m.	Discussion
3:00 – 3:15 p.m.	Break

3:15 – 3:55 p.m.	You Asked for It – Your Questions Answered
	<ul style="list-style-type: none"> • Dan Reed (Iowa), Facilitator • Mike Pazzani (UC Riverside) • Chris Ramming (VMWare)
3:55 – 4:00 p.m.	Conclusion
	<ul style="list-style-type: none"> • Randy Hall (Southern Cal) • Tony Boccanfuso (UIDP)
Networking Reception & Dinner - November 1, 2016 Cucina Venti, 1390 Pear Ave, Mountain View, CA	
4:30 – 5:00 p.m.	Arrival
5:00 – 6:00 p.m.	Networking Reception (appetizer food and drinks)
6:00 – 6:15 p.m.	Speaker Comments: U-I engagement for Information Technology
6:15 – 7:30 p.m.	Dinner (sit down)

*Agenda subject to change.

REGISTER

Register at: <https://www.uidp.org/go/bootcamp-mountain-view/>

Early Registration – Ends October 17

Member Rate: \$350

Non-Member Rate: \$700

Regular Registration – October 18 – October 28

Member Rate: \$450

Non-Member Rate: \$900

Attendees will receive a University Engagement Reference Book that will serve as a living resource, containing UIDP reference materials as well as case studies that consider practical matters in developing and nurturing U-I partnerships.

SESSION DESCRIPTIONS 9:00 – 9:45 AM:

University Rationales and how they are structured for Corporate Research Engagement

This session will cover the benefits of partnering with and how universities are structured for engagement on research projects and discuss the many ways that companies can work with universities (i.e., Partnership Continuum) and achieve benefits from these relationships. In addition to giving an overview of the central drivers, this session compare different academic institutional (public vs. private universities) perspectives on how research is managed and the motivations of researchers.

10:15 – 11:00 AM: Metrics

Company representatives are continually exploring the best metrics to use when evaluating their university investments. The UIDP is heavily invested in identifying appropriate metrics and its work, along with complementary efforts being shepherded by Elsevier, will be presented. This will be a highly interactive session and attendees will be queried to share their experiences and “wants” in this space.

11:00 – 12:00 PM: Intellectual Property (IP) Matters

Ownership and licensing rights in intellectual property can be one of the most contentious issues in structuring university-industry partnerships. New intellectual property may be created by one or both parties (foreground intellectual property) that, in order to be practiced, may require access to pre-existing (background intellectual property) that may be owned or controlled by the University, the Sponsor, or by a third party, and was developed prior to, or outside of, the university-industry partnership. Developing and communicating a common understanding of the federal laws that govern inventions developed at universities through federally funded research and common university policies and practices that affect rights in intellectual property developed by academic researchers is the first step. This session will give participants the opportunity to discuss contract terms (both good and bad) that may provide starting points for future discussions and will compare and contrast the academic and industry perspectives.

12:30 – 1:30 PM: Government Perspectives on U-I Engagement

With fast emerging technologies, compelling demands for talents, increasing competition for funding and resources, and pressing need to capitalize on the value of innovations and basic research, today’s academic institutions and corporations are facing a challenging yet exciting time to transform the innovation landscape. Building innovation ecosystems that will not only address today’s challenges but also position us for suitable economic competitiveness becomes ever more important. This session will cover the key components of economic ecosystems and cover challenges and opportunities academic institutions are facing in terms of research, academic-industry partnerships, and entrepreneurial education.

1:30 – 2:30 PM: Contract and Administrative Issues

Negotiating a research contract between industry and an academic institution can be frustrating and time consuming and rarely a simple process. There are common areas of disagreement that can delay or derail projects if not addressed. Understanding the cultural and organizational differences between industry and academia will help institutions resolve potentially contentious situations. This session will cover typical contractual stumbling blocks and standard approaches for topics like F&A, budgeting, managing project scope, timelines and expectations, and will compare and contrast the academic and industry perspectives.

EVENT SPONSORS



ELSEVIER

SAMSUNG

CONFIRMED SPEAKERS



Elizabeth Adams (UVA)

Elizabeth is the Assistant Vice President for Research Administration in the University of Virginia's Office of Sponsored Programs. Prior to this, she was Executive Director of the Office for Sponsored Research on Northwestern's Evanston campus. In

this role, Elizabeth also oversaw the research portfolio of Northwestern's Qatar campus and served as the institutional official for OSR-Evanston transactions with a variety of federal/state agencies, foundations, corporations and foreign entities.



Tony Boccanfuso (UIDP)

As the UIDP's President, Tony is a leading expert on U-I relations, in print and on the speaker circuit, domestically and internationally. Tony holds a Ph.D. in Inorganic Chemistry from the University of South Carolina and a B.S. in Chemistry and Political

Science from Furman University. Tony also serves as a consultant for government agencies, non-profit organizations and corporations and is Chair of the MedStar Health Research Institute. Tony and his family currently reside in Connecticut, where Tony's wife, Dr. Laura Boccanfuso, is a social robotics researcher at Yale.

Daniel Calto (Elsevier)

Daniel Calto is Director of Solution Services for Academic and Government Institutional Markets at Elsevier Inc. He currently works with the global Research Intelligence (RI) consulting team and on special projects internationally. He joined Elsevier in 2008 as the Director of Product Management for the RI product team.

He has a strong professional interest in R&D policies and their relation to economic growth, university-industry partnerships and economic development issues, R&D trends in Asia, and how the changing global research landscape is reshaping the scientific enterprise. He has spoken on these topics at a variety of national and international conferences.



Susan Capello (Intel Corporation)

Susan A. Capello is a Senior Intellectual Property Counsel for Intel Corporation, with responsibilities focused on supporting HealthCare Life Science Group, Intel's University engagements and New Technology Group, including New Device business, New Business Initiatives,

Intel Labs and Perceptual Computing.. She graduated from West Chester University of Pennsylvania with a Bachelor of Science in Chemistry/Biology and Business Administration and worked in scientific research capacities with Hoffman-LaRoche, Inc. and the Rorer Group, Inc. Ms. Capello received her Juris Doctor from Pace University School of Law in 1989 and admitted to practice in New York in 1990. Ms. Capello spent several years in private practice before becoming an in-house IP attorney. As in-house counsel, she has worked for Becton, Dickinson and Company; Lipid Sciences, Inc. and Connetics Corporation before joining Intel Corporation.



Daniel Dardani

Daniel Dardani, Technology Licensing Officer, is a patent and licensing professional at the MIT Technology Licensing Office – the country's premier technology transfer office. With over 13 years of experience

licensing a large and sophisticated portfolio of computer and software related technologies, Daniel has helped university inventors and outside entrepreneurs utilize and effectively develop university technologies into commercialization opportunities for many business ventures from startup companies to global corporations. Daniel is a Certified Licensing Professional, and also co-teaches a survey course on intellectual property matters at Harvard University's Summer School. Daniel also serves as an advisory board member to the Fashion, Arts, Media and Entertainment Law Center at Cardozo law school.



Randy Hall (University of Southern California)

Randolph Hall is the Vice President of Research at the University of Southern California. In this capacity, he is responsible for leading research initiatives across the university, overseeing research

advancement, administration and ethics. Hall's experience includes serving as the founder/principal investigator for two national research centers, the Center

for Risk and Economic Analysis of Terrorism Events (CREATE), and the National Center for Metropolitan Transportation Research (METTRANS). He also served as senior associate dean for research in the Viterbi School of Engineering for four years. Hall was chair of Industrial and Systems Engineering during a period when the faculty size grew by 50%, and when it became the first named academic department at the University of Southern California, upon receipt of a \$10 million gift from Daniel J. Epstein.



Pramod Khargonekar (UCI)

Pramod Khargonekar was recently appointed vice chancellor for research at the University of California, Irvine. In this position, he provides strategic direction for the Office of Research, which supports and enhances the creative and

scholarly activities of UCI faculty. Khargonekar most recently served as assistant director for engineering at the National Science Foundation. While there, he headed the Directorate for Engineering, which invests in frontier engineering research and education, encourages a culture of innovation and develops the next generation of engineers. In addition, he is currently the Eckis Professor of Electrical & Computer Engineering at the University of Florida.



Mike Pazzani (UC Riverside)

Dr. Michael J. Pazzani is Vice Chancellor for Research and Economic Development at University of California, Riverside. He has published over 150 papers on machine learning, knowledge discovery from databases, personalization, internet search,

and recommendation systems. He is a Fellow of the Association for the Advancement of Artificial Intelligence. Dr. Pazzani comes to UCR from Rutgers, the State University of New Jersey where he was Vice President of Research and Economic Development. Prior to his appointment at Rutgers, Dr. Pazzani was the Director of the Information and Intelligent Systems Division at the National Science Foundation from 2002-2006 where he oversaw a research budget of \$200M.



Chris Ramming (VM Ware)

Chris Ramming is a technology strategist and research manager with a passion for working at the intersection of theory and practice. He recently joined VMware Inc. as senior director of research & innovation, with responsibility for

an incubator program (XLR8) that explores disruptive technologies to generate new lines of business for the company. Chris is also the incoming chair of DARPA's Information Science and Technology (ISAT) study group, which helps DARPA identify and understand emerging technological disruptions.



Dan Reed (University of Iowa)

Daniel A. Reed is Vice President for Research and Economic Development, as well as University Chair in Computational Science and Bioinformatics and Professor of Computer Science, Electrical and Computer Engineering and Medicine,

at the University of Iowa. In this role, he oversees the university's portfolio of over \$400M in externally funded research; the university's campus-wide research centers; its economic development mission, faculty startups and corporate licensing; its Pentacrest museums and mobile outreach to schools and communities; and several state agencies, including the State Hygienic Laboratory and the Office of the State Archaeologist.



Ida Shum (Samsung) Ida joined the Samsung Advanced Institute of Technology's Open Innovation Group as a Senior Manager of Business Development in 2013. Her role is to acquire intellectual property assets and develop partnerships with startups, universities and federal labs.

Ida's career began as a patent attorney where she transitioned to licensing and commercialization. She previously worked at Idaho National Laboratory and Lawrence Livermore National Laboratory creating technology partnerships with industry, private entities, non-profits and academia. Ida has been responsible for the commercialization of technologies in biotechnology, chemistry, materials, national security and industrial processes.