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ROUND TABLE DISCUSSION SERIES
Advancing Commercialization through Partnering
Wednesday, April 29, 2009 – 12:00 – 1:30 PM
Rochester BioVenture Center Break Room

Bringing a new medical device or pharmaceutical compound to market is a complex process that requires different types of expertise along the path to commercialization. Early-stage companies with innovative products at a concept or prototype stage often need partners to assist with regulatory programs, mass production and marketing and distribution. Larger companies often look to smaller companies for innovative products to bring to their customer base.

However, the benefits of partnering also come with risks. Those firms that are aware of what will be required to create and maintain a partnership will be in a better position to capitalize on opportunities and avoid many of the pitfalls that await those that are not well prepared.

Presenters for the event include:

- **Tony Eisenhut: Managing Director and Co-Founder, KensaGroup, Ithaca, NY.**
Tony has launched seven university-derived start-ups in the fields of chemistry, biochemistry, chemical engineering, and computational modeling. Portfolio companies include Fina Technologies, Gene Network Sciences, NovaSterilis, and Novomer.
- **Ron Ringleben: Manager-Global New Product Development Project Management, Thermo Fisher Scientific – Thermo Scientific Nalgene and Nunc brand products**
Thermo Fisher Scientific in Rochester, NY, through the use of a proven New Product Development process, utilizes partnerships to bring new Nalgene® and Nunc™ products to market. From generating new product ideas, concept development, beta testing through the later stages of market launch, having strong partnerships is key to new product success.
- **Katherine McGuire: Intellectual Property Attorney-Woods, Oviatt, Gilman LLP.**
Ms. McGuire will discuss how to strike a balance between protecting the IP of a small business and fulfilling the information disclosures that a larger company seeks prior to engaging in a partnership.

Early-stage companies, medical device inventors, and medical researchers that are considering developing new medical devices are encouraged to participate.

NO CHARGE FOR ADMITTANCE—REGISTRATION REQUIRED
SPACE IS LIMITED--PLEASE REGISTER EARLY!
A light lunch will be available

Please register by contacting Kathy Goforth at Kathy.goforth@htr.org
or by calling 585 413-9060 by April 27, 2009

The Rochester BioVenture Center (RBC) is a technology incubator with wet-lab facilities that serves as a link in the chain of resources to promote and foster the growth of early stage life science companies in the

Upstate New York region. The facility is located at 77 Ridgeland Road off of Jefferson Road east of the intersection of Interstate 390.