

AIPLA

Managing & Licensing IP Assets Seminar

**March 12, 2004
The Sutton Place Hotel
Newport Beach, CA**

CLE CREDIT OFFERED

**American Intellectual Property Law Association
2001 Jefferson Davis Highway, Suite 203
Arlington, VA 22202
www.aipla.org**

AIPLA IS PROUD TO SPONSOR MANAGING & LICENSING IP ASSETS

IP asset management & licensing requires a framework for harvesting, identifying, protecting, commercializing, and enforcing rights in technological and business innovations. New business strategies and programs exist for optimizing IP creation & exploitation efforts and controlling IP expenses, as well as heightening awareness and reducing risks of patent, trademark, and copyright infringement.

Are you prepared to manage and license IP assets in today's fast-paced, high-tech marketplace?

“Managing & Licensing IP Assets—2004” is a one-day seminar acquainting corporate, start-up, and university executives, as well as outside counsel, with economic and effective techniques for managing & licensing IP assets. The seminar draws on the expertise of corporate intellectual property leaders, forward thinking IP practitioners, experienced IP managers and engineers, and others well versed in the latest IP management & licensing concepts. Finally, a “hands-on” panel session applies the presented content to a practical situation.

Participants will:

- Learn about the latest IP management & licensing developments
- Learn strategies for taking control of IP management issues & licensing transactions
- Learn how to license IP—from tech transfers to joint ventures
- Learn how to select and engage the corporate IP management & licensing team
- Learn strategies for identifying & handling litigation concerns arising in IP management & licensing
- Learn how ADR can provide solutions to business problems

If IP assets are your or your clients' most valued assets, attend AIPLA's Managing & Licensing IP Assets.

SEMINAR COORDINATORS

William N. Hulsey, III

Program Co-Chair

Hulsey Grether Fortkort & Webster, LLP
Austin, TX

Evelyn H. McConathy

Program Co-Chair

Dilworth Paxson, LLP
Philadelphia, PA

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Madison, WI

Lisa K. Jorgenson

STMicroelectronics, Inc.
Carrollton, TX

Aaron A. Weiss

Hulsey Grether Fortkort & Webster, LLP
Austin, TX

MANAGING & LICENSING IP ASSETS

ADR/MIPA & Licensing Reception
Thursday, March 11, 5:30 PM – 7:30 PM
Sponsored by:

Knobbe Martens Olson & Bear LLP

Intellectual Property Law

Orange County San Diego San Francisco Los Angeles Riverside San Luis Obispo kmob.com

Program Schedule—Friday, March 12

7:00 AM – 4:30 PM	Registration
7:00 AM – 8:00 AM	Continental Breakfast
8:00 AM – 8:10 AM	WELCOME & INTRODUCTION Don W. Martens Knobbe Martens Olson & Bear, LLP

The Changing IP Landscape

8:10 AM – 8:40 AM	THE IMPACT OF THE INTERNET ON INTELLECTUAL PROPERTY: THE DIGITAL AGENDA OF WIPO Representative Invited <i>World Intellectual Property Organization (WIPO)</i>
8:40 AM – 9:10 AM	MANAGING IP ASSETS & RECENT PCT CHANGES John W. Branch <i>Darby & Darby, PC</i>
9:10 AM – 9:30 AM	MANAGING IP ASSETS & THE USPTO 21ST CENTURY STRATEGIC PLAN John Pegram <i>Fish & Richardson, LLP</i>

Break 9:30 AM – 9:45 AM

Managing Organizational IP Assets

9:45 AM – 10:15 AM	GETTING THE MOST FROM DIVERSE TALENTS AND PERSPECTIVES FOR INVENTION AND INNOVATION Lanny Vincent <i>Vincent & Associates</i>
10:15 AM – 10:45 AM	MAKING INNOVATION PAY Joseph Daniele <i>Acorn Technologies, Inc.</i>

MANAGING & LICENSING IP ASSETS (CONTINUED)

10:45 AM – 11:15 AM

MANAGING IP FINANCIAL ASSETS

Graham Wood

Appleby Spurling & Kempe

Licensing of IP Assets

11:15 AM – 11:45 AM

CHARACTERIZING THE LICENSING TRANSACTION

Evaluation and Acquisition Due Diligence for Intellectual Assets

William N. Hulsey, III

*Hulsey Grether Fortkort
& Webster, LLP*

Luncheon: “Silicon Valley: A Legacy of the Gold Rush”

12:00 PM – 1:30 PM

Richard Allan Horning

Tomlinson Zisko, LLP

Licensing of IP Assets (continued)

1:30 PM – 2:00 PM

ANATOMY OF THE LICENSING TRANSACTION

William Bunker

Knobbe Martens Olson & Bear, LLP

2:00 PM – 2:20 PM

SOFTWARE OPEN SOURCE/CLOSED SOURCE LICENSING

Kate Spelman

Piper Rudnick, LLP

2:20 PM – 2:50 PM

DEVELOPING SUCCESSFUL LICENSING RELATIONSHIPS WITH UNIVERSITIES & FEDERAL LABS

Evelyn H. McConathy

Dilworth Paxson, LLP

2:50 PM – 3:20 PM

AVOIDING/PREPARING FOR LICENSING LITIGATION

Donald F. Parsons, Jr.

*Vice Chancellor
Court of Chancery of the
State of Delaware*

Break 3:20 PM – 3:30 PM

3:30 PM – 4:30 PM

MANAGING & LICENSING IP ASSETS PANEL: A MODEL IP ASSETS MANAGEMENT AND LICENSING SCENARIO

4:30 PM

Adjournment

MANAGING & LICENSING IP ASSETS

REGISTRATION FORM

(Please print or type)

First Name _____

Last Name _____

Firm/Co. _____

Address _____

Tel: _____ Fax: _____

E-mail: _____

Pre-registration is required. Participation is limited. Walk-ins will be permitted on a "space-available" basis only.

March 12, 2004—Newport Beach, CA

REGISTRATION FEES

(includes seminar, continental breakfast, lunch, two breaks, and course book)

MIPA/Licensing Seminar Only

*Members: \$395 ***AIPLA MEMBER ID** _____ \$ _____

**Non-Members: \$495 \$ _____

Save money and register for both the ADR (March 11) & MIPA/Licensing (March 12) Seminars and pay only \$750 for members or \$950 for non-members.

Both ADR & MIPA/Licensing Seminars: \$ _____

*Members: \$750

**Non-Members: \$950 \$ _____

AMOUNT ENCLOSED: \$ _____

METHOD OF PAYMENT

Check Enclosed (Make checks payable to: **AIPLA**)

Credit Card (Please circle one—AMEX, MC, or VISA)

Card Number _____

Name on Card _____

Expiration Date _____

Signature _____

AIPLA: 2001 Jefferson Davis Hwy., #203; Arlington, VA 22202

Fax: 703-415-0786

**To get the member rate, please submit a membership application and payment with this registration. To obtain a membership application, please visit www.aipla.org.

HOTEL INFORMATION

MARCH 12, 2004

NEWPORT BEACH, CA

The Sutton Place Hotel

4500 MacArthur Blvd.

Newport Beach, CA 92660

Reservations: (866) 3-SUTTON or (949) 476-2001

Room Rate: \$169 (Single or Double)

Cut-Off Date: Thursday, February 26

When you contact the hotel, be sure to identify yourself as an **AIPLA Seminar Participant** in order to get the special rate. Limited hotel rooms have been blocked, so please reserve your room as soon as possible.

The Sutton Place Hotel offers complimentary shuttles to and from the John Wayne Orange County Airport. Parking is available in a 325-space structure adjacent to the hotel at the following rates: \$8.00 per day (self); \$10.00 per day (valet); and \$13.00 overnight.

TRANSPORTATION INFORMATION

AIPLA has contracts with these official airlines and a car rental agency to better serve the needs of members nationwide. You must use the special telephone number and the appropriate code. Each offers discounts of up to 5-10% on various fares and rental rates and guarantees the lowest fare or rate at the time you make your reservations. Naturally, the earlier you call, the more you save. Certain rules and restrictions apply.

Reminder: These discounts are available only through the use of the special meeting desk toll-free telephone numbers and the proper code number. Special airfares are available three days before and three days after selected meeting date. Special car rental rates are available one week before and one week after scheduled meeting date.

American Airlines	(800) 433-1790	Code #: 15945
United Airlines	(800) 521-4041	Code #: 510RS
Avis Rent-A-Car	(800) 331-1600	Code #: D086869

SEMINAR CANCELLATION POLICY

Pre-registration is on a first come-first serve basis. Participation is limited. Refunds will be made only if **cancellation is received by AIPLA in writing** no later than March 4, 2004.

Call AIPLA at 703-415-0780 for further information.

Future Road Shows & Seminars

LEGAL SECRETARIES & ADMINISTRATORS CONFERENCE

Co-sponsored by the US Patent & Trademark Office
2-1/2 day program includes a tour of the US Patent
& Trademark Office

Watch for program and registration information

April 14-16, 2004

Hilton Crystal City at National Airport
Arlington, VA

June 9-11, 2004

Hilton Crystal City at National Airport
Arlington, VA

November 3-5, 2004

Hilton Crystal City at National Airport
Arlington, VA

ADVANCED BIOTECHNOLOGY/CHEMICAL PATENT PRACTICE SEMINAR

(One-day concurrent with Computer/Electronic)

ADVANCED COMPUTER/ELECTRONIC PATENT PRACTICE SEMINAR

(One-day concurrent with Biotech/Chem Practice)

Watch for program and registration information

Friday, June 11, 2004

9:00 a.m. – 5:00 p.m.
Bell Harbor Conference Center
Seattle, WA

Friday, June 18, 2004

9:00 a.m. – 5:00 p.m.
Sheraton St. Louis City Center
St. Louis, MO

Friday, June 25, 2004

9:00 a.m. – 5:00 p.m.
Wyndham Wilmington Hotel
Wilmington, DE