

present

INTELLECTUAL PROPERTY: IMPORTANCE IN TODAY'S ECONOMY

**Asserting
Your IP**

**Spotting
Quality & Value**

**Defending
Your Portfolio**

**Managing
IP Issues**

**Balancing
the IP Budget**

**Leveraging
IP for Real Value**

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GA CLE Credits Approved:
12 General / 1 Ethics / 1 Professionalism

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15 General / 2.5 Ethics
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NOVEMBER 3-4, 2009 • ATLANTA, GA

Georgia State University Student Center
www.gsuiip.org/corporate

Who You Will Meet

IP strategy requires careful analysis and planning, while IP licensing (and divestiture) is a networking and shoe leather business. The Corporate Intellectual Property Institute provides a forum that fosters casual interaction with accomplished industry leaders involved in all aspects of intellectual asset management.

Decision-makers from best-in-class organizations share their thoughts in panel discussions as well as during informal networking breaks and social events. Join your peers in exploring business development through IP at the 2009 Corporate Intellectual Property Institute.

CLE Information

GA CLE Credits Approved:
12 General / 1 Ethics / 1 Professionalism
FL CLE Credits Approved:
15 General / 2.5 Ethics
15 IP Certification Credits

Other states may qualify for CLE credit.

Note: If you are applying for CLE and you are outside of Georgia or Florida, please check with your bar for application procedures. A Certificate of Attendance and an agenda will be available upon request to attendees.



About the Event

This event takes place at a time of significant change in the IP industry. Intellectual property is now recognized at executive levels as leverageable assets – perhaps as a consequence of this, we see the evolution of business models directed at increasing the liquidity of the IP marketplace.

Join your peers in the heart of Georgia for the 2009 Corporate Intellectual Property Institute. Based in Atlanta, this Institute was formed by IP professionals to share best practices, network, and discuss emerging business issues. Georgia State University's Robinson College of Business and College of Law were instrumental in laying the foundations of the networking organization; that synergy continues today as Georgia State University hosts the 2009 Corporate IP Institute.

The Institute meets for two full days, as industry leaders participate in panel discussions focusing on pertinent issues facing IP professionals. Experienced practitioners from recognized best-in-class organizations will share learnings on topics that range from taking a first look at your organization's intangible holdings to reaching out across other industries and leveraging your assets in the global marketplace.

Day 1 - November 3, 2009

7:30 – 8:15

Registration and Continental Breakfast

8:15 – 8:30

Introduction and Opening Remarks

Speaker:

Steven J. Kaminshine, Dean, *GSU College of Law*

Speaker:

H. Fenwick Huss, Dean, *GSU J. Mack Robinson College of Business*

Speaker:

Chason Carroll, Director of Intellectual Property, *CompuCredit Corporation*

8:30 – 9:30

MANAGING IP BUDGETS: SELECTIVELY USING OUTSIDE COUNSEL AND OTHER RESOURCES TO EFFICIENTLY ENHANCE AND ENFORCE IP PORTFOLIOS

In these challenging economic times, everyone is under pressure to stay within budget. The panel will explore a variety of methods for managing costs without sacrificing the acquisition, maintenance and enforcement of a quality IP portfolio. Discussion topics include cost saving tips from the perspective of small, medium and large IP departments, details on when and how to engage outside counsel through requests for proposals (RFPs) and insights on outsourcing from one of the few companies able to do so with success.

Moderator:

Lawrence A. Stahl, Managing Partner, *Fitzpatrick, Cella, Harper & Scinto*

Panelist:

Valerie L. Calloway, Chief Intellectual Property Counsel, *Polymer Group, Inc.*

Panelist:

Douglas H. Tully, Jr., Senior Patent Counsel, *Kimberly-Clark Worldwide, Inc.*

Panelist:

Randi L. Karpinia, Senior Patent Operations Counsel, *Motorola Inc.*

9:30 – 9:45

Networking Break

9:45 – 10:45

WHO'S CONTROLLING THE DOMAIN NAME SPACE AND WHAT DOES THAT MEAN FOR BRANDS

Cybersquatting is more than just a nuisance—in most cases, it's affecting consumer experience and trademark owners' profitability in quantifiable compelling ways. Cybersquatters can easily evade detection, and with a domain name system policy maker operating under conflicts of interest, out of date statutes in the US, and nonexistent laws abroad, sweeping changes to the domain name regulatory system are necessary. In the immediate absence of these reforms, however, knowing which names to look for and how to enforce rights efficiently and effectively can deliver value to brand owners looking to address the most pressing infringements.

Speaker:

Josh Bourne, President, *Coalition Against Domain Name Abuse ("CADNA")*

10:45 – 11:00

Networking Break

11:00 – 12:00

WHAT IS THE FUTURE OF THE IN-HOUSE IP PROFESSIONAL

In-house IP professionals may be wondering what the future holds in these uncertain economic times. This panel will focus on alternative career paths for in-house IP professionals.

Moderator:

Jennifer Pearson Medlin, Of Counsel, *Morris, Manning, & Martin, LLP*

Panelist:

Kevin Cranman, General Counsel, *TANDBERG Television, Inc. (Americas)*

Panelist:

Ken Massaroni, General Counsel and Corporate Secretary, *Seagate Technology*

Panelist:

Kirk Somers, General Counsel and Executive Vice President, *Concurrent Computer Corporation*

12:00 – 1:30

Networking Luncheon

Day 1 - November 3, 2009

1:30 – 2:30

EVALUATING AND EXECUTING IP LITIGATION STRATEGIES

This topic will explore the collaborative relationship between in-house counsel and outside counsel essential to successful evaluation, planning, and execution of IP litigation strategies from both the plaintiff's and the defendant's perspectives.

Moderator: A. James Anderson, Partner, *Robins, Kaplan, Miller & Ciresi L.L.P.*
Panelist: John C. Childs, Assistant General Counsel – Litigation, *Georgia-Pacific LLC*
Panelist: Andrew W. Horstman, VP and Senior Legal Counsel for IP Litigation, *Medtronic, Inc.*

2:30 – 2:45

Networking Break

2:45 – 3:45

TRADEMARK ISSUES: OFF THE BEATEN PATH

Explore three out-of-the-ordinary trademark topics that are not only thought-provoking but also may be of practical significance in your work:

- Colors, Sounds and Smells: Protection of Non-Traditional Marks;
- IP Clearance for Private Label Deals; and
- Beyond the Boilerplate: Trademark Licensing Issues That Make You Think

Moderator: William M. Ragland, Jr., Partner, *Womble Carlyle Sandridge & Rice, PLLC*
Panelist: Leo Cook, Director, Legal, *HD Supply*
Panelist: Bruce Siegal, Senior VP and General Counsel, *IMG College/The Collegiate Licensing Company*

3:45 – 4:00

Networking Break

4:00 – 5:00

NAVIGATING INTELLECTUAL PROPERTY ISSUES ON WEB 2.0

This panel will examine an array of internet-related intellectual property issues that companies are facing in light of the vastly-expanded abilities of internet users in recent years to post and distribute content online. The panel will cover topics ranging from the promotional use of social networking sites to the copyright ramifications of hosting user generated content to the phenomenon of keyword advertising. The panel will seek to explore these topics both from an offensive perspective (i.e., how to prevent third party abuse of a company's intellectual property rights) and a defensive perspective (i.e., how to utilize the interactive features of the web while minimizing the risk of liability).

Moderator: James Trigg, Partner, *Kilpatrick Stockton LLP*
Panelist: Sheri McGaughy, Senior Counsel, *The Weather Channel, Inc.*
Panelist: Jeanene Jobst, Counsel, *Turner Broadcasting System, Inc.*

5:00-7:00

Reception

Please join us for an evening of food, fun, and stimulating conversation at the Institute Reception. Meet the speakers, moderators and other IP professionals that help shape the IP industry.

Hors d'oeuvres and drinks will be served.

Day 2 - November 4, 2009

7:30 – 8:15
8:15 – 8:30

Registration and Continental Breakfast Announcements

8:30 – 9:30

IP LICENSING IN THE CHANGING WORLD

How have the economy and recent decisions (Quanta, MedImmune, etc) impacted licensing practices and strategies? The panel discusses the new strategies that have developed...what works....what doesn't work...pitfalls to avoid and terms to include, if you can, as well as offer their insight into changes on the horizon.

Moderator: Virginia L. Carron, Partner, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*
Panelist: Bud Deffebach, Partner, *Andre-Troner LC*
Panelist: Frank A. Landgraaf, Senior Intellectual Property Counsel, *GE Energy and GE Water*
Panelist: Dr. Jason Lye, Director of External Business Development/Technology Assets, *Newell Rubbermaid, Inc.*

9:30 – 9:45

Networking Break

9:45 – 10:45

PROFESSIONALISM IN IP PRACTICE: RESPECTING THE RIGHTS OF OPPOSING PARTIES AND THE PUBLIC

This presentation will address how principles of professionalism require lawyers to respect the rights of the public, and even opposing parties. Courts and bar associations have placed limits on the use of "deception" during undercover investigations, for example, as means to gather evidence of wrong-doing, such as trademark infringement. At the same time, in-house counsel are limited in their ability to prevent informal ex parte discussions with employees. This session will analyze the various ways that lawyers' obligations of professionalism limit their ability to zealously represent their clients.

Speaker: David Hricik, Professor of Law, *Mercer Law School*

10:45 – 11:00

Networking Break

11:00 – 12:00

PATENT STRATEGIES FOR COMPETING IN A DOWN ECONOMY

This session features experienced corporate patent counsel from different industries, who are implementing strategies designed not only to survive this difficult economy, but to emerge intact and ahead of competition. Best practices will be discussed for focusing patenting efforts on core products and services, surviving budget and staff cuts, managing patent portfolios and litigation, and related issues.

Moderator: Michael J. Powell, Shareholder, *Baker Donelson*
Panelist: Michael Bishop, General Counsel, *AT&T Intellectual Property Corporation*
Panelist: Cheryl J. Tubach, Chief Intellectual Property Counsel, *J.M. Huber Corporation*
Panelist: Stewart J. Womack, Assistant General Counsel, *The GoDaddy Group, Inc.*

12:00 – 1:15

Networking Luncheon

1:15 – 2:30

IP MANAGEMENT IN A DOWNTURN: CONFIRMING VALUE AND IMPROVING EFFICIENCY



A panel of senior corporate IP legal managers will offer observations and suggestions for managing IP in a challenging environment of reduced budgets. Creative strategies for improving efficiencies in the delivery of IP legal services will be presented. The panelists also will discuss ways to enhance management recognition of IP value and will provide their views on what the future holds for corporate practitioners.

Moderator: John K. Williamson, Partner, *K&L Gates*
Panelist: Scott M. Frank, President & CEO, *AT&T Intellectual Property Inc.*
Panelist: Carl B. Horton, Chief IP Counsel, *General Electric Co.*
Panelist: Krishnendu Gupta, Vice President and Assistant General Counsel, *EMC Corporation*

2:30 – 2:45

Networking Break

2:45 – 3:45

MAJOR PATENT PLAYERS AND THE ROLES THEY PLAY

The prospect of buying, selling and licensing patents is becoming more mainstream; however, the patent monetization landscape is quickly evolving. How are the major patent players changing and how can the likelihood of a successful transaction be increased? Discussion topics include an analysis of major patent players, deal points from buyer and seller perspectives, and historical trends and future direction of the patent monetization landscape.

Speaker: Michael W. McLaughlin, Principal and Founder, *IPInvestments Group*

3:45 – 4:00 **Networking Break**

4:00 – 5:00 **NAVIGATING YOUR PATENT PROSECUTION TEAM THROUGH ETHICAL, CONFLICT AND LITIGATION CHALLENGES ON A LEAN BUDGET**

The current economic downturn requires virtually all inside IP counsel to trim their budgets substantially, while at the same time advancing mission critical IP strategies. This panel of experienced inside IP counsel will provide practical advice regarding strategies they have developed to balance these often competing goals: How to develop conflicts policies that make sense? How to ensure that inside and outside counsel focus on the key strategies? How to make alternative fee arrangements work? How to make sure that patents are prosecuted in an ethical fashion that will not give rise to attorney fee, inequitable conduct, and/or antitrust challenges should the company seek to enforce the patents? And more!

Moderator: John North, Chair, IP Group, *Sutherland Asbill & Brennan LLP*
Panelist: Marcus Delgado, Chief IP Counsel, *Cox Communications*
Panelist: Jose Duthil, Associate General Patent Counsel, *Cisco*
Panelist: Geoff Sutcliffe, General Attorney, *AT&T*
Panelist: Troy Van Aacken, Senior Patent Attorney, *ARRIS Group, Inc.*

About the Location: Atlanta and Georgia State University

This one of a kind conference will take place in downtown Atlanta, the financial capital of the South East, and home to an array of well known brands, representing a diversity of industry sectors. Atlanta attracts visitors from around the world, building a rich tapestry of cultures that support a variety of renowned restaurants, cafes, evening entertainment, as well as world-class hotels located throughout the city. Georgia State University, founded in 1913, is a leading research university with an enrollment of more than 27,000 undergraduate and graduate students. The J. Mack Robinson College of Business is one of the largest business schools in the nation, with eight programs nationally ranked by 16 leading publications. In 2009, Robinson's MBA for Working Professionals program was ranked among the top 10 in the nation by U.S. News & World Reports for the fourteenth consecutive year. The College of Law just celebrated its 25th anniversary of providing quality legal education with flexible programs of study, and nationally recognized centers and clinics. Major U.S. publications rank it as a Best Value and Most Wired, and U.S. News & World Report lists the College's Health Law program among the top

10 in the nation.

We hope you'll join us for two days of professional networking, education, and business development with licensing leaders from both small businesses and multi-national organizations, to academic institutions and licensing solution providers.



Sponsorship Opportunities

Would you like to see your name next to some of the largest companies in the world? Would you like to be associated with a premier intellectual property program? Would you like to showcase your products, ideas, and talents while networking with top IP professionals? The Corporate IP Institute affords you this opportunity through an array of opportunities. Sponsorship levels vary, but the benefits remain steady. **Please contact Chason Carroll at 678-334-1245 or chason.carroll@compucredit.com for information on the sponsorship levels, benefits, and opportunities.**

Organizers

Chair, GSU Corporate IP Institute
Chason Carroll, JD

Director of Intellectual Property, CompuCredit Corporation

Planning Committee,
GSU Corporate IP Institute
Perry Binder, JD

Legal Studies Professor, Robinson College of Business

Scott Frank, JD/MBA

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Speaker Biographies

A. JAMES ANDERSON is the founding partner of the Atlanta office of Robins, Kaplan, Miller & Ciresi L.L.P. With over 20 years of experience in the area of patent infringement litigation, he has an impressive record of representing corporations across the country. He received his J.D. from Rutgers School of Law and his B.A. in English from Rutgers University.

MICHAEL BISHOP is General Counsel of AT&T Intellectual Property Corporation. He formerly served as Chief IP Counsel for BellSouth Corporation. Prior to joining BellSouth, Mr. Bishop practiced law at King & Spalding, in Atlanta. Mr. Bishop received his J.D. in 1990 from The George Washington University Law School and is a graduate of the University of Florida. Mr. Bishop attended graduate school at the University of York.

JOSH BOURNE is a renowned thought leader on the domain name system, Internet traffic and marketing strategies, and corporate online risk management. He is a Co-Founder and Managing Partner of FairWinds Partners, the premier Internet strategy consulting firm serving the Fortune 500, and serves as President of the Coalition Against Domain Name Abuse (CADNA), a non-profit organization dedicated to building awareness about and advocating action to stop illegal and unethical infringement of brands/trademarks online.

VALERIE L. CALLOWAY is Chief Intellectual Property Counsel for Polymer Group, Inc. ("PGI"), a \$1 billion manufacturer of primarily nonwoven polymer materials headquartered in Charlotte, North Carolina. She is responsible for the company's intellectual property matters worldwide. Ms. Calloway earned her M.B.A. from the University of Chicago (2004), J.D. cum laude from the University of Minnesota (1994), and B.S. in Chemical Engineering from the University of Virginia (1988).

VIRGINIA CARRON practices patent and trademark litigation, counseling, and prosecution. Her litigation experience includes numerous district court trials, as well as trials before the U.S. International Trade Commission and appeals to the U.S. Court of Appeals for the Federal Circuit. She counsels client on intellectual property licensing and related transactional matters in both trademarks and patents for several Fortune 500 companies.

JOHN C. CHILDS is Georgia-Pacific LLC's Assistant General Counsel – Litigation. He is responsible for all of Georgia-Pacific's litigation, except employment and labor. His duties also include the management of the defense of the extensive asbestos personal injury litigation filed throughout the country.

KEVIN CRANMAN is General Counsel (Americas) for TANDBERG Television, Inc., which is part of the Ericsson Group. He handles commercial transactions regarding telecommunications and broadcasting technologies, IP development and protection, litigation and dispute management, employment and HR issues, among other matters. Previously, he served as in-house counsel and handled IP issues at Panasonic Mobile Communications, the Georgia Institute of Technology, and other technology ventures.

LEO COOK is Director, Legal, at HD Supply in Atlanta. Before coming to HD Supply, Leo was VP and General Counsel of GE Licensing & Trading. He has also held legal positions with Motorola and Orbital Sciences. Leo has a J.D. from the University of Virginia School of Law, where he was a member of the Virginia Tax Review, and he has an LL.M. in International Trade Law from the University of Arizona. Leo and his family live in the Atlanta area.

BUD DEFFEBACH is a partner with the Andre-Troner licensing company. Mr. Deffebach has licensed a variety of technologies and specializes in licensing consumer electronics, wireless devices and semiconductors. Mr. Deffebach has a Bachelor's degree in Electrical Engineering from the University of Florida and a law degree from Emory University. He resides in Melbourne, Florida.

MARCUS DELGADO is the Chief IP Counsel for Cox Communications, Inc. Marcus handles all intellectual property matters for Cox, including patent litigation, patent licensing, patent portfolio management, trademark litigation and clearance, trade secret protection, and copyright enforcement. He also negotiates technology transfer agreements, software license agreements, and rights clearances for both Cox and its subsidiary, the Travel Channel. Marcus received a B.A. in Physics from Boston University and a J.D. from the UCLA School of Law.

JOSE DUTHIL is Associate General Patent Counsel at Cisco Company. Jose is responsible for managing all aspects of Intellectual Property litigation and assertion matters. In his legal career, he has been an associate at Finnegan Henderson and Jones Day, where his practice included patent prosecution, patent litigation, and client counseling. He holds a B.S. in Electrical Engineering from Rutgers University College of Engineering and a J.D. from Franklin Pierce Law Center.

SCOTT M. FRANK serves as the President & CEO at AT&T Intellectual Property Inc. Scott Frank is responsible for the identification, development, protection, management, marketing, licensing and sale of all company-wide intellectual property for AT&T (formerly Bellsouth), the world's largest communications company.

KRISH GUPTA is Vice President and Assistant General Counsel for EMC Corporation. At EMC, Krish is responsible for all of EMC's IP and technology licensing matters, including, patent and trademark prosecution, licensing, IP litigation and

support for EMC's M&A activities. Krish received his graduate degree in Electrical Engineering from Clemson University and his law degree from Suffolk University Law School.

ANDREW W. HORSTMAN is the Vice President and Senior Legal Counsel for Intellectual Property Litigation at Medtronic, Inc. in Minneapolis. Andy joined Medtronic in August, 2004, after practicing for 27 years with Robins, Kaplan, Miller & Ciresi L.L.P. He is a 1977 graduate of the University of Chicago Law School.

CARL B. HORTON has been GE's Chief IP Counsel since 2007 and previously served as lead IP counsel for GE's Healthcare Business for 6 years where he was responsible for all intellectual property matters including procurement, licensing and enforcement of all patents, trademarks, trade secrets, copyrights as well as all legal components of GE Healthcare's academic relationships.

PROFESSOR DAVID HRICIK teaches patent law and professional responsibility at Mercer Law School in Macon. In addition to serving as an expert witness and risk management consultant, he chaired both the Professionalism & Ethics Committee of the AIPLA and the Ethics & Professionalism Committee of the IP Section of the ABA. Prior to coming to Mercer, he litigated patent cases and represented clients in legal malpractice disputes in Texas for 14 years.

JEANENE JOBST is Counsel with Turner Broadcasting System, Inc. In this role, she manages all international trademark matters for Cartoon Network, Boomerang, and other regional television channels targeted to children. Jeanene earned her bachelor's degree from Rochester Institute of Technology and her law degree from Emory University.

RANDI L. KARPINIA is Senior Patent Operations Counsel at Motorola Inc. Ms. Karpinia concentrates her practice on patent preparation, prosecution, and portfolio management. In the current economy, Ms. Karpinia optimizes her sourcing decisions by balancing costs with quality patent portfolio attainment. Ms. Karpinia is admitted to practice law in Florida and the U.S.P.T.O. Ms. Karpinia is an active member of the Intellectual Property Law Association of Florida and the American Intellectual Property Law Association.

FRANK A. LANDGRAFF graduated from Clemson University in 1985 with a BS degree in Electrical Engineering and from the University of Florida in 1988 with a JD degree. After graduation, he worked in private practice in Atlanta for six years concentrating on patent preparation and prosecution as well as patent litigation. In 1994, he joined The Coca-Cola Company in Atlanta as Patent and Technology Counsel. Frank was promoted to Senior Patent Counsel in 2000. Frank joined GE Energy in 2002 as Senior Intellectual Property Counsel, his current position.

DR. JASON LYE is the Director of External Business Development - Technology Assets for Newell Rubbermaid, Inc. Dr. Lye identifies strategic new business opportunities with external partners, conducts due diligence, and negotiates agreements as appropriate. Dr. Lye's background includes business development experience as a Senior Licensing Manager at Kimberly-Clark Corporation. Dr. Lye holds a Ph.D. in Fiber and Polymer Science from North Carolina State University, and a B.S. in Colour Chemistry from the University of Leeds in the United Kingdom.

KEN MASSARONI is General Counsel and Corporate Secretary for Seagate Technology, a global leader in the digital storage medium industry with corporate offices in Scotts Valley, California. He is responsible for all of Seagate's corporate legal activities, including intellectual property, patents, trademarks and copyrights, litigation, risk management, contracts, employment law, corporate governance and ethics. Ken received a bachelor's degree from Butler University in Indiana and a doctor of jurisprudence from Indiana University.

SHERI GATES MCGAUGHY is Senior Counsel for The Weather Channel companies, including The Weather Channel® network and the weather.com® website. Sheri focuses on technology deals, Internet deals, mobile deals, network distribution deals, trademarks, and on-air, Internet and mobile advertising. Sheri received her J.D. and B.B.A. from The University of Georgia.

MICHAEL W. McLAUGHLIN is a Principal and Founder of IPinvestments Group. He has significant expertise in negotiating IP transactions and licensing arrangements, IP valuation, and strategic IP consulting services. He spends the vast majority of his professional time negotiating patent transactions, valuing patents for sale and/or acquisition, and helping companies implement patent portfolio licensing programs. Mr. McLaughlin graduated from Florida State University with a Bachelor of Science Degree in Finance.

JENNIFER PEARSON MEDLIN is Of Counsel at Morris, Manning, & Martin, LLP in Atlanta, Georgia. She has prosecuted hundreds of U.S. and foreign applications, conducted due diligence studies, managed patent portfolios including thousands of patents, written non-infringement and invalidity opinions and negotiated intellectual property terms as part of mergers, acquisitions, and supplier/vendor contracts. Jennifer received a Bachelor of Science in Electrical Engineering from Georgia Tech in 1992 and a juris doctorate from Georgetown University in 1997.

JOHN NORTH, chair of Sutherland's IP Practice Group, focuses his practice on patent litigation and related antitrust controversies, and has handled a number of trade secret disputes. Many international corporations have relied on John to take the lead counsel role in major patent litigations, including one of the world's largest pharmaceutical corporations, a cutting-edge minerals technologies company, and a major entertainment company. He graduated

magna cum laude from Duke University and cum laude from Emory University School of Law, where he was a Notes Editor on the Emory Law Journal.

MIKE POWELL is a shareholder with Baker Donelson, a 560 lawyer firm with offices in Georgia, Tennessee, Alabama, Mississippi, Louisiana, and Washington, DC. Mike litigates intellectual property, unfair competition, and antitrust cases. Mike is also a registered patent attorney and he manages IP prosecution and transactional work for a number of domestic and international corporations. Prior to earning his law degree from Georgia State University in 1991, Mike received a Bachelor of Science in theoretical physics from Loyola University in New Orleans.

WILLIAM M. RAGLAND, JR., a member of Womble Carlyle Sandridge & Rice, PLLC in Atlanta, concentrates his practice on intellectual property litigation, licensing and technology matters. Through strategic enforcement and licensing, Mr. Ragland assists clients in maximizing the value of their intellectual property assets. In 2009, he was named as one of the top 250 intellectual property strategists in the world by Intellectual Asset Management (IAM) magazine.

BRUCE SIEGAL manages and oversees all legal activities for IMG College and CLC, divisions of IMG Worldwide. Mr. Siegal received his undergraduate and law degrees from the University of Alabama. He is a member of the Board of Trustees of the Farrah Law Alumni Society.

KIRK SOMERS is General Counsel and Executive Vice President for Concurrent Computer Corporation, a global company recognized as a leader in providing mission-critical, on-demand, real-time computing solutions with headquarters in Duluth, Georgia. He has over 18 years of experience in a myriad of legal capacities from litigation to intellectual property to securities. Mr. Somers received a Bachelor of Arts in physics from Cornell University in 1988 and his juris doctorate from the Ohio State College of Law in 1991.

LAWRENCE A. STAHL is Managing Partner for the Washington DC office of Fitzpatrick, Cella, Harper & Scinto. He has 30 years experience in all aspects of intellectual property, including client counseling, prosecution and complex patent litigations. Mr. Stahl earned a J.D., cum laude, from George Washington University and a degree in Mathematics and Computer Science from Boston University.

GEOFF SUTCLIFFE is a General Attorney for AT&T. Geoff formerly served as Senior Intellectual Property Counsel for BellSouth Corporation. At AT&T, he manages the patent prosecution and is also involved in patent licensing, patent sales, and patent litigation. Before joining BellSouth, Geoff was a partner at Kilpatrick Stockton in Atlanta. He holds a B.S. in Electrical Engineering from Auburn University and a J.D. from the Georgetown University Law Center.

JAMES TRIGG, a partner in Kilpatrick Stockton's Atlanta office, practices in the areas of trademark, copyright, and entertainment law. His intellectual property experience includes litigation, licensing, trademark prosecution, and general copyright and trademark counseling. Mr. Trigg graduated in 1992 from the University of Virginia School of Law, and he received his A.B. in Politics from Princeton University in 1988.

CHERYL TUBACH is the Chief Intellectual Property Counsel for J.M. Huber Corporation. Ms. Tubach is responsible for all aspects of managing the in house intellectual property law function for Huber. Ms. Tubach obtained a law degree from Georgia State University and a B.S. in Chemical Engineering from the University of Kentucky.

DOUGLAS H. TULLEY, JR. serves as Senior Patent Counsel at Kimberly-Clark Worldwide, Inc. During his 13+ years with Kimberly-Clark, Doug has completed various assignments both within the U.S. and abroad. Doug currently manages patent clearances, litigation, licensing and related matters for developing & emerging markets. Doug earned a B.S. in Chemistry & Mathematics from Union College and a J.D., cum laude, from Albany Law School.

TROY VAN AACKEN is a Senior Patent Attorney at ARRIS Group, Inc. Troy is primarily responsible for managing and prosecuting ARRIS's patent portfolio, thereby helping to ensure that ARRIS's proprietary technology is protected. Troy received his Bachelors degree in Electrical Engineering from the Georgia Institute of Technology and his J.D. from the University of Texas School of Law.

JOHN K. WILLIAMSON is a partner in the Intellectual Property practice group of K&L Gates and focuses his practice on all aspects of intellectual property law including litigation, licensing, infringement analyses, strategies, and asset management. He was president of Intellectual Property Owners (IPO) from 2002 - 2004 and was Chief IP Counsel for PPG Industries and for Westinghouse Electric Corporation. Mr. Williamson received a B.S. in Mechanical Engineering and a J.D. from the University of Missouri.

STEWART WOMACK is an Assistant General Counsel for Go Daddy in Scottsdale, Arizona where he heads the patent team. Stewart graduated from Oregon Institute of Technology with a BS in Computer Systems. After passing the Arizona bar and the patent bar for the United States Patent and Trademark Office, he started the patent program for SpeedFam, Inc. (now part of Novellus, a capital equipment manufacturer for semiconductors) and later became the manager of SpeedFam's legal department. Following the dot.com bust, Stewart started his own patent boutique law firm. After several years in private practice, he joined Go Daddy in 2003 where he is working to build Go Daddy's patent portfolio.



2009 INTELLECTUAL PROPERTY SPONSORSHIPS

Providing Full and Partial Scholarships for students interested in intellectual property and hosting an annual Intellectual Property Job Fair (attended by dozens of employers, dozens of law schools and hundreds of law students from around the country) are just two of many examples of how Georgia State University values Intellectual Property.

In addition to providing excellent intellectual property law classes, professional mentoring, and IP moot court opportunities to its students, GSU College of Law collaborates with the J. Mack Robinson College of Business through support from Sponsoring Alumni, Law Firms, and Corporations to provide outstanding continuing educational programs, including a Corporate IP Roundtable luncheon program and the Annual Corporate IP Institute.

There is no doubt that Intellectual Property is a BIG priority with Georgia State University.

It is also with great appreciation that GSU College of Law and the Robinson College of Business thanks the following organizations for their support of the many intellectual property initiatives at Georgia State University.

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In addition to other benefits, Corporate IP Roundtable Members receive 2 Free Admissions to CIPI. Premier IP Sponsors receive a 50% discount for 2 CIPI attendees. Supporting IP Sponsors receive a 25% discount for 2 CIPI attendees.

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CLE GA Bar # _____ FL Bar # _____

12 General / 1 Ethics / 1 Professionalism credits approved in Georgia
 15 General / 2.5 Ethics / 15 IP Certification credits approved in Florida

*Note: If you are applying for CLE and you are outside of Georgia or Florida, please check with your bar for application procedures.
 A Certificate of Attendance and an agenda will be available upon request to attendees.*

- # of Attendees **\$595 by September 15**
(4 or more, 20% Discount - \$476)
 # of Attendees **\$795 by October 15**
(4 or more, 20% Discount - \$636)
 # of Attendees **\$995 thereafter**
(4 or more, 20% Discount - \$796)

Discount Code _____
 Discount \$ _____
TOTAL REGISTRATION
 \$ _____

**Atlanta Hotel
Rooms Available:**
(valid through 10/5/09)

The Ritz-Carlton Atlanta
 \$141 plus tax per night
 program materials,
 meals, breaks and
 first night reception
 Please call 1-800-241-3333
 and reference
 Georgia State University 2009 CIP

Event Location Address
 Student Center Building
 Georgia State University
 44 Courtland Street
 Atlanta, Georgia 30303

Terms & Conditions

- Payment in full due prior to event
- Includes event, program materials, meals, breaks and first night reception
- Substitution of participants is permissible without prior notification
- No refunds unless event is cancelled
- We reserve the right to change or cancel event
- No liability assumed for change in speaker, venue or dates

The Corporate Intellectual Property Institute
 You don't have to hunt for the best practices in corporate IP. For two days this November, hear global experts share their ideas.



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