

The 5th Annual GENERAL COUNSEL WEST COAST CONFERENCE

November 15-16, 2007

The Fairmont San Francisco ■ San Francisco, CA

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Charles A. James
Vice President &
General Counsel
Chevron Corporation
San Ramon, California



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WELCOMING REMARKS BY



Robin Sparkman
Editor-in-Chief
Corporate Counsel Magazine
New York, New York

ATTEND AND LEARN ABOUT:

- Corporate Social Responsibility: The Real Issues
- New Developments in FCPA Compliance: Ethical Issues and the Nuts and Bolts of Conducting an Investigation
- Bailing With A Teacup? Defending Intellectual Property Rights in China
- Diversity in Legal Departments and Suppliers: What can and should be done to facilitate successful outcomes?
- The Seven Director Sins and How the GC Can Save the Day

PLUS:

The New Federal Rules and Their Impact on GCs:
Legal and Business Implications

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The 5th Annual
GENERAL COUNSEL WEST COAST CONFERENCE
November 15-16, 2007 ■ The Fairmont ■ San Francisco, CA

Chief legal advisor, business strategist, board liaison, regulatory watchdog, champion for compliance and ethics, advocate for corporate social responsibility.....

The role of today's GC is dynamic and constantly evolving.

This peer-to-peer program will provide you with substantive knowledge and practical advice for managing the challenges that come with the territory of being of a GC.

Join us on **November 15-16** in **San Francisco** for **ALM Events' 5th Annual General Counsel Conference**.

Conference Highlights Include:

- **Corporate Social Responsibility** - A panel of in-house counsel from different industries will discuss the factors motivating CSR initiatives and the legal implications once they are implemented.
- **New Developments in FCPA Investigations** - A two part module that will cover the ethical issues and the forensic aspects of conducting these investigations.
- **Defending Intellectual Property Rights in China** - A session moderated by David Hechler, senior reporter, *Corporate Counsel*, based on his cover story "The Enforcer."
- **Diversity in Legal Departments and Suppliers** - What can and should be done to facilitate successful outcomes?

Special Update:

- **The Federal Amendments at One Year** - Best practices for e-discovery management and the business implications for your department and the corporation at large.

Our faculty features in-house counsel from a broad range of industries as well lawyers from the nation's top firms and business advisors who counsel them.

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Chevron Corporation
San Ramon, California



Douglas G. Scrivner
General Counsel and Secretary
Accenture
San Jose, California

WELCOMING REMARKS BY



Robin Sparkman
Editor-in-Chief
Corporate Counsel Magazine
New York, New York

FACULTY

Lionel M. Allan

Chief Executive Officer
National Association of Corporate
Directors
Silicon Valley Chapter
Los Gatos, California

Thomas Y. Allman

Former SVP and General Counsel
BASF Corporation
Co-Chair
Lawyers for Civil Justice
State E-Discovery Committee
Cincinnati, Ohio

Gregory S. Bishop

Partner
Goodwin Procter LLP
Palo Alto, California

Sharie A. Brown

Partner
White Collar Defense & Corporate
Compliance Practice
Foley & Lardner LLP
Washington, DC

Byron W. Cooper

Partner
Goodwin Procter LLP
Palo Alto, California

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General Counsel
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the Ericsson Group)
Duluth, Georgia

Ron Davis

Director, Brand Protection
QUALCOMM Incorporated
San Diego, California

Ron Durkin

Partner
KPMG
Los Angeles, CA

Ron Epstein

CEO
IPotential, LLC
San Mateo, California

Rockell Hankin

Chairman of the Board
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Los Angeles, California

Carol Crofoot Hayes

Associate General Counsel and
Secretary
The Coca-Cola Company
Atlanta, Georgia

David Hechler

Senior Reporter
Corporate Counsel
New York, New York

Douglas Herman

Managing Director - eDiscovery
Practice Group
UHY Advisors FLVS, Inc.
New York, New York

John Janes

Director, Analytic & Forensic
Technology
Deloitte Financial Advisory
Services LLP
San Francisco, California

Ivonne Mena King

Partner
White Collar Defense & Corporate
Compliance Practice
Foley & Lardner LLP
Palo Alto, California

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Partner
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Houston, Texas

James A. Mercer, III

Partner
Duane Morris LLP
San Diego, California

William Norvell

Partner
Beirne, Maynard & Parsons, L.L.P.
Houston, Texas

Tom O'Connor

Director
Legal Electronic Documents Institute
Bellvue, Washington

Ronald K. Perkowski

Senior Counsel
Halliburton Company
Houston, Texas

Laura R. Petroff

Los Angeles Office Managing Partner
Winston & Strawn LLP
Los Angeles, California

Rebecca B. Ransom

Assistant General Counsel
Raytheon Company
Waltham, Massachusetts

Anthony Reid

Principal, Analytic & Forensic
Technology
Deloitte Financial Advisory
Services LLP
Jacksonville, Florida

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Chief Counsel for Global IP
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MicroUnity, Inc.
Santa Clara, California

Jeffrey M. Tanebaum

Partner
Nixon Peabody
San Francisco, California

Ray Tai

Assistant General Counsel -
IPR Asia Region
Adidas AG
Hong Kong

Cyndi Tetro

Chief Executive Officer
American Discovery
Los Angeles, California

Michael S. Umansky

Partner
Duane Morris LLP
San Diego, California

Jeff Valle

Chief Executive Officer
American Discovery
Los Angeles, California

Marc Vockell

Senior Counsel, Litigation
Dell Inc.
Round Rock, Texas

Wilma B. Wallace

Vice President and Associate
General Counsel
Gap Inc.
San Francisco, California

8:30-9:00

Continental Breakfast

hosted by 

9:00-9:15

Opening and Welcoming Remarks

Robin Sparkman
Editor-in-Chief
Corporate Counsel Magazine
New York, New York

9:15-10:15

The Seven Director Sins: How the GC Can Save the Day

- The Time Crunch
- Compensation
- Independence—What does it really mean?
- The danger of not being reelected
- Personal liability
- Expertise—What is enough? or To be or not to be with management?
- Board meeting behavior: Notes, materials and minutes.

Lionel M. Allan
Chief Executive Officer
National Association of Corporate Directors
Silicon Valley Chapter
Los Gatos, California

Carol Crofoot Hayes
Associate General Counsel and Secretary
The Coca-Cola Company
Atlanta, Georgia

10:15-10:30

Break

10:30-11:30

What Every GC Should Know About Shareholder Activism

- Are you a target?
- Corporate Responses—What works and what doesn't.
- Will hedge fund and corporate governance activists be aligned in 2008?
- Proxy access and other SEC proposals—The current state of affairs

James A. Mercer, III
Partner
Duane Morris LLP
San Diego, California

Alexander C. Schoch
Executive Vice President & Chief Legal Officer
Peabody Energy Corp.
St. Louis, Missouri

11:30-12:30

Michael S. Umansky
Partner
Duane Morris LLP
San Diego, California

Corporate Social Responsibility: The Real Issues

A panel of high-ranking in house counsel will present a balanced discussion of the following issues:

- What motivates corporations to adopt CSR policies?
 - NGOs
 - The desire to make controversy go away
 - The domino effect: Companies adopt CSR policies and then exert pressure on their competitors
 - Impact on the bottom line?
 - Good will/PR
- Regulators requiring CSR reporting/accountability
 - Financial implications
 - Legal Implications

Charles A. James
Vice President & General Counsel
Chevron Corporation
San Ramon, California

Ronald K. Perkowski
Senior Counsel
Halliburton Company
Houston, Texas

Wilma B. Wallace
Vice President and Associate General Counsel
Gap Inc.
San Francisco, California

12:30-1:45

Luncheon and Address

Diversity in Legal Departments and Suppliers: What can and should be done to facilitate successful outcomes?

Laura R. Petroff
Los Angeles Office Managing Partner
Winston & Strawn LLP
Los Angeles, California

Douglas G. Scrivner
General Counsel and Secretary
Accenture
San Jose, California

hosted by 

1:45-2:45

Sins of Strategy: Why Winning IP Cases Are Lost

True enough, good facts make good evidence at trials. But more often than not, good cases, even great cases, are lost before discovery gets underway. This often happens because one of the parties has underestimated the value of effective strategic planning at the earliest stages of the decision making process. This presentation will dissect the critical planning of the eventual trial, from the perspective of management objectives. It will bridge the time from initial involvement, to giving the "go ahead" to the trial team, and all of the stages continuing through closings to the jury. Examples of results stemming from good and bad decisions, taken from real life litigation experiences, will be visually presented. You will learn from these examples and incorporate these many, but simple, lessons into planning for your next "big" case, whether it be one of patents, trademarks, copyrights, or trade secrets.

Kevin A. Cranman
General Counsel
TANDBERG Television, Inc. (Part of the Ericsson Group)
Duluth, Georgia

Scott D. Marrs
Partner
Beirne, Maynard & Parsons, L.L.P.
Houston, Texas

William Norvell
Partner
Beirne, Maynard & Parsons, L.L.P.
Houston, Texas

2:45-3:30

Monetizing Your IP Assets in Today's Ever-Changing Legal Landscape

In addition to the recent case law, which overturned well established patent law rules, proposed legislation would make further changes. These changes will have a dramatic impact on how portfolios are developed, as well as their cost and value. This panel will discuss these changes and how they can be best used to develop new strategies for monetizing IP assets.

Gregory S. Bishop
Partner
Goodwin Procter LLP
Palo Alto, California

Byron W. Cooper
Partner
Goodwin Procter LLP
Palo Alto, California

Ron Epstein
CEO
IPotential, LLC
San Mateo, California

George M. Schwab
Vice President and General Counsel
MicroUnity, Inc.
Santa Clara, California

3:30-3:45

Break

3:45-4:45

E-Discovery Vendors Shoot Out

Common ediscovery project problems will be presented to a panel of vendors. Their responses will provide you with an opportunity to hear what they have to offer and how their solutions set them apart from one another.

- Beyond the RFP: What happens when the project becomes bigger, more complicated, and therefore, expensive?
- Integration issues: Your software and my IT infrastructure - Can we talk?
- Project Management: Coordination and Communication
- Is my data is secure?

Moderator

Tom O'Connor
Director
Legal Electronic Documents Institute
Bellvue, Washington

Panel

Douglas Herman
Managing Director - eDiscovery Practice Group
UHY Advisors FLVS, Inc.
New York, New York

Cyndi Tetro
VP Marketing
NextPage
Draper, Utah

Jeff Valle
Chief Executive Officer
American Discovery
Los Angeles, California

4:45-5:45

The Law of Wellness

Wellness programs have become increasingly popular as employers strive to reign in run-away healthcare costs. In addition to controlling healthcare costs, a good wellness program can reduce absenteeism, increase productivity and improve employee morale. There are, however, also bad wellness programs and, unfortunately, and if not properly structured, they can easily violate a number of laws. In this session, attendees will learn "The Law of Wellness" - what they can and cannot do as a matter of law - and what they should and should not do as a matter of good HR.

Jeffrey M. Tanebaum
Partner
Nixon Peabody
San Francisco, California

5:30

Cocktails and Networking

hosted by **Deloitte.**

7:45-8:30

Continental Breakfast

hosted by



8:30-9:30

Bailing with a Teacup? Defending Intellectual Property Rights in China

Every day, it seems, we read another story about another product that's being counterfeited in China. And those are just the ones that make news. We all know that the media tend to dwell (lovingly, some would say) on the negative. But are there any success stories? Is there hope? What's an IP lawyer to do? In-house veterans from several industries will tell you what they've learned.

Moderator

David Hechler

Senior Reporter
Corporate Counsel Magazine
New York, New York

Panel

Ron Davis

Director, Brand Protection
QUALCOMM Incorporated
San Diego, California

Ray Tai

Assistant General Counsel - IPR Asia Region
Adidas AG
Hong Kong

J. Bruce Schelkopf

Chief Counsel for Global IP
Cummins Inc.
Columbus, Indiana

9:30-9:45

Break

9:45-11:15

Special Update: The Federal Rules at One Year and Their Impact on GCs

Part I: Electronic Discovery Management: Best Practices and the Federal Amendments at One Year

General Counsel have professional and ethical responsibilities to assure that adequate measure are undertaken to preserve and produce electronically stored information needed in governmental investigations civil litigation. Since December 1, 2006, these responsibilities have been informed and focused by targeted amendments to the e-discovery civil rules and have spawned a paradigm shift in policies, procedures and expectations. This presentation will summarize the impact of the Amendments and the Second Edition (2007) of the Sedona Principles from the perspective of a General Counsel with special emphasis on the implementation of best compliance practices.

Thomas Y. Allman

Former SVP and General Counsel
BASF Corporation
Co-Chair
Lawyers for Civil Justice
State E-Discovery Committee
Cincinnati, Ohio

10:30-11:15

Part II: The Business Implications

Considering the enormous amount of electronic information that is created, maintained, and stored within corporate systems, many of the ESI related requirements under the Amended FRCP can pose significant challenges for companies and their counsel. Creating and implementing a comprehensive e-discovery program will help companies overcome some of these challenges as well as allow them to realize time and cost savings. A panel of e-discovery experts will discuss:

- Buying, building, and/or procuring technology and integrating it into the existing corporate IT infrastructure.
- Implementing policies and procedures regarding electronic information
- Creating jobs - Discovery Counsel, Discovery Managers, etc.
- Vendors - When to use them

Moderator

Anthony Reid

Principal, Analytic & Forensic Technology
Deloitte Financial Advisory Services LLP
Jacksonville, Florida

Panel

John Janes

Director, Analytic & Forensic Technology
Deloitte Financial Advisory Services LLP
San Francisco, California

Marc Vockell

Senior Counsel, Litigation
Dell Inc.
One Dell Way-RR1-33
Round Rock, TX

11:15-1:00

New Developments in FCPA Compliance

1:00 -2:00

Luncheon

11:15-12:15

Part I: Ethical Issues in FCPA Investigations

- Setting the framework: Recent case study
- To whom should outside counsel report?
- How much information should a company share with its employees?
- Ethical and legal considerations relating to voluntary disclosures

Moderator

Ivonne Mena King

Partner

White Collar Defense & Corporate Compliance Practice
Foley & Lardner LLP
Palo Alto, California

Panel

Sharie A. Brown

Partner

White Collar Defense & Corporate Compliance Practice
Foley & Lardner LLP
Washington, DC

Rebecca B. Ransom

Assistant General Counsel

Raytheon Company
Waltham, Massachusetts

12:15-1:00

Part II: The Nuts and Bolts of Conducting an Investigation

- Forensic involvement in an FCPA Investigation
 - Global network capabilities
 - Navigating language, culture, privacy issues
 - Appropriate leverage of technology/ accessibility of electronic data
- Role of the Audit Committee in overseeing the investigation
 - Determining appropriate scope
 - Dealing with cost and delay issues
 - Reporting: timely notification to regulators and in what form (oral, written)?
- Balancing the interests of the various parties and working together to manage the investigation
 - Role of the auditors: What is it? When to bring them in?
 - Shadow procedures: transparency & independence
 - Pervasive illegality / 10A issues
 - Dealing with privilege

Ron Durkin

Partner

KPMG
Los Angeles, CA

Rockell Hankin

Chairman of the Board
Semtech Corporation
Los Angeles, CA

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