

## **Patent and Licensing Experts to Reveal Best Practices for Protecting, Managing and Leveraging Intellectual Property at 2009 IP Symposium**

*Early-bird Registration Rates Available Through March 20*

**San Francisco, CA – MARCH 10, 2009** – With patent applications at an all-time high and new licensing companies taking hold, the second annual Intellectual Property Symposium [www.ips-sv.techinsightsevents.com](http://www.ips-sv.techinsightsevents.com) is a must-attend event for corporate, legal and engineering executives looking to manage the increasing complexities of IP usage. The two-day event includes keynote addresses, panels and breakout sessions with experts from the technology, business, legal and regulatory arenas, representing the US, Europe and Asia. Co-located with ESC Silicon Valley, the 2009 IP Symposium is a combined effort between *EE Times*, Semiconductor Insights and Portelligent taking place on March 31 and April 1, 2009 at The Fairmont, San Jose, California.

“Unlike other intellectual property events, the IP Symposium focuses exclusively on topics that are relevant to the global electronics industry,” said Mike McLean, vice president, Professional Services, Semiconductor Insights. “The IP Symposium’s speakers are all leading IP experts and electronics industry thought leaders who will arm attendees with timely and relevant information to help them address the pain points associated with IP as it impacts technology innovation and commercialization.”

Building on the success of the event in 2008, the 2009 IP Symposium agenda includes the following presenters and topics:

### Day One – March 31

- Kevin Rivette, Chairman, USPTO Advisory Committee: “United States Patent Policy – Likely Changes and Their Impact”
- Federal District Judge Jeremy Fogel of Northern California: “Key Court Rulings Impacting the Electronics Industry”
- Keith Bergelt, CEO, Open Innovation Network, John Amster, Co-CEO, RPX Corporation, and Dan McCurdy, CEO, Allied Security Trust and Chairman, Patent Freedom: “Evolving Strategies to Address Patent Assertion”
- Jozsef Albert, European Patent Office, “Key Issues with the European Patent Office”
- William Schwartz, Partner, Morrison & Foerster: “Patent Exhaustion”



- Ron Epstein, CEO, IPotential: “The Patent Sales Market: Using Market Trends to Your Advantage”
- John Huang, Managing Partner, East IP Law: “The Recent Amendments to the Chinese Patent Law and Their Implications for Your Organization”
- Steven S. Baik, Partner, Orrick: “Litigating with the ITC”
- John Amster, Co-CEO, RPX Corporation: “The Advantages of Defensive Patent Aggregation”
- George Sawyer, eValueServe: “The Changing Patent Landscape in India and China”
- John Cronin, CEO, IP Capital Group: “Establishing an Effective IP Strategy”
- Keith Bergelt, CEO, Open Invention Network: “Taking a Bite Out of the NPE Threat”

#### Day Two – April 1

- Steve Perlman, President & CEO, Reardon LLC: “Innovation and IP in Today’s Business Environment”
- Joe Beyers, VP of Intellectual Property, Hewlett Packard: “Technical Innovation to Commercialized IP, An HP Case Study”
- Michael Bechauf, VP Industry Standards: SAP AG “IP in a Partnership Ecosystem”
- Judy Byrd, Director, Invotex Group: “Trust – Verify – and Minimize Errors in Your Licensee Reporting”
- Dr. Jerry Smith, CTO, Symphony Services: “Intellectual Property and Innovation Management”
- Hironori Seki, Esq. – Deputy General Manager, IPD, Renesas Technology: “The Renesas Innovation Engine”
- Todd Miller and Louis Touton, Jones Day: “Patent Notice Letters - Sending and Receiving”
- Van Thompson, Principal, Semiconductor Insights: “Rationalizing Your Patent Portfolio – Managing Costs while Developing a Usable Patent Portfolio”
- Scott Hover-Smoot, General Counsel, Xilinx: “How to Respond to Indemnity Requests”
- Charles R. Neuenschwander, International Patent Licensing Co.: “Anatomy of an Assertive Licensing Program”



- Mahshad Koohgoli, CEO, Protecode: “Code Contamination and Managing Software IP”

Early-bird registration rates of \$599 for both days or \$400 for one day are available through March 20. The IP Symposium includes access to all IPS keynotes and breakout sessions, daily lunches, three-day access to the ESC exhibit floor (Tuesday - Thursday), an invitation to Ace Awards cocktail reception (Tuesday evening) and printed conference proceedings.

**About the IP Symposium** [www.ips-sv.techinsightsevents.com](http://www.ips-sv.techinsightsevents.com).

The Intellectual Property Symposium is the first and only event to bring together the foremost engineering, legal, business and government minds to discuss the importance and logistics of properly protecting, managing and leveraging intellectual property.

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