

CALENDAR OF EVENTS – 2010 (cont.)

INTELLECTUAL PROPERTY

September 23-24, 2010. INTELLECTUAL PROPERTY LAW INSTITUTE 2010. (PLI Conference Center, New York, NY). Sponsored by: Practising Law Institute. PLI's Intellectual Property Law Institute is a "must attend" program for IP lawyers. In this two-day program you will learn about many of the most important developments in patent, trademark, copyright, and trade secret law. A highlight of the program will be a panel of in-house IP counsel from prominent companies discussing contemporary IP problems, and suggesting some best practices for dealing with these problems. Some other plenary sessions will treat patents and antitrust in the Obama administration, the battle between content providers and technology providers, the explosion of patent litigation in China, and ethics for the IP lawyer (one complete hour).

This year's program will also feature four breakout sessions, each with three current topics that will focus respectively on copyrights, licensing, patents and trademarks. Other plenary sessions will deal with open source software, getting your trademark ducks in a row before filing suit, and a trade secret law update. Among the breakout topics will be a discussion of patent damages, copyright and bankruptcy issues, keyword advertising and Internet search issues for trademarks, and recent developments in U.S. licensing law.

For more information or to register, please call 800-260-4PLI or visit www.pli.edu.

October 21-23, 2010. AIPLA ANNUAL MEETING. (Marriott Wardman Park Hotel, Washington, DC). Sponsored by: American Intellectual Property Law Association ("AIPLA"). Meeting Highlights: Annual Reviews covering Copyrights, Ethics, Patents, Trade Secrets and Trademarks. Other program highlights: Advising the Corporate Client in an Era of Highly Mobile Employees; "Hot" IP Topics in South Korea, Japan and China; How the Plaintiff Deals with Multi-Defendants, Multi-Suits, and Sometimes Multi-District Litigations; Anatomy of an

Indemnity Provision; A Stumbling Blog Before the Blind? The Troll Tracker and IP Watchdog Cases. For more information or to register, please visit www.aipla.org.

October 28-29, 2010. INTELLECTUAL PROPERTY LAW INSTITUTE 2010. (PLI California Center, San Francisco, CA). Sponsored by: Practising Law Institute (PLI). PLI's Intellectual Property Law Institute is a "must attend" program for IP lawyers. In this two-day program you will learn about many of the most important developments in patent, trademark, copyright, and trade secret law. A highlight of the program will be a panel of in-house IP counsel from prominent companies discussing contemporary IP problems, and suggesting some best practices for dealing with these problems. Some other plenary sessions will treat patents and antitrust in the Obama administration, the battle between content providers and technology providers, the explosion of patent litigation in China, and ethics for the IP lawyer (one complete hour).

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What You Will Learn: The latest updates in the law of patents, copyrights, trademarks, and trade secrets; Current in-house thinking on the major IP issues confronting corporations; Developments in licensing law, including in Europe and Asia; Pre-litigation checklist for trademark cases; Measures to protect trade secrets in a digital age; IP protection and enforcement in China; Patent marking issues; Licensing of new technologies, such as GreenTech; What's new in anti-counterfeiting?; Ethics, as applied to the practice of IP law (one full hour credit).

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PATENTS, COPYRIGHTS & TRADEMARKS

September 16, 2010. DEVELOPMENTS IN PHARMACEUTICAL AND BIOTECH PATENT LAW 2010. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute (PLI). This year's program is totally new! Pharmaceutical and biotech patent law is an important and rapidly changing practice area and the program is designed to give you the information you need to maintain your practice edge, concentrating on new developments from 2010 and placing them in the context of constantly evolving areas of the law.

Technological innovation, Federal Circuit appellate oversight, and Supreme Court decisions continue to drive significant changes in the law. Several different perspectives on many of the most pressing issues will be offered from experienced in-house and outside counsel.

What You Will Learn: Top pharmaceutical and biotech decisions from 2010; Continued developments in the law governing the patentability of active pharmaceutical products from the Federal Circuit and District Court perspectives; Section 112 developments regarding enablement and written description requirements and how they apply to compounds, antibodies, nucleic acids, methods of treatment and pharmaceutical compositions; Section 101 developments on utility and patentable subject matter; Integrating changes in the law from 2010 into prosecution strategies and practices.

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September 20-21, 2010. PATENT LITIGATION 2010. (PLI Conference Center, San Francisco, CA). Sponsored by: Practising Law Institute (PLI). Rapid changes in patent law make it necessary, whether you are plaintiff's or defendant's counsel, to ensure that you are up-to-date on the current state of the law and on how to develop successful litigation strategies and tactics. This program is taught by a faculty of

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outside and in-house lawyers who have earned national reputations in patent litigation by trying a wide variety of bench and jury patent trials, and provides comprehensive coverage of every phase of a patent lawsuit. Through lecture and demonstration, you will be able to hone your patent litigation skills in just two days.

The program schedule has been totally revised, based on comments from prior year attendees at this popular annual program and many new sessions have been added to address hot topic developments over the last year.

What You Will Learn: An expanded opening session focusing on the impact of new case law on patent litigation, including recent Supreme Court and Federal Circuit decisions; Making intelligent forum decisions among the District Courts and the ITC; Effective management of ESI in patent litigation; Pre-litigation considerations in defending NPE infringement litigation; Strategy and tactics in concurrent reexamination proceedings; Litigation in the aftermath of *In re Bilski*; Current trends in patent royalty damages; Effective, admissible and compelling visual communications at trial.

For more information or to register, please call 800-260-4PLI or go to www.pli.edu.

Sept. 30 - Oct. 1, 2010. APLF 2010 ANNUAL MEETING. (Hyatt Regency, Chicago, IL). Sponsored by: Association of Patent Law Firms (“APLF”). Keynote Speaker: David L. Berden - Chief Counsel Intellectual Property - INVISTA S.a.r.l. Sessions and Table Topics will include:

- After Bilski - What is Next?
- The Big Three - Most Important IP Cases of the Year
- One Year Later - EPO Patent Rule Changes
- Ethics - The Fine Lines
- Social Networking for IP Lawyers - For Profit or Pleasure?
- Brand of Excellence - Partners (Alternative Fee Structures) and Associates (Lifestyle and the Partnership Track).

CLE Credit is available. For more information or to register, please visit www.aplf.org.

October 4-5, 2010. PATENT LITIGATION 2010. (Crowne Plaza, Tysons Corner-McLean, VA). Sponsored by: Practising Law Institute (PLI). Rapid changes in patent law make it necessary, whether you are plaintiff's or defendant's counsel, to ensure that you are up-to-date on the current state of the law and on how to develop successful litigation strategies and tactics. This program is taught by a faculty of outside and in-house lawyers who have earned national reputations in patent litigation by trying a wide variety of bench and jury patent trials, and provides comprehensive coverage of every phase of a patent lawsuit. Through lecture and demonstration, you will be able to hone your patent litigation skills in just two days.

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Who Should Attend - Patent litigators and lawyers in patent firms who advise clients in disputes that may lead to litigation; general business litigators whose practice includes patent trials; patent prosecutors whose actions in preparing and prosecuting patents are critical in providing support for the proper claim construction; corporate counsel who will have the responsibility for supervising patent litigation, interpreting its progress for management and pursuing opportunities for settlement.

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TECHNOLOGY LAW

September 10, 2010. TECHNOLOGY AND ENTERTAINMENT LAW 2010: Hot Business and Legal Issues in “Technotainment”. (PLI Conference Center, New York, NY). Sponsored by: Practising Law Institute. This year's program is completely revised to include today's major legal and business issues in the convergence of entertainment and technology. The program brings together a faculty of experienced in-house lawyers, law firm attorneys and senior business executives on the cutting edge of this burgeoning practice. The expert faculty explores new copyright and licensing litigation; the current state of digital music business model and legal issues; how technology continues to shape entertainment deals; virtual worlds, virtual goods and virtual currencies legal issues; the growth of games beyond consoles; and the latest on character and publicity rights. Be sure that you are on top of all of the developments and burning legal issues at the intersection of technology and entertainment! You will learn all you need to know to maintain your practice edge by attending this one-day “Technotainment” program.

What You Will Learn: The scope of fair use and ISPs' content infringement responsibilities; The impact of technology on licensing “windows” and the changing landscape of character infringement; Past and current digital music business models and legal issues; How technology is shaping entertainment deal-making: emerging business models, strategies and funding options; Virtual world legal issues associated with user-generated content, social networking, virtual goods and currency, and mirror worlds; Legal issues related to gaming, social networked applications, and the new virtual world credit system; Patent litigation exposures; Character rights and rights of privacy and publicity.

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