

# CALENDAR OF EVENTS — 2004

## BIOTECHNOLOGY/PHARMACEUTICAL LAW

**October 12-13, 2004.** (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute and Global Securities Information Inc. Chair: S. Peter Ludwig of Darby & Darby. This program provides a unique opportunity to learn about the latest U.S. and international intellectual property issues and key business developments in the area of biotechnology law. You'll learn the latest developments in patents and receive expert advice on structuring agreements with biotech startups, proper valuation of biotech and pharma inventions, tax implications for biotech deals and critical ethical issues in biotechnology today. This conference is the only of its kind that combines an in-depth look at issues of both patent law and business law to provide a complete understanding of the challenges confronting practitioners in the biotechnology field today. What you will learn: Recent patent litigation cases impacting biotech and pharma; Obtaining, listing and enforcing polymorph patents; How to negotiate and structure agreements between big pharma and startups; Specific biotechnology concerns in the context of securities reporting and disclosure under Sarbanes-Oxley; Valuation of biotech and pharma intellectual property; Ethical issues confronting the biotechnology industry; Antitrust and Hatch-Waxman update; Written description requirement for patent applications; Update from the USPTO for biotech and pharma practitioners; and Biotech tax issues today. To register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu).

## INTELLECTUAL PROPERTY

**September 27-28, 2004** - New York, NY

**October 21-22, 2004** - San Francisco, CA

PLI's 10<sup>TH</sup> ANNUAL INSTITUTE FOR INTELLECTUAL PROPERTY LAW. Sponsored by: Practising Law Institute. For the tenth consecutive year, PLI is presenting its comprehensive Institute for Intellectual Property Law, a program

focusing on some of the "hottest" intellectual property issues today in the patent, trademark, copyright and licensing areas. Topics to be discussed include: Data protection and changes in Spam law and policy • Standard setting from a corporate perspective • Update on the Digital Millennium Copyright Act • Enforcing patent portfolios • Bankruptcy and licensing • EU developments and intellectual property licensing • The impact of the FTC Report • Issues with open source software • Downloading, uploading and web-streaming and the role of copyright law • Trademark and trade secret update • Willful infringement standard in patent law • Ethics and the intellectual property lawyer. To Register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu)

## INTERNET

**July 26-27, 2004** - San Francisco, CA  
PLI's 8<sup>TH</sup> ANNUAL INTERNET LAW INSTITUTE. Sponsored by: Practising Law Institute. PLI's Eighth Annual Internet Law Institute will focus on cutting-edge issues confronting technology lawyers, in-house counsel and business professionals. Topics include: The use of third party trademarks on your website • How peer-to-peer litigation will impact companies doing business online • How the CAN-SPAM Act is impacting legitimate business promotions and how to comply with the Act • What is the legality of pop-up ads? • The challenge of protecting your corporate image on the Internet • What are the fiduciary duties of a corporation in data and information security? • The dilemma of running a global business • Building a website that complies with different national laws • Focusing on "the next big thing:" Legal issues arising from new technologies and new online business models • Drafting effective privacy policies • The admissibility of electronic evidence • Determining an appropriate patent strategy for your company. To register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu)

## LICENSING

**November 4-5, 2004.** UNDERSTANDING THE INTELLECTUAL PROPERTY LICENSE 2004. (Sofitel Chicago Tower Hotel, Chicago, IL). Sponsored by: Practising Law Institute and Global Securities Information Inc. Chair: Marcelo Halpern of Latham & Watkins. The licensing of intellectual property has exploded into a multi-billion dollar industry. Many companies are analyzing and identifying their intellectual property assets to determine which assets they can license and how they can license them effectively. As virtually every business today is encountering licensing issues on an increasingly frequent basis the knowledge and understanding of licensing has never been more important for lawyers, companies and their counsel. This introductory course will teach you what you need to know in order to negotiate and draft effective license agreements, whether you are the licensor or licensee. Experts in licensing will discuss different kinds of licensing agreements, and the business and legal issues related to them. To register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu).

## PATENTS, COPYRIGHTS & TRADEMARKS

**July 21, 2004** - San Francisco, CA

**July 28, 2004** - Atlanta, GA

HOW TO PREPARE & CONDUCT MARKMAN HEARINGS 2004. Using discussion and demonstration, our expert faculty of judges and practitioners will guide you through each step of a *Markman* hearing as you learn how to prepare, time and conduct the hearing; how to be convincing, what common mistakes to avoid; and how to protect your position on appeal and how to conduct a *Markman* hearing after appeal on remand. You will also hear from a superb panel of Federal Judges who will share their perspectives on the practices, procedures and results of *Markman* hearings. To register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu)

# CALENDAR OF EVENTS — 2004

**July 18-23, 2004** (Arlington, VA)  
**Sept. 26-Oct. 1, 2004** (Downers Grove, IL)

PROFESSOR KAYTON'S PATENT BAR REVIEW. (Irvine, CA). Sponsored by: Patent Resources Group, Inc. For more information or to register call (434) 974-1700 or visit our website at [www.patentresources.com](http://www.patentresources.com).

**August 8-12, 2004** - Chicago, IL

**September 8-12, 2004** - New York, NY

**October 13-17, 2004** - San Francisco, CA

**December 1-5, 2004** - Washington, D.C.

PLI'S PATENT BAR REVIEW. Sponsored by: Practising Law Institute.

Check [www.patentbarreview.com](http://www.patentbarreview.com) for updated information on these courses and other 2004 courses to be scheduled.

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**September 29, 2004** - New York, NY  
**October 6, 2004** - San Francisco, CA

PREPARING PATENT LEGAL OPINIONS 2004. Sponsored by: Practising Law Institute. This program will provide you with the tools you need to prepare patent legal opinions and to advise your clients, whether you are involved in strictly intellectual property matters or mergers and acquisitions, financial lending, public or private stock offering, liti-

gation and more. Topics include: Intellectual property due diligence in business transactions • Patent and prior art searching • Patent infringement and right-to-use opinions • Patent validity and enforceability opinions • Opinions of counsel defense as a defense to willfulness • Ethics and professional responsibility issues • Litigation considerations. To Register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu).

**October 5, 2004. PATENTS IN THE FINANCIAL SERVICES INDUSTRY: WHAT YOU NEED TO KNOW.** (Flatotel, New York, NY). Sponsored by: Practising Law Institute and Global Securities Information Inc. The financial services industry is undergoing a rapid transformation in its business. A significant part of this change has stemmed from new products and services in the industry, and the role patents play in this regard. Patents have been growing in importance to the operations of financial service companies, and have become important financial assets and financial instruments for many of these companies. The unlawful use of these patents has produced new patent litigation aimed at the financial services industry brought by plaintiff's lawyers (on issues involving call center operations, Internet transmittal of check images, automatic credit application decisions over the Internet, credit card authorization over the Internet) based on the use of patents and patent applications to promote financial products. For example, JP MorganChase is promoting underwater stock options and touting a patent application. Other issues include the creation of financial products where the underlying assets are patents, e.g., securitization of patent income streams, and compliance with Sarbanes-Oxley in the IP arena-management can't simply rely on patent attorneys. An expert faculty of experienced law firm practitioners and in-house counsel will analyze the issues and provide practical guidance. To register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu).

**October 7-8, 2004. PATENT LITIGATION 2004.** (PLI California Center, San Francisco, CA). Sponsored by: Practising Law Institute. With the number of patent lawsuits on the rise, now, more than ever, technology-driven businesses are threatened by costly litigation. Damage awards, attorney fees and associated costs can easily run into millions of dollars, potentially closing business operations overnight. This course is taught by a faculty of 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. The first of its kind, this course continues to draw the highest attendance of any nationally offered annual patent litigation program. What you will learn: Implications of major new case law changes for patent litigation; Considerations in proving infringement; Claim construction: the current structure of legal analysis; Willfulness and its procedural impact; Enablement and written description; Discovery problems in patent litigation; Demonstration of a direct and cross-examination of a technical expert contending for obviousness; Prosecuting a patent that holds up in litigation; Demonstration of a closing argument: tips from a jury consultant; Prosecution laches and inequitable conduct; and Section 337 litigation at the ITC. To register, call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu). 

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