

Asserting Your IP

THE CORPORATE IP INSTITUTESM
ATLANTA, GA
Offense. Defense. Strategy.

Spotting Quality & Value

Defending Your Portfolio

Managing IP Issues

Balancing the IP Budget

Leveraging IP for Real Value

GA CLE Credits Applied for:
12 General / 1 Ethics / 1 Professionalism

FL CLE Credits Applied for:
15 General / 2 Ethics

NOVEMBER 4-5, 2010 • ATLANTA, GA

Georgia State University Student Center
www.gsuiip.org/corporate

Who You Will Meet

IP strategy requires careful analysis and planning, while IP licensing (and divestiture) is a networking (and shoe leather business). The Corporate Intellectual Property Institute provides a forum that fosters casual interaction with accomplished industry leaders involved in all aspects of intellectual asset management.

Decision-makers from best-in-class organizations share their thoughts in panel discussions as well as during informal networking breaks and social events. Join your peers in exploring business development through IP at the 2010 Corporate Intellectual Property Institute.

CLE Information

GA CLE Credits Applied for:

12 General / 1 Ethics / 1 Professionalism

FL CLE Credits Applied for:

15 General / 2 Ethics

Other states may qualify for CLE credit.

Note: If you are applying for CLE and you are outside of Georgia or Florida, please check with your bar for application procedures. A Certificate of Attendance and an agenda will be available upon request to attendees.



About the Event

This event takes place at a time of significant change in the IP industry. Intellectual property is now recognized at executive levels as leverageable assets – perhaps as a consequence of this, we see the evolution of business models directed at increasing the liquidity of the IP marketplace.

Join your peers in the heart of Georgia for the 2010 Corporate Intellectual Property Institute. Based in Atlanta, this Institute was formed by IP professionals to share best practices, network, and discuss emerging business issues. Georgia State University's Robinson College of Business and College of Law were instrumental in laying the foundations of the networking organization; that synergy continues today as Georgia State University hosts the 2010 Corporate IP Institute.

The Institute meets for two full days, as industry leaders participate in panel discussions focusing on pertinent issues facing IP professionals. Experienced practitioners from recognized best-in-class organizations will share learnings on topics that range from taking a first look at your organization's intangible holdings to reaching out across other industries and leveraging your assets in the global marketplace.

Day I - November 4, 2010

7:30 – 7:45

Registration and Continental Breakfast

7:45 – 8:00

Introduction and Opening Remarks

Speaker:

Steven J. Kaminshine, Dean, *GSU College of Law*

Speaker:

H. Fenwick Huss, Dean, *GSU J. Mack Robinson College of Business*

Speaker:

Chason Carroll, Director of Intellectual Property, *CompuCredit Corporation*

8:00 – 9:00

INTER PARTES REEXAMINATION: SUDDENLY ALL THE RAGE

In the last two years (FY 2008 and 2009) more inter partes reexaminations have been filed than in the previous eight years combined, dating back to when inter partes reexaminations began. Why the dramatic increase? It has to do with changes at the Patent and Trademark Office, recent court decisions, and emerging litigation strategies that have come together to make inter partes reexaminations a favorite avenue for invalidating patent claims.

Moderator:

Scott D. Malpede, *Fitzpatrick, Cella, Harper & Scinto*

Panelist:

Noreen C. Johnson, Vice President and Chief Patent Counsel, *Medtronic, Inc.*

Panelist:

Geoff Sutcliffe, General Attorney, *AT&T*

Invited:

USPTO Representative

9:00 – 9:15

Networking Break

9:15 – 10:15

MANAGING A NEWLY ACQUIRED CLIENT AND PATENT PORTFOLIO

Many corporations are engaging in a combination of small and large acquisition deals to bring specific technologies, intellectual property, and talent to their company. Once the deal is completed, an acquired client and its patent portfolio become the responsibility of one or more in-house practitioners who often were not involved with the acquisition itself. This presentation focuses on post-acquisition management of patent portfolios including practice tips with real world examples relating to people, paperwork, productivity, and prosecution.

Speaker:

Randi L. Karpinia, Sr. Patent Operations Counsel, *Motorola Inc.*

10:15 – 10:30

Networking Break

10:30 – 11:30

MAKING MONEY THE ETHICAL WAY: PATENT MONETIZATION STRATEGIES

The panel will include members from non-practicing entities and larger than life companies. The panel will discuss the pros and cons of non-practicing entities and how ethical concerns affect the bottom line, including effects on innovation, the patent system, and the economy. Can a patent holder implement ethical strategies when trying to monetize its patent portfolio? Find out from some of the best.

Moderator:

James L. Ewing IV, *Kilpatrick Stockton*

Panelist:

Ray Niro, Senior Partner, *Niro, Scavone, Haller & Niro, Ltd.*

Panelist:

Daniel P. McCurdy, CEO, *Allied Security Trust*

11:30 – 1:00

Networking Luncheon

1:00 – 2:00

EARLY DAMAGES ASSESSMENTS IN IP INFRINGEMENT MATTERS: GAUGING THE SCOPE OF THE RISK WITHOUT KNOWING ALL THE FACTS

In these challenging economic times, risk control and risk assessment have more importance than ever. Early assessment can help make better decisions sooner, but information relevant to the assessment may not be available. Meanwhile, in the patent arena, recent court decisions have dramatically changed the damages landscape. The panel will explore how to assess damages soon after an IP dispute arises, before all the facts are in. Discussion topics include gathering the information helpful to a damages assessment through informal means, identifying the key swing factors in developing an early damages assessment, developing early assessments with and without expert help, and how to use early assessments to control risk and improve outcomes.

Moderator: Daniel W. McDonald, *Merchant & Gould, P.C.*
Panelist: Geoff Rogers, Patent Counsel, *Newell Rubbermaid*
Panelist: Alan McDonald, Intellectual Property Attorney, *Shaw Industries Group, Inc.*
Panelist: Phil Green, Principal, *Hoffman Alvary*

2:00 – 2:15

Networking Break

2:15 – 3:15

ECONOMICS AT THE USPTO: HOW LAW, TECHNOLOGY, AND ECONOMICS RELATE IN AMERICA'S INNOVATION AGENCY

The United States Patent & Trademark Office is currently engaged in an aggressive program of initiatives to reduce patent application backlogs while also focusing on continuously improving patent examination quality. The USPTO's Chief Economist will discuss these various initiatives, with a focus on how rigorous economic research can influence our understanding of how these policies relate to technology advancement, innovation, and economic activity more generally.

Speaker: Stuart Graham, Chief Economist, *U.S. Patent & Trademark Office*

3:15 – 3:30

Networking Break

3:30 – 4:30

ADVICE FROM FEDERAL JUDGES TO IN-HOUSE IP COUNSEL

The panel will provide in-house intellectual property professionals the opportunity to ask questions and obtain answers from the experts.

Moderator: Donald R. Dunner, Partner, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*
Panelists: Panel of Federal Judges

4:40-6:30

Reception

Total: 6 general and 1 ethics CLE credits in Georgia.

Please join us for an evening of food, fun, and stimulating conversation at the Institute Reception. Meet the speakers, moderators and other IP professionals that help shape the IP industry.

Hors d'oeuvres and drinks will be served.

Day 2 - November 5, 2010

7:30 – 7:45

Registration and Continental Breakfast

7:45 – 8:00

Intro and Opening Remarks

8:00 – 9:00

SOCIAL MEDIA AND NETWORKING - PRETTY COOL OR DOWNRIGHT DANGEROUS

Whether participating in LinkedIn, Facebook, MySpace, Twitter, YouTube, or another of the latest online social networking/media tools, participants can quickly reach out to a host of individuals and effectively initiate mass communications to others. If managed appropriately, social networking can be a very cool and effective vehicle for information transmission and branding purposes. However, if used carelessly, there can be unintended and downright dangerous consequences to participating in social networking. This panel will explore some cool features and dangers to avoid for effective use of social media and networking.

Moderator:

Michael J. Powell, *Baker Donelson*

Panelist:

Reggie Bradford, Chief Executive Officer, *Vitruve*

Panelist:

Johnita P. Due, Assistant General Counsel, *CNN*

Panelist:

Bert DuMars, Vice President E-Business and Interactive Marketing, *Newell Rubbermaid*

9:00 – 9:15

Networking Break

9:15 – 10:15

PROFESSIONALISM IN IP PRACTICE: THE CURRENT ISSUES IN LITIGATION, PROSECUTION, AND GENERAL IP PRACTICE

More than ever, lawyers are under pressure to provide results for clients at lower cost to the lawyer, either because of flat rate billing arrangements, downward pressure on hourly rates, or simple competition. This session analyzes the impact on professionalism that this pressure has created in all aspects of IP practice.

Speaker:

Professor David Hricik, *Mercer Law School*

10:15 – 10:30

Networking Break

10:30 – 11:45

CHALLENGES FOR THE CORPORATE IP PRACTITIONER: WHERE WILL YOU BE IN 2015?



Most IP practitioners have experienced no greater professional turmoil than that which was generated over the past two years. While no one can be certain that the worst is behind us, the panel will give its views of the five year outlook for in-house practitioners with the assumption that a reasonably healthy economy will return. What will be the greatest challenges in this environment and what strategies for success should be considered by organizations as well as individuals?

Moderator:

John K. Williamson, *K&L Gates*

Panelist:

Frank Landgraff, Senior Intellectual Property Counsel, *GE Energy*

Panelist:

Jonathan P. Meyer, Senior VP IP Law, *Motorola*

Panelist:

Scott M. Frank, President & CEO, *AT&T Intellectual Property Inc.*

11:45 – 1:15

LUNCH / INTELLECTUAL PROPERTY UPDATE

The panel will discuss recent developments in various areas of intellectual property law that are most likely to affect corporate intellectual property programs.

Moderator: Jeff Kuester, *Taylor English Duma*
Panelist: Chason Carroll, Director of Intellectual Property, *CompuCredit Corporation*
Panelist: Perry Binder, Legal Studies professor, *GSU Robinson College of Business*

1:15 – 2:15

IP MARKING: BENEFITS, COSTS AND LITIGATION

Explore best practices for marking products and written materials with patent numbers and designations of trademark, copyright, and trade secret rights. Learn about the benefits of IP marking, as well as about the risks -- including the recent explosion of false patent marking lawsuits.

Moderator: William M. Ragland, Jr., Member, *Womble Carlyle Sandridge & Rice, PLLC*
Panelist: Leo Cook, Vice President Legal, *HD Supply, Inc.*
Panelist: Kevin Cranman, General Counsel, *Ericsson Television Inc.*

2:15 – 2:30

Networking Break

2:30 – 3:30

MANAGING TRADEMARKS IN UNMANAGEABLE TIMES - HOW MAJOR TRADEMARK OWNERS PROTECT THEIR BRANDS IN THE FACE OF ADVERSITY

In a very difficult economic environment, an increasingly competitive global market, rapid demographic changes and technology advances that stretch the ability of the legal system to cope, some brands have continued to thrive and enjoy success. How do they do it? What can you learn from their experiences? Issues, such as, the new challenges for selecting and protecting a mark, portfolio management and brand image control will be the focus of the panel discussion.

Moderator: James H. Johnson, *Sutherland, Asbill & Brennan LLP*
Panelist: Danise van Vuuren-Nield, Head of IP, *The Coca-Cola Company*
Panelist: Jennifer Gruber, Senior Counsel, *Turner Broadcasting Company*
Panelist: Tami Collie, Global Trademark & Patent Administrator, *Intercontinental Hotels Group*

Total: 6 general and 1 professionalism CLE credits in Georgia.

About the Location: Atlanta and Georgia State University

This one of a kind conference will take place in downtown Atlanta, the financial capital of the South East, and home to an array of well known brands, representing a diversity of industry sectors. Atlanta attracts visitors from around the world, building a rich tapestry of cultures that support a variety of renowned restaurants, cafes, evening entertainment, as well as world-class hotels located throughout the city. Georgia State University, founded in 1913, is a leading research university with an enrollment of more than 27,000 undergraduate and graduate students. The J. Mack Robinson College of Business is one of the largest business schools in the nation, with eight programs nationally ranked by 16 leading publications. In 2009, Robinson's MBA for Working

Professionals program was ranked among the top 10 in the nation by U.S. News & World Reports for the fourteenth consecutive year. The College of Law just celebrated its 25th anniversary of providing quality legal education with flexible programs of study, and nationally recognized centers and clinics. Major U.S. publications rank it as a Best Value and Most Wired, and U.S. News & World Report lists the College's Health Law program among the top 10 in the nation.

We hope you'll join us for two days of professional networking, education, and business development with licensing leaders from both small businesses and multi-national organizations, to academic institutions and licensing solution providers.

Sponsorship Opportunities

Contact Chason Carroll at 678-334-1245 or chason.carroll@compucredit.com

Co-Founders/Organizers, GSU Corporate IP Institute

CHASON CARROLL, JD (Committee Chair) joined CompuCredit Corporation in 2005 as the corporation's first Director of Intellectual Property, which duties include IP creation, development, monetization, and oversight of all IP initiatives including infrastructure, strategy, licensing, M&A activity, and litigation. Prior to joining CompuCredit, Chason was part of Motorola ESG's New Business Development and IP Strategy division where he initially designed wireless accessories as an electrical engineer. Chason is a patent holder and has shared his knowledge through speaking engagements for the State Bar of Georgia, The Licensing Executive Society, and several publications. Chason has a B.S. and M.S. in electrical engineering from the Georgia Institute of Technology and a J.D. from Georgia State University. He is also a member of the Georgia State University's Intellectual Property Advisory Board.

PERRY BINDER, JD, pbinder@gsu.edu, is a Legal Studies professor in Georgia State University's Robinson College of Business. In summer 2010, Perry taught Social Media Law for students studying abroad in Northern Italy. In 2008, he received Robinson's MBA Teaching Award and in 2005, he received the college's Teaching Excellence Award. He is an energetic speaker who has appeared internationally on television, radio, and in print media, including The New York Times, The Financial Times, and ESPN Classic. Perry is a member of The Florida Bar and conducts law training at PerryBinder.com. Prior to his teaching career, he litigated complex business cases in Miami, and received the Dade County Bar Association's Pro Bono Award. In South Florida, he was a member of the NBA Subcommittee to the Miami Sports & Exhibition Authority, a Board member of the Bob Beamon Foundation for Youth, and a sports radio talk show host.

SCOTT M. FRANK, JD/MBA, scott.frank@att.com, was named President of AT&T Intellectual Property in March of 2007 following the December 2006 merger of AT&T and BellSouth, where Scott had previously been the President of Intellectual Property. Scott joined BellSouth in 1998 and led the effort in forming the BellSouth Intellectual Property companies, which grew from a handful of employees to over 40 employees. When Scott started in 1998, BellSouth had less than 50 patents issued in its first fourteen years and had not proactively marketed its IP. At the time of the merger, BellSouth Intellectual Property had more than 1000 patents, had been recognized by BusinessWeek for the significant value of their patent portfolio, and had added over a half billion dollars to BellSouth's bottom-line from its IP marketing efforts. Scott received his Bachelors in Electrical Engineering from Georgia Tech, and his Law Degree and Masters in Business from Georgia State University. Scott lives in Atlanta, Georgia, and is married with four children.

JEFFREY R. KUESTER, JD, jkuester@taylorenchinese.com, works in all areas of intellectual property and leads the Patent Practice Group at Taylor | English, an innovative business law firm currently ranked as the fastest growing law firm in Atlanta (5 to 80 in 5 years), with many attorneys having in-house experience. Jeff is Vice-Chair of the Intellectual Property Advisory Board for the GSU College of Law and previously served as Chair of both the Intellectual Property Law Section and the Technology Law Section of the State Bar of Georgia, both of which received the "Section of the Year Award" under his leadership. Prior to receiving his law degree from the GSU College of Law, Jeff earned his Bachelor of Electrical Engineering degree (with honors) from the Georgia Institute of Technology while working for IBM and Georgia Power Company. Jeff also runs AwakenIP, an IP consulting company that filed an Amicus Brief in *Bilski v. Kappos*, in which Jeff also represented the inventors.

Speaker Biographies are available at www.gsuip.org/corporate

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Finnegan proudly supports the **2010 Corporate IP Institute**

Finnegan practices patent, trademark, copyright, and trade secret law and IP-related litigation, licensing, export control, portfolio management, Internet, government contract, antitrust, and unfair competition law.

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Intellectual
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MEETING 2010

ANNUAL

IPO is a trade association for owners of patents, trademarks, copyrights, and trade secrets



IPO

The must-attend event of the year for the IP community in the U.S. and worldwide

Monday
Reception &
Dinner at
Georgia
Aquarium

10-14
CLE
CREDITS

KEYNOTE SPEAKERS

HON. RANDALL R. RADER

Chief Judge
U.S. Court of Appeals
for the Federal Circuit

KEVIN KENNEDY

President and CEO
Avaya, Inc.

SEPTEMBER 12-14
ATLANTA, GEORGIA, USA

For details visit www.ipo.org/AM2010

ONE TIME ONLY: IPO and Georgia State's Corporate IP Institute are offering a discount to those who attend BOTH meetings. Register for IPO's Annual Meeting and receive 50% OFF your registration fee to attend GSU's Corporate IP Institute, November 4-5, 2010 — a value of up to \$497.50 off the conference fee! Simply select "IPO/CIPI Attendees" as your discount option when registering to attend GSU's Corporate IP Institute.

2010 INTELLECTUAL PROPERTY SPONSORSHIPS

Providing Full and Partial Scholarships for students interested in intellectual property and hosting an annual Intellectual Property Job Fair (attended by dozens of employers, dozens of law schools and hundreds of law students from around the country) are just two of many examples of how Georgia State University values Intellectual Property.

In addition to providing excellent intellectual property law classes, professional mentoring, and IP moot court opportunities to its students, GSU College of Law collaborates with the J. Mack Robinson College of Business through support from Sponsoring Alumni, Law Firms, and Corporations to provide outstanding continuing educational programs, including a Corporate IP Roundtable luncheon program and the Annual Corporate IP Institute.

There is no doubt that Intellectual Property is a BIG priority with Georgia State University. It is also with great appreciation that GSU College of Law and the Robinson College of Business thank the following organizations for their support of the many intellectual property initiatives at Georgia State University.

2010 Corporate Intellectual Property Roundtable Members

Alcatel Lucent	G E Energy	Microsoft Corporation
AGCO	Georgia Pacific	Newell Rubbermaid
AT&T	Georgia Power	Panasonic Automotive
CISCO	Georgia Institute of Technology	Scientific Games International
The Coca-Cola Company	Georgia State University	Southern Company
Collegiate Licensing	J.M. Huber Corporation	Southwire
CompuCredit	LexisNexis	Turner Broadcasting System
Cox Communications	McKesson Provider Technologies	

2010 GSU College of Law Premier IP Sponsors

Alston & Bird	Duane Morris	Nelson Mullins
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Baker Donelson	Fitzpatrick Cella Harper & Scinto	Taylor I English
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2010 GSU College of Law Supporting IP Sponsors

Hope Baldauff Hartman	IP Investments Group	PricewaterhouseCoopers
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Five Ways to
REGISTER

- Mail Fax 888-253-1271 Request an Invoice
- Online at www.gsuip.org/corporate
- Pay by Credit Card (fill out details below)

Make check payable to Georgia State University and mail to CIPJ c/o Angelish Meetings & Events
1249 Akwright Place SE, Atlanta, GA 30317

Name _____
 Company _____ Title _____
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 Expiration ____/____ / ____ CW Code _____
(CW Code will be four numbers on upper right of AMEX or last three numbers above the signature line of VISA/MC)
 Signature _____

CLE GA Bar # _____ FL Bar # _____
 12 General / 1 Ethics / 1 Professionalism credits applied for in Georgia
 15 General / 2 Ethics credits applied for in Florida

Note: If you are applying for CLE and you are outside of Georgia or Florida, please check with your bar for application procedures. A Certificate of Attendance and an agenda will be available upon request to attendees.

Atlanta Hotel Rooms Available:
(valid through 10/11/10)

The Ritz-Carlton Atlanta
 \$141 plus tax per night
 181 Peachtree Street
 Please call 1-800-241-3333
 and reference:
 Georgia State University 2010 CIPJ

Event Location Address
 Student Center Building
 Georgia State University
 44 Courtland Street
 Atlanta, Georgia 30303

Terms & Conditions

- Payment in full due prior to event
- Includes event, program materials, meals, breaks and first night reception
- Substitution of participants is permissible without prior notification
- No refunds unless event is cancelled
- We reserve the right to change or cancel event for change in speaker, venue or dates

The Corporate Intellectual Property Institute
 You don't have to hunt for the best practices in corporate IP. For two days this November, hear global experts share their ideas.



c/o Angelish Meetings & Events
 1249 Akwright Place, SE
 Atlanta, GA 30317

