

# CALENDAR OF EVENTS — 2007-2008 (cont.)

## ANTITRUST

**January 22-23, 2008.** 47<sup>TH</sup> ANNUAL ADVANCED ANTITRUST SEMINAR: DISTRIBUTING & MARKETING. (PLI California Center, San Francisco, CA). Sponsored by: Practising Law Institute. Co-Chairs: Stephen V. Bomse of Heller Ehrman LLP; Penelope A. Prevolos of Morrison & Foerster LLP. This annual event provides the essential knowledge in antitrust law that you need and will include an in-depth look at the latest developments in this always busy practice area. Join our outstanding faculty as they examine the latest major Supreme Court, appellate, and federal regulatory decisions on refusals to deal, discount programs and joint ventures, as well as significant developments in the application of state laws to distribution practices.

Key topics will include: Pricing and bundling strategies; Dealer terminations and refusals to deal; Exclusivity and incentive arrangements in distribution networks; Joint ventures; Intellectual property licensing; What you need to know about federal and state enforcement - hear directly from senior staff at the Federal Trade Commission, Department of Justice, and State Offices of the Attorney General during a unique roundtable discussion.

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

## COMPUTER LAW

**December 5, 2007.** OPEN SOURCE SOFTWARE 2007: Risks, Rewards & Practical Realities in the Corporate Environment. (PLI California Center, San Francisco, CA). Sponsored by: Practising Law Institute. Co-Chairs: Stephen J. Davidson of Leonard, Street and Deinard; Lawrence Rosen of Rosenlaw & Einschlag. This program will address the important legal and business issues presented by open source software. Join an experienced faculty of experts who will discuss these issues from a practical perspective that will help you and your clients make intelligent choices and decisions about how to manage software development, distribution, acquisition and/or investments. What You Will Learn: What open source software is, and why it is so important; New business models based on open source software; Best practices for commercial software developers; What is new and

important about version 3 of the General Public License; Business and ethical implications of open source strategies. For more information or to register, please call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu).

## INTELLECTUAL PROPERTY

**November 7-11, 2007.** 10<sup>TH</sup> OPEN FORUM. (Seville, Spain). Sponsored by: The International Federation of Intellectual Property Attorneys (FICPI). GENERAL INFORMATION: As has become practice at FICPI Fora, *three series of seven topics of current interest in Patents, Trademarks and General Issues will be presented concurrently in English*, giving you, the delegate, the choice to attend during each session the seminar which is of most interest to you. The session subjects have been chosen to be topical, practical and relevant to day-to-day practice. A lively *social programme*, interwoven with the working programme, will give Delegates and Accompanying Persons alike an opportunity to see some of the local treasures and provide plenty of opportunity to exchange ideas and make new friends. For more information or to register, please visit [www.ficpi.org](http://www.ficpi.org).

**November 8-9, 2007.** STRATEGIC ipLEADERSHIP EXCHANGE 2007. (Moen, North Olmstad, Cleveland, OH). Sponsored by: ipPerformance Group. Interact and learn from IP Leaders from prominent R&D driven companies. Learn from the results of extensive benchmark results - how companies are measuring success. In addition to reviewing the latest benchmark results from ipPerformance Group's Strategic IP Management surveys you will be interacting with and learning from many of the most sophisticated IP Leaders. Companies that have developed effective IP strategies and plans including value metrics!

The IP Leadership conference is a **peer-to-peer** conference for IP Leaders. It is a forum for interactive dialogue regarding operational challenges and successes for developing and managing a best practice organization. In order to provide participants with an optimal learning experience, we must limit the capacity.

Workshop Topics to be discussed include:

Developing IP Strategy and Plan including Roles and Responsibilities; IP Management Tools; Methods for gaining support from Senior and Middle Management; Developing an effective IP Training Program; Developing an IP Performance Scorecard; Benchmarking Metrics for IP Department Assessments

Features: Realistic How-To's and Lessons Learned regarding IP Management, Tools, Metrics, Policies and Procedures; Networking, Idea-Exchange and Creative Solutions are facilitated by a networking reception, dinner, breaks, lunch and breakfast. Full Set of Reference Material including workshop notes and network list of peers and experts provide resource for follow-up and continued dialogue even after the meeting.

Who should attend: R&D VP, Chief IP Counsel, Intellectual Asset and Capital Management, IP VP's/Directors, etc. Anyone responsible for driving IP success at your organization.

Call now to reserve your seat 630.836.8505 or email: [conference@ipperform.com](mailto:conference@ipperform.com).

**December 10-11, 2007.** UNDERSTANDING THE INTELLECTUAL PROPERTY LICENSE 2007. (PLI California Center, San Francisco, CA). Sponsored by: Practising Law Institute. Chair: Ian N. Feinberg of Mayer Brown LLP. This introductory course will give you an overview of how 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. What You Will Learn: Key provisions and practical considerations in trademark and copyright licenses; The basic terms of licensing agreements; Open source licenses - quality, security, support and compliance issues; Database licensing; Best practices in software licenses; Licensing rights of publicity and the rights of celebrities; Handling patent licensing issues in the context of joint development and software integration projects; Coordinating patent licenses with software and database licensing; Special provisions to be included in foreign licenses; Avoiding antitrust problems in the negotiating and drafting of license agreements; Negotiating tips to deal with the contingency of bankruptcy; What a litigator has to say when the agreement has to be enforced. For more information or to register, please call (800) 260-4PLI or visit [www.pli.edu](http://www.pli.edu).

**January 23-26, 2008.** 2008 MID-WINTER INSTITUTE. (Arizona Biltmore Resort & Spa, Phoenix, AZ). Sponsored by: American Intellectual Property Law Association (AIPLA). IP experts will outline best practices in critical practice areas such as licensing, litigation, portfolio management and

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prosecution. Registration coming soon at [www.aipla.org](http://www.aipla.org).

**February 22-23, 2008.** 2008 INTELLECTUAL PROPERTY SCHOLARS ROUNDTABLE. (Intellectual Property Law Center, Drake University Law School). The newly-established Intellectual Property Law Center at Drake University Law School is proud to present the 2008 Intellectual Property Scholars Roundtable. This roundtable brings together intellectual property scholars to present their latest research. The event also features new, innovative segments, including a moderated dialogue on cutting-edge issues of intellectual property law and a guided exploration of seminal works in the area.

The IP Scholars Roundtable is specially designed with the founders or past organizers of the Annual Intellectual Property Scholars Conference, the Annual Works-in-Progress Intellectual Property Conference, and the Annual Intellectual Property and Communications Law and Policy Scholars Roundtable. The event allows scholars to benefit from feedback, insight and suggestions offered by their peers and provides a wonderful networking environment. For more information, contact Professor Peter Yu at 515-271-4948; or by email at [peter.yu@drake.edu](mailto:peter.yu@drake.edu).

**March 27-28, 2008.** 16<sup>TH</sup> ANNUAL CONFERENCE ON INTELLECTUAL PROPERTY LAW & POLICY. (Fordham Law School). For more information, please visit [www.fordhamipconference.com](http://www.fordhamipconference.com).

**April 10-12, 2008.** 23<sup>RD</sup> ANNUAL INTELLECTUAL PROPERTY LAW CONFERENCE. (Crystal Gateway Marriott, Arlington, VA). Sponsored by: American Bar Association - Intellectual Property Law Section. For more information or to register, please call 800-285-2221 or visit our website at [www.abanet.org](http://www.abanet.org).

## PATENTS, COPYRIGHTS & TRADEMARKS

**January 14-15, 2008.** SECOND ANNUAL PATENT LAW INSTITUTE. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute. Co-Chairs: Scott M. Alter of Faegre & Benson LLP; Douglas R. Nemecek of

Skadden Arps Slate Meagher & Flom LLP; John M. White, Director, Patent Professional Development, Practising Law Institute.

The U.S. Supreme Court has decided several important patent cases and the Federal Circuit has issued many critical decisions. The U.S. Patent and Trademark Office has issued new rules effective November 2007. Recent court decisions and other events have greatly affected numerous aspects of U.S. and international patent licensing and related transactional practice.

The Institute is designed to cover the practice impact of recent developments on all three sub-groups in the patent law community: patent prosecutors; patent litigators; and patent transactional lawyers. The two-day schedule includes 6 one-hour plenary sessions of broad interest to patent lawyers and a separate breakout track for prosecution, litigation and transactional practices. Each track features 6 one-hour breakout sessions focused on each of the 3 patent practice sub-groups. You can design the Institute schedule that best meets your individual practice needs.

### What you will learn:

#### Plenary sessions include:

Master the recent Supreme Court and Federal Circuit decisions and subsequent District Court applications of those decisions; Understand the U.S. PTO rule changes; Learn strategic business use of patent portfolios in view of KSR. PTO rule changes and other recent events; Hear an international update on PCT trends and practices; Witness a unique judges panel discusses recent appellate decisions and the impact on pending litigation; resolution of discovery disputes and other motion practice issues; and advice on use of ADR; Hot patent business and legal concerns discussed by a panel of outstanding corporate counsel.

#### Prosecution breakout track:

The new PTO rules' impact on your practice, including the continuations/representative claim rules, information disclosure statements and other new rule initiatives; PTO biotech/pharma trends; the most recent version of EFSWeb and PTO Web FORMS.

#### Litigation breakout track:

The recent appellate decisions and the impact on your practice; litigation in the Eastern District of Texas; practical guidelines for eDiscovery management; industry spotlights on pharma/biotech, electronics/semiconductor & software patent litigation.

#### Transaction breakout track:

drafting opinions of counsel in the wake of KSR and *In re Seagate*; critical business considerations of a license agreement; MedImmune's impact on licensing and the effect of patent provisions of the new GPL v3 open source license agreement; 18 hidden dangers in your patent license agreement; patent valuation for litigation and licensing and patent auctions.

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

**February 21-22, 2008.** NAVIGATING TRADEMARK PRACTICE BEFORE THE PTO 2008: From Filing Through the TTAB Hearing. (PLI New York Center, New York, NY). Sponsored by: Practising Law Institute. Co-Chairs: Christopher C. Larkin of Seyfarth Shaw LLP; Helen Hill Minsker of Banner & Witcoff Ltd. A federal trademark or service mark registration can be a very valuable business asset. The Patent and Trademark Offices consider applications for registrations. The Trademark Trial and Appeal Board hears appeals when the Patent and Trademark Office refuses to register a mark and conducts contested proceedings between parties litigating the right to register a mark. Because these issues are often part of larger disputes regarding the right to use marks in both the conventional marketplace, as well as in e-commerce, a basic understanding of TTAB practice and procedure is an important part of the skills required of intellectual property lawyers in the new economy.

This program is designed for attorneys who practice trademark law and who are interested in learning about PTO and TTAB practice.

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