

**MAY 20, 2010**

Kentucky Science & Technology Corporation's  
Workshop/Meeting  
9:00 a.m. – 4:00 p.m.



Held at 727 West Main Street  
Louisville, KY 40202

Commercialization trends (and essential things you need to know) for technology entrepreneurs in Kentucky

Agenda:

9:00		Coffee
9:10	Welcome	Matt McGarvey, KSTC
9:15 – 9:30	Introduction	Warren Nash, JD, Deputy Commissioner, Dept. of Commercialization and Innovation
9:30 – 9:50	Patent law – basics and strategies	Mandy Decker, JD, Stites Harbison
9:50 – 10:10	Non-Disclosure Agreements Patent Infringement Litigation	Steve Hall, JD, Stoll Keenan
10:10 – 10:30	Panel (Hall and Decker) – IP strategies	Laurie Daugherty, JD, moderator, KSTC Director
10:30 – 10:45	Break	Networking
10:45 – 11:15	Pharma commercialization landscape	Kyle Keeney, PhD, KSTC Executive in Residence
11:15 – 11:45	Commercialization for a tech designer	Rich Boling, VP, Corporate Advancement, Techshot
11:45 – 12:00	Transformational Consulting Services	Gordon Garrett, Associate State Director, SBDC
12:00 – 1:00	Lunch	
1:00 – 1:20	Insurance needs for start-ups	Kevin Kelly CPCU
1:20 – 1:30	Executives in Residence initiative	Jon-Michael Cain, Program Director, KSTC
1:30 – 1:50	Landscape: Mergers and Acquisitions	David Goodnight, KSTC Executive in Residence
1:50 – 2:10	Cutting Edge Sales and Marketing strategies	Jodi Graham, KSTC Executive in Residence
2:10 – 2:20	Break	
2:30 – 2:50	Closing the first round of investment	Laurie Daugherty, KSTC Director
2:50 – 3:10	Making an effective pitch	Ben Jennings, KSTC Director
3:10 – 3:30	Alternative fuel/green technology outlook	Sean O'Leary, KSTC Senior Director
3:30	Wrap-up	Matt McGarvey