Patent Strategies 2006
Hot Issues in Intellectual Property Law

March 28-30, 2006 • Digital Sandbox Network Event Center • New York, NY

Judicial Perspectives From:

Honorable
Garrett E. Brown Jr.
CHIEF JUDGE (NJ)

Honorable
Kathleen
McDonald O’Malley
U.S. DISTRICT JUDGE (N.D. OH)

Honorable
Liam O’Grady
U.S. MAGISTRATE
JUDGE (VA)

Honorable
T. John Ward
U.S. DISTRICT COURT
MARTSHALL DIVISION (TX)

Government and Regulatory Perspective From:

Lynn Levine
Director, Office of Unfair Import Investigations
U.S. INTERNATIONAL TRADE COMMISSION

Lore Unt
Council for Intellectual Property
FEDERAL TRADE COMMISSION

Stephen Kunin
Former Deputy Commissioner
U.S. PATENT AND TRADEMARK OFFICE

Topics include:

- Judges’ Panels: Opinions of counsel after Knorr Bremse v. Dana, Perspective from the Court, Claims Construction after Philips
- Business method patents
- Implications of new patent decisions and patent cases
- Maximizing your success with the examiner
- Patent Troll versus Infringer debate
- Creative I.P. pre-litigation strategies
- Getting buy in from business people and management
- Hot topics in the patent-antitrust interface
- Patent outsourcing and offshoring
- Controlling costs in patent management and litigation
- Generating licensing revenue
- Section 337 Investigations

Register today by calling 1-800-882-8684 or by visiting www.iqpc.com/legaliq
Dear Executive:

Patents are a critical corporate asset and integral to long term corporate success. IQPC is pleased to announce Patent Strategies: Hot Issues in Intellectual Property Law, which covers exactly what you need to know, when you need to know it. We will look at real world solutions and practical intellectual property strategies in a changing and challenging environment.

IQPC has assembled some of the very best people in the country - all under one roof, all at the same time. Judges, Government & Regulatory Experts, 15 in-house corporate speakers, and preeminent legal experts will provide lessons learned and strategies for success in 2006 and beyond.

I look forward to seeing you in New York.

Sincerely,

Lisa Schulman, Team Leader
LegalIQ, a division of the IQPC

Legal IQ, a division of IQPC, is dedicated to providing practical, detailed information through educational conferences held at the national level. International Quality & Productivity Center (www.iqpc.com) provides millions of business executives with tailored practical conferences, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. Last year alone, IQPC produced more than 1,200 events. And, we continue to grow. Founded in 1973, IQPC now has offices across five continents around the world.

LEGAL IQ WOULD LIKE TO HEAR FROM YOU
Legal IQ is looking to expand its course offerings. Do YOU have an interesting "story to tell" or a "hot" conference topic idea? If so, please send a short e-mail to Lisa.Schulman@iqpc.com.

EARN CLE CREDITS
IQPC will seek CLE accreditation in those states requested by registrants which have continuing education requirements. This is subject to the rules, regulations and restrictions dictated by those state organizations. To request CLE credit, please indicate so when calling to register: 1-800-882-8684 or on the registration form attached.

INTERACTIVE PRE-CONFERENCE WORKSHOPS • TUESDAY, MARCH 28, 2006

A 8:15am - 12:00pm  (8:00am Continental Breakfast and Registration)

Document Management & E Discovery Issues For Patent Portfolio Management

More than 99% of information is now being created and stored electronically. The millions of e-mail messages and other electronic communications that flow through your company could be ticking time bombs. As judges are becoming more familiar with technology and dealing with the unique issues involved in conducting discovery matters electronically, courts are becoming less tolerant of law firms and corporations who are unprepared. The risks of devastating sanctions and adverse inference instructions increase substantially if counsel and clients are not aware of their obligations in the electronic world in which we live. Companies must take proactive approaches now to minimize the risks of E Discovery later. This interactive workshop will provide strategic and cost-effective document production strategies and document retention best practices specific to your Intellectual Property practice.

Key topics for discussion will include:
Preservation duties, spoliation sanctions, risk management, litigation hold, technology challenges, implications of recent case law, international issues, e discovery ethical issues, impact of Federal Rules, and quality standards and metrics.

B 1:00pm-4:30 pm  (12:45pm Workshop Registration)

The Implications Of New Patent Decisions And Pending Cases

This workshop will provide an intensive review of new patent decisions and pending cases, including: Philips, Lundgren, RIM, Metabolite and EBay. We will examine the developments in the law, as well as policy changes, which affect the day-to-day practice of IP lawyers and the expectations of their clients. We will also consider the practical affect of those cases in a variety of contexts, such as drafting patents, building patent portfolios, deciding whether to sue, developing settlement strategies, and assessing the likelihood of appellate success.

We will analyze:
• The new rules for patentable subject matter
• The evolving standards of claim construction, including the uses of specifications, file histories and dictionaries
• The current state of injunction cases
• Key appellate issues

WORKSHOP LEADERS

Andrew Cadel
Managing Director
JPMORGAN CHASE & CO.

Charles M. Fish, Esq.
Vice President & Chief Patent Counsel
TIMEWARNER

Paul R. Gupta
Partner
MAYER, BROWN ROWE & MAW LLP

Erik Oliver, Esq.
Chief IP Litigation Counsel
SYNOPSYS, INC
7:30 Breakfast and Registration

8:00 Chairperson’s Opening Remarks

8:10 Business Method Patents
A business method patent as the name implies is a patent related in some way to a method of doing business. As the Internet and other advanced technologies evolved in the 1990’s, new business models and methods of doing business became very important in the competitive marketplace. To protect such important assets, businesses began to look to patents for protection. In 1998, the U.S. Court of Appeals for the Federal Circuit opened up the gates to business method patents in State Street Bank & Trust Co. v. Signal Financial Group, Inc., a case involving a method of calculating the net asset of mutual funds. Since then, businesses in every industry have become aggressive in protecting their new business methods. In the payments industry, for example, patents have been filed and granted involving new methods of making payments involving electronic commerce, mobile commerce, and smart card commerce (using both contact and contactless smart cards). Areas for discussion include:
- What constitutes a business method patent
- The challenges of finding prior art
- Legal requirements for getting a business method patent
- Current Patent and Trademark Office handling of business method patents
- Strategies for prosecuting business method patents
Leonardo Renna
Vice President and Senior Counsel
MASTERCARD INTERNATIONAL

9:00 Patents And Prior Art As High Velocity: New Tools To Solve Old Problems
- New repositories of information
- New tools and resources for organizing and accessing references and other prior art
- New means for collaborating to combat invalid patents
Catherine Lacavera
Patent Counsel
GOOGLE

9:45 Mid-Morning Refreshments

10:10 What You Need To Know About New Patent Decisions And Pending Cases
This session will look at new patent decisions and pending cases, including: Philips, Lundgren, RIM, Metabolite and EBay.
- Patentable subject matter
- Claim construction
- Injunctions
- Appellate issues
Andrew Cadel, Managing Director
JPMORGAN CHASE & CO.
Charles M. Fish, Esq.
Vice President & Chief Patent Counsel
TIMEWARNER
Paul R. Gupta, Partner
MAYER, BROWN, ROWE & MAW LLP
Erik Oliver, Esq., Chief IP Litigation Counsel
SYNOPSYS, INC

11:05 Patent Troll Versus An Infringer - Where Is The Happy Medium
What is a Patent Troll or is it just a way to bash intellectual property owners that stand up for their rights (don’t have the recourses to enforce their own patents?)
- Does the Constitution or the law limit patent enforcement to only those that make products?
- Is the real problem bad enforcers, or bad patents – Could the patent system be improved if Congress didn’t divert hundreds of millions of dollars in Patent Office fees?
- What can corporations do about patent speculators?
- Is it fair for big companies to collect millions in IP royalties and deny the small inventor the same rights?
- Where does the balance lie – the right to enforce versus the right to be free from the expense of frivolous claims?
- Where is the individual inventor or small company left given the enormous expense of patent enforcement.
- Is the Supreme Court’s review of eBay’s case going to be another Festo or another Fiasco?
- Is pending Patent Reform Act of 2005 going save us? What changes in the law can be made to make the system more fair for everyone?

PANEL MODERATOR AND PANELIST:
Raymond P. Niro, Senior Partner
NIRO, SCAVONE, HALLER & NIRO

PANELISTS:
Robert A. Berman
Chief Operating Officer and General Counsel
ACACIA TECHNOLOGIES GROUP
Robert A. Cote
Partner
ORRICK
Dr. Alexander Poltorak
Chairman & CEO
GENERAL PATENT CORPORATION

12:05 Luncheon for Delegates and Speakers
Special Luncheon Address: Maximizing Your Success With The Examiner – Achieving Both Your Client’s And Examiner’s Objectives
This insightful session with provide practical tips on how to maximize your success with the examiner through the preparation of a high quality patent application. It will cover how to satisfy the client’s interests while helping the USPTO achieve its mission of promptly issuing valid patents.
Stephen G. Kunin, Senior Counsel
OBLON SPIVAK MCCLELLAND MAIER & NEUSTADT P.C.
Former Deputy Commissioner for Patent Examination Policy
U.S. PATENT & TRADEMARK OFFICE

1:05 Patent Reform on the Horizon
The year 2005 witnessed the emergence of a consensus for serious patent reform among divergent stakeholders in the U.S. patent community. Congress responded with a draft bill that presages the
most far-reaching changes in patent law since the Patent Act of 1952. That bill has since seen markups by Congress and several divergent interest groups. Congress appears poised to enact sweeping reforms that will affect a broad swath of patent practice. The question is which reforms will make it into the final bill and which interest groups will prevail in the debate. The panel will discuss the current version of the amendments and the competing interests seeking to influence the direction of reform. Included in the discussion will be:

- Movement toward harmonization, including first-to-file, continuation practice, best mode, and redefinition of prior art
- Improvements to patent quality, including post-grant opposition and third party participation in prosecution
- Direction of litigation reform, including changes to standards governing willfulness, inequitable conduct, damage calculations, and venue
- Proposed and extremely controversial changes to the injunction standard and the Supreme Court’s appropriation of the issue in eBay v. MercExchange, cert granted, (Nov. 28, 2005)
- Obviousness reform – ignored by Congress despite recommendation in FTC report to tighten standard – will the Supreme Court accept certiorari in KSR International v. Teleflex, currently awaiting Solicitor General’s views and if it does, what are the Court’s options.

Wayne P. Sobon  
Associate General Counsel, Director of Intellectual Property  
ACCENTURE  
Board Member  
AMERICAN INTELLECTUAL PROPERTY ASSOCIATION (AIPLA)

Daniel Ravicher, Executive Director  
PUBLIC PATENT FOUNDATION

Alan J. Ross, Partner  
BRICKER & ECKLER LLP

Brian Way, Senior Patent Counsel  
APPLE COMPUTER

2:05  Creative I.P. Litigation Strategies – Winning Before The Race Begins

Smart companies can implement creative intellectual property strategies that will assist them in winning litigation before it has begun. Pre-litigation strategies beginning with effectively filing applications for intellectual property, recording intellectual property with Customs, analyzing competitive litigation and patents, and obtaining proper opinions of counsel can place a corporation in a strong position regarding future litigation. In addition, techniques such as requesting reexamination, filing a protest or opposition, or submitting prior art can alter the landscape of prospective or pending litigation in favor of the proactive party. During litigation, requesting removal of products, limiting initial discovery to Markman issues, and using current litigation to create future design-grounds are techniques that can turn the tables on a competitor. Each of these creative litigation strategies and more will be detailed during this discussion.

- Pre-litigation resolution approach
- Ethics, issues and pre-litigation efforts needed to undertake to make sure your case is strong both offensively and defensively
- What you would do during litigation

Joseph J. Berghammer, Partner  
BANNER & WITCOFF, LTD.  
Adjunct Professor in IP Litigation  
NORTHWESTERN UNIVERSITY SCHOOL OF LAW

Buckmaster De Wolf  
Senior Counsel Litigation & Legal Policy  
GENERAL ELECTRIC COMPANY

Steven Steger, Chief Intellectual Property Counsel  
BRUNSWICK CORPORATION

3:05  Mid-Afternoon Refreshments

3:30  How To Set Up A Patent Review Board

It is not always easy to get business people interested and involved in determining the value of particular invention disclosures and patents within a patent portfolio. However, it is essential to the success of a patent program to have business people involved in making such determinations in order to direct your patent dollars and other resources effectively and efficiently. Gathering a group of diverse interests that represent different aspects of the organization to review which invention should be protected by patents can make the difference between a good portfolio and a great one. This insightful presentation will address how to set up a patent review committee.

- Benefits of an internal patent review board
- Who the players should be
- How often should you meet?
- Grouping disclosures by a particular technology and scoring each of the disclosures
- Criteria to use to score disclosures and how to determine when to file a patent
- When to file a patent in a foreign country
- How to select in which foreign countries to file
- When to use trade secret protection rather than patent protection
- Assorted other useful tips on how to mine and make decisions regarding protection

Find out how the patent review boards assist with determining which inventions to patent, setting strategies for licensing products to competitors and infringers, while taking the guess work out of patenting and licensing.

Bruce Greenhaus, Vice President, Patent Counsel  
QUALCOMM INCORPORATED  
Adjunct Professor with THOMAS JEFFERSON SCHOOL OF LAW

4:20  Emerging Issues And Hot Topics In The Patent-Antitrust Interface

Overview of common and emerging antitrust claims and counterclaims related to patent litigation

- Walker Process claims
- Successfully distinguishing between inequitable conduct and Walker Process claims
- Defining and proving market power
- Bad faith litigation
- Standards for Handguards-type claims
- Standard-setting cases
• Rambus, Unocal: what standards govern misrepresentations or omissions to a standard-setting body concerning patent rights?
• Pharmaceutical patent litigation settlement cases
• What is the current status of the cases in this fast-developing area?
• Recent developments in antitrust and misuse law relating to patent licensing and tying
• Independent Ink and Philips

Lore Unt
Counsel for Intellectual Property
Office of Policy and Coordination
FEDERAL TRADE COMMISSION

5:10 Case Study: From Garage To Successful Company - Lessons And Insights From Development And Enforcement Of A Patent Portfolio

Starting in 1992 with two inventors working out of a garage, TARGUS Information Corp. (TARGUSinfo) has grown into a successful real-time data services company that adds intelligence to over one billion telephone call transactions annually. The technology developed by TARGUSinfo has resulted in over fifteen issued U.S. patents, with more in the queue. Many of these patents have been extensively licensed and litigated through Murex Licensing Corporation (MLC), an affiliate of TARGUSinfo. Mike Barry, formerly patent counsel for Samsung Electronics, is TARGUSinfo's General Counsel and MLC's Patent Counsel, and he will share some lessons and insights from this case study in the acquisition and enforcement of a patent portfolio.

• How to identify features of valuable patents
• Key issues in setting up a licensing program
• Viewing portfolio management as a long-term investment
• Licensing and litigation – the interface of business and law

Michael M. Barry
General Counsel, TARGUSinfo
and Chief Patent Counsel, MUREX LICENSING

5:50 Day One Concludes
11:40  Opinions Of Counsel After Knorr Bremse V. Dana
A finding of willful patent infringement may lead to award of treble damages. One defense to an allegation of willfulness has been the infringer’s reliance on an opinion of counsel. Has the law changed since the Federal Circuit’s en banc decision in Knorr-Bremse v. Dana? This will be an opportunity to listen to the views of judges, an inside corporate attorney and outside counsel. Some topics for discussion include:
* When to consider obtaining an opinion?
* What should in-house counsel consider in retaining opinion counsel?
* What makes for a competent opinion?
* Has Knorr-Bremse changed the way counsel opinions are drafted?
* How should the opinion be handled after it is received?
* Has Knorr-Bremse changed the frequency with which counsel opinions are used in litigation?
* Making the decision to rely on an opinion in litigation.
* How broad is the scope of the waiver of privilege when an opinion is produced?
* Knorr-Bremse, is an opinion necessary?
* In litigation, when should an opinion be produced, phasing of trial to address waiver of privilege and what can be said about unproduced opinions.
* What factors are considered in deciding to award increased damages?

PANEL MODERATOR:
Leif R. Sigmond, Jr.
MCDONNELL BOEHNEN HULBERT & BERGHOFF LLP

PANELISTS
The Honorable Liam O'Grady
MAGISTRATE JUDGE, U.S.

The Honorable Kathleen M. O'Malley
U.S. DISTRICT JUDGE (NORTHERN DISTRICT OHIO)

Mark Abate, Partner
MORGAN & FINNEGAN

Stuart Ford, VP and IP Counsel
W-H ENERGY SERVICES, INC.

12:35  Luncheon for Delegates and Speakers

2:05  Mid-Afternoon Refreshments
SPONSORSHIP and EXHIBITION OPPORTUNITIES

WHY SPONSOR OR EXHIBIT AT PATENT STRATEGIES 2006?
Sponsorships and Exhibits at Patent Strategies 2006 are excellent opportunities for your company to showcase its products and services to a highly targeted, senior-level audience focused on Patent Strategies. IQPC and its Patent Strategies 2006 conference helps companies achieve sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit places - all of which are custom-tailored to help your company create a platform that will maximize its exposure at the event and reach key decision makers.

WHAT TYPE OF EXPOSURE CAN MY COMPANY HAVE AT PATENT STRATEGIES 2006?
IQPC prides itself on creating sponsorship and exhibit opportunities that fit your company's specific sales, marketing and branding needs. In order to maximize your organization's exposure at Patent Strategies 2006, we will work with you to create a custom tailored package for your company that will have the greatest impact on your target audience.

Below you’ll find just a few of the most popular sponsorship packages – all of which include a specific number of delegate passes, exhibition booth and a direct marketing campaign specifically targeting your clients and prospects.

<table>
<thead>
<tr>
<th>Title Sponsor</th>
<th>CD Roms Welcome Packs</th>
<th>Co-Sponsor Cocktail Reception(s)</th>
<th>Workshop Sponsorship Collateral Package</th>
<th>Registration Sponsor Refreshment Break(s)</th>
<th>Wireless Network Internet Café</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luncheon Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EXHIBITION BOOTHS
Exhibit booth location is based on two factors - the type of sponsorship package your organization chooses and the date of sponsorship/exhibit registration. Reserve your space today to ensure you get the booth location of your choice.

MORE INFORMATION
To learn more about these and other marketing opportunities please call Shannon Forrester at 212-885-2719 or via email at sponsorship@iqpc.com.

MEDIA PARTNER
Strafford CLE Teleconferences (www.straffordpub.com/briefings/legal) offer timely updates on critical issues facing private practice, corporate and municipal attorneys in a 90-minute interactive telephone conference format. Each live program features presentations by a panel of nationally recognized authorities, followed by a Q&A session. CLE is available in states where teleconferences are accredited.

Register Online, by Phone Fax or Mail
Web: www.IQPC.com/legalIq
Phone: 1-800-882-8684 or 973-256-0211
Fax: 973-256-0205 24 Hours A Day
Mail: International Quality & Productivity Center
555 Route 1 South, Iselin, NJ 08830

Important! To speed registration, provide the customer registration code located on the back page—even if it is not addressed to you!

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC
* CT residents or people employed in the state of CT must add 6% sales tax.

PACKAGES

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>EARLYBIRD A</th>
<th>EARLYBIRD B</th>
<th>STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Plus Both Workshops</td>
<td>Register &amp; Pay by 2/3/06</td>
<td>Register &amp; Pay by 2/17/06</td>
<td>Register &amp; Pay After 2/17/06</td>
</tr>
<tr>
<td>Conference Only</td>
<td>Save $300 $2,457</td>
<td>Save $200 $2,557</td>
<td>$2,757</td>
</tr>
<tr>
<td>Half-Day Workshop (A or B)</td>
<td>$529</td>
<td>$529</td>
<td>$529</td>
</tr>
</tbody>
</table>

Register Online and Receive a $50 Discount
Only one discount may be applied per registrant - please call 1-800-882-8684 for more details.

TEAM DISCOUNTS
With all of the critical information that is going to be discussed during this two-day conference, you will want to ensure that all your key team members are present. To encourage team participation in this event, IQPC is pleased to offer the following discounts:

- Number of Attendees: Savings Of:
  - 3 to 4: 10%
  - 5 or more: 15%

Details for making payment via EFT or wire transfer:
JPMorgan Chase
Penton Learning Systems LLC dba IQPC: 957-097239
ABA/Routing #: 021000021
Reference: Please include the name of the attendee(s) and the event number: 2417.01

Payment Policy: Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC’s cancellation and substitution policies visit www.iqpc.com/cancellation

Venue
Digital Sandbox Network Event Center
55 Broad Street, New York, NY
(212) 482-0851 (for directions)

Accommodation
The Digital Sandbox Network Event Center is conveniently located within walking distance of 2000 sleeping rooms. Please call the venue of your choice to make your overnight room reservations. Be sure to ask for the prevailing transient rate when making your reservation.

Wall Street Inn: http://www.thewallstreetinn.com/
9 South Williams Street  212-747-1500
3 min walk

Ritz-Carlton: http://www.ritzcarlton.com/hotels/new_york_battery_park/
2 West Street 212-344-0800
5 min walk

New York Marriott Financial Center:
http://marriott.com/property/propertypage/NYCWS
85 West Street 212-385-4900
7-10 min walk

Hilton Millennium:
55 Church Street 212-693-2001
10 min walk

Holiday Inn- Wall Street: http://www.holidayinnwsd.com/
15 Gold Street 212-232-7832
5 min walk

Best Western Seaport Inn: http://www.seaportinn.com/
33 Peck Street  212-766-6600
10 min walk

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

©2006 IQPC. All Rights Reserved. The format, design, content and arrangement of this brochure constitute a trademark of IQPC. Unauthorized reproduction will be actionable under the Lanham Act and common law principles.

To Register, Call 1-800-882-8684 or visit www.iqpc.com/legalIq
Register today by calling 1-800-882-8684 or by visiting www.iqpc.com/legalIQ

Patent Strategies 2006
Hot Issues in Intellectual Property Law
March 29-30, 2006 • Digital Sandbox Network Event Center • New York, NY

© 2006 IQPC
International Quality & Productivity Center
535 5th Avenue, 8th Floor
New York, NY 10017

Your customer registration code is: ________________________________
Name ____________________________________________________________________
Title ___________________________________________________________________
Organization ____________________________________________________________
Address _______________________________________________________________
City ______________________________ State ______ Zipcode ________________
Phone ____________________________ Fax ______________________________
E-Mail _________________________________________________________________

❑ Please keep me informed via email about this and other related events.
❑ Check enclosed for $_____________________(Payable in U.S. Dollars to IQPC)
❑ Charge
❑ AMEX
❑ Visa
❑ Master Card
Card #_____________________________________________Exp Date:_____/_______
Details for making payment as TT or wire transfer can be found on preceding page.
❑ I cannot attend, but please keep me informed of all future events.

2417.01/D/JN
Web: www.iqpc.com/legalIQ
Call: 1-800-882-8684 or 1-973-256-0211
Fax: 1-973-256-0205
Mail: International Quality & Productivity Center
555 Route 1 South, Iselin, NJ 08830