SEVENTH ANNUAL

THE CORPORATE IP

Atlanta, GA


Asserting Your IP

Spotting Quality & Value

Defending Your Portfolio

Managing IP Issues

Balancing the IP Budget

Leveraging IP for Real Value

Full Year CLE / Ethics / Professionalism*

www.gsuip.org/corporate

NOVEMBER 4-5, 2013
Whom 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 2013 Corporate Intellectual Property Institute.

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 2013 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 2013 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.

*CLE Information

GA CLE Credits Applied for:
12 General / 1 Ethics / 1 Professionalism

FL CLE Credits Applied for:
15 General / 2.5 Ethics

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.

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9:30 – 10:30  IMPLEMENTING THE AIA – WHAT’S CHANGED IN THE LAST TWO YEARS

It has been two years since the America Invents Act first came into effect, with the final phase rolling out just this past March. A lot has changed over this time. The panel will look at some of the major provisions of the AIA, the impact on their businesses, and what they are doing both internally and externally to deal with these new patent laws.

**Moderator:** Scott Malpede, Fitzpatrick, Cella, Harper & Scinto  
**Panelist:** Cheryl Tubach, Chief IP Counsel, J.M. Huber Corp.  
**Panelist:** Geoffe Sutcliffe, General Attorney, AT&T Intellectual Property  
**Panelist:** Daniel J. Layden, Patent Counsel, Newell-Rubbermaid, Inc

10:30 – 10:45  Break

10:45 – 11:45  ALIGNING PATENT STRATEGY WITH BUSINESS STRATEGY

The process of aligning patent strategy with business strategy is easier said than done. While writers and consultants have opined on various theoretical aspects of this process, this panel will try to focus on practical tips and techniques for actually achieving such alignment in a corporate environment.

**Moderator:** Jeffrey R. Kuester, Partner, Taylor English Duma LLP  
**Panelist:** Robert J. Pechman, Chief IP Counsel, Seagate Technology LLC  
**Panelist:** Scott M. Frank, President and CEO, AT&T Intellectual Property  
**Panelist:** William Miller, Chief IP Counsel, General Mills, Inc.

11:45 – 1:15  Lunch and Discussion

**PATENT ETHICS ISSUES FACING IN-HOUSE COUNSEL**

In-house counsel face a variety of patent ethics issues when working with members of their company and outside counsel. These issues range from resolving conflicts of interest to coordinating with other defendants in litigation against non-practicing entities to addressing changes implemented by the America Invents Act and more. Our panel will discuss practical tips and considerations for tackling the ethics issues that currently have the greatest impact on in-house counsel.

**Moderator:** Jeffrey Blake, Partner, Merchant & Gould P.C.  
**Panelist:** Leslie Slavich, General Counsel, Spanx, Inc.  
**Panelist:** Allen Yee, Counsel - Litigation, The Coca-Cola Company  
**Panelist:** M. William Blackburn, IP Counsel, Southwire Company

1:15 – 3:00  Break
SELECTING A FIRM FOR YOUR IP WORK

Selecting a firm to handle a project can either set your company on a course for success, or be a recipe for disaster. Against a backdrop of fiscal constraint, the proliferation of general practice firms with IP capability, the emergence of micro-boutiques, and the continued viability of macro-boutiques pose a dilemma for the in-house decision maker. This experienced panel will explore issues relating to cost, size, specialization, regionalization, and diversification with a view toward helping you craft a solution that best meets your needs.

Moderator: Bill Dyer, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Panelist: Ashley Johnson, Patent and Intellectual Property Counsel, Multisorb Technologies
Panelist: Jay Snyder, Chief Patent Counsel, Lockheed Martin Aeronautics
Panelist: Radha Murphy, Senior Legal Counsel – R&D, Nestle

2:45 – 3:45  IT'S NOT WORTH WHAT YOU THINK IT IS...OR IS IT?

How can corporate IP departments evaluate the value of their own IP as patent portfolios develop within the organization? This presentation discusses myths and realities about the technology, business and legal factors that impact the value of IP during its lifecycle:
- Innovating at the fuzzy front end
- Refining invention disclosures
- Protecting core IP
- Evolving the portfolio
- Leveraging IP in deals
- Leveraging IP in litigation
- Pruning & disposition

Speaker: Barry Brager, Managing Partner, Perception Partners

4:35 – 5:35  NON-PRACTICING ENTITIES: HOT TOPICS AND TRENDS

Non-Practicing Entities, also known as Patent Assertion Entities, now account for the majority of all patent infringement suits filed in the United States. Learn what’s new and the latest trends in the world of NPEs, including the most frequent and successful players, third party financing of patent infringement suits, and proposed legislation designed to make it harder for NPEs to operate successfully. In this session, you will hear from industry experts, including those working with NPEs, third party financiers of patent litigation, and opponents of NPEs and their business models.

Moderator: Kirk Watkins, Partner, Womble Carlyle Sandridge & Rice, LLP
Panelist: Tina Chappell, Intel Corporation
Panelist: Daniel Henry, Vice President of Business Development, WilAN
Panelist: Representatives of NPEs, Third Party Patent Litigation Financiers and NPE Opponents

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.

Provides 6 general and 1 Ethics CLE credits
### Panelists and Speakers

**Day 2 - November 5, 2013**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>7:45 – 8:30</td>
<td>Registration, Introduction and Opening Remarks by Dean Huss</td>
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<tr>
<td>Speaker</td>
<td>Dean Steven J. Kaminshine, <em>GSU College of Law</em></td>
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<tr>
<td>Speaker</td>
<td>Chason Carroll, <em>Mueller Water Products Inc.</em></td>
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<td>8:30 – 9:30</td>
<td><strong>TOP 10 ISSUES IN MANAGING AN IP BUDGET</strong></td>
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<td>Moderator</td>
<td>William H. Brewster, Partner, <em>Kilpatrick Townsend &amp; Stockton LLP</em></td>
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<td>Panelist</td>
<td>Christine Cason, Chief Trademark and Copyright Counsel, <em>Georgia-Pacific LLC</em></td>
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<td>Panelist</td>
<td>Other Panelists Invited</td>
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<td>9:30 – 9:45</td>
<td><strong>Break</strong></td>
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<td>9:45 – 10:45</td>
<td><strong>INTELLECTUAL PROPERTY LICENSING IN 2013</strong></td>
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<td>Moderator</td>
<td>Elizabeth A. Lester, Senior Associate, <em>Sutherland Asbill &amp; Brennan LLP</em></td>
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<td>Panelist</td>
<td>Gray McCalley, Jr., Vice President and General Counsel, <em>Printpack, Inc.</em></td>
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<td>Panelist</td>
<td>Marie-Christine P. Reames, Director of International Contracts and Technology Transfer, <em>Georgia Tech Research Corporation</em></td>
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<td>Panelist</td>
<td>Colin Wright, Senior IP Counsel, <em>McKesson</em></td>
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<td>10:45 – 11:00</td>
<td><strong>Break</strong></td>
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<td>11:00 – 12:15</td>
<td><strong>TRENDS IN CORPORATE IP MANAGEMENT – WHERE HAVE WE BEEN AND WHERE SHOULD WE BE HEADING?</strong></td>
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<td>Moderator</td>
<td>Harry Gwinnell, <em>Greenblum &amp; Bernstein, P.L.C.</em></td>
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<td>Panelist</td>
<td>Bernie Zidar, <em>McKesson Corporation</em></td>
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<td>Panelist</td>
<td>Karen Etheridge, <em>Newell Rubbermaid</em></td>
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<td>Panelist</td>
<td>Frank Landgraft, <em>General Electric Co.</em></td>
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### MEDIATING AND ARBITRATING INTELLECTUAL PROPERTY MATTERS

In today's complicated world of intellectual property, where technology, business and law intersect and continually evolve, there is an increased need to simplify complex issues and reduce unpredictable risks, particularly in litigation. Alternative dispute resolution (ADR), such as mediation and arbitration, is being used more frequently and cost-effectively to meet this need. In this interactive lunch, we will explore the value, trends and best practices for using ADR to resolve, or at least narrow, IP and technology issues in dispute.

**Moderator:** Mike Powell, Shareholder and Registered Mediator, *Baker Donelson*
**Speaker:** Bill Needle, ADR Neutral Panelist, *JAMS*

### IP TAX ISSUES FOR MANAGERS WHO ARE NOT TAX EXPERTS

Federal, state and foreign income tax rules can be significant drivers in how intellectual property is developed, acquired, held, and/or exploited. This session provides an overview of the most common tax issues to assist IP managers in understanding these drivers. Among the topics covered will be cost sharing, transfer pricing, offshore havens, foreign withholding rules, secondment arrangements, services to affiliates, and incentive compensation.

**Speaker:** Joseph C. Mandarino, Head of Tax, *Atlanticus Holdings Corporation*

### ENHANCING PROFESSIONALISM BY ENHANCED UNDERSTANDING OF HOW LICENSING VALUE IS CREATED, CAPTURED AND LEVERAGED IN START UP TECHNOLOGY VENTURES

For many start-up companies, virtually all market value resides in broad market-appropriate patent protection. For these companies, the patenting process often starts with only a skeleton of a business plan and with limited capital, making the possibility of maximizing value from the patent process speculative. Lawyers are often required to wear multiple hats or work for reduced pay in working with start-ups, thereby adding challenges to the lawyer's professionalism. Gaining insights into how start-ups successfully navigate the uncertainty inherent in establishing patent protection for early stage technologies will enhance such professionalism, for lawyers representing either start-ups or entities dealing with start-ups. This panel will provide insights into issues arising for lawyers dealing with start-ups seeking to create, capture and leverage IP from early stage technologies.

**Moderator:** Christopher M. Arena, JD, Managing Partner, *Woodcock Washburn, LLP*
**Panelist:** Dan Ciprari, MS, Entrepreneur-in-Residence, *Advanced Technology Development Center at Georgia Institute of Technology*
**Panelist:** Jackie Hutter, MS, JD, CEO and IP Strategist, *Evgenotech*
**Panelist:** Artoush Ohanian, JD, Chief Patent Council, *United Sciences*

*Provides 6 general and 1 Professional CLE credits.*
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 over 30,000 undergraduate and graduate students. The J. Mack Robinson College of Business is the largest business school in the South, with 200 faculty, 8,000 students and 70,000 alumni. The college’s part-time MBA is ranked among the best by Bloomberg Businessweek and U.S. News & World Report, and its Executive MBA is on the Financial Times list of the world’s best EMBA programs. The College of Law is ranked among the top third of the nation’s law schools. A diverse and motivated student body brings a rich variety of work and life experiences to the law school. Dedicated and distinguished faculty members are thoughtful scholars and enthusiastic teachers who are committed to ensuring that students receive a world-class education.

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

Contact Chason Carroll at 678-591-4432 or ccarroll@muellerwp.com

Co-Founders/Organizers, GSU Corporate IP Institute

CHASON CARROLL, JD (Committee Chair) joined Mueller Water Products, Inc. in March 2013 as Senior Intellectual Property Counsel. Chason’s duties include IP creation, development, monetization, licensing, enforcement and oversight of all IP initiatives including infrastructure, strategy, licensing, M&A activity, and litigation. Prior to joining Mueller, Chason’s experience included engineering, intellectual property and legal counseling at fortune 100 and start-up companies. Chason is a patent holder and has shared his knowledge through speaking engagements for the State Bar of Georgia, The Licensing Executive Society, and several publications. Chason has a B.S and M.S. in electrical engineering from the Georgia Institute of Technology and a J.D. from Georgia State University. He is also a member of the Georgia State University’s Intellectual Property Advisory Board.

PERRY BINDER, JD, pbinder@gsu.edu, is a Legal Studies professor in Georgia State University’s Robinson College of Business. In 2012 and 2010, Perry taught the business applications of IP for U.S. students in Italy. In 2008, he received Robinson’s MBA Teaching Award and in 2005, he received the college’s Teaching Excellence Award. He is an energetic speaker who has appeared internationally on television, radio, and in print media, including The New York Times, The Financial Times, and ESPN Classic. Perry is a member of The Florida Bar and conducts law training at PerryBinder.com. Prior to his teaching career, he litigated complex business cases in Miami, and received the Dade County Bar Association’s Pro Bono Award. In South Florida, he was a member of the NBA Subcommittee to the Miami Sports & Exhibition Authority, a Board member of the Bob Beamon Foundation for Youth, and a sports radio talk show host.

SCOTT M. FRANK, JD/MBA, scott.frank@att.com, was named President of AT&T Intellectual Property in March of 2007 following the December 2006 merger of AT&T and BellSouth, where Scott had previously been the President of Intellectual Property. Scott joined BellSouth in 1998 and led the effort in forming the BellSouth Intellectual Property companies, which grew from a handful of employees to over 40 employees. When Scott started in 1998, BellSouth had less than 50 patents issued in its first fourteen years and had not proactively marketed its IP. At the time of the merger, BellSouth Intellectual Property had more than 1000 patents, had been recognized by BusinessWeek for the significant value of their patent portfolio, and had added over a half billion dollars to BellSouth’s bottom-line from its IP marketing efforts. Scott received his Bachelors in Electrical Engineering from Georgia Tech, and his Law Degree and Masters in Business from Georgia State University. Scott lives in Atlanta, Georgia, and is married with four children.

JEFFREY R. KUESTER, JD, jkuester@taylorench.com, works in all areas of intellectual property and leads the Patent Practice Group at Taylor I English, an innovative business law firm currently ranked as the fastest growing law firm in Atlanta, with many attorneys having in-house experience. Jeff is Vice-Chair of the Intellectual Property Advisory Board for the GSU College of Law and previously served as Chair of both the Intellectual Property Law Section and the Technology Law Section of the State Bar of Georgia, both of which received the “Section of the Year Award” under his leadership. Prior to receiving his law degree from the GSU College of Law, Jeff earned his Bachelor of Electrical Engineering degree (with honors) from the Georgia Institute of Technology while working for IBM and Georgia Power Company. Jeff also runs AwakenIP, an IP consulting company that filed an Amicus Brief in Bilski v. Kappos, in which Jeff also represented the inventors.

Speaker Biographies are available at www.gsuip.org/corporate

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Finnegan proudly supports the 2013 Corporate IP Institute

Finnegan practices patent, trademark, copyright, and trade secret law and IP-related litigation, licensing, export control, portfolio management, Internet, government contract, antitrust, and unfair competition law.
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2013 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 Intellectual Property 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 thank the following organizations for their support of the many intellectual property initiatives at Georgia State University.

2013 Corporate Intellectual Property Roundtable Members

Alcatel Lucent  Georgia Institute of Technology  Noble Systems Corporation
AT&T  Georgia State University  Panasonic Automotive Systems
CISCO  Imerys  Scientific Games International
Chick-fil-A  J.M. Huber Corporation  Solvay North America
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  Atlanta, GA 30306

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- 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 October, hear global experts share their ideas.