



## IP Roundtable

Wednesday, November 21, 2007  
9:00 a.m. to 4:00 p.m.

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IP Roundtable Location: Ted Rogers School of Management  
Ryerson University  
575 Bay St. (entrance at 55 Dundas St. W.)  
Rm. 3-119, Toronto, ON

### Agenda

8:30-9:00 Coffee and pastries  
9:00-9:10 **Welcome and Introductory Remarks**  
Tas Venetsanopoulos  
Vice-President Research and Innovation  
Ryerson University, Toronto, ON

#### I Intellectual Property Policy

Cambridge approved a package of IP rights reforms at the end of 2005. Ian Leslie, a key player in this reform, will provide us with insights on how and why these changes were made. Noel Courage will provide us with the elements of a workable IP policy and the resulting success stories, as well as the consequences of a poorly constructed IP policy.

- A. 9:10 – 9:40 **IP Reform at Cambridge**  
**How and Why IP Rights were Changed at Cambridge**  
Ian Leslie, Pro-Vice-Chancellor, Research  
**Cambridge University**, Cambridge, UK
- B. 9:40 – 10:00 **Plenary Discussion and Coffee**  
With Ian Leslie
- C. 10:00 to 10:30 **Elements of a Workable Intellectual Property Policy: Success Stories and Consequences**  
Noel Courage, Partner  
**Bereskin Parr**, Toronto, ON
- D. 10:30-11:00 **Plenary Discussion**  
With Ian Leslie and Noel Courage

#### II Technology Transfer and Collaborative Research

Iliia Frolov will give us an overview of new product development within big business and how this process intersects with universities. Dr. Brian Mergelas will tell us about the range of partnerships and activities undertaken by PPIC with universities in Ontario and abroad.

- A. 11:00-11:30 **Doing Business with Big Business**  
Iliia Frolov  
Business Development Leader  
**Dupont Canada**, Mississauga, ON



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- B. 11:30-12:00**      **Universities as a Small Business Technology Partner**  
Dr. Brian Mergelas, President and CEO  
**PPIC**, Mississauga, ON
- C. 12:00-12:30**      **Plenary Discussion**  
With Ilia Frolov and Dr. Brian Mergelas

**12:30-1:30**      **LUNCH**

### **III – Intellectual Property in the Wider University Context**

UOIT is a new university which has embraced intellectual property from the outset as a key developmental driver. UBC has evolved a highly successful technology transfer function over the last 20 years. Hear the new view and the long view.

- A. 1:30 -2:00**      **Intellectual Property as a Key Driver for University Planning & Growth,**  
Richard Marceau, Provost  
UOIT, Oshawa, ON
- B. 2:00-2:30**      **The Evolution of Technology Transfer Offices  
Moving from Generation I to Generation IV**  
Angus Livingstone  
President, **UBC Research Enterprises Inc.**  
University of British Columbia
- C. 2:30– 3:00**      **Plenary Discussion and Coffee**  
With Richard Marceau and Angus Livingstone
- 3:00 - 4:00**      **Plenary Discussion with Speakers**

**CONFERENCE ENDS**