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NOVEMBER 15-16, 2011

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 2011 Corporate Intellectual Property Institute.

CLE Information

GA CLE Credits Applied for:

12 General / 1 Ethics / 1 Professionalism

FL CLE Credits Applied for:

15 General / 2.5 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 2011 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 2011 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 15, 2011 - Patent Day

8:30 – 9:30

Registration and Continental Breakfast

9:30 – 9:45

Introduction and Opening Remarks

Steven Kaminshine, Dean and Professor of Law, GSU College of Law
Chason Carroll, Director of Intellectual Property, CompuCredit Corporation

9:45 – 10:45

ENFORCING IP RIGHTS AT THE BORDER: ITC INVESTIGATIONS AND THEIR IMPACT ON MANUFACTURING STRATEGIES

More companies than ever before are turning to the U.S. International Trade Commission to enforce their intellectual property rights at the U.S. border. The ITC's powers to block unlawful goods not just from one source, but all sources, from entering the U.S. poses a potential threat to anyone dealing in imported goods. This panel will explore what to expect from an ITC investigation, what to consider before pulling the trigger on an ITC complaint, and the impact of the ITC's powers on manufacturing strategies.

Moderator:

Stephen E. Belisle, Fitzpatrick, Cella, Harper & Scinto

Panelist:

Jean Jackson, Assistant General Counsel, U.S. International Trade Commission

Panelist:

Karin J. Norton, Senior Patent Counsel, Samsung Electronics

Panelist:

David P. Ruschke, Chief Patent Counsel, Medtronic CardioVascular

10:45 – 11:00

Break

11:00 – 12:00

WHAT'S THE SUPREME COURT DOING TO THE PATENT LAW

The Supreme Court continues to accept an increasing number of patent cases having significant effects on in-house practice. This panel will discuss the potential impact of the following patent cases that the Supreme Court will review during its October 2011 term: *Mayo Collaborative Services v. Prometheus Labs., Inc.*; *Kappos v. Hyatt*; and *Caraco Pharm. Labs., Ltd. v. Novo Nordisk A/S*. The Federal Circuit's recent split en banc decision in *Therasense, Inc. v. Bectin, Dickinson & Co.* regarding the standard for inequitable conduct also appears ripe for Supreme Court review and will be discussed. Finally, the panel will discuss the Supreme Court's recent decision in *Global-Tech Appliances, Inc. v. SEB S.A.* and its impact on the law of indirect infringement.

Moderator:

Stephen E. Kabakoff, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

Panelist:

Todd Mitchem, Intellectual Property Counsel, Simmons Bedding Company

Panelist:

Roxanne E. Cenatempo, Global Chief IP Officer & Assoc. GC, Imerys

Panelist:

Keith A. Roberson, Intellectual Property and Technology Counsel, 3D Systems Corporation

12:00 – 1:30

Lunch and Discussion

HOT PATENT TOPICS ON YOUR PLATE

Join us for lunch and a lively discussion of patent issues of practical interest to IP professionals. Leading roundtable discussions at our lunch tables, our moderator and panel will explore the new *Therasense* standards for proof of inequitable conduct, issues surrounding when an exclusive patent licensee has standing to sue for patent infringement, and other timely topics.

Moderator:

William M. Ragland, Jr., Member, Womble Carlyle Sandridge & Rice, PLLC

Panelist:

Brian Decker, Patent Counsel, Newell Rubbermaid, Inc.

Panelist:

Marcus Delgado, Chief IP Counsel, Cox Communications, Inc.

1:30 – 2:45

THE RAPIDLY CHANGING IP LANDSCAPE AND ITS IMPACT ON CORPORATE IP MANAGEMENT



The once serene landscape of IP practice endured a further relentless dizzying pace of change in 2011 which shows no signs of easing in the near term. Driven by accelerating globalization, rapid technological and social change, and pervasive economic upheaval, an almost frenetic transformation of IP law continues. How are these changes affecting the way companies manage their IP portfolios? Are meaningful budgeting and near term strategic planning goals realistic in this environment? Will traditional models for delivering IP legal services survive? Where will future IP superlawyers come from? Will the current drive to create an IP asset market seriously impact the way IP portfolios are viewed by corporations? An experienced panel of senior IP law leaders will address these and other difficult issues facing the profession today.

Moderator: John K. Williamson, K&L Gates
Panelist: Krish Gupta, Vice President and Deputy General Counsel, EMC
Panelist: Jon Wood, Chief IP Counsel, Bridgestone
Panelist: Scott M. Frank, President & CEO, AT&T Intellectual Property Inc.

2:45 – 3:00

Break

3:00 – 4:00

PROFESSIONALISM IN IP PRACTICE: BEING PROFESSIONAL HAS ITS REWARDS

This session will explore means by which Georgia IP lawyers can adhere to professionalism ideals expressed by the Georgia Bar in order to benefit their clients, third parties, the profession, and even themselves. The session will in an interactive mode explore professionalism issues that occur from before a lawyer even meets a client, to before the relationship begins, throughout the relationship, and at its end and beyond.

Speaker: David Hricik, Professor of Law, Mercer University School of Law
(Visiting at Atlanta's John Marshall School of Law, 2011-12)

4:00 – 4:15

Break

4:15 – 5:15

IP LITIGATION COSTS: YOUR MILEAGE MAY VARY

Most of us are familiar with surveys that describe "average" fees and costs for litigating IP claims. But the fees in any given case often vary widely from these statistical averages. The panel will discuss early assessment of the likely actual fees and costs in a case as part of the overall early case assessment, including which factors (e.g. number of defendants, the nature of the adversary, venue, complexity, law firms involved, etc.) affect fees and costs the most. Strategies for predicting and managing fees will also be addressed.

Moderator: Daniel W. McDonald, Merchant & Gould
Panelist: Mark Johnson, Senior Counsel, "Home & Family" Business Group, Newell Rubbermaid
Panelist: Kari Wangenstein, Senior Corporate Counsel, Best Buy
Panelist: Bruce McPheeters, Former (until acquired June 30, 2011) General Counsel, Senior Vice President and Secretary, Lawson Software
Panelist: Timothy K. Wilson, Senior IP Counsel, Legal Division, SAS Institute Inc.

5:15 – 7:00

Reception

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.

6 general and 1 Professionalism CLE credits applied for.

Day 2 - November 16, 2011 - General IP Day

7:45 – 8:15

Registration and Continental Breakfast

8:15 – 8:30

Welcome and Opening Remarks

Dr. Irene M. Duhaime, Senior Associate Dean, GSU J. Mack Robinson College of Business
Chason Carroll, Director of Intellectual Property, CompuCredit Corporation

8:30 – 9:30

HOW TO "SHOW" VALUE IN YOUR IP

More companies and entities than ever before are looking at ways to extract maximum value from their IP assets. These entities have spent years and a tremendous amount of R&D dollars towards innovation and building "valuable" IP portfolios. Oftentimes, their product focus changes, business decisions leave technologies without a home, or they are looking to maximize revenues in tough times. All IP owners are taking inventories of their options going forward, especially as they are getting tremendous pressure to extract additional value based on large IP-related transactions in the national and global press. This panel will explore various ways they approach IP valuation as a concept; how they do it, what they are trying to accomplish, and how it plays into their overall business strategies.

Moderator:

J. Donald Fancher, Deloitte Financial Advisory Services LLP

Panelist:

Nicole N. Morris, Senior Patent Counsel, The Coca-Cola Company

Panelist:

Steven Van Nurden, Chairman, Office of Intellectual Property, Mayo Clinic

Panelist:

Eran Zur, President and Co-Founder, RPX Corporation

Panelist:

William Miller, Counsel, Office of Intellectual Property, 3M

9:30 – 9:45

Break

9:45 – 10:45

IP AND ETHICAL PITFALLS AND PRATFALLS OF CONFIDENTIALITY AND JOINT DEVELOPMENT AGREEMENTS

Confidentiality and joint development agreements are now commonplace in the world, particularly as companies of all sizes enter into agreements to collaborate on development of both improvements to existing technology and new innovations. These agreements provide companies with the means for protecting highly sensitive information that is disclosed to the other party or that arises during the collaboration. These agreements also can provide companies with the means to preserve and protect valuable intellectual property rights. Despite the importance of these agreements, many companies often rely on boilerplate confidentiality agreements and joint development agreements to conserve resources. Not surprisingly, the boilerplate agreements often fail to adequately protect the company's interests and fail to reflect the often nuanced and complex business relationships. The moderator and panelists will address the pitfalls and pratfalls of relying on boilerplate confidentiality and joint development agreements and the best practices for drafting and negotiating these agreements.

Moderator:

Peter G. Pappas, Partner, Sutherland Asbill & Brennan LLP

Panelist:

Cheryl Tubach, Chief Intellectual Property Counsel, J.M. Huber Corporation

Panelist:

Bernard J. Graves, Jr., Vice President, Assistant Secretary & Assistant General Counsel, Eastman Chemical Company

Panelist:

M. William Blackburn, Intellectual Property Counsel, Southwire Company

10:45 – 11:00

Break

Day 2 - November 16, 2011 - General IP Day

11:00 – 12:00

NEW SOURCES OF IP-BASED INNOVATION: THE ROLE OF OPEN SOURCE AND LINUX IN THE NEW ECONOMY

With the advent of open source, the invention and innovation process is being opened up beyond the borders of the single corporation to invite in highly creative people to contribute their ideas and leverage their intellect. New Economy companies are increasingly collaborating through open source projects to innovate in software and beyond as the expanding community of corporate and individual participants offers a more cost effective and expeditious path to high levels of innovation and value creation than was previously achievable. Unlike technologies that may be impermanent, open source as a modality for invention is a social phenomenon that is permanent and part of a community-based ethic that is organic and irreversible. In this context, the changing role of IP will be explored.

Speaker: Keith Bergelt, Chief Executive Officer, Open Invention Network

12:00 – 1:30

Lunch and Discussion

ETHICAL ISSUES FACING CORPORATE IP COUNSEL

This interactive lunch discussion will feature a presentation of ethical issues faced by Corporate IP Counsel and will facilitate discussion of these issues from seasoned IP practitioners - both in-house and in private practice. Participants in this discussion can expect to broaden their skills and knowledge needed to appropriately navigate and resolve ethics dilemmas encountered by those practicing IP law.

Moderator: Michael Powell, Shareholder, Baker Donelson

Panelist: Kevin Cranman, General Counsel, Ericsson Television Inc.

Panelist: Jose A. Duthil, Senior Corporate Counsel, Cisco Systems, Inc.

1:30 – 2:30

INTELLECTUAL PROPERTY LICENSING BEST PRACTICES

Licensing intellectual property rights can either be a hindrance or the lifeblood of a company – and sometimes both. A panel will address important considerations as they relate to copyright, trademark, and patent licensing practices. The discussion will focus on business cases for licensing intellectual property rights and common pitfalls that should be avoided when doing so.

Moderator: George D. Medlock, Alston & Bird LLP

Panelist: Melissa C. Howard, Senior Counsel, Turner Broadcasting System, Inc.

Panelist: Susanne Hollinger, Chief Intellectual Property Officer and Associate Director, Emory University Office of Technology Transfer

Panelist: Jason Weaver, Marketing Counsel, Nascar, Inc.

2:30 – 2:45

Break

2:45 – 3:45

MAKING THE MOST OF FLUID AND NON-TRADITIONAL TRADEMARKS

There are many creative branding devices that redefine what a trademark is. Non-traditional trademarks, such as scent, sound, color and taste, can differentiate a company and reinforce its brands. Fluid trademarks – the new trend of mutating marks – can also engage consumers in new ways of interacting with a brand. This presentation will focus on how creative brand owners can use these exciting forms of trademarks to enhance their brands without compromising their rights.

Moderator: Charlie Henn, Partner, Kilpatrick Townsend

Panelist: Christine M. Cason, Senior Trademark and Copyright Counsel, Georgia-Pacific LLC

Provides 6 general and 1 ethics CLE credits.

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 over 30,000 undergraduate and graduate students. The J. Mack Robinson College of Business is the largest business school in the South, with 200 faculty, 8,000 students and 70,000 alumni. The college's part-time MBA is ranked among the best by Bloomberg Businessweek

and U.S. News & World Report, and its Executive MBA is on the Financial Times list of the world's best EMBA programs. The College of Law is ranked among the top third of the nation's law schools. A diverse and motivated student body brings a rich variety of work and life experiences to the law school. Dedicated and distinguished faculty members are thoughtful scholars and enthusiastic teachers who are committed to ensuring that students receive a world-class education.

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 I 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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2011 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.

2011 Corporate Intellectual Property Roundtable Members

Alcatel Lucent	G E Energy	McKesson Provider Technologies
AGCO	Georgia Pacific	Microsoft Corporation
AT&T	Georgia Power	Newell Rubbermaid
CISCO	Georgia Institute of Technology	Scientific Games International
CompuCredit	Georgia State University	Southern Company
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2 Day Price:	\$795	\$995	\$1195

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and reference

Georgia State University 2011 CIPI

Event Location Address

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Georgia State University

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- Includes event, program materials, meals, breaks and first night reception
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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.

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