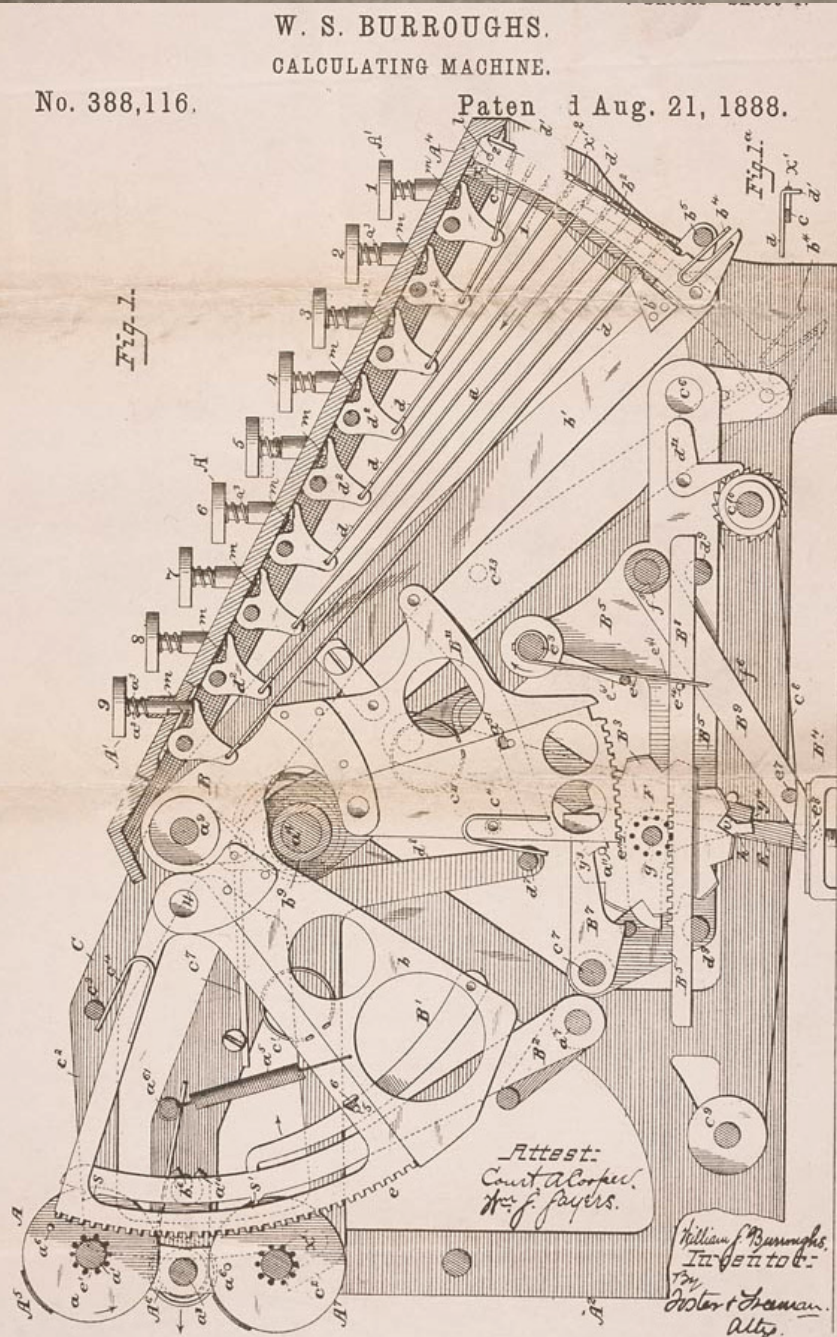


AIPLA

2012 Electronic & Computer Patent Law Summit



April 2, 2012
University of San Diego's Joan B. Kroc
Institute for Peace and Justice
San Diego, CA

AIPLA

2012 Electronic & Computer Patent Law Summit

The world of electronics and computers changes rapidly, and the new America Invents Act is already having a significant impact on the patents covering them. It is crucial to understand these changes and how they will affect you or your clients.

This fast-paced, multi-session seminar covers timely, advanced and emerging issues including standards, strategic patent portfolio development and patent litigation trends. Hear from leading in-house and private practice practitioners, judges and academics on the latest changes in law and practice that most directly affect their law practices.

Who Should Attend?

- In-House Counsel and Advanced Patent Practitioners in the electronic and computer fields and academics.

What You Will Learn:

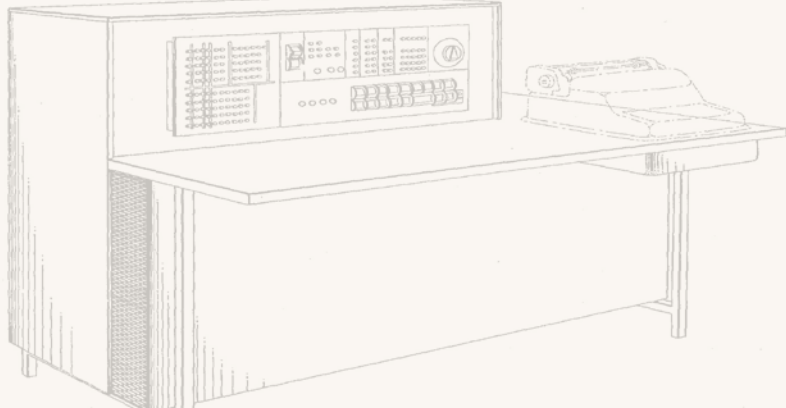
- Strategic decision-making in the new first-inventor-to-file system
- Patent practice and innovation in standards/open source
- How the patent portfolio use and acquisition landscape is changing
- Trends in distributed infringement

CLE Credit

We are an approved provider by most states requiring CLE and have applied for credit for this meeting to all states requiring CLE. The number of credit hours will vary depending on the requirements of the individual state. For 50-minute states, up to 8.4 CLE credit hours are available. Certificates of Attendance, Attendance Sign-in Rosters and all other CLE information for various states will be available at the Registration Desk.

The 2012 AIPLA Electronics and Computer Patent Law Summit has been approved for Minimum Continuing Legal Education credit by the State Bar of California (a 60-minute state) in the amount of 7.0 credit hours. AIPLA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

FIG. 1



ECPLS Planning Committee

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Denver, CO

Michael Dunnam

Program Co-Chair
Woodcock Washburn, LLP
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William Vobach

Swanson & Bratschun
Littleton, CO

Eamon Wall

Wall & Tong
Eatontown, NJ

Robert Wilkes

Wilkes Patent Law
Toronto, ON, Canada

Hotel Information

The program is taking place at University of San Diego's Joan B. Kroc Institute for Peace and Justice; however, we have set aside a block of rooms at the Hyatt Regency.

Hyatt Regency Mission Bay Spa & Marina
1441 Quivira Road
San Diego, CA 92109

When contacting the hotel, please be sure to ask for the AIPLA special rate. We have reserved a limited block of rooms, and they do sell out early, so make your hotel reservations as soon as possible.

Reservations: (888) 421-1442
Room Rate: \$169 (Single or Double)
Reservation cut-off: Friday, March 16, 2012

Transportation to and from the Law School

The summit is being held at University of San Diego's Joan B. Kroc Institute for Peace and Justice, 5998 Alcala Park, San Diego, CA, 92110. Bus service will leave in the morning, one bus will depart the school and return to the hotel before the reception, and the last bus will depart from the school and return to the hotel immediately following the reception. ***Please note: there is no bus service except at the times noted below.**

- 7:40 am Meet the bus in the hotel lobby.
(Bus departs promptly at 7:50 am)
- 5:00 pm Meet the bus at the main entrance of
the School of Law.
(Bus departs promptly at 5:10 pm)
- 6:30 pm Meet the bus at the main entrance of
the School of Law.
(Bus departs promptly at 6:40 pm)

	<h2>Monday, April 2</h2>
8:00 am - 5:00 pm	Registration
8:00 - 8:45 am	Continental Breakfast
8:45 - 9:00 am	Opening Remarks
9:00 - 9:30 am	The World's First Intellectual Property Exchange (IPXI) Gerard Pannekoek, President & CEO, <i>IPXI</i> , Chicago, IL
9:30 - 10:00 am	Trends in Distributed Infringement Thomas Irving, Partner, <i>Finnegan Henderson Farabow Garrett & Dunner</i> , Washington, DC
10:00 - 10:15 am	Break
10:15 - 11:15 am	Strategic Decision Making in Our New First-to-File System—An In-House Perspective William Ralston, Chief IP Counsel, <i>ViaSat, Inc.</i> , Carlsbad, CA Milan Patel, Senior Patent Counsel, <i>Apple</i> , Cupertino, CA Steve Perkins, Senior IP Counsel, <i>Covidien</i> , Boulder, CO Valentina Boyet, IP Counsel, <i>SAP</i> , Newtown Square, PA Moderator—Michael Drapkin, Partner, <i>Holland & Hart</i> , Denver, CO
11:15 am - 12 noon	Patent Practice and Innovation in Standards/Open Source David McGowan, Lyle L. Jones Professor of Competition & Innovation Law, <i>University of San Diego</i> , San Diego, CA Keith Bergelt, CEO, <i>Open Invention Network</i> , Durham, NC Monica Barone, Senior Legal Counsel, <i>Qualcomm</i> , San Diego, CA Moderator—Steven Shumaker, Partner, <i>Shumaker & Sieffert</i> , Woodbury, MN
12 noon - 12:30 pm	Lunch
12:30 - 1:30 pm	A General Counsel's Perspective on Intellectual Property and the Innovation Economy Donald Rosenberg, Executive Vice President and General Counsel, <i>Qualcomm</i> , San Diego, CA
1:30 - 2:30 pm	How the Patent Portfolio Use and Acquisition Landscape is Changing—Different Perspectives Kevin Barhydt, Vice President, Head of Acquisition and Analysis, <i>RPX Corporation</i> , San Francisco, CA Kevin Jakel, Patent Counsel, <i>Intuit, Inc.</i> , Mountain View, CA Mike Lee, Director, IP Strategy – Marketplace and Policy, <i>Cisco</i> , San Jose, CA Amar Mehta, Patent Counsel, <i>Google, Inc.</i> , New York, NY Moderator—Michael Rosen, Principal, <i>Fish & Richardson</i> , San Diego, CA
2:30 – 3:00 pm	High Tech Start-Ups and the Patent System Ted Sichelman, Assistant Professor, <i>University of San Diego</i> , San Diego, CA
3:00 – 3:15 pm	Break

3:15 – 4:00 pm

When Infringement is Shared—Issues Related to Multiple Defendants in Patent Litigation, Attribution of Damages, MDL, Indemnification

William Rooklidge, Partner, *Jones Day*, Irvine, CA

Joseph Re, Partner, *Knobbe Martens Olson & Bear, LLP*, Irvine, CA

Kurt Kjelland, Partner, *Goodwin Procter*, San Diego, CA

Moderator—Mike Dunnam, Partner, *Woodcock Washburn*, Philadelphia, PA

4:00 – 5:00 pm

US District Judge to Talk about Patent Pilot Program

Hon. Cathy Ann Bencivengo, US District Judge, *US District Court for the Southern District of California*, San Diego, CA

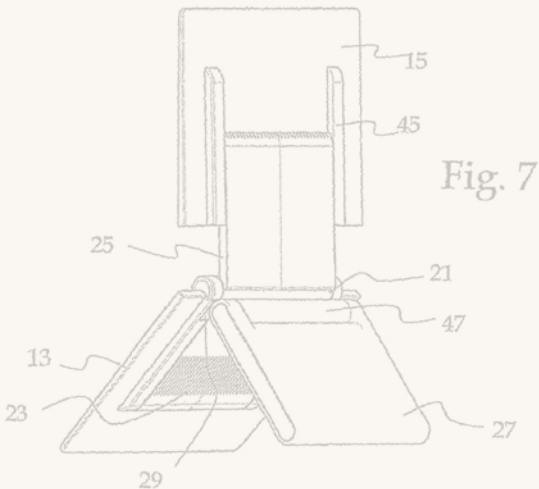
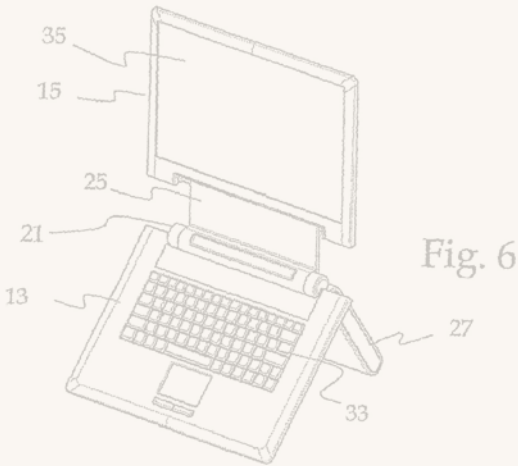
Hon. Marilyn Huff, US District Judge, *US District Court for the Southern District of California*, San Diego, CA

Hon. Dana Makoto Sabraw, US District Judge, *US District Court for the Southern District of California*, San Diego, CA

Moderator—Thane Bauz, Partner, *Perkins Coie*, San Diego, CA

5:00 – 6:30 pm

Reception (Open to all Registrants)



Registration Form

AIPLA 2012 Electronic & Computer Patent Law Summit
April 2, 2012 • University of San Diego's Joan B. Kroc Institute for Peace and Justice • 5998 Alcala Park • San Diego, CA 92110

Three Ways to Register:

Online • (credit card payment only) - www.aipla.org

Fax • (703) 415-0786

Mail • AIPLA 241 18th street south, suite 700, arlington, va 22202

For more information, call: (703) 415-0780 or visit our website at www.aipla.org

First Name: _____

Last Name: _____

Firm/Company: _____

Mailing Address: _____

City/State/Zip code: _____

Telephone: _____

Fax number: _____

E-mail: _____

Pre-registration is required and is on a first-come, first-serve basis.

Pre-registration is available until COB Monday, March 26, 2012. Please note participation is limited. Only on-site registration will be accepted after that date. Space is limited, so on-site walk-ins will be permitted on a space available basis only.

Refunds will be made only if cancellation is received by AIPLA no later than Monday, March 19, 2012. Cancellations must be in writing and faxed to (703) 415-0786, and are subject to a \$50 cancellation fee. *No refunds or credit will be issued for cancellations received after Monday, March 19, 2012.*

Registration Fees

- AIPLA and/or SDIPLA Member
\$195 \$ _____
AIPLA Member ID # _____
SDIPLA Member ID # _____
- Non-members**
\$345 \$ _____
- AIPLA Government & Corporate In-House Counsel
\$95 \$ _____
AIPLA Member ID # _____
- Non-member Government Employee & Non-Member In-House Counsel
\$175 \$ _____
- AIPLA Student Member
\$49 \$ _____
AIPLA Member ID # _____

Method of Payment

Amount enclosed: \$ _____

- ☐ Check enclosed (please make checks payable to AIPLA)
☐ Credit card (please circle one – AMEX MC VISA)

Card number: _____

Name on card: _____

Expiration date: _____

signature: _____

** To receive the member rate, please submit a membership application and payment with this registration. To obtain a membership application, please visit www.aipla.org.



FISH & RICHARDSON

GOODWIN

PROCTER

HOLLAND & HART^{LLP}



Perkins
Coie

Legal Counsel to Great Companies[®]

shumaker  *sieffert*
IP ATTORNEYS



U.S. Patent

Aug. 14, 2007

Sheet 2 of 4

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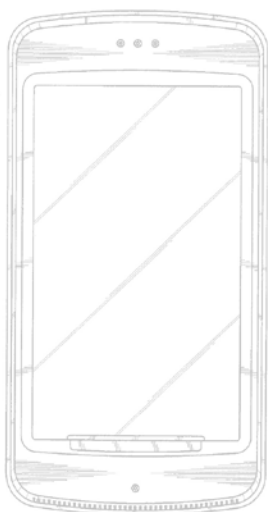


FIG. 2

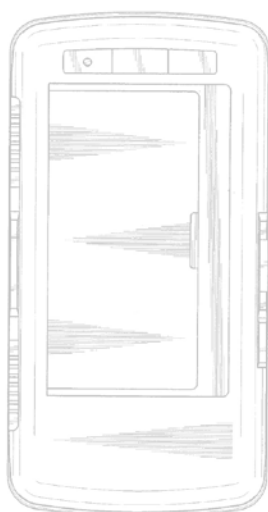


FIG. 3

Sponsors:

Upcoming Events:

April 10, 2012

USPTO Design Day

Alexandria, VA

Registration available at: <http://2012designday.eventbrite.com>

May 10–12, 2012

AIPLA Spring Meeting

Austin, TX

Exhibitor and Sponsorship Opportunities still available

June 7–8, 2012

Legal Secretaries & Administrators Conference

US Patent and Trademark Office

Alexandria, VA

June 22, 2012

AIPLA 4th Annual Trademark Bootcamp

Alexandria, VA

July 23–24, 2012

AIPLA 16th Annual Patent Cooperation Treaty Seminar

Alexandria, VA

August 23–24, 2012

AIPLA Practical Patent Prosecution Training for New Lawyers

Alexandria, VA

October 25–27, 2012

AIPLA Annual Meeting

Washington, DC

Exhibitor and Sponsorship Opportunities still available

