



eLSi
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internationalisation



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Programme



Bio^M-Forum

How to set up business relations with US investors in healthcare

In this round-table seminar we will discuss if US capital may be available to you, how you assess readiness for an investor, and how to prepare your intellectual property (IP) for investor scrutiny. You will find the answers to many questions including the following:

How do I know if and when US investors - strategic/corporate or financial - will be interested in my company? What do US investors look for regarding patents? How far developed does a biotech or med tech company have to be in order to attract the interest of US investors? What is the interplay between the regulatory process and IP? Invention ownership - How to increase value with a clear title? Young companies usually do not reach out to the US – is this justified or do they miss out on opportunities? What are the financial instruments available in the US for early stage companies, and how do I best reach out to them? Do I have to move to where the money is? What is the currently preferred concept in the US for small biotechs? Where should I file my patent applications and when? How can I maximize patent term? What is still patentable in the life science industry following the *Mayo*, *Prometheus*, and *Myriad* decisions in the US?

This seminar brings two senior USA experts to Munich, who will share their insights and expertise with the audience and inform about business opportunities in the US:

Dr. Karin Hollerbach is the CEO of Taku Group (Silicon Valley) and a Senior Advisor to The Triana Group (New York). Dr. Hollerbach has served as CEO, Executive VP, VP of Technology, and VP of Products. Prior to working in industry, she served in interdisciplinary research roles at the Lawrence Livermore National Laboratory (medical research/computational modeling), the Whitehead Institute for Biomedical Research, SRI, and the CS Draper Laboratory. Dr. Hollerbach has started, bought, and sold her own companies, and she has successfully helped companies enter new markets domestically and globally; launch new products; attract and deploy investment; and license, buy, and sell technologies/companies.

Dr. Anthony C. Tridico is the managing partner of Finnegan's London office. Dr. Tridico has more than 15 years of experience in the field of intellectual property law and his practice involves diverse technical areas from biotechnology, chemical and pharmaceutical sciences to medical devices, diagnostic tools and instrumentation. A significant portion of his current practice is devoted to post-grant proceedings, appeals and oral hearings at the USPTO's Patent Trial and Appeal Board, as well as European Patent Office (EPO) opposition and appeal procedures. He also focuses on international patent prosecution and portfolio management as well as strategic counseling including pre-litigation analysis, due diligence investigations, and the specialized areas of patent term extensions and Orange Book listings.

Both experts are also available for questions during the networking session at 15:00 hrs. Please contact Bio^M if you are interested in talking to them and we will arrange to introduce you.

Wednesday, 9th of July 2014

11:45 – 15:30 hrs

Bio^M Biotech Cluster Development GmbH
IZB Martinsried, Am Klopferspitz 19 a,
82152 Martinsried



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Agenda

- 11:45 *Registration and wellcome*
- 12:00 **What do US investors look for regarding patents?**
Anthony C. Tridico, Ph.D., managing partner of Finnegan's London office
- 13:00 **How to successfully work with US investors in healthcare**
Dr. Karin Hollerbach, CEO of Taku Group (Silicon Valley) and Senior Advisor to The Triana Group (New York)
- 14:00 *Refreshment Break*
- 14:30 **Panel discussion: Important differences in business culture and do's & dont's for successful negotiations in the USA**
moderated by Dr. Stephanie Wehnelt, Head of International Affairs, Bio^M Biotech Cluster Development GmbH and project leader of eLSi (www.elsi-project.eu)
- 15:00 **Networking with USA experts and eLSi culture materials demo**
with coffee & cake
- 15:30 *End of programme*

*Participation at this EU-funded seminar and the optional 1-to-1 meetings with the USA experts at 15:00 hrs are free of charge. However: registration and partnering requests are obligatory in advance. Registrations under <http://events.bio-m.org/usa>, partnering requests to Dr. Stephanie Wehnelt, wehnelt@bio-m.org; **Registration deadline: 7th of July 2014***

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