The Eighth Annual Conference on
Best Practices in Patent Monetization

Strategies to maximize the financial value of patent portfolios, manage the buying and selling process, conduct due diligence and manage risks

April 11 & 12, 2013
San Francisco, California
Hilton San Francisco Union Square

Credits: 11.75 CA MCLE (call about others)
Quick when/where: 8:30 a.m., 333 O’Farrell Street

Featuring Speakers From:
- 284 Partners, LLC
- Cadence Design Systems, Inc.
- Capstone Advisory Group, LLC
- Cooley LLP
- DLA Piper
- Feinberg Day Alberti & Thompson LLP
- General Electric Company
- Intellectual Ventures, LLC
- Kali Law Group, P.C.
- Kudelski Group
- Neopatents
- Palo Alto Research Center
- Perkins Coie LLP
- ROL Group
- RPX Corporation
- Technology & Intellectual Property Strategies Group PC
- Technology, Patents & Licensing, Inc.
- Weil, Gotshal & Manges LLP

Best Practices in Patent Monetization Conference
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Now, more than ever, companies are following alternative paths to monetize patents that would otherwise sit on the shelf. As such, companies need well-conceived strategies to develop, grow and leverage their core assets in the market for competitive and financial gain.

This conference will explore patent strategies across the monetization spectrum. Our faculty includes the country’s leading patent strategists, buyers and market makers who will share their insights and experiences around patent portfolio development, analysis, sales and other transactions. Attendees will learn tips and strategies to maximize the strategic and financial value from their portfolios, manage the buying and selling process, conduct due diligence, manage risks and participate successfully in the market-making process. Don’t miss this valuable opportunity to hear strategies and practice tips for monetizing your patents.

Program Co-Chairs: William Goldman, Esq. of Kudelski Group and Craig P. Opperman, Esq. of DLA Piper
8:30 Monetization Models: Buying and Selling vs. Licensing
Pros and cons of the two approaches; role of brokers

**Don Merino, Ph.D., Senior VP, Licensing**
Intellectual Ventures, LLC ~ Bellevue, WA

Potential antitrust issues for Standards Essential Patents: When does the duty to license flow downstream?

**Ian Feinberg, Esq.**
Feinberg Day Alberti & Thompson LLP ~ Palo Alto, CA

10:00 Break

10:15 Monetization Models (con’t): Litigation
Decisional trends for cases brought by operating companies

**Heidi Keefe, Esq.**
Cooley LLP ~ Palo Alto, CA

Trends for cases brought by non-practicing entities

**Edward R. Reines, Esq.**
Weil, Gotshal & Manges LLP ~ Redwood Shores, CA

11:45 Lunch (on your own)

1:00 Seller Due Diligence: Anticipating and Delivering What Buyers Want
Title and file history review; identifying encumbrances; building a prospectus; articulating value

**Keith A. Walker, Esq., VP, Intellectual Asset Management**
General Electric Company ~ Albany, NY

1:45 Wrap Up Discussion: Buyer and Seller Work Through Negotiation of a Hypothetical Transaction
Objectives and tactics of buyers and sellers; Typical sticking points in a negotiation and successful tools for resolving them

**Damon K.I. Kali, Esq., Moderator**
Kali Law Group, P.C. ~ Sunnyvale, CA

**Stacey Ravetta, Esq.**
Perkins Coie LLP ~ Seattle, WA

Members of the Faculty

3:00 Evaluations and Adjourn
Faculty: Best Practices in Patent Monetization Conference

William Goldman, Program Co-Chair, Vice President, Intellectual Property at Kudelski Group, is an intellectual property strategist and leader in complex IP portfolio assessment, IP litigation and IP case analysis, with expertise in planning, developing, and executing winning IP licensing and enforcement strategies.

Craig P. Opperman, Program Co-Chair, partner in DLA Piper’s Intellectual Property and Technology Group, focuses on intellectual property strategy and specializes in helping clients design, build, leverage and enforce intellectual property as a corporate asset.

Damon K.I. Kali, Moderator, shareholder at Kali Law Group, P.C., specializes in patent prosecution. His practice emphasizes the preparation and prosecution of patent applications in semiconductor device fabrication, bioinformatics, gene chip technology, computer software and digital imaging equipment.

Damon Matteo, Moderator, Chief IP Officer & Vice President at Palo Alto Research Center, directs operations that touch intellectual capital. He manages corporate intellectual capital assets from optimizing their creation and capture, to extracting maximum value from them through licensing, assertion and spin-outs.

Michael J. Dansky, Executive Director in charge of Capstone Advisory Group, LLC’s Boston Office and National Leader of the Intellectual Property Practice, is experienced in valuation, licensing transactions and dispute resolution. He focuses on maximizing the value of assets and executing licensing and related transactions to monetize these assets.

Charles A. Eldering, Ph.D., President and founder of Technology, Patents & Licensing, Inc., is experienced in the electronics, telecommunications and optics industries as a researcher, engineer and inventor. He helps clients obtain and utilize patents that cover the combined technical, legal and business aspects of patents.

Ian Feinberg, partner at Feinberg Day Alberti & Thompson LLP, focuses on patent, copyright, trademark and trade secret litigation in licensing, unfair competition and antitrust. His practice is focused in the software and semiconductor industries.

Chuck Fish is Vice President and Chief Patent Counsel at Kudelski Group.

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.

Robert Heath, Vice President, Corporate Development at RPX Corporation, is experienced as an investment banker, focused on technology and growth companies. Previously, he was Head of Strategy and Global M&A for Technicolor.

Paul L. Hickman, partner at Technology & Intellectual Property Strategies (TIPS) Group PC, focuses on patent prosecution, patent licensing and transactions, and patent litigation.

Heidi Keefe, partner in the Cooley LLP Litigation Department and member of the Intellectual Property Practice Group, represents clients in high-stakes patent trials. A former astrophysicist and registered patent attorney, she understands technical disciplines, from software to medical devices.

Michael J. Lasinski, Managing Director and CEO of 284 Partners, LLC, has consulted on hundreds of engagements pertaining to IP-centric transactions, valuation and damages analyses. He is an expert on financial aspects of intellectual property.

Don Merino, Ph.D., Senior Vice President of Licensing at Intellectual Ventures, LLC, focuses on intellectual property and invention. He develops programs that work with individual inventors, companies and universities to help them understand the value of their inventions and their monetization potential.

Stacey Ravetta, partner in the Technology Transactions and Privacy group at Perkins Coie LLP, specializes in the business and transactional aspects of patent deals, including strategic counseling, purchase and sale agreements, license agreements and due diligence.

Edward R. Reines, partner in Weil, Gotshal & Manges LLP’s Technology Litigation Practice, has a trial and appellate practice. He is also active in public service and is dedicated to supporting disabled veterans rights pro bono.

Kent Richardson, partner at ROL Group, counsels clients on patent and business matters including patent licensing, valuation, prosecution and operations. Prior to founding the ROL Group he was the General Manager of ThinkFire Services US.

Amy E. Simpson, partner in the Patent Litigation group at Perkins Coie LLP, specializes in intellectual property matters including patent litigation, intellectual property due diligence, patent prosecution and procurement, and strategic client counseling.

Keith A. Walker, Vice President, Intellectual Asset Management in GE Licensing at General Electric Company is responsible for due diligence and monetization of patent assets. Previously, he was a Principal at CRA, focused on the analysis and valuation of patents.

Michael J. Williams, Vice President and Associate General Counsel, Cadence Design Systems, Inc., manages the intellectual property legal group for Cadence, an EDA software company.

Who Should Attend:
Attorneys and business executives involved with patent transactions or other monetization mechanisms.

You Will Learn About:
• Designing and building valuable assets: Lessons from leading companies and prosecution techniques
• Recent major deals as disruptive moments in the patent marketplace
• Selecting and valuing the assets
• Monetization models: Buying and selling vs. licensing; litigation
• Seller due diligence: Anticipating and delivering what buyers want
• Buyer and seller negotiations of a hypothetical transaction

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