

REGISTRATION

Name

Title

Company/Organization

Address

Suite

City

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Please mail to:

**Clausen
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Event Registration

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Law & Technology Conference

Bringing It All Together

*Acquiring, Protecting and Enforcing
Intellectual Property Rights*

September 25, 2008

8 a.m. – 1 p.m.

Biltmore Country Club

160 Biltmore Drive
North Barrington, IL 60010



FEATURED TOPICS

Patents, trademarks, copyrights and trade secrets – intellectual property – can be among a company’s most valuable assets. Thus it is important for a company to take the necessary actions to protect its intellectual property and to maximize the assets’ scope and value. The Law & Technology Conference sponsored by Clausen Miller P.C. will focus on protective actions that can be taken during the creation, development and commercialization of intellectual property assets.

Conception of Intellectual Property

The Conference will discuss how to protect intellectual property rights from their inception. The inclusion of work for hire, non-disclosure and non-compete provisions in employee and independent contractors’ agreements are some of the ways to initially protect a company’s intellectual property.

Development of Intellectual Property

Conference attendees will learn ways to protect intellectual property assets through the patent process, by maintaining the assets as a “trade secret” and protecting the assets by trademark or copyright. The advantages and disadvantages of the different strategies will be explained by experienced attorneys from Clausen Miller P.C.

Commercialization of Intellectual Property

Before selling its first product or service, a company should confirm it has the necessary insurance coverage to protect it from legal claims arising from its business operations. Representatives from the insurance industry will explain the types of insurance policies and programs available to help companies protect their intellectual property rights. Representatives experienced in funding new ventures will discuss the issues associated with raising capital and the valuation of intellectual property.

Litigation Issues Concerning Intellectual Property

The defense and prosecution of intellectual property claims can threaten the economic stability of a company. When deciding to litigate an intellectual property claim, a company must consider: the importance of the intellectual property to the company; whether the intellectual property is properly protected; the direct and indirect costs associated with the prosecution or defense of the intellectual property; the venue of the litigation; and the ultimate result that might be obtained through litigation. These considerations will be discussed by attorneys experienced in the defense and prosecution of intellectual property claims.

AGENDA

8:00 a.m. – 8:45 a.m.

Registration & Breakfast

9:00 a.m. – 10:15 a.m.

CM Presentations & Discussion

- **Patents & Trade Secrets**
Key concepts and current trends.
- **Trademarks & Copyrights**
What they are and what do they protect?
- **Employment**
What to consider when hiring an employee or when retaining an independent contractor.
- **Corporate Formation**
What do investors look for?
- **Insurance**
New programs and policies for the internet age.
- **Litigation Strategies**
Alternative dispute resolution and considerations to protect intellectual property rights.

10:30 a.m. – 11:30 a.m.

Guest Panel Discussion

Discussion lead by representatives of:

- Corporations with new technologies that impact the internet age.
- Leading insurance companies and brokers on innovative products and programs to meet new industry challenges in the internet age.
- Venture capitalist firms on the key factors to consider on company valuation and funding.

11:30 a.m. – 12:30 p.m.

Lunch Reception

1:00 p.m.

Tee Time

Join conference attendees for a complimentary round of golf.

FEATURED SPEAKERS

to include:

Jack Fassnacht is an attorney with Clausen Miller PC with a broad intellectual property practice, including all aspects of patent, trademark and copyright law. Jack is a registered patent attorney and represents a wide variety of clients with regard to domestic and foreign patent prosecution.

Joshua Aldort represents clients in the areas of intellectual property, corporate law and commercial litigation. Josh also has experience in international and domestic trademark prosecution, trademark litigation and Internet Law.

James Barber counsels and represents corporations in the areas of employment policy. Jim also represents clients in disputes related to the enforcement of covenant not to compete, confidentiality agreements and trade secrets.

James Smith concentrates his practice in intellectual property matters, commercial disputes and corporate counseling. Jim’s practice has included both the prosecution and defense of improper conduct through computer systems and the Internet, including employees’ unauthorized access and use of former employer’s computer networks, cybersquatting and domain name disputes.

Michael Grimm concentrates his practice in the handling of litigation with corporate officers and directors. Mike counsels clients in areas of employment policy and litigation and financial institutions, insurance agents and brokers and investment firms.

*Clausen
Miller^{PC}
Attorneys At Law*