



# The 6<sup>th</sup> Biennial Conference of Israel's Technology Transfer Organization

## APPLIED SCIENCE OF INNOVATION

**October 25, 2021 | David Intercontinental Hotel, Tel Aviv**

The Israel Tech Transfer Network, ITTN, is pleased to invite you to ITTN's 6th biennial conference. Over the last year, ITTN members joined the medical, social and business community's enormous global effort to fight the COVID-19 pandemic. We are pleased to report numerous developments and innovation, initiated in the Israeli academic institutions and hospitals that are contributing to the effort to contain and even cure COVID-19.

As evident from ITTN's 2019 report, the 166 technology transfer professionals acting for ITTN's 15 members produced a remarkable deal flow with ~ 500 license and option agreements, 74% of these with local Israeli companies and entrepreneurs. Our members' commercial activity highlights acceleration, incubation and venture creation activities at a very large scale.

Concurrently with ITTN's mission to maintain and enhance our members' contribution by developing our professional capacities and generating novel best practices, this year conference is dedicated to our professional staff, experts and partners in all disciplines.

Come join us for a wonderful selection of professional workshops in business development, IP management, legal and finance as well as a unique opportunity to get a flavor of the practical uses of systematic inventive thinking.



**ITTN** Israel  
Tech  
Transfer  
Network

ITTN facilitates the translation of generated intellectual property into marketable products. The conference is a joint effort of technology transfer companies comprised of the leading universities, hospitals and research institutes in Israel.

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## Conference Co-Chairs:



### **Tamar Raz, PhD**

Tamar Raz is the CEO of Hadasit, the Technology Transfer Company of Hadassah Medical Organization in Jerusalem.

Prior to joining Hadasit, Tamar served as VP Marketing and Strategy at Ramot, the Technology Transfer Company of Tel Aviv University, and was responsible for the company strategic alliances, marketing activities and commercialization.

Tamar managed the establishment and served as CEO of Allergene, an Israeli start-up company that was founded as an incubator project. Tamar's PhD and MSc were earned in Cell Biology from Tel Aviv University School of Medicine.

Expertise include; commercialization of medical technologies from the academic/ laboratory bench to the industry in order to turn ideas into viable products and services; establishment and management of corporate and academic relationships, pre-clinical development operations; raising funds including investment of venture capital, corporate collaborations, contractual research relationships and government grants.



### **Keren Primor Cohen**

Keren Primor Cohen is the CEO of Ramot, the Technology Transfer Company of Tel-Aviv University.

Keren is responsible for the management and commercial development of all technologies and intellectual property arising from TAU research and innovation initiatives. This includes industry liaison, IP management, business development, technology commercialization, and the formation of startups around TAU technologies.

Keren is also the Managing Partner of Momentum Fund, a \$24M fund that invests in early stage promising innovative technologies from TAU, and serves as a Board Member at various TAU start-ups. Keren also serves as a board member at TAU Ventures, a subsidiary of Ramot, and an accelerator that invests in early, highly innovative startups that have been founded by undergraduates and graduates of TAU.

Keren is also a member of the National Committee for Research and Development for Academic and Industry Relations. Keren holds a B.A. in Economics and LL.B. and LL.M., all from Tel Aviv University, and has been a member of the Israeli Bar Association since 2000.

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## Guest Speaker



**Dr. Eyal Doron**  
Creativity in Action



Dr. Eyal Doron is a researcher, best-selling author, and corporate lecturer with expertise in developing creative thinking, creative strategy and leadership, and management in an uncertain world. Dr. Doron leads intensive creative and innovative thinking processes for organizations around the world. He uses the knowledge, intuition, talent, and experience of the people participating in the process to achieve peak performance in a competitive and accelerating world.

Dr. Doron heads the "Creativity in Action" Executive Program at IDC Herzliya. He headed the Interdisciplinary Division of Psychology and Philosophy in the School of Psychology at IDC Herzliya, and was a consultant in the Israel Ministry of Education Department of Gifted and Outstanding Students.

He is the author of the Israeli best-seller "Let's Think It Over: Parenting and Education in the 21st Century" (Keter-Modan Publishing).

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**iTi** Israel Advanced Technology Industries

רשות החדשנות  
**Israel Innovation Authority**

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### CONFERENCE PROGRAM

**08:00-09:00** Registration and Reception

**09:00-09:30** Welcome and Introductory Remarks

Dr. Tamar Raz, PhD., CEO, Hadasit Medical Research Services and Development Ltd., ITTN Co-chair

Keren Primor Cohen, CEO, RAMOT at Tel Aviv University Ltd. ITTN Co-Chair

Dror Bin, CEO, Israel Innovation Authority

Prof. Dr. Otmar D. Wiestler, President of Helmholtz Association of German Research Centers e.V.

Karin Mayer Rubinstein, CEO and President, Israel Advanced Technology Industries (IATI)

**09:30-11:00** Concurrent TTOs Professional Workshops:

**Workshop A: Business & Negotiation for Effective Collaboration with Academia**

**Moderator:** Keren Primor Cohen, CEO, RAMOT at Tel Aviv University Ltd. ITTN Co-Chair

**Topics of Discussion & Workshop Participants:**

**The Secret Sauce of TTO – Pharma Relationships**

Dr. Yael Gruenbaum-Cohen, General Manager, Medison Ventures

Dr. Aldemar de Groot, Director, External Innovation Lead EU, Canada and Partner Markets, Biogen

**The Profile of the Best BD Person in Tech Transfer**

Dr. Tamar Raz, PhD., CEO, Hadasit Medical Research Services and Development Ltd.

**The Attraction and Challenges in Partnering with Academia for a Return Driven Company**

Dr. Dana Bar-On, Senior Director, Head of Academic Affairs and Networks, Teva Pharmaceuticals

**The Many Ways to Collaborate with a Global Partner**

Noga Yerushalmi, PhD., Head of Bio-Incubator, Head of PMatX, M. Ventures

**New Methods of Industrial Involvement in Academic Research**

Dr. Aviv Zeevi Balasiano, VP, Technology Infrastructure Division, Israel Innovation Authority.

**Workshop B: Patents & Innovations for Leveraging our Ecosystem**

**Moderator:** Eran Bareket, Partner, Head of Legal Practice, Gilat, Bareket & Co., Reinhold Cohn Group

**Opening Remarks: The Role of Academic Innovations: Mission and Challenges**

**Topics of Discussion & Workshop Participants:**

**The Interface of Academic and Industry**

Naama Geva-Zatorsky, Assistant Professor and Principal Investigator at Technion - Israel Institute of Technology; Co-Founder & Chief Scientist at BiotaX

**Behind the Scenes of Patenting Academic Innovation and How to Educate Inventors on the Importance of Patents**

Tamar Gallily, Patent Attorney, Yisum

**Licensing Academic Innovations – A Devil Advocates' View**

Ohad Zuckerman, Managing Partner, Copia Agro & Food Ltd.



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### CONFERENCE PROGRAM

#### Workshop C: TTO Financial Management 2021

**Moderator:** Sharon Adler, Chief Financial Officer, RAMOT at Tel Aviv University Ltd.

#### Topics of Discussion & Workshop Participants:

**Negotiations with the Israeli Income Tax on Behalf of TTO's**

Itay Hanan, Tax Partner, KPMG

**IIA Founded Knowledge Transferred Abroad, Israel Innovation Authority**

Hillel Levin, Head of Intellectual Property, Israel Innovation Authority

**Planning and Budgeting Committee (VATAT) Budgeting Model: Research Grants**

Ari Stone, Academic Faculty & Research Supervisor -Planning and Information Division, Council for Higher Education.

**Turning COVID 19's Lemons to Lemonade, From Crisis to Financial Growth**

Dganit Yaari, Chief Financial Officer, BGN Technologies Ltd.

#### Workshop D: Hot Legal Issues

**Moderator:** Adv. Yael Baratz, Senior Partner & Chair of the Corporate & Licensing Group, Pearl Cohen

Topics of Discussion:

**Preventing and Resolving Disputes with Industry Partners**

A fireside chat between Adv. Yael Baratz of Pearl Cohen Zedek Latzer Baratz and Conna A. Weiner, Esq. Mediator and Arbitrator, JAMS New York

11:00-11:30 **Coffee Break**

11:30-13:30 **Starting Anew. A Practical Workshop for Creative Management**

Dr. Doron Eyal, Creativity in Action.

13:30-14:30 **Lunch**

14:30-15:00 **Keynote Speaker: Academia Industry Tango - Lessons from the Past and Vision into the Future**

Dov Moran, Managing Partner, Grove Ventures

15:00-15:30 **Closing Remarks**

Dr. Tamar Raz, PhD., CEO, Hadasit Medical Research Services and Development Ltd., ITTN Co-chair

Keren Primor Cohen, CEO, RAMOT at Tel Aviv University Ltd. ITTN Co-Chair

*\*The program is subject to changes.*

*\*\*English is the official conference language.*

REGISTRATION

**The conference is held safely under the Green-Pass guidelines**

\*Pre-registration to the conference is required.

