

# CALENDAR OF EVENTS – 2010 (cont.)

## ENTERTAINMENT LAW

**March 15, 2010.** COUNSELING CLIENTS IN THE ENTERTAINMENT INDUSTRY 2010 - Television, Video & User-Generated Content; Videogames & Computer Entertainment; Building an Entertainment Law Practice; Ethics. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute. Additional Location: Pennsylvania Bar Institute (PBI Professional Development Conference Center), March 15, 2010. Program Fee: \$950. For more information or to register, please call 800-260-4PLI or visit [www.pli.edu](http://www.pli.edu).

**March 16, 2010.** COUNSELING CLIENTS IN THE ENTERTAINMENT INDUSTRY 2010 - Sound Recordings; Music Publishing. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute. Additional Location: Pennsylvania Bar Institute (PBI Professional Development Conference Center), March 16, 2010. Program Fee: \$895. For more information or to register, please call 800-260-4PLI or visit [www.pli.edu](http://www.pli.edu).

## INTELLECTUAL PROPERTY

**March 22, 2010.** 2010 INTELLECTUAL PROPERTY SPRING SEMINAR. (Kellogg Hotel & Conference Center, East Lansing, MI). Sponsored by: Intellectual Property Law Section of the State Bar of Michigan & Institute of Continuing Legal Education.

The 2010 Institute features the latest developments, advice, and practical information from some of the top experts in the field.

Attend this year's Institute to: Gain a practical understanding of the intersection of bankruptcy and IP law, including what to do when licensees file for bankruptcy; Receive updates on the hottest topics in patent and trademark law from USPTO staff; Learn how the right of publicity fits into the IP spectrum and how you can use creative lawyering to your clients' advantage in this growing area of law; Get an up-to-the minute insider's view of how IP lawyers can lead the charge to transform Michigan's economy and find out strategies to keep intellectual property produced in Michigan in our state; Find out the IP-related questions you need to ask during the

due diligence period of complex M & A transactions; New! Materials will be provided on a CD-ROM.

For more information or to register, please call 877-229-4350 or visit our website at [www.icle.org](http://www.icle.org).

**April 14-16, 2010.** DRI 2010 BUSINESS LITIGATION & INTELLECTUAL PROPERTY SEMINAR - What Smart Companies and Their Lawyers Need to Know in the Next Decade. (Hilton New York). Sponsored by: DRI - The Voice of the Defense Bar.

Business litigation and intellectual property protection continue to shape the pages of legal and trade journals and the popular press. In this unique program, a superb panel of corporate counsel from nationally recognized companies, as well as leading outside litigation attorneys, will discuss discovery, trial and ADR strategies and cost-effective approaches to managing litigation across multiple industries. This innovative program offers information from seasoned litigators and in-house counsel to companies and their attorneys involved in complex, civil litigation and ADR. DRI is pleased to present this one-of-a-kind seminar that combines business litigation, IP protection and insurance issues.

For more information or to register, please visit: <http://www.dri.org>.

**May 6, 2010.** IP MONETIZATION 2010. (PLI California Center, San Francisco, CA). Sponsored by: Practising Law Institute. Intellectual property ("IP") comprises some of the most valuable commercial assets in today's economy. Companies, entrepreneurs and investors are increasingly seeking ways to monetize and otherwise realize value from IP assets. The current economic environment has only intensified these efforts. IP Monetization 2010 is designed to help both those new to, and those already involved in, IP monetization get up-to-date on this important topic, including timely updates on the latest trends and developments.

The latest on IP monetization techniques will be explained, current trends and developments will be reviewed in depth, and important recent case law developments will be analyzed. Additionally, attendees will learn the various ways in which IP is valued as well, as the latest developments in IP

valuation, and receive valuable practical insights from both in-house and IP marketplace participants.

What You Will Learn: Learn the latest regarding IP monetization techniques, including alternative value realization strategies; Discover the current trends and developments in IP monetization, including emerging strategies and the current state of the market for leading monetization strategies; Learn about relevant recent case law developments, including key recent Supreme Court and Federal Circuit decisions impacting monetization, and patent law reform; Learn the methodologies and latest developments relating to IP valuation, including an update on recent innovations and current valuation issues; Gain valuable insights and tips from both in-house lawyers and IP managers, and from IP aggregators and intermediaries.

For more information or to register, please call 800-260-4PLI or visit our website at [www.pli.edu](http://www.pli.edu).

## PATENTS, COPYRIGHTS & TRADEMARKS

**April 23-24, 2010.** COMPREHENSIVE PATENT COOPERATION TREATY (PCT) SEMINAR 2010. (Courtyard Marriott, Concord, NH). Sponsored by: Pierce Law and the World Intellectual Property Organization (WIPO).

Franklin Pierce Law Center's Kenneth J. Germeshausen Center for the Law of Innovation and Entrepreneurship announces the 12th Comprehensive PCT Seminar in cooperation with the World Intellectual Property Organization (WIPO).

Vital for patent attorneys, patent agents, patent administrators and paralegals, the seminar will provide participants in-depth knowledge and understanding of the PCT.

The program is conducted by Carol Bidwell and David Reed, US consultants to WIPO on PCT Matters. It is hosted by Franklin Pierce Law Center's J. Jeffrey Hawley, David Rines Professor of Intellectual Property and Director, Germeshausen Center for the Law of Innovation and Entrepreneurship and Ann McCrackin, Director of the Patent Practice and Procedure Program.

For more information or to register, please call 603-513-2223 or visit our website at [www.piercelaw.edu](http://www.piercelaw.edu).

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**April 29, 2010.** ADVANCED SEMINAR ON TRADEMARK LAW 2010. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute. Up-to-date knowledge of current trends and case law involving trademarks is essential for corporate and law firm attorneys who specialize in or often find themselves involved in this critical area of intellectual property. The 2010 Advanced Seminar on Trademark Law brings together an outstanding faculty of practitioners and industry experts who will provide up-to-date developments in trademark law and practice. This seminar is also noted for presenting topics emphasizing practical skills.

What You Will Learn: Overview of important 2009-2010 federal court and TTAB trademark decisions; Update on keyword-triggered advertising liability for search engines and advertisers and auction site liability; Trademark declaratory judgment actions: Advantages and pitfalls; Who owns the rights to OLDSMOBILE, PONTIAC, BEAR STERNS, and other “retired” brands?; Brands on TV, in films and video games: Sources of income, sources of conflict and the changing expectations of the public; What’s next for ICANN and internet domain name governance? Trademark concerns surrounding new gTLDs and internationalized TLDs; Issues for clients and counsel when liability insurance kicks in (or doesn’t); Licensing best practices.

For more information or to register, please call 800-260-4PLI or visit our website at [www.pli.edu](http://www.pli.edu).

**April 30, 2010.** ADVANCED SEMINAR ON COPYRIGHT LAW 2010. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute. Copyright law has become an increasingly complex area in the face of new technologies and new ways of doing business. To help you keep up-to-date and provide the sophisticated, pragmatic legal advice your clients expect, PLI has brought together a group of leading experts on copyright law. The speakers at this advanced seminar will address critical issues in copyright law, drawing on their extensive experience and judgment.

Current issues will be examined in the context of developed law and proposals and prospects for future change.

Important litigation and licensing issues will be reviewed, as well as the impact of new technology, and copyright ownership and other major issues. The faculty will invite and answer questions to be sure those attending the program receive information relevant to their practice.

What You Will Learn: Review current key cases and hot issues; Explore fair use, including Salinger and Rowling; Understand statutory damages; Learn about secondary liability; Obtain must-read copyright licensing case law; Review the Google Books Settlement and the future of digital-libraries; Navigate Internet issues and developments; Get guidelines for injunctions after eBay; The Hot News Misappropriation Doctrine.

For more information or to register, please call 800-260-4PLI or visit our website at [www.pli.edu](http://www.pli.edu).

**May 12-16, 2010.** PATENT BAR REVIEW 2010. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute. Anyone with a technical degree (generally, any degree in science or engineering, or the equivalent) can take the Patent Bar Exam to become a patent agent or patent attorney. Patent law is one of the United States’ top growth industries, with ever-changing and interesting opportunities.

The Patent Bar Exam is now computer-based and on-demand. But it is still the same grueling, leave-no-stone-unturned test of knowledge that it’s always been. And they’ve been more aggressive, testing new topics (and some old topics - e.g., Patent Cooperation Treaty) more rigorously.

PLI’s Patent Bar Review Course is still the best way to prepare to ace the test. When your future is riding on the results, you need a course that delivers. That’s what PLI has been doing for YEARS longer than ANYONE else.

In clear, concise, right-to-the-point language, this information-packed course leads you through the intricacies - and around the traps - of the Patent Bar Exam. You’ll get the hard facts, test-taking tips, sample questions and answers, and intense practice exams that mirror what you’re going to face when you sit down to take the real thing. Our PatWare software almost exactly predicted the current format of the Exam by many years. PatWare has now been expanded,

updated and Web-connected to play an even more critical and informative role in your preparation.

Whether you choose to attend a live course or study at home, from the very first hour of the course you’ll benefit from our Exam-focused approach. There’s just one reason this is the essential PTO Exam resource: It is simply the most user-friendly, comprehensive, in-depth, authoritative, interactive and Exam-focused course available today.

Order your course now, even if you’re going to attend a live course later on. Advance preparation is key. PLI’s Patent Bar Review is co-sponsored by some of the top IP law schools in the nation: George Washington University Law School, John Marshall Law School (Chicago), Santa Clara University School of Law, and Suffolk University Law School.

For more information or to register, please call 800-260-4PLI or visit our website at [www.pli.edu](http://www.pli.edu).

**May 22-26, 2010.** INTA’S 132<sup>nd</sup> ANNUAL MEETING. (Boston, MA). Sponsored by: International Trademark Association.

INTA’s Annual Meeting is the trademark community’s premier event for networking, continuing legal education, and committee and client meetings. Valuable skill-building workshops, industry breakouts, interactive table topics, and trademark law sessions focused on international and U.S. topics, are packed into three days of education, while numerous other events present the ideal opportunity to expand your reach and meet with colleagues. The Meeting also boasts an exhibition hall featuring more than 90 exhibitors debuting new products and services.

Stay current on trademark developments and: learn best practices to protect trademark rights worldwide; discover effective strategies for resolving issues from the most respected minds; obtain updated information on issues across geographic regions and industries; develop new relationships to expand your network of colleagues and clients; meet face-to-face with clients and associates to advance your business goals; earn CLE credits and CPD points.

For more information or to register please visit our website at [www.inta.org](http://www.inta.org). 