



event-at-a-glance

September 12-14, 2010 | Red Rock Casino • Resort • Spa | Las Vegas, NV | [www.iplawsummit.com](http://www.iplawsummit.com)

**Day 1 – Sunday September 12, 2010**

10:00-12:00	Event Registration	Summerlin Ballroom Foyer
12:00-1:00	Welcome Lunch	Pavilion Ballroom
1:00-1:15	<p><b>marcus evans</b> Welcome Address  <b>Jessica Le</b>, Senior Summit Producer, <b>marcus evans</b></p> <p>Chairman's Opening Address  <b>William New</b>, Director and Editor-in-Chief, <b>Intellectual Property Watch</b></p>	Charleston DEF
1:15-2:00	<p>Keynote Presentation  <b>Reforming Copyright Law for the 21<sup>st</sup> Century</b>  <b>Pamela Samuelson</b>, Richard M. Sherman Distinguished Professor of Law, <b>Berkeley Law</b></p>	Charleston DEF
2:00-2:45	<p>Dual Keynote Presentation  <b>Current News and Future Plans at the USPTO</b>  <b>Lynne G. Beresford</b>, Commissioner for Trademarks, <b>United States Patent and Trademark Office (USPTO)</b>  <b>Robert L. Stoll</b>, Commissioner for Patents, <b>United States Patent and Trademark Office (USPTO)</b></p>	Charleston DEF
2:45-3:00	Service Provider Orientation	Veranda AB
2:45-3:15	Networking Coffee Break	Summerlin Ballroom Foyer
3:15-5:15	One-on-One Meetings	Summerlin Ballroom
select 5:15-6:00	<p>Dual Presentation  <b>Embracing Transparency – The Business and Legal Impact of Social Media</b>  <b>Gil Dennis</b>, Senior Director, Organizational Effectiveness, <b>Best Buy</b>  <b>Kari Wangenstein</b>, Senior Director, Legal, <b>Best Buy</b></p>	Charleston DEF
	<p>Presentation  <b>IP Infringement Claims – Approaches to Indemnification for Combination Claims</b>  <b>Colita M. Vitale</b>, Corporate Counsel, <b>Constellation Energy Group, Inc.</b></p>	Veranda AB
6:00-6:45	<p>Keynote Presentation  <b>The Emerging Global Patent Infrastructure: Challenges and Opportunities</b>  <b>Richard Wilder</b>, Associate General Counsel for Worldwide Intellectual Property Policy, <b>Microsoft</b></p>	Charleston DEF
6:45-7:30	<p>Panel Discussion  <b>Assessing the Current Patent Reform Bill</b>  <b>Elizabeth Brannen</b>, Corporate Counsel, <b>Oracle</b>  <b>Jay Thomas</b>, Professor of Law, <b>Georgetown University</b>  <b>Naomi Abe Voegtli</b>, Vice President, Global Intellectual Property Strategy and Standards, Global Intellectual Property – APJ, <b>SAP</b></p>	Charleston DEF
7:30-8:00	Welcome Reception	Pavilion Ballroom
8:00-10:00	Welcome Dinner	Pavilion Ballroom



a marcusevans event

event-at-a-glance

September 12-14, 2010 | Red Rock Casino • Resort • Spa | Las Vegas, NV | [www.iplawsummit.com](http://www.iplawsummit.com)

**Day 2 – Monday September 13, 2010**

7:30-8:30	Breakfast	Pavilion Ballroom
8:30-9:15	Panel Discussion <b>Trademarks, Copyrights and Social Networking – Increasing Brand Presence while Maintaining Control</b> Emily A. Berger, Senior Licensing Counsel, <b>Dolby Laboratories, Inc.</b> Jacob Eisenberg, Director of Intellectual Property Creation, <b>TomTom</b> Joni Laura, Senior Legal Counsel, <b>QUALCOMM MEMS Technologies, Inc.</b> Gillian M. Lusins, Vice President, Intellectual Property, <b>NBC Universal, Inc.</b>	Charleston DEF
select 9:15-10:00	Presentation <b>Powerful Alliances – Effectively Managing and Teaming Up with Outside Counsel</b> Al Riddle, Vice President, Legal, Products and Technology, <b>Baker Hughes</b>	Charleston DEF
	Presentation <b>Effective Enforcement of Intellectual Property Rights in China</b> Naomi Abe Voegtli, Vice President, Global Intellectual Property Strategy and Standards, Global Intellectual Property – APJ, <b>SAP</b>	Veranda AB
10:00-10:15	Networking Coffee Break	Summerlin Ballroom Foyer
10:15-12:15	One-on-One Meetings	Summerlin Ballroom
12:15-1:00	Presentation <b>Exploiting the Monetary Value of Your Patent Portfolio to Leverage Your IP Investment</b> Brian Hinman, Vice President, Intellectual Property and Licensing, <b>Verizon Communications, Inc.</b>	Charleston DEF
1:00-2:15	Lunch	Pavilion Ballroom
2:15-3:00	Panel Discussion <b>IP Sound-Off: Corporate Lessons and Best Practices</b> Myron Eng, Associate General Counsel, <b>Wal-Mart Stores, Inc.</b> Harry J. Gwinnell, Vice President and Chief Intellectual Property Counsel, <b>Cargill, Inc.</b> Brian Hinman, Vice President, Intellectual Property and Licensing, <b>Verizon Communications, Inc.</b> Gillian M. Lusins, Vice President, Intellectual Property, <b>NBC Universal, Inc.</b>	Charleston DEF
select 3:00-3:45	Presentation <b>IP Budget Tactics and Cost Cutting Strategies</b> Evan M. Bundis, Senior Counsel, Intellectual Property, Actuation and Landing Systems, <b>Goodrich Corporation</b>	Charleston DEF
	Presentation <b>Global IP Portfolio Management: Establishing a Global Footprint without Breaking the Bank</b> Robert M. Wawrzyn, Senior Intellectual Property Counsel, <b>GE Transportation</b>	Veranda AB
3:45-4:00	Networking Coffee Break	Summerlin Ballroom Foyer
4:00-6:00	One-on-One Meetings	Summerlin Ballroom
6:00-6:45	Keynote Presentation <b>Leveraging Your Intellectual Capital through Innovative IP Management</b> Arvin Patel, Global Leader, Intellectual Property Strategy and Management, <b>IBM Corporation</b>	Charleston DEF
6:45-7:30	Free Time	
7:30-9:30	Networking Reception	South Beach Pool



a marcusevans event

event-at-a-glance

September 12-14, 2010 | Red Rock Casino • Resort • Spa | Las Vegas, NV | [www.iplawsummit.com](http://www.iplawsummit.com)

**Day 3 – Tuesday September 14, 2010**

7:00-8:00	Breakfast	Pavilion Ballroom
8:00-8:45	Keynote Presentation <b>Value-Creation Strategies to Maximize the Commercial Potential of the IP Portfolio</b> <b>Harry J. Gwinnell</b> , Vice President and Chief Intellectual Property Counsel, <b>Cargill, Inc.</b>	Charleston DEF
8:45-9:00	Networking Coffee Break	Summerlin Ballroom Foyer
9:00-10:30	One-on-One Meetings	Summerlin Ballroom
10:30-11:15	Presentation <b>Choosing Your Battles – A Global Strategy for Combating Counterfeits</b> <b>Dan McKinnon</b> , Trademark Counsel, <b>New Balance</b>	Charleston DEF
11:15-12:00	Presentation <b>Patent Portfolio Management: Building, Protecting and Enforcing Your Assets while Streamlining the Patent Process</b> <b>Matthew J. Golden</b> , Legal Director, Patents, Global Intellectual Property, <b>Merck &amp; Co</b>	Charleston DEF
12:00-12:15	Chairman's Closing Comments <b>William New</b> , Director and Editor-in-Chief, <b>Intellectual Property Watch</b>	Charleston DEF
12:15-1:15	Closing Lunch	T-Bones Steak House