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An Advanced Conference on Major New Developments in

Wireless Broadband

Business models, infrastructure development and regulation

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October 15 & 16, 2009

Seattle, Washington

Crowne Plaza Hotel - Seattle Downtown

Credits: WA CLE 10.5 (call about others)

Quick when/where: 8:30 a.m., 1113 Sixth Avenue

Wireless Broadband Conference
 October 15 & 16, 2009 | Seattle, Washington
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09CELLWA WS



8:00 Registration and Continental Breakfast

8:30 Introduction and Overview

Scott Morris, Esq., Program Co-Chair
Senior vice President & General Counsel
Trilogy International Partners ~ Bellevue, WA

Daniel M. Waggoner, Esq., Program Co-Chair
Davis Wright Tremaine LLP ~ Seattle, WA

8:45 Infrastructure Development and Network Management

Legal and business perspectives on cell siting litigation and the implications for tower build out; build vs. outsource for back-haul; network interfaces; trend towards virtual networks; impact of push toward net neutrality on infrastructure requirements

Mark R. Hamilton, Esq.
Founder & Exec. Chairman of the Board
Telecom Transport Management, Inc. ~ Seattle, WA

Dan Williams, Esq., Senior Corporate Counsel
T-Mobile USA, Inc. ~ Bellevue, WA

10:00 Break

10:15 Bump Your iPhones and Exchange Contact Info: Issues Arising from the Rapid Proliferation of New Devices and Applications

New capabilities and opportunities; what's working for business models for carriers and their vendors

Paul Boyer, Esq., Director, Legal Affairs
T-Mobile USA, Inc. ~ Bellevue, WA

Linda K. Norman, Esq., Associate General Counsel
Microsoft Corporation ~ Redmond, WA

Joseph D. Sims, Independent Board, Advisor
~ Kirkland, WA

Larry Stapleton, VP, Worldwide Sales & Marketing
Bsquare ~ Bellevue, WA

12:00 Lunch (on your own)

1:15 Service Expansion into Rural Areas

Nuts and bolts of the stimulus package and the Universal Service Fund for wireless broadband services

David N. Baker, Esq.
Sapronov & Associates, P.C. ~ Atlanta, GA

2:00 Lessons from Recent Class Action Litigation for Modeling Business Relationships with Customers: Is Litigation or Regulation the Right Route?

Plaintiff and defence lawyer's perspective

Fred B. Burnside, Esq.
Davis Wright Tremaine LLP ~ Seattle, WA

Jeffrey A. Leon, Esq.
Freed & Weiss, LLC ~ Chicago, IL

Policy maker perspective on whether a regulatory approach would be better

The Hon. Jeffrey Goltz, Esq., Chairman
Washington Utilities and Transportation Commission
Olympia, WA

3:45 Break

4:00 Commercial Distribution of Wireless Services: Business Model Trends, Legal and Regulatory Considerations

Resale, MVNO and bundling issues: Reasons for increasing activity with resale as a means for distributing services and MVNO issues

Aniruddha Banerjee, Ph.D., Senior Vice President
Centris ~ Fort Washington, PA

Antitrust and regulatory considerations of exclusive arrangements, "lock-up periods", bandwidth blocking and software app denials, recent wireless mergers and federal investigations that are impacting industry by Department of Justice and FCC

William B. Wilhelm, Jr., Esq.
Bingham McCutchen LLP ~ Washington, DC

5:30 Continue the Exchange of Ideas: Reception for Faculty and Attendees

Sponsored by Davis Wright Tremaine LLP



About the Conference

LAW SEMINARS INTERNATIONAL

We dedicate all of our efforts to producing high-quality professional education programs.

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The wireless broadband revolution is finally reaching consumers with Internet access products, voice services and specialized content and devices. Hundreds of companies are involved in building the services, acquiring spectrum, constructing systems, and developing content applications and devices.

This is your chance to interact with and learn from transactional, litigation, regulatory and deal lawyers, as well as investment bankers and industry consultants as they address the legal, business and regulatory issues for this rapidly expanding industry.

~ Program Co-Chairs: Scott Morris, Esq. and Daniel M. Waggoner, Esq.



- 8:00 Registration and Continental Breakfast**
- 8:30 Introduction and Overview**
Scott Morris, Esq., Program Co-Chair
Daniel M. Waggoner, Esq., Program Co-Chair
- 8:45 Federal Policy Update on Issues and Priorities for Spectrum Management and Expansion of Wireless Services**
Andrea Williams, Esq., VP of Law, Asst. GC
 CTIA - The Wireless Association ~ Washington, DC
- 9:30 Operational and Exit Strategies: M&A and Joint Ventures Between Carriers in the Wireless World**
 Perspectives on fitting the type of partnering to the situation; working with spectrum caps in inter-carrier relationships; M&A strategies and tactics for the evolving market
Barry A. Adelman, Esq.
 Friedman Kaplan Seiler & Adelman LLP ~ New York, NY
William F. Maher, Esq.
 Morrison & Foerster LLP ~ Washington, DC
Julie A. Wolff, Esq.
 Davis Wright Tremaine LLP ~ Seattle, WA
- 10:45 Break**
- 11:00 Consumer Protection: Update on CALEA, Privacy, and Security Obligations for New Social Networking and Location Based Services**
 Mobile phones as entertainment platforms, social networking tools and data source: Risks, opportunities and challenges for emerging business models
Hillery L. Nye, Esq.
 Madrona Law Group LLC ~ Seattle, WA
 CALEA and security
Kevin Minsky, Esq., Senior Attorney
Corporate and Regulatory Affairs
 Microsoft Corporation ~ Redmond, WA
 Privacy
Albert Gidari, Jr., Esq.
 Perkins Coie LLP ~ Seattle, WA
- 12:30 Evaluations and Adjourn**

Upcoming Seminars:

Social Media Law	September 11, 2009	Seattle, WA
Winery & Wine Distribution Law	October 8-9, 2009	San Antonio, TX
Smart Grid Implementation & Development	October 16, 2009	Washington, DC
Technology Law	December 10-11, 2009	Seattle, WA
Data Collection & Aggregation	December 14, 2009	Philadelphia, PA
Spectrum Management	January 25-26, 2010	Washington, DC
Best Practices in Patent Monetization	January 28-29, 2010	San Francisco, CA
Departing Employees and Intellectual Property	February 24, 2010	San Francisco, CA
Copyright Counseling, Management and Litigation	April 23-24, 2010	Seattle, WA

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Tuition: Regular tuition for in person or webcast attendance for this program is \$895 with a group rate of \$745 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$595. For students and people in their job for less than a year, our rate is \$447.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

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less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, October 9, 2009. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

Seminar Location: The conference will be held at the Crowne Plaza Hotel - Seattle Downtown at 1113 Sixth Avenue in Seattle, WA 98101. Call the hotel directly at (206) 464-1980 for reservations. Rooms are on a first come, first served basis.

Continuing Education Credits: This program qualifies for 10.5 WA CLE credits. Upon request, we will apply for CLE credits in other states and other types of credits.

If You Cannot Attend: Our complete Homestudy Course, consisting of a DVD recording and the course materials (either a binder or searchable CD), is available for \$905. The course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or from the date we receive payment.

Faculty: Wireless Broadband Conference

Scott Morris, *Program Co-Chair*, is Senior Vice President and General Counsel of Trilogy International Partners, which operates mobile communications systems in emerging and underserved markets outside of the United States. He has held senior legal and public affairs positions with Terabeam Corporation, AT&T Wireless Services and McCaw Cellular Communications.

Daniel M. Waggoner, *Program Co-Chair*, partner at Davis Wright Tremaine LLP, focuses on communications, media and intellectual property issues under the First Amendment and the Communications Act. He represents new and traditional media programmers and content providers in both transactions and specialized litigation matters; negotiates technology and licensing contracts; and analyzes regulatory issues for wireless, VoIP and other providers, as well as technology and media companies. He also leads the firm's practice groups that focus on these converging issues.

Barry A. Adelman, partner at Friedman Kaplan Seiler & Adelman LLP, has been involved in the wireless telecommunications industry since its inception and was lead counsel in the formation of joint ventures which obtained licenses in top cellular markets. He represents wireless telecommunications companies domestically and internationally and is a "Super Lawyer".

David N. Baker, of counsel to Saprnov & Associates, P.C., represents Internet, communications and technology interests before federal, state and local legislators, regulators and courts.

Aniruddha Banerjee, Ph.D., Senior Vice President at Centris, specializes in strategic, regulatory and litigation aspects of telecommunications. Previously he was with NERA Economic Consulting, Analysis Group and AT&T's Market Analysis and Forecasting Division.

Paul Boyer, Director of Legal Affairs of Broadband Services at T-Mobile USA, is responsible for all legal aspects of T-Mobile's broadband business. Previously he was Director of International Alliances at MCI.

Fred B. Burnside, Deputy Chair of the Litigation Department, Co-chair of the Class Action Defense

Group and partner at Davis Wright Tremaine LLP, focuses on complex civil litigation with emphasis on consumer class action defense.

Albert Gidari, Jr., partner at Perkins Coie LLP, represents companies on privacy, security, Internet, electronic surveillance and communications law. He is listed as a "Washington Super Lawyer" in *Chambers USA*.

The Hon. Jeffrey Goltz is Chairman of the Washington Utilities and Transportation Commission, the agency charged with setting rates and regulating services for privately owned electric, natural gas, and other utilities. Previously he was a supervising deputy attorney general in Washington State.

Mark R. Hamilton, Founder and Executive Chairman of the Board at Telecom Transport Management, Inc., is experienced in financing, building and operating technology and communications companies in the U.S. and abroad.

Jeffrey A. Leon, partner and Head of the Class Action Antitrust Practice at Freed & Weiss, LLC, is an experienced trial lawyer and represents plaintiffs in class actions against cellular telephone companies for early termination fees. Previously he was a defense lawyer representing Fortune 500 companies against consumer fraud and antitrust lawsuits.

William F. Maher, of counsel at Morrison & Foerster LLP, focuses on telecommunications issues involving federal, state and international telecommunications technologies such as Internet-based voice and broadband services. Previously he was Chief of the Wireline Competition Bureau of the FCC.

Kevin Minsky, Senior Attorney of Corporate and Regulatory Affairs at Microsoft Corporation, is lead telecom counsel advising on telecommunications and accessibility compliance issues for its voice, VoIP, video, and Internet-based services, hardware and software. He also works with Microsoft's Government Affairs teams on telecommunications legislation and regulatory proceedings.

Linda K. Norman, Associate General Counsel at Microsoft Corporation, supervises litigation, including non-patent intellectual property cases, and consults on trade secret issues. Previously

she was a partner at McDonald & Quackenbush, P.S., focusing on civil litigation including intellectual property matters.

Hillery L. Nye is the founder of Madrona Law Group LLC, a boutique intellectual property law firm serving high tech companies and new media service providers. She is experienced in licensing transactions, representing large institutional clients (such as Microsoft and Viacom) as well as emerging companies and start-ups.

Joseph D. Sims, consultant, assists young and mid-sized companies in emerging wireless and digital media space, supporting them in advisory and board roles. Previously he was Vice President and General Manager for T-Mobile USA and Managing Director for Wireless Solutions at BearingPoint, Inc.

Larry Stapleton, Vice President, Worldwide Sales and Marketing at Bsquare, is responsible for global sales of professional engineering services, products and licensing. Bsquare develops products for OEM's, ODM's and carriers in North America, Asia and EMEA.

Julie A. Wolff, partner at David Wright Tremaine LLP, focuses on merger, acquisition and financing transaction in wireless communications and technology. She is listed in *Best Lawyers in America*.

William B. Wilhelm, Jr., partner with Bingham McCutchen LLP, advises technology companies on policy, state and federal regulation and commercial transactions and disputes related to the development and deployment of new communications applications.

Andrea Williams, Vice President of Law and Assistant General Counsel for CTIA - The Wireless Association, focuses on managing the Association's legal activities, including intellectual property issues, transactional matters, compliance with antitrust and other applicable laws, and participating in the formulation of CTIA's public policy positions.

Dan Williams, Senior Corporate Counsel of T-Mobile USA, Inc., is responsible for the contracts, regulatory proceedings and litigation flowing from telecommunication transport and interconnection, and supporting procurement functions for software and engineering purchases.

October 15 & 16, 2009

Seattle, Washington

**Crowne Plaza Hotel
Seattle Downtown**

1113 Sixth Avenue
(206) 464-1980

Who Should Attend:

Attorneys, industry executives, regulatory and governmental officials and others involved with new wireless and mobile communications services

You Will Learn About:

- *Infrastructure development and network management*
- *New capabilities and opportunities for applications*
- *Business model trends for commercial distribution*
- *Stimulus and service expansion*
- *Recent class action litigation lessons*
- *M&A and joint ventures strategies and tactics*
- *Consumer protection obligations*

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