



**December 18, 2012**

**Calendar editors, business reporters**

- Event:** High Tech Rochester Growth Leadership Series: *Protecting Proprietary Interests in the Life Science and Medical Device Industries*
- Presenters:** Attorneys from Phillips Lytle, executives from Empire Genomics and Diffinity Genomics
- Date & Time:** Thursday, January 10, 2013 from 9:00 am to noon
- Location:** HTR's Lennox Tech Enterprise Center  
150 Lucius Gordon Drive  
West Henrietta, NY 14586
- Cost:** \$25 per participant (includes Continental breakfast)
- Registration:** <https://www.regonline.com/BioIPStrategy>  
Call HTR at 214-2400 with questions
- Who Should Attend:** Rochester-area entrepreneurs and executives working in the life science and biomedical device industries

Biomedical innovation is at the epicenter of an expanding domestic and global market, yet taking advantage of this market often depends on the strength of a company's intellectual property (IP) portfolio and breadth of patent protection.

Without a strong IP portfolio, it becomes exceedingly difficult for small businesses and start-ups to secure the funding necessary for growth and development.

Complicating the matter is the cost of conforming to an *evolving* patent policy in the United States and abroad.

This growth Leadership Series program features senior executives from Empire Genomics and Diffinity Genomics as well as attorneys from Phillips Lytle - all of whom possess a breadth of practical knowledge applicable to life science and medical device entrepreneurs and innovators.

In addition to providing tactics for protecting and leveraging an IP portfolio, the panelists will share their experiences and approaches for cost-efficient technology commercialization and sustainable business growth.

Registration deadline is Monday, January 7, 2013.

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