



# PATENT INFRINGEMENT LITIGATION SUMMIT

Developing Strategically Sound, Cost-Effective Methods to Manage Increasing Patent Litigation

December 9-10, 2013 | San Francisco, CA



## Spotlight Speakers! Hear from an expert speaker faculty, featuring:



**John LaBarre**  
IP Litigation Manager  
**GOOGLE**



**Timothy Lynch**  
Chief IP Officer, Deputy  
General Counsel  
and Vice President,  
**EASTMAN KODAK  
COMPANY**



**Brad Waugh**  
Sr. Litigation Attorney  
**INTEL CORPORATION**

Enhance your ability to efficiently & effectively manage patent infringement litigation by:

- ✓ Developing in-house expertise to facilitate smart decision-making at threshold moments and strong partnerships with outside counsel
- ✓ Working with outside counsel in an efficient way to maximize results while minimizing cost
- ✓ Empowering your legal department with proactive strategies to reduce the unexpected workload burdens that come with patent litigation
- ✓ Influencing and responding to changes in the patent reform landscape

Effective strategies, tools & lessons learned will be presented by these experts:

**Gillian Thackray**  
Director of IP Litigation  
**THE CLOROX COMPANY**

**Melissa Scanlan**  
Director, Legal Affairs  
**T-MOBILE USA**

**Kim Choate**  
IP Counsel  
**DOW CORNING**

**Jim McDonald**  
Chief Patent Counsel  
**BLACKHAWK NETWORK, INC.**

**Roland H. Schwillinski**  
Sr. Director, IP and Commercial  
Litigation  
**ILLUMINA, INC.**

**Subroto Bose**  
Patent Counsel  
**ALTERA CORPORATION**

**Chief Magistrate Judge  
Elizabeth D. Laporte**  
**UNITED STATES DISTRICT  
COURT FOR THE NORTHERN  
DISTRICT OF CALIFORNIA**

**Elizabeth Tse**  
IP Litigation Counsel  
**HEWLETT-PACKARD  
COMPANY**

**Andy Pham**  
Associate General Counsel,  
Global Intellectual Property  
**VERINT SYSTEMS INC.**

**Leah Poynter**  
Senior Corporate Counsel, IP  
Litigation  
**CISCO SYSTEMS, INC.**

**Douglas Luftman**  
Vice President of Innovation  
Services and Chief Intellectual  
Property Counsel  
**NETAPP**

**Richard Ogawa**  
General Counsel  
**INPHI CORPORATION**

**Jeffrey Lefstin**  
Professor of Law  
**UNIVERSITY OF CALIFORNIA,  
HASTINGS COLLEGE OF THE  
LAW**

**Roger Kuan**  
Senior IP Counsel  
**LIFE TECHNOLOGIES, INC.**

**Bill Harmon**  
Assistant General Counsel,  
Patent Litigation  
**MICROSOFT**

Heighten your experience by registering for our interactive workshops:

### WORKSHOP A

**Working the Rules: A sampling of the Procedures in the Most Litigated Jurisdictions**



**Melissa Scanlan**  
Director,  
Legal Affairs  
**T-MOBILE USA**

### WORKSHOP B

**Efficient Discovery Practices to Make the Process Less Cumbersome & Manage Costs**



**Kim Choate**  
IP Counsel  
**DOW CORNING**

(workshops are separately bookable!)

Media Partners:





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December 9-10, 2013 | San Francisco, CA



Dear Colleague,

Allow me to welcome you to **IQPC's Patent Infringement Litigation Summit!**

Patent infringement litigation can consume your workday, often unexpectedly. Working on a patent case involves extensive coordination and high cost to your company. Figuring out what makes the best business sense might be difficult when faced with litigation that seems so far removed from your company's business. At **IQPC's Patent Infringement Litigation Summit**, you will have the opportunity to share with and learn from others who have "been there" in a variety of contexts.

As an attendee, you will spend two days engaged in quality, high-level conversation about the most pressing issues surrounding patent infringement litigation, including:

- Recent developments in patent infringement litigation
- Efficient, cost-effective litigation management
- Putting together a strong team to make sound, risk-conscious decisions at threshold moments
- Looking at proactive strategies for preventing unanticipated litigation

Register today to take advantage of this outstanding opportunity for dialogue and strategy-sharing.

I look forward to welcoming you to San Francisco this winter.

Jessica Powell  
Conference Producer  
IQPC

**Don't forget your business cards, because you will be networking with:**

- Chief Patent Counsel
- Chief IP Counsel
- Director IP Litigation
- Director Legal Affairs
- Partner
- Senior Litigation Attorney

**Stay up to date:**

Visit [www.patentlitigationssummit.com](http://www.patentlitigationssummit.com) for the latest resources including whitepapers, speaker interviews, and presentations. All content is free, available 24/7 and new content is added regularly. If you have something you would like to contribute to the Resource Center, email: [james.kelly@iqpc.com](mailto:james.kelly@iqpc.com)

**About the Organizer:**



[www.legaliqonline.com](http://www.legaliqonline.com)

**Legal IQ**, a division of IQPC, provides useful training courses, conference and expositions for media executives to network and learn the latest legal issues impacting organizations today. Legal IQ focuses on establishing an interactive experience featuring practical, objective, and up to date insight from Legal industry leaders.

## Sponsorship & exhibition opportunities:

Event sponsorship and exhibition are excellent opportunities for your company to showcase its products and services to senior level, targeted decision makers attending IQPC's Patent Infringement Litigation Summit. IQPC and Legal IQ help companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships – all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event.

For registration information visit [www.patentlitigationssummit.com](http://www.patentlitigationssummit.com) or call +1 (800) 882-8684.

For sponsorship opportunities, please contact **Simon Copcutt** at +1 (212) 885-2771 or [sponsorship@iqpc.com](mailto:sponsorship@iqpc.com).

## CLE Credits:

IQPC processes requests for CLE Credits. Please note that event accreditation is subject to the rules, regulations and restrictions dictated by each individual state.

For any questions pertaining to CLE Credits, please contact: [amanda.nasner@iqpc.com](mailto:amanda.nasner@iqpc.com)

7:00 Registration for Workshop A

7:30-9:30 **Workshop A: Working the Rules: A Sampling of the Procedures in the Most Litigated Jurisdiction**

Certain districts, such as the Eastern District of Texas, have become centers of patent litigation. Many of these jurisdictions have developed local or judge-specific practices and procedures for dealing with patent litigation cases. Understanding these practices and procedures can be crucial to success in a patent litigation case.

In this session you will learn:

- Which jurisdictions have formally developed patent-specific procedures
- Which jurisdictions or judges tend to informally adopt patent-specific procedures from other jurisdictions
- How jurisdictions and individual judges handle transferring venues

How you will benefit:

- Gain an understanding of how venue can impact the course of litigation and your litigation strategy
- Learn from people who have litigated in various jurisdictions

**Melissa Scanlan**

Director, Legal Affairs

**T-MOBILE USA**

9:00 Registration for Main Summit Day 1 & Networking Breakfast

9:30 Chairperson's Opening Remarks & Welcome from the Sponsors

9:45 **FOCUS SESSION: Organizing the Legal Team: Effective Strategies for Finding the Right Counsel & Establishing Strong, Efficient Working Relationships between In-House & Outside Counsel**

- Deciding what type of expertise is most important for the particular case
- Determining what to keep in-house versus what to outsource for time management and cost efficiency purposes
- Establishing decision-makers or point persons in-house
- Facilitating strong working relationships between in-house and outside counsel
- Understanding in-house counsel's responsibilities in terms of managing their own custodians and information

**Timothy Lynch**

Chief IP Officer,  
Deputy General  
Counsel and Vice  
President

**EASTMAN**

**KODAK**

**COMPANY**

**Elizabeth Tse**

IP Litigation  
Counsel

**HEWLETT-**

**PACKARD**

**COMPANY**

**Brad Waugh**

Sr. Litigation  
Attorney

**INTEL**

**CORPORATION**

11:00 Morning Networking & Refreshment Break

11:45 **Helping the Judge & Jury Navigate Complicated, Technical Cases to Make Well-Informed Decisions**

- Understanding what it is like for the court to have a patent case on the docket
- How to help the judge understand the pertinent claims in the case
- Review of claim and prior art narrowing to develop a reasonable scope of litigation
- Working with experts and consultants that have relevant, technical backgrounds

**Chief Magistrate Judge Elizabeth D. Laporte**

**UNITED STATES DISTRICT COURT FOR THE NORTHERN  
DISTRICT OF CALIFORNIA**

12:30 Lunch & Networking

1:30 **Developing a Customized In-House Approach to Handling Patent Infringement Litigation: One Size Does Not Fit All**

This session will ask the following questions:

- What level of involvement should in-house counsel have in patent litigation?
- Does reliance on outside counsel for litigation give NPEs more leverage?
- Are there benefits to moving more litigation responsibilities in-house?
- What factors should be considered in developing the balance of responsibilities working with outside counsel on patent litigation matters?

**Jim McDonald**

Chief Patent Counsel

**BLACKHAWK NETWORK, INC.**

**John LaBarre**

IP Litigation Manager

**GOOGLE**

2:15 **Negotiating & Using Alternative Fee Arrangements to Achieve More Cost Certainty**

- Deciding whether an alternative fee arrangement is appropriate for the case at hand
- Determining an outside firm's interest in negotiating alternative fee arrangements
- Understanding the pros and cons of alternative fee arrangements

**Richard Ogawa**

General Counsel

**INPHI CORPORATION**

**Melissa Scanlan**

Director, Legal Affairs

**T-MOBILE USA**

3:00 Afternoon Networking & Refreshment Break

3:45 **Making Sound Business Decisions: Considerations in Evaluating Whether to Litigate or Settle**

- Assessing the plaintiff's claim to have a complete understanding of the most appropriate course of action
- Evaluating the sophistication of the plaintiff and the claim
- Estimating the potential cost of litigation
- Deciding whether to litigate for deterrence purposes

**Gillian Thackray**

Director of IP Litigation

**THE CLOROX COMPANY**

**Bill Harmon**

Assistant General Counsel,  
Patent Litigation

**MICROSOFT**

4:30 **Developing Clear Expectations & Obligations within Joint Defense Groups to Maximize Value & Reduce Redundancy**

- Navigating the politics of working with a joint defense group or under a joint defense agreement
- Establishing roles within a joint defense group or under a joint defense agreement
- Understanding the efficacy of joint defense agreements in protecting privilege
- Ensuring access to evidence and witnesses of other group members in the event that one or more decide to settle

**Bill Harmon**

Assistant General Counsel,  
Patent Litigation

**MICROSOFT**

**Brad Waugh**

Sr. Litigation Attorney

**INTEL CORPORATION**

5:15 Close of Summit Day One

"It was a welcome escape from the office to network with contemporaries, gain valuable insight into best practices, and to meet with exceptionally qualified service providers"

— VP of IP & AGC, Biomet Inc

7:00 Registration for Workshop B

**7:30-9:30 Workshop B: Efficient Discovery Practices to Make the Process Less Cumbersome & Manage Costs**

Discovery can be the most burdensome aspect of patent litigation and may distract parties from the merits of the case, prolonging the process and increasing the expense.

In this session you will learn:

- The importance of locating all of your information
- Methods of setting early discovery expectations
- How to work with custodians to facilitate production

How you will benefit:

- Learn document and data management best practices, both before and after lawsuit initiation
- Develop strategies to avoid litigating about discovery rather than on the merits

**Kim Choate**

IP Counsel

**DOW CORNING**

9:00 Registration for Main Summit Day 2 & Networking Breakfast

9:30 Chairperson's Opening Remarks & Recap of Day One

**9:45 Navigating the New Post-Grant Review Landscape: How to Use IPR Successfully**

- Using the new IPR procedures in the litigation context
- Determining whether to initiate IPR
- Review of the implications of IPR on concurrent litigation
- Dealing with estoppel issues when using IPR

**Roland H. Schwillinski**

Sr. Director, IP and Commercial Litigation

**ILLUMINA, INC.**

**10:30 Using the ITC's New Program for Early Determination of Potentially Dispositive Issues to Limit Unnecessary Adjudication in Complaints Involving Standard Essential Patents or NPEs**

- Review of ITC jurisdiction and powers
- Considering why the ITC might be a desirable venue for NPEs and understanding how to overcome this hurdle
- Overview of developments regarding the availability of an exclusion order as a remedy for cases involving standard essential patents
- Discussion of developments for the domestic industry requirement
- Evaluating using the ITC's pilot program to facilitate early adjudication of the availability of an exclusion order for standard essential patents and the domestic industry requirement

**Subroto Bose**

Patent Counsel

**ALTERA CORPORATION**

11:15 Morning Networking & Refreshment Break

**12:00 Strategies for Early Establishment of Appropriate Discovery Limitations to Avoid Burdensome, Costly, Unnecessary Discovery**

- Clear allocation of discovery responsibilities
- Using model orders to establish reasonable boundaries around discovery
- Negotiating the scope of discovery early to prevent deviation from litigation on the merits
- Understanding the impact that particular actions may have on discovery

**Kim Choate**

IP Counsel

**DOW CORNING**

12:45 Lunch & Networking

**1:45 Safely Navigating the Uncertain Damages Landscape**

- Understanding industry-based differences of opinion on damages
- Review of recent developments in damages theory
- Understanding the evolving question on the implications of RAND obligations on damages questions
- Finding and working with financial experts for damages calculation

**Leah Poynter**

Senior Corporate Counsel, IP Litigation

**CISCO SYSTEMS, INC.**

**John LaBarre**

IP Litigation Manager

**GOOGLE**

**2:30 In-Depth Review of Recent Case Law: What New Developments Mean for Patent Litigation Practice**

- Overview of recent patent-related decisions
- Discussion of the implications of recent decisions on patent litigation practice
- Developing best practices to adapt to changes in the law
- Highlighting cases to watch

**Jeffrey Lefstin**

Professor of Law

**UNIVERSITY OF CALIFORNIA, HASTINGS COLLEGE OF THE LAW**

3:15 Afternoon Networking & Refreshment Break

**4:00 Managing Your Patent Portfolio & Developing an Understanding of the Patent Landscape to Avoid Unexpected Suits**

- Using patent management and search tools to understand your own portfolio and the patent landscape
- Pre-empting competitor lawsuits
- Developing proactive strategies to prevent troll litigation
- Monetizing your portfolio without contributing to the troll problem

**Roger Kuan**

Senior IP Counsel

**LIFE TECHNOLOGIES, INC.**

**4:45 What You Need to Know about Defensive Patent Aggregation & Other Proactive Practices**

- Review of defensive aggregation practices and their efficacy
- Discussion of pooling resources for defensive patent aggregation
- Using social media and crowdsourcing to consolidate resources and leverage public pressure to challenge patent validity
- Thinking about the future of defensive patent aggregation practices

**Andy Pham**

Associate General Counsel, Global Intellectual Property

**VERINT SYSTEMS INC.**

**Douglas Luftman**

Vice President of Innovation Services and Chief Intellectual Property Counsel

**NETAPP**

5:30 Summit Adjourns

"I'm looking forward to learning and networking with other in-house counsel and tackling some of the most pressing issues our firm faces."

— Deputy General Counsel IP, CableLabs



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## 5 EASY WAYS TO REGISTER NOW!

- 1 **Web** [patentlitigationssummit.com](http://patentlitigationssummit.com)
- 2 **Email** [info@iqpc.com](mailto:info@iqpc.com)
- 3 **Phone** 1-800-882-8684
- 4 **Fax** 646-378-6025, 24 hours a day
- 5 **Mail** IQPC, 535 5th Avenue, 8th Floor  
New York, NY 10017

# YES

Register me for:

(Email this form to [info@iqpc.com](mailto:info@iqpc.com) or fax to 646-378-6025)

- All Access     
  Workshop A     
  Workshop B     
  Conference Only

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Organization \_\_\_\_\_ Approving Manager \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please keep me informed via email about this & other related events.

Check enclosed for \$ \_\_\_\_\_ (Payable to IQPC)

Charge my:  AmEx  Visa  MasterCard  Discover

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I cannot attend, but please keep me informed of all future events.

Package	End User Pricing		
	Early Bird: Register & Pay by 10/04/2013	Early Bird: Register & Pay by 11/08/2013	Standard Price
All Access	\$1,499 (Save \$400)	\$1,699 (Save \$200)	\$1,899
Conference Only	\$999 (Save \$400)	\$1,199 (Save \$200)	\$1,399
Individual Workshops	\$549 each		
Package	Vendor Pricing		
	Early Bird: Register & Pay by 10/04/2013	Early Bird: Register & Pay by 11/08/2013	Standard Price
All Access	\$2,599 (Save \$400)	\$2,799 (Save \$200)	\$2,999
Conference Only	\$1,899 (Save \$400)	\$2,099 (Save \$200)	\$2,299
Individual Workshops	\$549 each		

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**Team Discounts:** For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

**Special Discounts Available:** A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

### Details for making payment via EFT or wire transfer:

JPMorgan Chase — Penton Learning Systems LLC dba  
 IQPC: 937-332641  
 ABA/Routing #: 021000021  
 Reference: Please include the name of the attendee(s) and the event number: 23124.001

**Payment Policy:** Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation. Payment not made at the time of registration will be subject to a \$99 service charge.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit [www.iqpc.com/cancellation](http://www.iqpc.com/cancellation)

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

### VENUE & ACCOMMODATION:

This event will be held in San Francisco, CA. As soon as the event venue is confirmed, we will post the information online. If you would like to be notified automatically, please email [info@iqpc.com](mailto:info@iqpc.com) with the following in the subject line: "Patent Infringement Litigation Summit"

*IQPC reserves the right to determine who identifies as an end user or vendor upon registration for an event. Those who are determined a vendor will be denied access to end user pricing.*

*All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount.*

*Any discounts offered (including team discounts) must also require payment at the time of registration.*

*All discount offers cannot be combined with any other offer.*

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