

## **CMP's Semiconductor Insights Creates an Intellectual Property Symposium for the Electronics Industry**

Inaugural Event Co-locates with Embedded Systems Conference Silicon Valley

San Francisco - September 13, 2007 – CMP's Semiconductor Insights (SI) today announced the creation of an Intellectual Property (IP) Symposium for the Electronics Industry. The two-day event, which will take place April 15-16, 2008 at the San Jose Fairmont Hotel, will be co-branded with EE Times and SI and will co-locate with the Embedded Systems Conference Silicon Valley. The symposium will feature two tracks – one addressing technical issues in IP targeted to engineering and patent professionals, and one focused on the business of IP oriented to senior executives.

"IP is arguably the largest issue facing today's electronics industry, with information and education being key to mitigating an organization's risk", stated Jenn Markey, SI's VP Marketing and Sourcing. "However, existing forums where technology professionals can table, learn about, and discuss IP opportunities, threats, and best practices are either too broad to be useful, addressing everything from pharmaceutical to biotech, or too fragmented to develop industry consensus. We are extremely pleased to be able to bring this targeted IP program to the electronics industry."

Electronics is a unique industry with convergence, short product lifecycles, and royalty stacking all conspiring against vendor success. In addition, licensing has emerged as a standalone business model in its own right, although a controversial one. This reality means a unique approach is required to build, manage and leverage one's IP for strategic advantage in the electronics industry.

"EE Times is the go-to-source for information in the electronics industry, always addressing the top-of-mind issues for engineers and execs alike, serving to provide industry perspective and helping to form opinion. IP is definitely one of these hot buttons", stated Paul Miller, President CMP Electronics Group. "We are very excited to leverage SI's knowledge base to deliver a technology industry focused IP program to our larger electronics audience."

For more information about the event, speaking opportunities and sponsorship, please contact Sean Raman at 415-947-6622 or [sraman@cmp.com](mailto:sraman@cmp.com).

### **About Semiconductor Insights – A CMP Company**

Semiconductor Insights (SI) ([www.semiconductor.com](http://www.semiconductor.com)) is the leading technical advisor to the world's microelectronics community. SI supports its clients through the technical investigation of patents, integrated circuits and electronic systems. Its TECHinsights division helps technology companies benchmark competing devices, improve time to market, and solve technical problems while its IPinsights division helps technology companies and legal professionals evaluate, develop and monetize their intellectual property. Typical clients are major electronics and semiconductor corporations in Japan, Korea, Taiwan, Europe and North America, and the law firms that represent them. SI is a division of CMP ([www.cmp.com](http://www.cmp.com)).

**About CMP (<http://www.cmp.com/>)**

CMP is a media and marketing solutions company serving the technology industry. With the leading online, event and print brands in all technology market categories, and with services and tools that reach beyond traditional advertising, CMP shapes and influences the technology industry worldwide. CMP publishes highly respected media brands such as TechWeb, InformationWeek, ChannelWeb, CRN, EE Times and TechOnline; produces major industry events such as Interop, Web 2.0, XChange, Game Developer Conference and the Embedded Systems Conferences; and provides business information and marketing services such as the International Customer Management Institute, Semiconductor Insights and Second Life consulting for technology marketers. CMP is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion. For more CMP news, go to [cmp.com/news](http://cmp.com/news).

Press Contact:

Jill Perry

Semiconductor Insights

[jillp@semiconductor.com](mailto:jillp@semiconductor.com)

613-599-6500