



a **marcusevans** event

## Service Provider Information

September 16-18, 2009 | Red Rock Casino • Resort • Spa | Las Vegas, NV

Property is an intellectual production.

The game requires coolness, right reasoning,

Ralph Waldo Emerson  
**promptness** and  
**patience** in the players.

Corporate IP Counsels must have cost effective strategies in place for managing IP assets, particularly during this uncertain economic climate. With US companies conducting more and more business in global emerging markets, IP executives must be equipped with the knowledge, skills and tools necessary to optimize the value of their company's IP and give their business a competitive edge both domestically and worldwide.

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# IP law summit

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## A Unique Event

Today's uncertain economy calls for corporate Intellectual Property Counsel to have effective strategies in place to optimize the value of their company's IP. It is imperative for IP executives to be equipped with the knowledge to protect their confidential business information, to keep track of their competitors' IP activities, to be able to detect counterfeits, protect their intellectual assets, and if necessary to litigate successfully, in order to give their business a competitive edge.

Business has always been driven by ingenuity and innovation. Now, more than ever, with an economy built on knowledge and intangible value, establishing and protecting intellectual property is vital for organizations. Domestic and global IP law issues are complex, confusing, and involve multiple jurisdictions. IP practitioners are faced with an array of new issues and areas of practice, with multi-faceted dimensions. Increasing significance of intangible assets in the global economy is forcing business organizations to actively manage the role of IP as a key driver for building and sustaining a competitive advantage and achieving superior performance.

The unique format of the **IP Law Summit** enables service providers to offer solutions to these challenges and more through one-on-one meetings with the attendees. They will equip Senior IP Counsel with the tools necessary to cope with the ever changing issues, as well as, address cutting edge strategies for; developing more cost effective methods and processes in order to keep within the legal department's budget; anticipating changes in patent law; commercializing IP and generating revenue from IP activities; determining optimal countries for foreign patent filings based on considerations such as cost and enforceability of patent rights. The goal for attending service providers is to forge new partnerships and generate new business opportunities with this elite group of Senior IP Counsel.

## Delegate Profiling and the Meeting Agenda – Delivering Proven ROI

The requirements of Senior IP Counsel within the largest corporations across the United States are widely diversified. All potential delegates complete an application prior to being admitted to the event. This process ensures that we are confirming only the most appropriate potential clients for our service providers' products and services. Once admitted, we collect additional information to create a complete personal and company profile of the delegation, including which products and services are on each of their priority lists in the coming six to eighteen months. Similar information is collected for each of our service provider representatives.

Two to three weeks prior to the event, service providers are given access to the profiles and then select those executives who are actively seeking to purchase their products and services. Delegates also have the opportunity to review service provider profiles to make top priority selections.

In order to create an optimal three-day agenda of one-on-one meetings for each service provider representative, all online selections are collated into a personal schedule. These preliminary agendas are made available to service providers in advance of the event to give ample time to prepare for each meeting. A robust agenda of informal networking activities accompanies the summit program and meeting agenda to ensure all possible business opportunities are uncovered.

## Distinguished Presenters

**Chairperson: Paul Goldstein**,  
Lillick Professor of Law, **Stanford Law School**

**Peter Becker**, Senior Attorney, IP & Licensing,  
**Microsoft**

**Christiana State**, Legal Director IP Litigation &  
Conflict Management, **Yahoo! Inc.**

**Dean Marks**, Senior Vice President, Intellectual  
Property, **Warner Bros. Entertainment Inc.**

**Gary Loeb**, Vice President, Intellectual Property,  
**Genentech**

**Thomas Trempus**, Chief IP Counsel, **Alcoa, Inc.**

**Sandra Aistars**, Assistant General Counsel,  
Intellectual Property, **Time Warner Inc.**

**Scott Hayden**, Vice President, Intellectual  
Property, **Amazon**

**Jay Kogan**, Vice President, Business & Legal  
Affairs, Deputy General Counsel, **DC Comics**

**Dave M. Kettner**, Chief Intellectual Property  
Counsel, **Virent Energy Systems, Inc.**

**Jeffrey Navon**, Manager Foreign Practice and US  
Administration, **Thomson Licensing LLC**

**Bruce J. Schelkopf**, Chief Patent & IP Counsel,  
Intellectual Property & Innovation, **Cummins, Inc.**

**Leo Cook**, Vice President, Legal, **HD Supply**

**Jennifer Buchanan O'Neil**, Vice President &  
Managing Assistant General Counsel, **CA, Inc.**

**Thomas Bordner**, Director of Intellectual  
Property, **Sanofi-Pasteur**

**Frank Montgomery**, Senior Intellectual Property  
Counsel, **Siemens Corporation**

**John O. Jeffrey**, General Counsel & Secretary,  
**ICANN (Internet Corporation for Assigned  
Names and Numbers)**

**Teresa Stanek Rea**, President, **AIPLA  
(American Intellectual Property  
Law Association)**

**Sandeep Jaggi**, Corporate Legal & Intellectual  
Property, **Robert Bosch Healthcare Inc.**



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## Delegate Selection Process

Our executive delegation is selected according to the following criteria:

- Scope of responsibility
- Budget
- Sign-off authority
- Company
- Interest in purchasing products and services

Delegates will include decision makers with job titles of Chief IP Counsel, Chief Patent Counsel, General Counsel, Assistant General Counsel, VP, SVP, Head and Senior Counsel responsible for Intellectual Property Decision-making in the following areas:

- Patents
- Trademark
- Copyright
- Litigation
- Legal Affairs

## Service Providers

To ensure the success of the **IP Law Summit**, **marcusevans** is pleased to partner with a limited number of firms offering valuable legal expertise. The service providers are leaders in the provision of services, technology and information to Senior IP Counsel across all industries. They will provide state of the art solutions to forward-thinking corporations interested in protecting their organizations IP.

The number of firms in each product or service category is strictly limited to ensure an appropriate overall balance. These meetings provide a forum for dialogue and information-sharing, on organizational concerns and appropriate, corresponding services.

## IP Law Summit Service Provider Categories

### Document Management Technologies

- Database Management
- Disaster Recovery Solutions
- Records Management

### Electronic Evidence

- eDiscovery Software and Solutions
- Electronic Collaboration/ Evidence
- Litigation Support
- Systems Providers

### Information Technology

- Case Management Systems
- Court Technology Providers

### Knowledge Management

- Data Capture Service Providers
- eForms

- Legal Information Systems and Publishers
- Remote Document Sharing, Management and Retrieval
- Online and CD-ROM Research Data

### Law Firms Specializing In

- Alternative Dispute Resolution
- Antitrust
- Appellate Litigation
- Copyrights
- International IP Management
- IP Litigation
- Licensing and Transactions
- M&A
- Patents
- Service Marks
- Strategic Counseling

- Trade and Competition Disputes
- Trademarks
- Transfer Agreements

### Management Support

- Forensics Consultants
- IP Asset Management Services
- Jury Consultants
- Management Consultants
- Patent and Licensing Services
- Private Equity Firms
- Regulatory Compliance Consultants and Services
- Tax Specialists
- Trademark and Brand Management
- Trial Strategy Consultants
- Valuation Services

## Sample Service Provider Schedule

Each attendee at the **IP Law Summit**, receives a personalized itinerary based on their priority business meetings and special networking events. Below is a sample of a personalized Service Provider schedule.

### DAY 1

11:00 – 01:00	Event Registration
01:00 – 01:15	Chairperson Opening Remarks
01:15 – 02:00	Opening Keynote Presentation
02:00 – 02:45	Conference Presentation
02:45 – 03:30	Conference Presentation
03:30 – 04:00	<b>One-on-One Meeting 1</b>
04:00 – 04:30	<b>One-on-One Meeting 2</b>
04:30 – 05:00	<b>One-on-One Meeting 3</b>
05:00 – 05:30	<b>One-on-One Meeting 4</b>
05:30 – 06:30	Keynote Presentation
06:30 – 07:30	Welcome Cocktails
07:30 – 10:00	Networking Dinner

### DAY 2

07:00 – 08:00	Networking Breakfast
08:00 – 09:00	Keynote Presentation
09:00 – 09:30	<b>One-on-One Meeting 5</b>
09:30 – 10:00	<b>One-on-One Meeting 6</b>
10:00 – 10:30	<b>One-on-One Meeting 7</b>
10:30 – 11:00	<b>One-on-One Meeting 8</b>
11:00 – 11:15	Networking Break
11:15 – 12:00	Conference Presentation
12:00 – 12:45	Conference Presentation
12:45 – 02:00	Networking Luncheon
02:00 – 03:00	Conference Panel Discussion
03:00 – 03:30	<b>One-on-One Meeting 9</b>
03:30 – 04:00	<b>One-on-One Meeting 10</b>
04:00 – 04:30	<b>One-on-One Meeting 11</b>
04:30 – 05:00	<b>One-on-One Meeting 12</b>
05:00 – 05:45	Conference Presentation
05:45 – 06:30	Conference Presentation
06:30 – 07:00	Free Time
07:00 – 09:00	Networking Cocktails and Dinner

### DAY 3

07:00 – 08:00	Networking Breakfast
08:00 – 09:00	Conference Presentation
09:00 – 09:30	<b>One-on-One Meeting 13</b>
09:30 – 10:00	<b>One-on-One Meeting 14</b>
10:00 – 10:30	<b>One-on-One Meeting 15</b>
10:30 – 11:15	Conference Presentation
11:15 – 12:00	Closing Keynote Presentation
12:00 – 01:00	Networking Luncheon



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## Sample of Attendees from Past **marcusevans** IP Law Summits

Chief IP Counsel  
**Acco Brands Corporation**

Assistant General Counsel, IP  
**AOL LLC**

Chief Patent Counsel  
**Avago Technologies, Ltd**

Director, Intellectual Property  
**Avery Dennison Corporation**

Divisional IP Counsel  
**Baker Hughes**

Senior IP Counsel  
**Becton Dickinson Corporation**

Chief Patent Counsel  
**Biomerieux Inc**

VP of Intellectual Property & AGC  
**Biomet Inc**

Chief IP Counsel  
**BMC Software, Inc**

IP Counsel  
**Boeing**

Senior IP Counsel  
**Bose Corporation**

Assistant General Counsel  
**CA, Inc.**

Assistant VP & Chief Trademark Counsel  
**Cargill, Inc.**

Senior Corporate Counsel, IP  
**Caterpillar Inc.**

Assistant General Counsel  
**Chesapeake Corporation**

Chief Patent Counsel  
**CIBA Vision Corporation**

Senior Patent Litigation Counsel  
**Comcast Cable Communications**

Assistant General Counsel  
**Deere & Company**

Senior Counsel Director of Patent Operations  
**Eastman Chemical Company**

Patent Counsel  
**Edwards Lifesciences Corporation**

SVP and Chief IP Counsel  
**Elan Pharmaceuticals, Inc.**

Associate General Counsel, International  
**Finisar**

Intellectual Property Counsel  
**General Electric Company**

Chief Patent Counsel  
**General Mills**

Senior Patent Counsel  
**GSK**

Assistant General Counsel, IP  
**Hallmark Cards, Inc.**

Global Chief IP Officer & AGC  
**Imerys**

Senior Patent Attorney  
**Intel Corp**

Associate General Patent Counsel  
**InterDigital Communications Corporation**

IP Counsel  
**International Game Technology**

VP, IP Counsel  
**Invensys Controls**

Assistant Chief Patent Counsel  
**Johnson & Johnson**

Senior IP Counsel  
**Johnson & Johnson, DePuy Orthopaedics**

Chief Intellectual Property Counsel  
**Kimberly-Clark Corporation**

Senior IP Counsel  
**Lenovo USA**

General IP Counsel, NA  
**Linde Group**

Senior IP Counsel  
**Lord Corporation**

Principal Counsel and Senior Director of IP  
**Medtronic, Inc**

Senior Attorney, IP Patents & Licensing  
**Microsoft**

Patent & Trademark Counsel  
**Milliken & Company**

Director Intellectual Property & Legal Process  
**NACCO Material Handling Group, Inc.**

VP Legal IP Licensing and Employment  
**Nova Chemicals Inc.**

Global Head of OTC Patents  
**Novartis**

Director IP  
**Panasonic Corporation of North America**

VP & Chief IP Counsel  
**Rockwell Automation**

Director of IP  
**Samsung Electronics America**

Associate Chief IP Counsel & Senior Director  
**Sandisk Corporation**

Director of Patents  
**Schering Plough Corp.**

Deputy General Counsel Intellectual Property  
**Schlumberger, Ltd.**

Chief Patent & Assistant General Counsel  
**Sensata Technologies, Inc.**

Patent Counsel  
**Sharp Laboratories Of America, Inc.**

Senior Trademark Counsel  
**Shell Oil Company**

Senior IP and Licensing Counsel  
**Siemens Communications**

VP and Chief IP Counsel  
**Siemens Corp**

Senior IP Counsel  
**Southwire Company**

Senior IP Counsel  
**Syngenta Bio-Technology**

Chief Intellectual Property Counsel  
**Teledyne**

Director of IP and Assistant General Counsel  
**Textron Systems Corporation**

Managing Attorney, Intellectual Property  
**The Babcock & Wilcox Company**

Assistant General Counsel  
**Thomas & Betts Corporation**

VP Patents, U.S. Operations  
**Thomson**

Senior IP Counsel  
**Tyco International**

Senior IP Counsel  
**Unisys Corporation**

Senior Corporate Counsel, IP  
**UTStarcom, Inc.**

Associate General Counsel  
**Varian Medical Systems, Inc.**

Associate General Patent Counsel  
**Xerox**

## Testimonials

The entire event was extremely well run and organized. The staff made every effort to put us in contact with potential clients.

Director and Vice President  
**The Webb Law Firm**

Well done. Ran smoothly. Everyone was well prepared and eager to participate.

Attorney  
**Renner Kenner**

Very good program – knowledge, business-oriented presentation and many in-house contacts.

Partner, Co-Chair of the IP Litigation Program  
**Alston & Bird LLP**

As an event to meet in house counsel it is very good!

Principal  
**Griffith Hack**

## The Service Provider Package

### Pre-Summit Information, Services and Support

- Pre-qualification of the delegate base
- Access to secured event site listings with the names and profiles of the attending executive delegation
- Tools to make educated decisions of which executives to meet
- Time to research all delegates in order to maximize the success of both your scheduled and informal meetings
- Company and attendee profile listings on the secured site offering pre-event exposure of products and services to the executive delegation
- Experienced Event Management Team dedicated to pre-event organization to assist you in maximizing your investment

### At the Summit

- 10-15 pre-scheduled one-on-one business meetings for each company representative
- Dedicated on-site **marcusevans** Management Team to facilitate your company's meetings and maximize exposure to the entire attending delegation
- Company meeting area within the overall one-on-one meeting room
- Company details and contact information listed in the event catalog thus delivering maximum on-site exposure
- Company logo on event signage
- Pre-dinner cocktail parties for informal networking
- Networking luncheon with formal seating based on interactive website selections
- A range of informal networking time with entire delegate group
- All meals and receptions
- Attendance at Keynote Presentations and other summit sessions
- Two nights accommodation

### Post-Event Information and Follow Up

- Priority re-booking status to next year's event
- Access to all summit documentation on our secured website

### CLE Accreditation



**marcusevans** will seek CLE accreditation in those states requested by registrants which have continuing education requirements. CLE credit hour information will be displayed on the certificate of attendance, which is provided to the attendees after the event has run and once each State has confirmed approval. **marcusevans** certifies that this activity has been approved for CLE credits by the State Bar of California and the State Bar of Pennsylvania.

## The Organizers

One of the world's leading business information companies, **marcusevans** is dedicated to the provision of global business intelligence and information to assist in strategic and effective decision-making. Our aim is to provide first class business information, through a variety of media, which enables clients to sustain a valuable competitive advantage while making a positive contribution to their success.

Established in 1983, **marcusevans'** international network of offices produces events on strategic issues in telecommunications, corporate finance, capital markets, human resources, corporate IT, technology, marketing, manufacturing, logistics, energy, utilities and business strategy. This information is disseminated through the following business divisions: summits, conferences, business training, market analysis, business publications and corporate hospitality.

Every year **marcusevans** produces more than 150 of the world's leading business and economic summits for senior decision-makers. Held at exclusive locations around the world, these events provide attendees with a unique opportunity to individually tailor their schedules of keynote presentations, think tanks, seminars and one-on-one business meetings to provide an effective, highly focused interactive event.

...a **dominant force** in the delivery of **strategic business information**

## The Venue

Red Rock's serene surroundings, distinctive décor, and impeccable standard of service ensure that your visit is flawless and fabulous. The Red Rock Resort exemplifies the essence of hospitality with a dedication to uncompromised service, seamless experiences and the utmost in guest gratification

The Conference Center facilities were designed by hospitality professionals who anticipate a group's every need to make their next experience at an event an effortless experience. Many spaces include large verandas with balconies overlooking the Red Rock Canyon and pool backyard.

[www.redrocklasvegas.com](http://www.redrocklasvegas.com)