



**Technology Transfer...Of the People, By the People, For the People...In
the Year of Lincoln's Bicentennial**

Federal Laboratory Consortium Mid-Atlantic Region Annual Meeting

SEPTEMBER 15-17, 2009

Gettysburg, Pennsylvania

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SEPTEMBER 15

1:00 **Welcome and Introduction to Opening Session**, [Mojdeh Bahar](#), J.D., MA, CLP, Chief, Cancer Branch, NIH Office of Technology Transfer and FLC MAR Coordinator

1:15-3:00 **[How to Keep Negotiations on Track](#)**, [Karen Maurey](#), M.S., Director, Technology Transfer Center, National Cancer Institute, National Institutes of Health, Negotiations are more than offers and counter offers. This session will provide tips on how to spot common tactics used to derail negotiations and how to keep the negotiations on track.

3:00-3:15 **Break**

3:15-4:30 **De-mystifying Technology Transfer with the Federal Government – Addressing Perceptions and Improving Processes**, Moderator, [Terry Lynch](#), Technology Transfer Office, National Institutes of Health, If you (the Federal TT professional) had an attentive audience and could tell them five things that would make tech transfer more effective and/or efficient, for the Agency and the collaborator, what would they be? If there were five things you would want to know from the collaborator what would they be? How could we apply this knowledge in improving our processes?

- [Bob Griesbach](#), Ph.D., Director of Technology Transfer, Beltsville Agricultural Research Center, Agricultural Research Service, USDA
- **[Technology Transfer / Partnership Collaboration Approach](#)**, [Jack Yadvish](#), Deputy Director, Innovative Partnerships Program, NASA Headquarters
- **[De-Mystifying Technology Transfer](#)**, [Sara Miller](#), US Army Medical Research and Materiel Command
- [Ron Kaese](#), Director Federal Programs, Maryland Technology Development Corporation (TEDCO)

4:30 **End of training session**

4:30-6:00 **Open Period, Networking**

6:00-8:00 **Reception**

SEPTEMBER 16

8:00-8:10 **Welcome, Introduction to Conference**, [Mojdeh Bahar](#), J.D., MA, CLP, Chief, Cancer Branch, NIH Office of Technology Transfer and FLC MAR Coordinator

8:15-9:00 **Keynote Speaker: X-Prize Sponsor-** [Anousheh Ansari](#), Co-founder and Chairman, Prodea Systems and First Female Private Space Explorer

9:00-10:00 **[“Out of the Box” Thinking in Technology Transfer Processes](#)**, Moderator: [Thomas Stackhouse](#), Ph.D., Assistant Director, Technology Transfer Center, National Cancer Institute, Frederick, In this session, four federal agencies will discuss unique technology transfer mechanisms and/or approaches that they have used to render the tech transfer process more efficient and effective.

- **[Partnership Intermediaries](#)**, [Joseph Teter](#), Ph.D., Director of Technology Transfer, Naval Surface Warfare Center – Carderock

- ["Umbrella CRADAs: An Easier Path"](#), [Suzanne Frisbie](#), Ph.D., Unit Supervisor, Technology Transfer Center, National Cancer Institute, NIH. This will be a description of one type of umbrella CRADA, issues to consider when using this approach, how you might go about setting up the process, and some of the outcomes.
- [Ken Levin](#), Veterans Administration
- [NIST Small Business Innovation Research \(SBIR\) and its role in Technology Transfer](#), [Clara Asmail](#), Ph.D., SBIR and Licensing, National Institute of Standards & Technology, The NIST SBIR Program has leveraged its funding opportunities and connections with small business to augment the Labs' technology transfer efforts. Background technologies (patented or public domain) and the research that delays its commercialization are articulated in the SBIR solicitation. That direction along with SBIR funding as well as technical support provides small businesses with what they need to start business lines around NIST technologies.

10:00-10:15 Break

10:15-11:00 **Market Analysis of Government Inventions**, Moderator: [Mrs. Lorraine Flanders](#), Naval Surface Warfare Center, Dahlgren, Market analysis and approaches used to define the market can depend on the perspective of the entity conducting the analysis. This session presents three vantage points: a federal laboratory, a government contractor and an investor.

- [Market Analysis of Government Inventions The Federal Laboratory](#), [Paul Fritz](#), Office of Research and Technology Applications, Naval Air Warfare Center Aircraft Division (NAWCAD)
- [Market Analysis of Government: The Private Sector](#), [Tim Wittig](#), SAIC Technology Management Advisors
- [Investor Perspective](#), [Roger London](#), Innovation Director, Chesapeake Crescent Initiative; Chairman, American Security Challenge

11:00-11:45 **Involving Inventors in the Technology Transfer Process**, Moderator: [Mojdeh Bahar](#), J.D., MA, CLP, Chief, Cancer Branch, NIH Office of Technology Transfer and FLC MAR Coordinator, Inventors can be a great asset in the technology transfer process as they can provide the most detailed scientific information. Keeping the scientists abreast of tech transfer developments on his/her portfolio can build trust between the TTO and the scientist. How do you most effectively involve the inventor/scientist in the process? The panel members will explore this very important relationship, and provide best practice tips.

- ["Building Trust between Inventors and the Technology Transfer Office at the NIH,"](#) [David Lambertson](#), PhD, Senior Licensing and Patenting Specialist, Office of Technology Transfer, NIH, While some inventors are very willing to work with their technology transfer office, numerous inventors still have an inherent distrust towards the technology transfer process. Since the inventors are an essential component for good technology transfer, great importance must be placed on gaining the trust of skeptical inventors and retaining the trust of enthusiastic inventors. My presentation will focus on effective methods I've used to build trust with both the enthusiastic and skeptical inventors, including: (a) knowing your inventor's personality as well as their invention, and (b) knowing when and how to respond to a question or a conflict.
- ["Working with Inventors to Enhance Marketing Efforts,"](#) [Cathy Cohn](#), Marketing Specialist, National Institute of Standards & Technology, NIST uses a wide variety of different strategies to achieve its marketing goals and objectives including a targeted marketing and sales approach to

determine the market and value of an invention, match the invention to an outside company or partner, and actively pursue promising licensees as potential sales. Working closely with our inventors is a critical element to the overall results of our targeted marketing campaigns and builds strong relationships between inventors and our technology transfer office.

- [Involving Investors in the Technology Transfer Process](#), [June Blalock](#), *Certified Licensing Professional™, Coordinator, Technology Licensing Program, Office of Technology Transfer, Agricultural Research Service, USDA*
- [Involving Investors in the Technology Transfer Process](#), [Scott Deiter](#), *PhD, Technology Transfer Director, Naval Surface Warfare Center, Indian Head Division, Chairman, Federal Laboratory Consortium*

11:45-1:00 **Lunch** - [The Nuts and Bolts of the Technology Innovation Program](#), [Marc G. Stanley](#), *Director, Technology Innovation Program, National Institute of Standards and Technology,*

1:00-2:30 **Academic/Government Collaborations**, Moderator: [Roberta \(DeeDee\) Newlon](#), *Technology Transfer, National Energy Technology Laboratory, Many technologies these days result from collaboration between academia and government. The speakers on this panel will address many intricacies of these collaborations. They will also provide suggestions on how to foster collaborations between Government and Academia.*

- [A 21st Century Land Grant Act for Federal Laboratories: Connecting with the Community](#), [Brian Darmody](#), *Associate Vice President, Research and Economic Development, University of Maryland*
- ["Technology Transfer from a University Affiliated Research Center \(UARC\) Perspective"](#), [Norma Lee Todd](#), *Assistant Director of Technology Transfer, Johns Hopkins University's Applied Physics Laboratory,*
- [Government Lab/ University Collaborations](#), [Jennifer Murphy](#), *Assistant VP for Research & Economic Development & Director of Technology Transfer, George Mason University*
- [Form and Function of an Academic / Government Collaboration: NETL-IAES](#), [Professor Andrew Gellman](#), *Head of Chemical Engineering & Lord Professor of Chemical Engineering, Chemistry, Materials Science & Engineering, Carnegie Mellon University*

2:30-2:40 **Break**

2:40-4:00 **The Human Element**, Moderator: [Darryl Mitchell](#), *Innovation Partnership Program, Goddard Space Flight Center. In addition to the technical, legal and financial aspects of technology development and technology transfer, there is the "human element". This panel will provide a cross section of examples highlighting where technology development and technology transfer have made a difference in the lives of individuals.*

- [Commander Sean Tyler](#), *Graduate School of Nursing Commander, Uniform Services University of the Health Sciences, 1st Battalion 9th Infantry Medical Office/ Platoon Leader AND [Susan Zelicoff](#), *FirstLink, " Field Expedient Bleeding Simulation System," The Field Expedient Bleeding Simulation System (FEBSS) was designed by an Army medic trainer to create realism in the training of medics and soldiers learning how to treat bleeding hemorrhagic wounds in the field. Utilizing a system of pumps, tubes and remote control devices, commercial units designed for mannequins, or integrated into body suits for role playing exercises, have sold to a variety of military and civilian organizations. An Army Captain comments on its training effectiveness.**

- **"A Better Immunotoxin Against Cancer"** [Robert Kreitman](#), Ph.D., Chief, Clinical Immunotherapy Section, Laboratory of Molecular Biology, National Cancer Institute, NIH and [David Brenneman](#)
- **"One Family's Story"** [John Emond](#), Collaboration Program Coordinator, Innovation Partnerships Program, NASA- HQ

4:00-4:30 **[Georgetown Report on Federal Technology Transfer](#)**, [Matthew Riggins](#) and [Omid Mashhadi](#), Georgetown University, This year, students from Georgetown's McDonough School of Business conducted a series of interviews with thought leaders in the federal technology transfer field. This session will present the results of this study and engage the audience for feedback on the findings and potential paths forward.

4:30-6:30 **Networking Time and Optional Tour of Gettysburg Battlefield/POSTER**, [Robert Griesbach](#), Ph.D., Tour Guide, Director of Technology Transfer, Beltsville Agricultural Research Center, Agricultural Research Service, USDA. This hike will retrace and describe the 2nd Maryland Infantry Battalion's experience on Culp's Hill. The 1 mile hike over hilly paved trails will take approximately 2 hours. During the Battle of Gettysburg, July 1–3, 1863, Culp's Hill was a critical part of the Federal army defensive line, the right flank in the north. On July 3, the Confederate battle plan called for a coordinated attack on Culp's Hill in the north and along Cemetery Ridge in the south. The Federal forces on Culp's Hill did not accommodate the Confederate battle plan. At dawn, five Federal batteries opened fire on the Confederate's position on Culp's Hill. During this attack, Maryland confederates (2nd Maryland Infantry Battalion) fought Maryland federals (1st Maryland Infantry Regiment, Eastern Shore). The color-bears for the two opposing Maryland units were cousins. During the ensuing attack, the Federals expended 227,000 rounds; while the Confederate Marylanders experienced approximately 40% casualties. Unlike most battles in open fields, it was heavily wooded and the extreme firepower took a very visible toll on the trees, some of which were completely sheared off. It took over twenty years before the scars of battle faded and nature reclaimed the breastworks.

6:30-8:30 **Dinner & Entertainment**

6:30-7:15 Hot, Hotter, Hottest Partnerships and Technologies, Moderator: [Paul Fritz](#), ORTA, Naval Air Warfare Center-Patuxent and FLC MAR Deputy Coordinator

7:15-8:30 A Night with Stephen Foster, [Henry Wixon](#), Chief Counsel, National Institute of Standards & Technology, accompanied by [Cheryl Reckeweg](#), Deputy Chief Technology Officer, NSWC Dahlgren

SEPTEMBER 17

8:00-8:10 **Welcome Day Two**

8:15-9:00 **How to Get Imaging and Device Technologies through the FDA Approval Process**, [Herbert Lerner](#), MD, Deputy Director- Clinical Division of Reproductive, Abdominal & Radiological Devices, Office of Device Evaluation (ODE), the Center for Devices and Radiological Health (CDRH), Food & Drug Administration, Imaging technologies and devices, once unique to a select group of Agencies, today are a part of many agencies' programs. NIST, NIH, NASA, DOD, DOE are just a few of those involved in developing medical devices and imaging techniques, This panel will provide an overview of the device/imaging approval process at the FDA.

9:00-10:00 [Electronic Laboratory Notebooks – Requirements, Selection & Best Practices](#), [John Gase, Esq., Partner, Leydig Voit & Mayer](#). The use of electronic notebooks in laboratories to record data is increasing every day. This session explores the legal considerations that should be taken into account if and when electronic notebooks are used in the labs.

10:00-10:15 **Break**

10:15-11:00 [Federally-Funded Research & Development Centers](#), Moderator: [Thomas Stackhouse, Ph.D., Assistant Director, Technology Transfer Center, National Cancer Institute, Frederick](#), This panel will define the concept of FFRDCs, and explore their unique characteristics.

- [DOE Laboratory Operating Contracts](#), [Paul Gottlieb](#), Assistant General Counsel for Technology Transfer and Intellectual Property, Department of Energy
- [Marianne Lynch](#), Intellectual Property Attorney, SAIC/National Cancer Institute – Frederick; This presentation will include a summary of the survey findings about FFRDC technology transfer programs and activities across the government, including how the mission of the government agencies and their FFRDCs and the agencies' legal authorities affect technology transfer programs. The technology transfer activities surveyed include CRADAs, licensing, work for other than sponsors, and entrepreneurial programs.

11:00-12:00 **Town Hall Meeting**, Moderator: [Mojdeh Bahar, J.D., MA, CLP, Chief, Cancer Branch, NIH Office of Technology Transfer and new FLC MAR Coordinator](#), In this open format session we hope to hear from all members of the MAR community on what they would like to see us do.

12:00-1:30 **Awards Luncheon**

- **Formal Awards**, Moderator: [Paul Fritz](#), ORTA, Naval Air Warfare Center-Patuxent and FLC MAR Deputy Coordinator
- **Closing Remarks, Looking Ahead: Future Visions**, [Mojdeh Bahar, J.D., MA, CLP, Chief, Cancer Branch, NIH Office of Technology Transfer and new FLC MAR Coordinator](#)