

Disruptive or Incremental?

The Technology Development Challenge for Industry and Academia



February 6, 2017 | David Intercontinental Hotel, Tel- Aviv

Israel's Technology Transfer Organization (ITTN) is pleased to announce its 4th professional conference, to be held on February 6th, 2017, at the David Intercontinental hotel in Tel Aviv.

The conference which is part of the Life Science Industry Event, is a joint effort of 15 technology commercialization organizations affiliated with the leading universities, hospitals and research institutes in Israel.

The theme for ITTN 2017 is centered on one of the dilemmas of technology commercialization, especially for research centers striving to partner with industry: Should the push be towards disruptive technologies, with a high risk/reward factor, or should incremental technologies be favored with lower barriers, but less of an impact? How shall academia, industry and investors treat the various challenges of commercializing disruptive technologies - IP, ownership of additional academic research and various other challenges? Lectures from industrial, governmental, and academic institutions will be featured around this topic. And for the first time, there will also be a forum for pre-arranging networking meetings during the conference.

Building on the success of past conferences, we expect a diverse audience of over 400 participants from Blue Chip companies, VC's, angel-investors, policy makers, technology commercialization professionals, and entrepreneurs

Co Chairmen - ITTN Conference 2017



Larry Loev, CEO, Ariel Scientific Innovations, Ltd.



Ronya Rubinstein, Director, R&D Unit, Rambam Health Care Campus

ITTN Chairman



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

ITTN Members

- **Pini Ben Elazar**, CEO, Mor Research applications, the Tech Transfer of Clalit
- **Netta Cohen**, CEO, BGN Technologies, Ben Gurion University of the Negev
- **Gil Granot**, CEO, Yeda- R&D Company Ltd., Weizmann Institute of Science
- **Orna Harel**, VP BD, Migal, Galilee Research Institute Ltd.
- **Sylvie Luria**, CEO, Tech Transfer Company, the Chaim Sheba Medical Center
- **Yacov Michlin**, CEO, Yissum - Technology Transfer of Hebrew University
- **Shlomo Nimrodi**, CEO, Ramot, Technology Transfer of Tel Aviv University
- **Elka Nir**, CEO, Carmel Ltd.- Haifa University Economic Corporation
- **Tami Raz**, CEO, Hadasit Ltd., Hadassah Medical Organization
- **Michal Roll**, Deputy Director R&D Division, Tel Aviv Sourasky Medical Center (TASMC)
- **Orit Shaked**, CEO, Rappaport Institute
- BIRAD, Bar Ilan R&D Ltd.

Sponsored by:



Conference Co-Chairmen:

Larry Loev, CEO, Ariel Scientific Innovations Ltd.

Ronya Rubinstein, Director, R&D Unit, Rambam Health Care Campus

Keynote Speakers:

Prof. Yesha Sivan, Executive Director, Coller institute of Venture, Tel Aviv University, Founder of Metaverse labs

Prof. David Passig, Futurist, Head, Graduate Program in Information & Communication Technology, Head, Virtual Reality Lab, Head, Integration Institute

08:30-09:00 Registration & Reception

09:00-09:25 Opening Ceremony

Greetings:

Larry Loev, CEO, Ariel Scientific Innovations Ltd.

Ronya Rubinstein, Director, R&D Unit, Rambam Health Care Campus

09:25-11:10 SESSION I: Academic Research Rights in the framework of License Agreements

Yael Baratz, Senior Partner & Chair of the Corporate & License Group, Pearl Cohen Zedek Latzer Baratz, International law and patent firm.

Keynote Speaker: Prof. Yesha Sivan, Executive Director, Coller institute of Venture, Tel Aviv University, Founder of Metaverse labs

Dr. Einat Zisman, CEO, FutuRX

Tal Karplus, Partner, Head of Shibolet & Co. Intellectual Property practice

Takeda Representatives

Harel Gadot, CEO & Chairman at Microbot Medical Ltd.

11:10-11:35 Coffee Break

11:35-13:35 SESSION II: IP Challenges for incremental and Disruptive inventions

Adv. Amir Iliescu, Partner, practices corporate and commercial law and has diverse Israeli, New York and cross-border transactional and corporate counseling experience.

Roy S. Melzer, Patent Attorney, Head of Software, Information Sys. Department, EHRlich & Fenster

David Malek, Chief Business Officer, BioLineRx

Dr. Kfir Luzzato, President, Luzzato Group

ITTN Representatives - TBD

Keynote Speaker: Prof. David Passig, Futurist, Head, Graduate Program in Information & Communication Technology Head, Virtual Reality Lab Head, Integration Institute

13:35-14:20 Lunch Break

14:20-16:30 Speed Networking

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



The purpose of the Israel Technology Transfer Network (ITTN) is to facilitate the translation of Israeli-generated intellectual property more easily into marketable products. The organization serves as the umbrella organization for Israel's technology transfer companies. These companies are affiliated with the country's world-renowned universities and research institutions.