

THE WALL STREET TRANSCRIPT PRESENTS
A UNIQUE CONFERENCE ON

MAXIMIZING RETURNS ON YOUR INTELLECTUAL PROPERTY PORTFOLIO

SAVE \$400!
Register before June 20 and
Save \$400!

July 20-21, 2006 • San Francisco, CA

Intellectual Property is proving to be the primary driver of corporate earnings.

According to some experts, over 85% of the market valuation of the S&P 500 is represented by intangible assets. However not all patents are valuable and intellectual property is often mismanaged.

- Fewer than 3% of patents generate royalty income.
- The Harvard Business Review reported that more than \$1 trillion annually is wasted in patent assets. Failing to harness the power of IP is equally as negligent as failing to assign value to a company's IP portfolio. For instance:
 - o Some authorities have calculated that patent licensing alone should soar from the \$110 billion it generated in revenue in 2000 to \$500 billion by 2015.
 - o Qualcomm has generated as much as \$430 million in licensing revenue in recent quarters while IBM has consistently brought in between \$1.5 and \$2.0 billion annually in licensing royalties.

Of course, mismanaging IP may lead to loss of patents, allegations of patent infringement and reserving enormous sums of money. For instance:

- Research in Motion settled its patent dispute for \$612 million.
- Lexar won a \$425 million judgment against Toshiba for misappropriating trade secrets.
- Pfizer lost its patent for Viagra in China.
- Brody Berman Associates estimates that the cost of patent litigation on major cases averages \$4 million to \$15 million and can exceed \$100 million.

Don't miss this unique opportunity to listen to world-renowned authorities discuss a multitude of methods for deriving value from intellectual assets. Hear the best strategies for insulating your patent portfolio from legal challenges. This is your opportunity to learn the groundbreaking techniques for valuing an IP portfolio.

FEATURED PRESENTERS:

3M Innovative Properties Co.
Akin Gump Strauss Hauer & Feld, LLP
Altitude Capital
Avaya Inc.
Blueprint Ventures
Brody Berman Associates, Inc.
Brown Rudnick Berlack Israels LLP
Caterpillar, Inc.
Chevron Corporation
Chipworks
Commercial Strategy
Dow Chemical
Goodwin Procter LLP
Hewlett-Packard
Howrey LLP
Incremental Advantage
Inflexion Point Strategy, LLC
Intellectual Ventures
IP Checkups
Juniper Networks
Kimberly-Clark Corporation
Latham & Watkins LLP
LSI Logic Corporation
Microsoft
Motorola, Inc.
NanoVentures LLC
Oracle Corporation
Palamida, Inc.
Palo Alto Research Center
Proskauer Rose LLP
Robins, Kaplan, Miller & Ciresi L.L.P.
Semiconductor Insights
Solutionary, Inc.
Tower Records

CONFERENCE CHAIRMEN:



PLATINUM SPONSORS:



GOLD SPONSORS:



MEDIA PARTNERS:



AGENDA

JULY 20-21, 2006 • HYATT REGENCY SAN FRANCISCO AIRPORT

DAY 1 – JULY 20, 2006

8:00 REGISTRATION & NETWORKING

8:30 IDENTIFYING THE RIGHT IP STRATEGY FOR YOUR BUSINESS

- Carrot licensing vs. stick licensing
- Best practices for in-licensing versus out-licensing
- IP as revenue generator vs. bargaining chip
- Propriety of overlapping licenses
- Degree of litigiousness
- Risk reduction and blocking strategies
- Building an IP strategy that reflects a company's goals and culture
- Modulating your IP strategy to fit within your overall business plan

Moderator: Scott P. Cooper, Partner, Proskauer Rose LLP

Panelists: Timothy J. Hadlock, Senior Counsel - Intellectual Property, Chevron Corporation
Gene Potkay, Ph.D., Vice-President, Intellectual Property Patent & Licensing Management, Avaya Inc.
Sharon K. Grosh, Director, Strategic Intellectual Asset Management, 3M Innovative Properties Company
Matthew M. Sarboraria, Patent Counsel, Oracle Corporation

9:15 FINANCING IP LITIGATION

- When should you consider a contingency fee agreement with your lawyers?
- What type of case is of interest to contingent fee lawyers?
- When can you use a contingency fee agreement in a defensive case?
- What are the risks and benefits of a contingency fee agreement?
- What considerations should you take into account when hiring a contingency law firm?
- What are the various types of contingency fee arrangements?
- What are the alternatives to contingency lawyers insofar as financing IP litigation?

Speakers: Ronald J. Schutz, Partner, Robins, Kaplan, Miller & Ciressi L.L.P.
Robert Kramer, Founder, Altitude Capital

10:00 COFFEE & NETWORKING BREAK

10:30 COMPUTER AND INTERNET LAW AND THE SAFEGUARDING OF TRADE SECRETS

- The FTC's undermining of online contracts
- Blogs and online postings
- Open-sourcing, sharing or giving away, non-core IP
- Modification of IP for personal use
- The implications of the Grokster decision
- Outsourcing the manufacture and design of product
- Disintermediation of the supply chain
- Participation in standards setting

Speakers: Mark D. Rasch, Senior Vice President and Chief Security Counsel, Solutionary, Inc.
Mark Tolliver, CEO, Palamida, Inc.

11:15 OVERVIEW OF SECURITIZING IP

A discussion of best practices for securitizing intellectual property. Determination of suitability.

Panelists: Ronald S. Borod, Chair of Structured Finance Group, Brown Rudnick Berlack Israels LLP
Don Davis, Managing Director and General Counsel, Commercial Strategy

12:00 LUNCHEON & NETWORKING SPONSORED BY: PROSKAUER ROSE LLP

1:15 IMPERATIVE LEGAL ISSUES

Mitigating the Risks of Countersuits

- Knowing when and how to file suit
- Cross-licensing to competitors
- Building a feared patent portfolio
- Patent assertion vs. litigation

Class Action Lawsuits

An overview of the trends, causes, merits, and settlements of class action lawsuits brought about by allegations of mismanagement of intellectual property.

Best Practices for Electronic Records Management

The Impact of the Changing Supreme Court on IP Rulings

Speakers: Steven M. Bauer, Partner, Proskauer Rose LLP
Kristin H. Neuman, Senior Counsel, Proskauer Rose LLP

2:15 PATENT TROLLS: IDENTIFYING THEM & MITIGATING THEIR DAMAGE

- Why trolls are becoming more prevalent
- Distinguishing between patent trolls and legitimate asserters
- Ways unfair assertion impacts innovation and ROI
- How trolls contribute to uncertainty and cost
- Troll defenses

Moderator: Bruce Berman, President, Brody Berman Associates, Inc.

Panelists: Irv Rappaport, Co-Founder, IP Checkups
Joe Beyers, VP - Intellectual Property Licensing, Hewlett-Packard
Terry Ludlow, Founder and CEO, Chipworks
Peter N. Detkin, Managing Director, Intellectual Ventures
Alan Grimaldi, Co-Chair, Intellectual Property Practice, Howrey LLP

3:30 COFFEE BREAK & NETWORKING

3:45 USING INTELLECTUAL PROPERTY TO MAKE INVESTMENT AND MERGER & ACQUISITION DECISIONS

Investment Considerations

- Escrowing for contingencies
- IP Assets: With or without a royalty stream
- Return on R&D
- Cost per patent
- The inherent weaknesses of "goodwill"
- GAAP Accounting
- Determining the role of IP assets in driving corporate performance

M&A Considerations

*agenda subject to change

To register call (212) 952-7400 ext. 126 • Email: naomi@twst.com

For speaking and sponsorship opportunities, please contact Mary Ellen Tornatore: (212) 952-7400 ext. 131 • Email: maryellen@twst.com

For marketing opportunities, please call Erica Martell: (212) 952-7400 ext. 124 • Email: erica@twst.com

AGENDA

JULY 20-21, 2006 • HYATT REGENCY SAN FRANCISCO AIRPORT

- Trademark searches
- Representations and warranties
- Evaluating value of IP
- Licensing programs
- Redundant IP
- Encircled IP
- Securing trade secrets

Moderator: Ron Laurie, Managing Director, Inflexion Point Strategy

Panelists: Tim Croll, Senior Corporate Counsel - IP & Assistant Corporate Secretary, LSI Logic Corporation
David Frankel, Managing Director, Blueprint Ventures
Mark Menna, CEO, NanoVentures LLC
Mark Ick, Director of Business Development & Licensing, Motorola, Inc.

4:30 DUE DILIGENCE FOR EXECUTING YOUR LICENSING STRATEGY

- Addressing the future - best practices to deal with difficult assessments
- The effective due diligence report
- Structuring the diligence - the right assessment for the right deal
- Due diligence as an assessment tool
- Disclosure schedules consistent with findings
- Protection mechanisms

Speaker: Ira J. Levy, Partner, Goodwin Procter LLP

5:00 ADJOURNMENT & COCKTAIL RECEPTION SPONSORED BY: CHIPWORKS

DAY 2 – JULY 21, 2006

8:00 REGISTRATION & NETWORKING SPONSORED BY KIMBERLY-CLARK CORPORATION

8:30 THE IMPACT OF IP ASSETS ON SHAREHOLDER VALUE

- Costs of litigation
- Devaluation of brand equity
 - What should board members know
- Reserves
- Concessions
- Variation in perception of intellectual firepower
- Sarbanes - Oxley
- Litigation alternatives
- FASB 141 and 142 (impairment)

Speakers: John C. Tang, Partner, Latham & Watkins LLP
James L. Day, Associate, Latham & Watkins LLP

9:15 THE ROLES AND RESPONSIBILITIES OF CHIEF INTELLECTUAL PROPERTY OFFICERS

- Licensing as a profit center vs. integrating licensing practices throughout the business lines
- Setting strategy with senior management
- Coordinating with the business development team
- Maintaining inventory of IP

- Keeping abreast of product lifecycles to develop licensing calendar
- Working with R&D to file for patents regularly

Moderator: David Wanetick, Managing Director, IncreMental Advantage and Chief Intellectual Property Officer

Panelists: Cheryl Perkins, Senior Vice President and Chief Innovation Officer, Kimberly-Clark Corporation
Damon C. Matteo, VP - Intellectual Property Management & Commercialization, Palo Alto Research Center
Allen Lo, VP - Intellectual Property, Juniper Networks
Nicolas Thakar, General Counsel, Tower Records

10:00 NETWORKING BREAK

10:20 IP ASSET MANAGEMENT – AN OVERVIEW OF BEST PRACTICES

- Understanding the IP portfolio in a business context
- Patent "triage"
 - Insight into licensing based on expected cash flow and earnings power
- Deploying known IP assets wisely
- Determining the need for and type of licensing
- Measuring IP performance with and without licensing
- Tailoring IP strategy by: industry, company and corporate culture
- Managing trademarks, brand and reputation
- Generating returns on foreign filings

Moderator: Derek Nuhn, Sr. Vice President & Chief Operating Officer, Semiconductor Insights

Panelists: Kevin Luo, PhD, Senior Counsel & Former Director of Licensing, Microsoft
William B. Heming, Intellectual Property Counsel, Caterpillar Inc.
Dan Alderman, Senior Intellectual Capital Manager, Dow Chemical
Nicholas Leach, VP & Chief Patent Counsel, Kimberly-Clark Corporation

11:10 IP RISKS ASSOCIATED WITH DOING BUSINESS IN CHINA: NEGOTIATING IP AGREEMENTS WITH CHINA

- Getting IP out of China as a condition of doing business there
- Knowing when and how to take enforcement action
- Leveraging business opportunities abroad to seek IP compliance in China
- Adequately describing key ingredients
- Meeting novelty requirements
- Government signaling that it is ok to violate patents

Speakers: The Honorable Bruce Lehman, Senior Counsel, Akin Gump Strauss Hauer & Feld, LLP & Chairman of the International Intellectual Property Institute & former U.S. Commissioner of Patents and Trademarks
James Maccoun, Senior Intellectual Property Counsel, Hewlett-Packard

12:00 ADJOURNMENT

*agenda subject to change

To register call (212) 952-7400 ext. 126 • Email: naomi@twst.com

For speaking and sponsorship opportunities, please contact Mary Ellen Tornatore: (212) 952-7400 ext. 131 • Email: maryellen@twst.com

For marketing opportunities, please call Erica Martell: (212) 952-7400 ext. 124 • Email: erica@twst.com

DOES YOUR COMPANY'S INTELLECTUAL PROPERTY
RECEIVE THE VALUE IT DESERVES?

IS YOUR COMPANY LEVERAGING ITS INTELLECTUAL PROPERTY
AS EFFECTIVELY AS POSSIBLE?

IF YOUR COMPANY WAS ACQUIRED, WOULD IT RECEIVE
A FAIR VALUATION FOR ITS INTELLECTUAL PROPERTY PORTFOLIO?

DO INVESTORS APPROPRIATELY MODEL FOR THE INTELLECTUAL ASSETS
THAT YOUR COMPANY CREATES AND CONTROLS?

**If not, you can communicate the value of your firm's
intellectual property through an
Intellectual Property Valuation Assessment.**

Clearly-Written. Comprehensive. Convincing.

Available within as little as 30 days.

Only from **Chief Intellectual Property Officer.**

CIPO
Chief Intellectual Property Officer

Contact: 212-952-7400 ext. 162
editor@chiefipofficer.com

Mention this ad for a 10% savings. Valid through July 30, 2006.

SPECIAL REPORT

THE ART OF MAKING INVESTMENT DECISIONS BY ASSESSING INTELLECTUAL PROPERTY PORTFOLIOS

Don't miss this unique report which discusses how investors should evaluate the merits of companies based on their Intellectual Property Portfolios.

This report consists of interviews with the nation's intellectual property thought leaders. Interviewees include:

Baruch Lev, Professor, Stern School of Business, New York University • **Dan McCurdy**, President & CEO, ThinkFire • **Feng Gu**, Assistant Professor of Accounting, State University of New York at Buffalo • **Karl Wilhelm**, Executive Vice President, Mergers and Acquisitions, iplQ • **Lynn G. Crutchfield**, Officer, The Brand Protection Alliance • **Andy Ubel**, Chief Intellectual Property Counsel, Valspar • **Jonathan Low**, Partner & Co-Founder, Predictiv • **Anthony Breitzman**, PhD, Co-founder, Principal, & Director of Research, 1790 Analytics • **The Honorable Bruce A. Lehman**, former Commissioner, Office of Patents & Trademarks • **Bruce Berman**, President, Brody Berman Associates • **Joseph R. Flicek**, Managing Director, Amphion Innovations

To order this report for \$295 call 212-952-7400 ext. 126 or email editor@chiefipofficer.com. Or register for the conference and receive it for free.

SPECIAL OFFER FOR BUSINESS DEVELOPMENT AND INTELLECTUAL PROPERTY PROFESSIONALS

Join the Only Online Network Designed
EXCLUSIVELY FOR BIZDEV AND IP EXECUTIVES

AND SAVE **\$100** ON YOUR REGISTRATION FEE*

- Meet other BizDev and IP professionals
- Search for BizDev and IP executives in your industry
- Seek out BizDev and IP peers with similar professional interests
- Dialogue with BizDev and IP executives discretely
- Increase your deal flow
- Submitting your profile is quick and easy
- Vendors are strictly limited
- Utilize resources especially designed for BizDev and IP professionals
- Manage your contacts
- Track your communications

Get started by emailing naomi@twst.com or by calling Naomi Barazani at 212-952-7400 ext. 126.

***Terms:** Must be a Business Development/Intellectual Property professional from a non-service oriented firm in good standing with the developers of this conference. Must complete profile to receive the \$100 discount. No other offers apply.

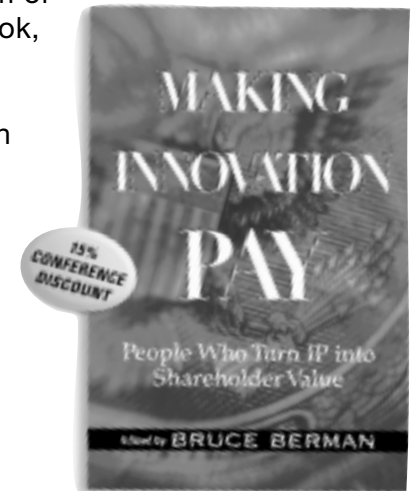
NEWLY RELEASED: MAKING INNOVATION PAY

Intangible assets comprise 80% or more of the market value of S&P 500 companies, yet most CFOs spend barely 20% of their time managing them. Deploying invention rights, or patents, is emerging as a valuable new form of currency and a key to the future. Bruce Berman's latest book, *Making Innovation Pay* opens the door.

All ten contributors of *Making Innovation Pay* are on the leading edge of an emerging industry. They comprise a veritable pantheon of intellectual property talent, who are making history as they write about it.

Attend the conference and meet contributors including Ron Schutz, the Honorable Bruce Lehman, Peter Detkin, and Joseph Beyers.

About the Author: Bruce Berman is president of Brody Berman Associates (New York), a leading management consulting and communications firm that focuses on technology and finance.



15% discount to conference attendees, use **Promo Code 6-4098**, visit wiley.com to order. (ISBN 0-471-73337-7, \$39.95 Retail price).

We are grateful for the generous support of our Conference Chairmen and Platinum and Gold Sponsors whose commitments have greatly contributed to the success of The Wall Street Transcript's 2006 Premier Intellectual Property Conference.

CONFERENCE CHAIRMEN:



BRODY/BERMAN
BRODY BERMAN ASSOCIATES, INC.

PLATINUM SPONSORS:



Kimberly-Clark

PROSKAUER ROSE®



GOLD SPONSORS:

**GOODWIN
PROCTER**



BROWN RUDNICK

CommercialStrategy, LLC



LATHAM & WATKINS LLP



**Semiconductor
insights™**

HOWREY

ROBINS, KAPLAN, MILLER & CIRESI LLP

To learn about advertising and branding opportunities in connection with this conference, please contact Mary Ellen Tornatore at 212-952-7400 ext. 131.

Intellectual Property is a Primary Driver of Corporate Value and Corporate America's Achilles Heel

Today's most powerful value driver of an enterprise's growth lies in its intellectual property portfolio. As Alan Greenspan said, "the economic product of the United States has become predominantly conceptual." The ability to introduce innovative products, to secure better production methods, to become the sole provider of particular merchandise all emanate from securing intellectual property rights.

Most institutional investors and corporate managers respect intellectual property as a legal construct. However, both Wall Street and Corporate America have failed to appreciate the value-generating ability of IP. Thus, Corporate America has neglected to actively manage its IP portfolio and professional investors have been remiss in trying to assess the value of IP resident in the companies in which they invest.

Savvy business and portfolio managers are beginning to appreciate the fact that IP is more than a legal claim on ingenuity. IP is becoming a revenue producing asset, a crucial ingredient in enhancing corporate brand equity and a weapon to attack competitors. However, the value of IP portfolios may be diminished by reverse engineering and patent expirations. Also, asserting rights to IP is often a necessary, albeit dangerous, proposition as such assertions can boomerang in vicious countersuits.

Don't miss this unique opportunity to listen to leading IP professionals discuss best practices for managing, defending and valuing intellectual property.

I look forward to meeting you in San Francisco on July 20th.

David Wanetick
Managing Director, IncreMental Advantage & Chief Intellectual Property Officer

Register Now! Seating is Limited!

NAME

COMPANY

TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

METHOD OF PAYMENT:

PAYMENT ENCLOSED

MAKE CHECK PAYABLE TO: THE WALL STREET TRANSCRIPT

CREDIT CARD PAYMENT:

VISA MASTERCARD AMEX

CREDIT CARD #

EXP.

SIGNATURE

Maximizing Returns On Your Intellectual Property Portfolio San Francisco, CA

Register Before **June 20**
and Receive a **\$400 Discount**

Before June 20 • \$895

After June 20 • \$1,295

If payment is received after June 20, attendees will be charged at the \$1295 rate.

CALL: (212) 952-7400 ext. 126 OR MAIL TO: THE WALL STREET TRANSCRIPT

FAX: (212) 668-9842

48 WEST 37th STREET, 8th FLOOR

WEB: www.twst.com/conferences

NEW YORK, NY 10018

ADMINISTRATION DETAILS

- Register now – availability is limited. Phone, fax, or mail the reply form on the back of the brochure today. Call 212-952-7400 ext. 126, fax 212-668-9842 or email naomi@twst.com.
- Cancellations – Should you be unable to attend for any reason, please inform us in writing prior to June 20, 2006 and a refund less a \$225 processing charge will be issued. No refunds will be given after June 20, 2006. Requests for substitutions for enrolled delegates may be made by emailing naomi@twst.com.
- Please note: Dress is business casual. Please no jeans.

To register call (212) 952-7400 ext. 126 • Email: naomi@twst.com

For speaking and sponsorship opportunities, please contact Mary Ellen Tornatore: (212) 952-7400 ext. 131 • Email: maryellen@twst.com

For marketing opportunities, please call Erica Martell: (212) 952-7400 ext. 124 • Email: erica@twst.com

Look Inside for Details About Registering for This Unique Forum

Take-Away Benefits of Attending:

- Learn how to coordinate a firm-wide IP strategy
- Assess the risks of accusations of patent infringement
- Listen to the dangers of trolls and countersuits
- Determine when sharing know-how is an intelligent business strategy
- Ascertain when IP strategy can be designed to increase market share
- Determine the impact of taking reserves for IP infringement
- Understand how your IP can disrupt a competitor's strategy
- Gain insight in the merits of a patent proliferation strategy
- Determine the merits of licensing exclusivity versus non-exclusivity
- Understand how intelligent management of IP adds to enterprise value
- Discern the risks of shareholder lawsuits for mismanaging IP

THE WALL STREET
TRANSCRIPT

Conference Series

48 West 37th Street, 8th Floor
New York, NY 10018

PRSRT STD
U.S. POSTAGE
PAID
The Wall Street
Transcript, Inc.

SPEAKERS INCLUDE THE NATION'S FOREMOST IP AUTHORITIES FROM FIRMS SUCH AS:

3M Innovative Properties Co.
Akin Gump Strauss Hauer & Feld, LLP
Altitude Capital
Avaya Inc.
Blueprint Ventures
Brody Berman Associates, Inc.
Brown Rudnick Berlack Israels LLP
Caterpillar, Inc.
Chevron Corporation
Chipworks
Commercial Strategy
Dow Chemical

Goodwin Procter LLP
Hewlett-Packard
Howrey LLP
IncreMental Advantage
Inflexion Point Strategy, LLC
Intellectual Ventures
IP Checkups
Juniper Networks
Kimberly-Clark Corporation
Latham & Watkins LLP
LSI Logic Corporation
Microsoft

Motorola, Inc.
NanoVentures LLC
Oracle Corporation
Palamida, Inc.
Palo Alto Research Center
Proskauer Rose LLP
Robins, Kaplan, Miller & Ciresi L.L.P.
Semiconductor Insights
Solutionary, Inc.
Tower Records

Seating is Limited. Register Today and Save!

THE WALL STREET TRANSCRIPT PRESENTS
A UNIQUE CONFERENCE ON

MAXIMIZING RETURNS ON YOUR INTELLECTUAL PROPERTY PORTFOLIO

Topics Include:

Erecting Patent Troll Defenses • Protecting IP in China • Open Source • Sharing IP • Incentivizing IP Development • Cross Licensing • IP Valuation in M&A Transactions • Assertions • Countersuits • Assessing Damages • Patent Triage • IP Securitization • Reserving for IP • Financing IP Litigation • Valuing IP for Litigation • Valuing IP for Licensing • IP Expense Management • Measuring Return on Research & Development • The Role of Chief IP Officers

DATE:

July 20-21, 2006

LOCATION:

Hyatt Regency San Francisco Airport
1333 Bayshore Highway
Burlingame, CA 94010