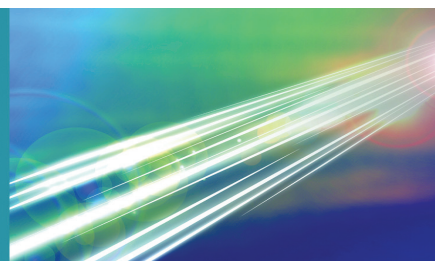


The Exponential Speed of Innovation: Is IP Driving Your Business?



**Monday, September 19, 2011
Westin Times Square, New York, NY**

8:15 a.m. Registration and Continental Breakfast

8:45 a.m. – 9:00 a.m. Welcome/Opening Remarks

9:00 a.m. – 10:05 a.m. The Current Pace of Reform: Strengthening or Curtailing IP Rights?

As companies face increased challenges relating to securing and protecting IP rights, as well as patent litigation involving competitors and nonpracticing entities (NPEs), the debate over U.S. patent reform continues. This panel will discuss:

- Consequences of patent reform becoming a reality in 2011 - impact of "first to file" system, and new supplemental examination, inter partes and post-grant reviews; fee diversion
- U.S. Supreme Court, Federal Circuit, and district court trends
- USPTO Trends including allowance rates, reexaminations, and accelerated examination

Panelists: **Anat Hakim**, DVP, IP Litigation, Abbott Laboratories
Nicholas Leach, Chief IP Counsel, Chevron Corporation
Matthew Lowrie, Chair, IP Litigation Practice

J. Bruce Schelkopf, Vice President – Deputy General Counsel & Chief Intellectual Property Counsel, Ingersoll Rand

Jackie Wright Bonilla, Partner, Chemical, Biotech & Pharmaceutical Practice

[Assisted by: **Justin Gray**, Associate, IP Litigation Practice]

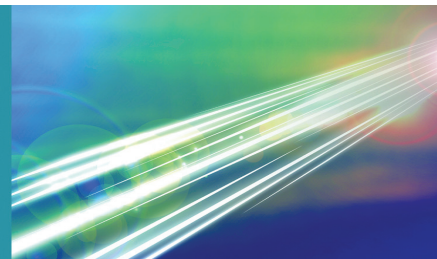
10:10 a.m. – 11:15 a.m. Joint Development Nuances in Accelerated Global Economy

In today's accelerated economy, joint development has become increasingly complicated. This panel will discuss:

- Scope & Structure
- Development & Responsibilities
- Ownership & Licensing Issues
- Warranties & Indemnification Issues
- Termination Issues



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Panelists: **Craig Fochler**, Partner, IP Litigation Practice
Keith Hunt, Senior Legal Counsel, Labatt Breweries of Canada
Rick Kaufman, Vice Chair, Private Equity & Venture Capital Practice
Kenya Pierre, Senior Director Patent Counsel, Kimberly-Clark Corporation
Doug Taylor, Chief Patent Counsel, General Mills Inc.
[Assisted by: **Aaron Tantleff**, Senior Counsel, IT & Outsourcing Practice]

11:15 a.m. – 11:35 a.m. Break

11:35 a.m. – 12:40 p.m. Evolution of NPEs: Advanced Strategies to Minimize Nuisance Suits to Your Bottom-Line

The current NPE landscape, including trolls and cybersquatters, has seen tremendous growth in the last few years. Discussion for this panel will focus on:

- How has the growing marketplace for patents and corporate participation therein impacted the number of NPE suits?
- Use of PTO and administrative proceedings as an offensive tactic
- Utilizing joint defense teams to your advantage vs. knowing when to go it alone
- Are cybersquatters and Internet IP thieves still a threat?
- Current strategies for combating online infringement and counterfeiting

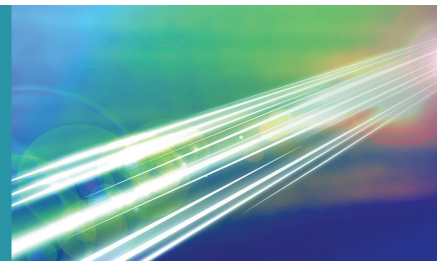
Panelists: **Tanja de Coster**, Director, International Corporate Counsel, eBay Inc.
Victor de Gyarfas, Partner, IP Litigation Practice
Brian Fogarty, Assistant General Counsel, IP Litigation, Nike, Inc.
Maxine Graham, Chief IP Counsel, American Express Company
John Lanza, Partner, Electronics Practice
Rafael Rosado, Intellectual Property Counsel, UTC Fire & Security
[Assisted by: **Rebecca (Jan) Pirozzolo-Mellowes**, Associate, IP Litigation Practice]

12:40 p.m. – 1:40 p.m. Lunch

1:45 p.m. – 2:50 p.m. [Breakout Sessions]
[Copyright/Trademark]: Navigating the New World of Domain Names -- Unlimited TLDs Create Opportunities and Risks



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The new generic top-level domain name (gTLD) system that will be rolled out in 2012 will change how people access information and brand themselves on the Internet. Our discussion will explore what businesses are, and should be, doing to develop effective online brand management and enforcement strategies in this new world of domain names.

- Overview of new TLD system
- Key trademark issues the new TLD system will create for brand owners
- How will this affect companies' current online enforcement strategies and marketing strategies

Panelists: **Andy Baum**, Partner, Trademark, Copyright & Advertising Practice
Susan Crane, Group Vice President, Legal Intellectual Property, Wyndham Worldwide Corporation
Sarah Deutsch, Vice President & Associate General Counsel, Verizon Communications
Laura Ganoza, Senior Counsel, Business Litigation & Dispute Resolution Practice
Heather Greenberg, Associate General Counsel, The Topps Company, Inc.
[Assisted by: **Katherine Califa**, Associate, Trademark, Copyright & Advertising Practice]

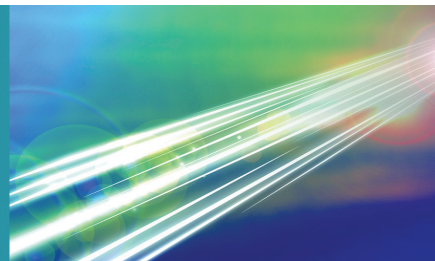
[Patent]: Optimizing Your Patent Dollars in a Global Economy

As technology evolves and enhances global business, many companies struggle to efficiently protect their intellectual property across international borders. This session will discuss:

- The Difficulty of Being Global Legal Counsel -- practicing with a global mindset but only a US license including:
 - Anticipating and addressing conflicting standards for patentability in various jurisdictions
 - Is presence enough? What other factors determine where you spend your IP dollars?
- Managing the IP portfolio:
 - Models for internal management and working with outside counsel
 - Getting the most for your IP dollar
 - Injecting a global vision into local practice -- how can you ensure that your domestic resources are sufficiently focused on international concerns?
- A look at cross-border IP enforcement -- using other types of IP to supplement your international patent portfolio



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- Pending patent reform legislation - Will it happen? Will it help?
- The impact of *Therasense*
 - How will the decision affect approaches to information disclosure?
 - What effect might the decision have on re-exam strategy?
 - Will the decision reduce the frequency of inequitable conduct defenses in litigation?

Panelists: **Gregory Bollis**, Senior IP Counsel, Diversey Inc.

Jeff Costakos, Partner, IP Litigation Practice

Ken Goldman, Global Head, Diagnostics Patents, Novartis Vaccines & Diagnostics, Inc.

Antoinette Konski, Partner, Chemical, Biotech & Pharmaceutical Practice

Daniel Shulman, Chief IP Counsel, AGC, Pactiv Corporation

Michael Whitehead, Chief Counsel, IP, The Lincoln Electric Company

[Assisted by: **Lucas Silva**, Associate, IP Litigation Practice]

2:50 p.m. – 3:10 p.m. Break

3:15 p.m. – 4:20 p.m. The Mobility of Social Media: Changing the Landscape on Protection of IP, Data Security and Privacy

Social media and the mobility of modern computers has revolutionized all aspects of conducting business today and social networking will continue to shape the ways in which businesses collaborate and communicate, inside and outside the enterprise. In this session we will explore:

- How to make your social networks work in parallel with your IP strategy
- Current data security and privacy issues, including the components of an effective social media policy
- Use of social networks to effectively protect and promote company products and services
- Litigation risks and enforcement challenges associated with use of social media sites

Panelists: **Rebecca Borden**, SVP Associate General Counsel, CBS Corporation

Noni Ellison-Southall, Senior Counsel, Turner Broadcasting Systems, Inc.

Jeff Greene, Chair, Trademark, Copyright & Advertising Practice

Cathy Lueders, Senior Business Leader, Managing Advisors Counsel & Trademark Counsel, MasterCard Worldwide

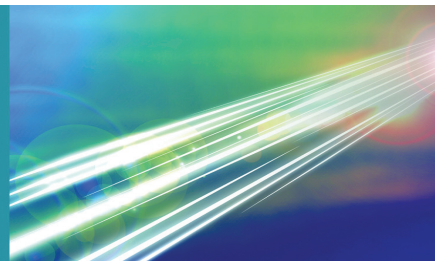
Peter McLaughlin, Senior Counsel, Privacy Practice

Regina Thomas, Assistant General Counsel, AOL Inc.

[Assisted by: **Britton Payne**, Associate, IP Litigation Practice]



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4:20 p.m. – 5:35 p.m. General Counsel Panel: Extracting Maximum Value from IP Assets in a Rapidly Changing Environment

This panel will provide insight and lessons from the trenches as to what general counsel see as the most pressing IP issues impacting their business today. Specific questions include:

- Have the judicial and legislative branches done enough to address real IP issues given fast-moving technologies/innovations and the new entities monetizing IP rights?
- Is there an IP centric culture within your company?
- What are the current legal service outsourcing trends?
- How do you promote and encourage innovation while mining your IP portfolio for new product/service ideas and licensing opportunities?
- What IP issues keep you up at night?
- What are the IP challenges to growing the company's business internationally, or in particular foreign markets (e.g., China, Japan, India, BRIC countries)?
- How does your company manage or utilize social media?

Panelists: **Sharon Barner**, Former Deputy Under Secretary of Commerce for IP and Deputy Director, USPTO, Partner IP Litigation Practice
Kevin Cranman, General Counsel, Ericsson Television Inc.
Nancy Dowling, General Counsel, The Dannon Company, Inc.
Clinton Hallman, Jr., Chief Counsel, Global IP, Kraft Foods Inc.
Ira Raphaelson, Vice President, General Counsel & Secretary, Scientific Games Corp.
Mark Weiner, General Counsel, Viryd Technologies, Inc
[Assisted by: **Jaclyne Wallace**, Associate, IP Litigation Practice]

5:35 p.m. – 5:40 p.m. Closing Remarks

5:45 p.m. – 6:30 p.m. Reception