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Our Sixth Annual Conference on

Best Practices in Patent Monetization

Expert strategies for getting value from your patents

If you cannot attend
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for this program

February 21 & 22, 2011

San Francisco, California

Grand Hyatt San Francisco Hotel

Credits: CA CLE 10.75 | (call about others)

Quick when/where: 8:30 a.m., 345 Stockton Street

Best Practices in Patent Monetization Conference

February 21 & 22, 2011 | San Francisco, California
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11PATSCA WS



- 8:00** Registration and Continental Breakfast
- 8:30** Introduction and Overview
 - Marc S. Kaufman, Esq., Program Co-Chair**
Reed Smith LLP ~ Washington, DC
 - Feisal Mosleh, Program Co-Chair**
Director Patent Sales Group
Hewlett-Packard Development Company, L.P. ~ Palo Alto, CA
- 8:45** Update on the Patent Marketplace
 - Trends in patent transactions: New IP investment concepts that have emerged to realize value
 - Davina Inslee, Esq., IP Counsel**
Vulcan Inc. ~ Seattle, WA
- 9:30** Patents as a Currency for Deals
 - Bringing valuable patents into a transaction as part of the initial strategy rather than as an afterthought
 - Keith Walker, Principal**
CRA International ~ New York, NY
 - Abha Divine, Managing Director**
Techquity Capital Management ~ Austin, TX
- 10:45** Break
- 11:00** Taking Inventory and Identifying Weaknesses in Your Portfolio: Patent Analysis Tools and Procedures
 - Methodologies and tools for analyzing patent portfolios
 - Marc S. Kaufman, Esq., Program Co-Chair**
 - JiNan Glasgow, President and CEO**
Neopatents ~ Raleigh, NC
- 12:15** Lunch (on your own)
- 1:30** Keeping on Top of the Substantive Law: Recent Cases on Patentability and Infringement
 - Evolving standards for patentability and the impact of recent cases on patent values; avoiding the good-but-worthless patent; use of re-examination to invalidate patents; recent cases on infringement
 - Fabio Marino, Esq.**
Orrick, Herrington & Sutcliffe LLP ~ Menlo Park, CA

- 2:15** Achieving Market Power Through Patents: Matching Patent Acquisition Programs to Business Objectives and Communicating the Value of the Program to Upper Management
 - Valuing patents in helping to accomplish specific business objectives: protecting inventions, providing freedom to operate, constraining competitors, supporting licensing programs; strategies for acquiring patents through internal development and purchase
 - Thomas G. Marlow, Esq., IP Counsel**
Fairchild Semiconductor Incorporated ~ South Portland, ME
 - Craig P. Opperman, Esq.**
Reed Smith LLP ~ Palo Alto, CA
- 3:30** Break
- 3:45** Engaging Third Parties to Enhance Buying and Selling of IP Assets
 - Buy-side and sell-side agreements; compensation setting; commission; dos, don'ts and gotchas of managing a channel to enable IP monetization
 - Zack Higgins, Esq., Vice President and General Counsel**
Epicenter IP Group, LLC ~ Redwood City, CA
 - Brian Sagi, President and CEO**
Cerian Technology Ventures, LLC ~ San Diego, CA
 - Gerard J. Pannekoek, President and CEO**
IPXI Holdings, LLC ~ Chicago, IL
- 5:00** Continue the Exchange of Ideas: Reception for Faculty and Attendees
 - Sponsored by Reed Smith LLP and Orrick, Herrington & Sutcliffe LLP

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About the Conference



Live Seminars

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In the latter part of 2010, patent transactions have seen a significant upswing. Markets such as wireless/mobile and consumer electronics, as well as the fast consolidating enterprise IT market have seen the emergence of a number of highly visible and substantial IP related lawsuits. Companies are therefore ever more cognizant of the need to supplement, expand and strengthen their existing patent portfolios to respond to specific IP threats, proactively and reactively, and galvanize their businesses to withstand competitive threats.

At the heart of developing and maintaining a patent portfolio that adds to shareholder value, is the realm of patent transactions. This conference will explore this realm and examine the patent marketplace, how patent monetization works, and how specific IP transaction enabling processes can be best utilized for buyers and sellers.

The faculty includes the country's leading patent strategists, buyers and market makers who will share their insights and experiences around patent sales and other transactions, with a focus on optimizing those transactions to the benefit of all parties.

Patents are knowledge assets. Therefore, to successfully conclude patent transactions, sellers must understand how value is determined and how buyers make decisions.

Experienced professionals will discuss and provide real world examples on how quality patents are developed, identified, valued and sold or otherwise monetized. Attendees will learn tips and strategies to manage the buying and selling processes, conduct due diligence, and ways to manage risks and participate successfully in the market-making process.

~ Program Co-Chairs: Marc S. Kaufman, Esq. and Feisal Mosleh



- 8:00 Continental Breakfast**
- 8:30 Corporate Patent Sales Programs: How Large Companies Sell Patents in Relation to the Overall IP Program**
 Lessons learned on how best to sell in the current market; obtaining needed internal approval to sell; interacting with the business units; running an effective sales program
Feisal Mosleh, Program Co-Chair
- 9:15 Using Patents to Ensure Value in Business Sales and in Post-Sales**
 Two case studies
Timothy A. Musgrove, Ph.D., Chief Scientist
 Federated Media Publishing ~ San Francisco, CA
- 9:45 Break**
- 10:00 Patent Alliances and Defensive Patent Pools**
 How companies evaluate and decide whether to participate
Paul Reidy, Vice President of Memberships
 RPX Corporation ~ San Francisco, CA
Dan H. Lang, Senior Director of IP
 Cisco Systems, Inc. ~ San Jose, CA
Linda K. Biel, Vice President Business Development
 Allied Security Trust ~ Lambertville, NJ
- 11:15 A Look to the Future: Adapting Your Business Strategy to an Evolving Legal Landscape and Patent Marketplace**
Marc S. Kaufman, Esq., Program Co-Chair, Moderator
Douglas B. Luftman, Esq.
 Vice President and Chief Patent Counsel
 CBS Interactive Inc. ~ San Francisco, CA
Jeffrey L. Myers, Esq., Chief Patent Counsel
 Adobe Systems Incorporated ~ San Jose, CA
- 12:45 Evaluations and Adjourn**

Upcoming Seminars:

Cloud Computing: Law, Risks and Opportunities	Dec. 13-14, 2010	Philadelphia, PA
Writing the Legal Thriller for Lawyers	Jan. 19, 2011	Miami Beach, FL
Natural Resource Damages in the Gulf	Jan. 20-21, 2011	Miami, FL
Social Media Law	Jan. 19, 2011	Arlington, VA
Wine Law	Jan. 31-Feb. 1, 2011	Reston, VA
Electric Utility Rate Cases	Feb. 10-11, 2011	Las Vegas, NV
Commercial Real Estate Leases	Feb. 10-11, 2011	San Diego, CA
Social Media Law	March 2, 2011	Boston, MA
Ocean Development in New England	March 3-4, 2011	Boston, MA

See more at www.lawseminars.com



Registration & Other Conference Information

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 Online: www.lawseminars.com
 Mail the registration form on the front page.
 Walk-ins are welcome, subject to space availability.
 Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for in person or webcast attendance for this program is \$1145 with a group rate of \$995 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$845. For students and people in their job for less than a year, our rate is \$572.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

Substitution & Cancellation: You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on

Tuesday, February 15, 2011. 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 Grand Hyatt San Francisco Hotel at 345 Stockton Street in San Francisco, CA 94108. Call the hotel directly at (415) 398-1234 for reservations at the special negotiated rate of \$179 and mention that you are attending a Law Seminars International conference. Rooms are on a first come, first served basis.

Continuing Education Credits: Law Seminars International is a State Bar of California approved MCLE provider. This program qualifies for 10.75 California MCLE 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 \$1155. 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: Best Practices in Patent Monetization Conference

Marc S. Kaufman, *Program Co-Chair*, partner at Reed Smith LLP, focuses on assisting clients in managing their intellectual property assets. He has developed structured procedures for defining and executing intellectual property strategies that are aligned with overall business strategies.

Faisal Mosleh, *Program Co-Chair*, Director of the Patent Sales Group, Intellectual Property Licensing at Hewlett-Packard Development Company, L.P., has cross-functional experience from managing sales teams and leading major software development projects to developing business strategies and executing market plans for high growth businesses.

Linda K. Biel, VP Business Development, Allied Security Trust, specializes in business development, marketing and sales.

Abha Divine, Managing Director of Techquity Capital Management, focuses on the acquisition, development and commercialization of intellectual property. Previously she launched and served as President and CEO of AT&T Knowledge Ventures.

JiNan Glasgow, President and CEO of Neopatents, is the inventor of patent claims diagramming innovations (Patent Matrix software) and the co-inventor of proprietary patent mapping tools. Previously she was a Patent Examiner with the U.S. Patent and Trademark Office.

Zack Higgins, VP and General Counsel of Epicenter IP Group, manages patent licensing campaigns and counsels Fortune 500 companies and other clients with patent monetization. Previously

he was a partner at Kirkland & Ellis.

Davina Inslee is IP Counsel at Vulcan Inc., where she is responsible for the development and monetization of intellectual property. Previously she was Patent Counsel for T-Mobile USA, Inc.

Dan H. Lang is Senior Director of Intellectual Property at Cisco Systems, Inc.

Douglas B. Luftman, Vice President and Chief Patent Counsel at CBS Interactive Inc., is responsible for their corporate-wide patent strategy. He delivers worldwide IP services to individual inventors, private start-up companies and global conglomerates.

Fabio Marino, partner at Orrick, Herrington & Sutcliffe LLP, is chair of the Networking Practice Group. He focuses on intellectual property law with an emphasis on patent litigation. He was named a "Super Lawyer" and "Leading Lawyer" and is listed in *Chambers*.

Thomas G. Marlow, Intellectual Property Counsel for Fairchild Semiconductor Incorporated, focuses on patent portfolio management and strategic analysis.

Timothy A. Musgrove, Ph.D. is Chief Scientist at Federated Media Publishing, where he oversees the company's patent portfolio strategy. Previously he was the CEO of TextDigger, Inc. and the Senior Research Fellow of CNET Networks.

Jeffrey L. Myers is Chief Patent Counsel at Adobe Systems Incorporated. He has expanded Adobe's multi-faceted patent strategy, including asset development, strategic investment, risk reduction, value

extraction, conflict resolution and patent policies.

Craig P. Opperman, partner in Reed Smith LLP's Intellectual Property Group, focuses on U.S., European and Asian high-tech, clean-tech and medical devices, and provides services centered on intellectual property as a strategic corporate asset.

Gerard J. Pannekoek, President and CEO at IPXI Holdings, LLC, has diverse corporate experience in domestic and international management, finance, marketing and operations. Previously he was the founding President and COO of both the Chicago Climate Exchange and the European Climate Exchange.

Paul Reidy, VP, Memberships at RPX Corporation, focuses on growing the membership base within the semiconductor industry. Previously he was a VP at Intellectual Ventures, responsible for patent portfolios related to information technology hardware, including semiconductors and systems.

Brian Sagi, President and CEO of CERIAN Technology Ventures, LLC, is a dealmaker, entrepreneur and technologist. He heads a team of advisors, helping companies maximize the value of technology in mergers, acquisitions, intellectual property sales and licensing transactions. Previously he was VP of Business Development at ideaEDGE Ventures, as well as a founder of several technology companies.

Keith Walker, Principal at CRA International, focuses on the analysis of patent and technology data for strategic purposes using state-of-the-art software tools and databases.

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San Francisco, California

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San Francisco Hotel**

345 Stockton Street
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Who Should Attend:

Attorneys and business executives involved with selling and acquiring intellectual property

You Will Learn About:

- Update on the patent marketplace
- Patents as a currency for deals
- Keeping on top of the substantive law: Recent cases on patentability and infringement
- Taking inventory and identifying weaknesses in your portfolio
- Achieving market power through patents
- Engaging third parties to enhance buying and selling of IP assets
- Corporate patent sales programs
- Patent alliances and defensive patent pools
- Patent sales case studies
- A look to the future: Adapting your business strategy to an evolving legal landscape and patent marketplace

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