

Join us for a day of informative presentations to help expand your IP practice.

Learn more about:

- International IP licensing
- Trade secret protection and licensing
- Arbitration and mediation in IP licensing
- Litigation planning for licensing attorneys
- Recent developments in complex licensing law
- Trademark licensing

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Monday, December 15, 2008

Washington State Convention and Trade Center
Room 3AB

On Pike Street, between 7th and 8th Avenues
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Join a distinguished faculty as they discuss how to build your IP practice.

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LICENSING ESSENTIALS

7:30 a.m. Check-in • Walk-in Registration • Distribution of Coursebooks • Coffee and Pastry Service

8:25 a.m.

Welcome and Introduction by Program Co-Chairs

Kimton N. Eng — Dorsey & Whitney LLP, Seattle
Gary K. Marshall — Law Offices of Gary Marshall, Seattle

8:30 a.m.

International Intellectual Property Transactions — Challenges, Issues and Practical Tips

- Expect communication, cultural and organizational challenges
- Select the right partner and develop the relationship
- Recognize differences between emerging markets and established markets
- Examine legal and commercial environments
- Identify risks and potential counterbalances

Dr. Debra K. Leith — Cooley Godward Kronish LLP, Seattle

9:20 a.m.

Negotiating and Structuring Trademark Licenses

- Essential elements of a trademark license
- Strategies for negotiation
- An overview of laws that govern trademark licensing
- The roles and motivations of the key players in a trademark licensing case

Patchen Haggerty — Dorsey & Whitney LLP, Seattle

10:10 a.m.

Break

10:25 a.m.

Standards, IP Licensing and Patent Ambush

- Regulators and courts have been increasingly active of late in addressing patent ambush and similar licensing issues in a standards setting context
- How do these developments affect your clients and how can you help protect their interests

Curtis Hom — Innova Legal Group PLLC, Kirkland

11:15 a.m.

Litigation Planning for Licensing Attorneys

- Litigation issues you should consider every time you draft a license
- Why you should draft a license to avoid litigation
- How to draft a license agreement to avoid litigation
- What you need to put in the license in case your client ends up in litigation anyway

Alex Modelski — Business & Technology Law, Seattle

Michael G. Atkins — Graham & Dunn PC, Seattle

Gary K. Marshall — Law Offices of Gary Marshall, Seattle

12:20 p.m. Lunch on Your Own

1:35 p.m.

Developments in the Law Impacting Patent Licensing

- Potential pitfalls to offers for license
- Assessing the scope of a patent for licensing
- Impact of patent remedies on licensing

Brian G. Bodine — Merchant & Gould P.C., Seattle

2:25 p.m.

Arbitration and Mediation in IP Licensing

- When to litigate and when to arbitrate?
- Do you want an arbitrator who is familiar with your subject or a blank slate?
- What can you put in your arbitration clause to speed the process and to protect your IP rights?
- How is IP mediation likely to differ from standard mediation?

Melvyn J. Simburg — Simburg Ketter, Sheppard & Purdy LLP, Seattle

3:15 p.m.

Break

3:30 p.m.

Protecting Trade Secrets — Considerations and Practice Tips for Business Agreements and More

- Trade secret protection overview
- Key non-disclosure (confidentiality) agreement issues
- Trade secret licensing, including hybrid licenses
- Joint development agreements
- Merger and acquisition agreements
- Open source software
- Unsolicited ideas

Mark Wittow — K&L Gates LLP, Seattle

4:20 p.m. Complete Evaluation Forms • Adjourn

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