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THE IP STRATEGY SUMMIT NEW YORK CITY

November 12 - 13, 2013
THE HELMSLEY PARK LANE • NEW YORK, NY

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The IP Strategy Summit: NY has established itself as the East coast's leading conference focused on IP strategic issues. Every year, it brings together thought leaders from a cross-spectrum of blue chip companies for a unique mix of insightful content, workshops, exclusive speakers, high power networking and real life, actionable cases studies.

WHY ATTEND?

Intellectual property leaders are under increased pressure to deliver results, while also assuming multiple roles. This is a must-attend event for IP executives that will provide the knowledge needed to overcome these day-to-day and strategic challenges.

KEY TOPICS TO BE DISCUSSED

- **Building an IP Strategy**
- **Evaluate, Monetize and Enforce** Your IP
- Aligning IP Strategy and Company Goals
- Dealing with **Internal and External Actors**
- **NPE: Friends, Foes, or a New Paradigm?**

HEAR FROM THE FOLLOWING PARTICIPATING COMPANIES:

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Caraco Pharmaceutical
Laboratories
Computer Sciences Corp.
Brinks Gilson & Lione LLP
Cantor Colburn LLP
The Dow Chemical Company
Dow Corning
Honeywell International Inc.
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Past Attendees:



LEADING EXPERTS AND SPEAKERS INCLUDE:



Alan Kowalchyk
Partner
Merchant & Gould



Bob Held
VP Intellectual Asset
Management
TeleCommunication
Systems



Cary Levitt
Chief IP Counsel
Dow Corning



Carl Charneski
Partner
Brinks Gilson & Lione LLP



Clark Petrie
Senior Manager, Licensing,
IP Law & Management
Avaya



Erika S. Wilson
IP Counsel
Honeywell International Inc.



Frank Nuzzi
Sr. IP Counsel, Litigation
Siemens Corporation



Jay Reiziss
Partner
Brinks Gilson & Lione LLP



Jeff Ronaldi
CEO
Lexington Technology



J. Warren Lytle, Jr.
Partner
Sughrue Mion



John Dauer
Chief Patent Counsel
Caraco Pharmaceutical
Laboratories



David Daly
Director
PwC



Ralph Gabric
Partner
Brinks Hofer & Lione LLP



John Hanish
Partner
Goodwin Procter



Jennifer A. Carnahan, PhD
Senior Counsel IP Law - Plastics
The Dow Chemical Company



John F. Martin
Chairman & CEO
Innography



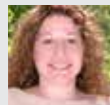
Jose A. Esteves
Partner
Skadden



Marc Ehrlich
Sr. Counsel,
Patent Enforcement
IBM



Mark Stignani
Of Counsel
Schwegman, Lundberg
& Woessner



Marian Underweiser
IP Law Counsel, IP Law
Strategy & Policy
IBM



Philmore H. Colburn II
Co-Managing Partner
Cantor Colburn LLP



Jonathan Caplan
Partner
Kramer Levin



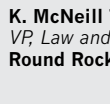
H. Ward Classen
Deputy General Counsel
Computer Sciences
Corporation



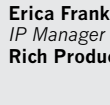
William Mansfield
Director of IP
ABRO Industries, Inc.



Scott Culpepper
Partner
Robins, Kaplan, Miller
& Ciresi LLP



K. McNeill Taylor, Jr.
VP, Law and General Counsel
Round Rock Research, LLC



Erica Frank
IP Manager
Rich Products

AGENDA

TUESDAY, NOVEMBER 12, 2013

7:30 am REGISTRATION AND BREAKFAST

8:15 am CHAIRPERSON'S OPENING REMARKS: THE CURRENT IP LANDSCAPE

Marian Underweiser - IP Law Counsel, IP Law Strategy & Policy, IBM

8:30 am BUILDING AND BENCHMARKING YOUR IP STRATEGY: FINDING TRUE NORTH

Aligning your IP Strategy with your organization goals is key, but what improvements can be made to **elevate your current strategy**? How does your Strategy stack up against other well-run IP departments and what are the metrics of a healthy strategy?

This presentation will explore:

- What are the **signs of a good IP strategy**?
- What are the **metrics and benchmarks** to measure your strategy's success?
- **Building and supplementing** your IP Strategy

John F. Martin - Chairman & CEO, Innography

Philmore H. Colburn II - Co-Managing Partner, Cantor Colburn LLP

H. Ward Classen - Deputy General Counsel, Computer Sciences Corporation

Cary Levitt - Chief IP Counsel, Dow Corning

9:20 am PROTECTING YOUR IP: DEFENSIVE STRATEGIES WHEN ACCUSED OF IP INFRINGEMENT

Being on the receiving end of assertive licensing or a patent litigation can be a drain on resources if you don't have a defensive strategy in place. **What are the best ways to defend** and protect your IP and how does this tie into your overall IP Strategy?

This panel will explore defensive strategies when:

- Faced with **assertive licensing claims**
- Faced with **Patent litigation**
- How best to deal with **patent assertion entities**
- Creating a **defensive strategy**

Frank Nuzzi - Sr. IP Counsel, Litigation, Siemens

John Dauer - Chief Patent Counsel, Caraco Pharmaceutical Laboratories

Jonathan Caplan - Partner, Kramer Levin

10:05 am NETWORKING BREAK

10:45 am ROI, VALUE & MONETIZATION: HARVESTING YOUR IP

With the exponential growth in IP transactions and deals, business leaders and investors are now looking at creating stronger ROI from their IP portfolios. IP is a vital part of a company's value and a key revenue generator. As a result, IP leaders are being held more accountable for the revenue generated from their portfolios.

This panel will explore:

- A word on valuation
- Licensing as a long-term revenue stream
- To sell or not to sell?
- Litigation and enforcement as a monetization strategy?

Mark Stignani - *Of Counsel*, Schwegman, Lundberg & Woessner

Clark Petrie - *Senior Manager, Licensing, IP Law & Management*, Avaya

Bob Held - *VP Intellectual Asset Management*, TeleCommunication Systems

David Daly - *Director*, PwC

K. McNeill Taylor, Jr. - *VP, Law and General Counsel*, Round Rock Research, LLC

11:40 am **KEYNOTE PRESENTATION: BEING AN IP STRATEGIST: THE EVOLUTION OF YOUR ROLE AS AN IP LEADER**

IP Strategists are a new type of Intellectual Property Leader. You must combine business acumen with IP knowledge and the ability to manage, educate, and sell your strategy across your organization. Whether your organization is multi-national or a mid-cap operating company, if you have an IP portfolio, you also need an IP Strategist.

Marian Underweiser - *IP Law Counsel, IP Law Strategy & Policy*, IBM

12:25 pm **LUNCH**

12:30 pm **LUNCH AND LEARN WORKSHOP (INVITATION ONLY)**

AN INSIDER'S VIEW ON ITC ENFORCEMENT STRATEGIES

This 1-hour interactive workshop will provide insights on best practices and strategies in ITC section 337 IP investigations. *Sponsored by:*

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1:25 pm **WALL STREET AND INVESTOR INSIGHTS INTO INTELLECTUAL PROPERTY**

Wall Street is increasingly eager to embrace IP. Incorporating IP valuation can breathe new life into equities and deals, increase the value of a transaction – and ultimately increasing profits and capitalization. **Private Equity Funds, Hedge Funds Managers, Shareholders and Investment Bankers** are asking “What is IP’s impact and value on an Investment?”

Topics Covered:

- **Investor perspective** on valuation
- Is IP really an **emerging asset class**?
- Recent **notable IP deals** and transactions
- Are we in the midst of an **IP bubble**?

Jeff Ronaldi - *CEO*, Lexington Technology

Jose A. Esteves - *Partner*, Skadden

2:10 pm **YOUR POST-AIA IP STRATEGY**

The AIA represents the first comprehensive overhaul of the U.S. patent system since 1952 and changes fundamental patent law tenets, including the scope of what constitutes prior art and how patents and their applications can be challenged—both in court and at the USPTO. What are the real world implications so far and how does it affect your IP strategy?

Topics Covered:

- Panelists' **perspective on the AIA** so far
- How should it change the way you put your IP strategy together
- Audience Q&A

Erica Frank - *IP Manager*, Rich Products

Jennifer A. Carnahan, PhD - *Senior Counsel IP Property Law - Plastics*, The Dow Chemical Company

Alan Kowalchuk - *Partner*, Merchant & Gould

2:55 pm **NETWORKING BREAK**

3:25 pm **ENFORCEMENT'S ROLE IN YOUR IP STRATEGY: A BALANCED APPROACH**

The ability to **build a balanced enforcement strategy** ties into both your overall IP strategy and organization's goals. A well executed enforcement strategy has a strong upside that sets a precedent with your competitors and with potential infringers. Clearly, enforcement plays a central role in your IP strategy.

Topics Covered:

- What does a **well balanced enforcement strategy** look like?
- The Stick and the Carrot – the **best use of licensing** as an enforcement tool
- When to litigate; when not to litigate
- Enforcement 2.0 – **new enforcement strategies**

Marc Ehrlich - *Sr. Counsel, Patent Enforcement*, IBM

Ralph Gabric - *Partner*, Brinks Gibson & Lione

William Mansfield - *Director of IP*, ABRO Industries, Inc.

Erika S. Wilson - *IP Counsel*, Honeywell International Inc.



4:10 pm **A UNIFIED PATENT PROSECUTION STRATEGY: DOMESTIC AND INTERNATIONAL**

Maintaining an IP portfolio can be complicated when it is managed both domestically and internationally. A unified patent prosecution strategy is important because the consequences of inconsistent or contradictory patent prosecution strategies can be devastating.

This Panel will explore:

- **Working with inventors** to get to the invention
- **Balancing effectiveness with cost:** determining what is 'good enough'
- Drafting for the **U.S.**
- Drafting for the **international platform**

Jennifer A. Carnahan, PhD - Senior Counsel IP Property Law - Plastics, The Dow Chemical Company

J. Warren Lytle, Jr. - Partner, Sughrue Mion

4:55 pm **TROLL REFORM: IS THIS A SOLUTION LOOKING FOR PROBLEM?**

President Obama stated, at a speech at Google, that the AIA didn't go far enough when dealing with Patent Trolls. There is also a complex legislature being worked on Tort Reform and Fee shifting that is creating a buzz with IP leaders. However is this all too simple a perspective?

This interactive panel discussion will discuss differing views from Operating Companies and Law Firms on Proposed Patent Troll Reform.

Marian Underweiser - IP Law Counsel, IP Law Strategy & Policy, IBM

K. McNeill Taylor, Jr. - VP, Law and General Counsel, Round Rock Research, LLC

John Hanish. - Partner, Goodwin Procter

4:30 pm **NETWORKING COCKTAIL RECEPTION**

Sponsored by:



WORKSHOP A: PATENT PORTFOLIO EVALUATION (8:30 - 10:30 am)

Presenter:

Mark Stignani, Of Counsel, Schwegman, Lundberg & Woessner

WORKSHOP B: DEFENDING AGAINST PATENT TROLLS (11:15 am - 1:15 pm)

Infringement assertions from patent trolls can present a significant threat to any organization and can lead to costly litigation. Utilizing defense methods such as joint defense groups, defensive patent aggregation companies, and joint representation, as well as initiating litigation strategies for anticipating and preventing infringement attacks are crucial to successfully mitigating the risk and cost of litigation associated with patent trolls.

"Defending Against Patent Trolls" covers:

- Strategies for using third party patent aggregators
- Tactics utilizing joint defense groups and representation
- Best practices for building a solid response strategy
- Methods for conducting IP due diligence before litigation

Presenter:

John F. Martin, Chairman & CEO, Innography

WORKSHOP C: PREPARING FOR LITIGATION (2 - 4 pm)

Presenter:

Scott Culpepper, Partner, Robins, Kaplan, Miller & Ciresi LLP

VENUE AND ACCOMMODATIONS



The Helmsley Park Lane Hotel

The premier Central Park South hotel is located between Fifth Avenue and Avenue of the Americas. Surrounded by endless entertainment, shopping, restaurants, attractions and more, The Helmsley Park Lane Hotel® boasts the perfect Central Park hotel address for exploring the city. With Central Park as your backyard, enjoy the abundance of famous attractions and sights right in the park at our Midtown luxury hotel. Or spend the day shopping at the endless stores that line Fifth Avenue. With so many sites nearby, our Central Park NYC hotel is in the center of everything to do and see in the greatest city on earth.

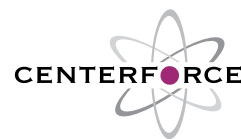
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- I am interested in speaking opportunities, sponsorships and exhibiting at the event.

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	October 11, 2013	\$595	\$695
	October 25, 2013	\$695	\$795
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