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Intellectual Property Law & Practice conference

Protecting IP through
strategic asset
management

17 September 2008

Crowne Plaza
Sydney



Don't miss this opportunity to:

- Safeguard **copyright and confidential information**
- Preserve market share through the use of **patent strategies**
- Discover the latest developments in **global IP trends**
- Find out **how to calculate damages**: placing a dollar value on IP
- **Strengthen your trademark portfolio** with potent due diligence tactics

Expert speakers include:

David Yates, Partner,
Allens Arthur Robinson

Rob McInnes, Principal,
Spruson & Ferguson
Intellectual Property

Odette Gourley, Partner,
Corrs Chambers Westgarth

Marina Yastreboff, Corporate Counsel,
CSC Australia

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Wednesday 17 September 2008

8.30 **Conference registration**

9.00 **Welcome and opening from the Chair**

Marion Heathcote, Partner, Davies Collison Cave

9.10 **Conserving valuable assets with effective patent strategy**

- Discussing the increasing use of patents to protect inventions and methodologies
- Analysing the rise of patent protection amongst companies – why the increase in protection through patents?
- Considering the role of patent protection for companies expanding into overseas markets
- Examining the typical patent enforcement procedure
- Discussing the affects of globalisation and patents as a tool for preserving market share

Mark Vincent, Partner, Truman Hoyle

9.55 **Considering technological advances and their implications for intellectual property**

- Examining the practicalities of registering and protecting domain names
- Outlining the recent changes to Australian rules surrounding transfer of domain names
- What to do if someone has stolen your domain name – overview of the process and how it's been used
- Proposed amendments to international domain name registration rules

Adrian Lawrence, Partner, Baker & McKenzie

10.40 **Morning tea**

11.10 **Examining the latest developments in global IP trends**

- Reviewing the international picture: global trends that drive IP legal change
- Discussing recent UK and US decisions
- Considering the national impact of global movements

Odette Gourley, Partner, Corrs Chambers Westgarth

11.55 **Protecting your business' copyright and confidential information**

- What can you protect and how can you protect it?
- Making sure your house is in order
- Lessons that can be learned from some recent cases

David Yates, Partner, Allens Arthur Robinson and Miriam Stiel, Partner, Allens Arthur Robinson

12.40 **Networking lunch for speakers and delegates**

1.30 **Covering all bases when registering your trademarks: protecting your portfolio**

- The starting blocks:
 - Which trademarks should you register?
 - What searches should be done?
 - Where should they be registered?
- Conducting adequate due diligence on your portfolio
- Understanding how trademarks can be vulnerable
- War stories of trademarks being managed improperly

Peter Close, Principal, AU TRADEMARKS

2.15 **Calculating damages: placing a dollar value on IP**

- Examining the current guidelines
- Drawing inspiration: how do we estimate damages? Considering a starting point
- Current judicial guidance and where to go from there
- Using the example of recent patent litigation

Scott Sloan, Partner, Dibbs Abbot Stillman

3.00 **Afternoon tea**

3.30 **Extracting full value from IP by understanding the drafting technicalities of major license terms**

- Considering licensed subject matter and improvements
- Getting the royalty base right – a percentage of what?
- Preventing licensees from shelving the technology by imposing meaningful performance obligations
- Arriving at a fair allocation of risk and liability

Rob McInnes, Principal, Spruson & Ferguson Intellectual Property

4.15 **Capitalising on the strategic value of intellectual property**

- Understanding intellectual property as intangible assets
- Manufacturing and IT industry case studies - what to do, what not to do
- 7 key messages regarding IP for your senior management and board

Marina Yastreboff, Corporate Counsel, CSC Australia Pty Limited

5.00 **Closing remarks from the Chair**

5.15 **Close of conference**

Who should attend

- IP lawyers
- Commercial and business lawyers
- IP managers
- R&D managers
- Brand managers
- Product managers
- Commercialisation managers
- Patent & trade mark attorneys
- In-house counsel
- Barristers
- All professionals interested in IP issues

Intellectual Property Law Bulletin

For over 15 years the Australian Intellectual Property Law Bulletin has assisted lawyers maintain currency with the



legal development and reform relating to copyright, patents, trade marks, designs, licensing, trade secrets and data protection. At all times, the practical implications for industry and commerce are considered, with particular reference to publishing, broadcasting, software, electronic storage and transmission of information.

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(See registration page for details)

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Legal EA and PA Conference, 18-19 August Amora Jamison, Sydney

Corporate Insolvency Conference, 20-21 August
Amora Jamison, Sydney

Corporate Tax Conference, 3-5 September Swissotel, Sydney

Estate Planning Toolkit, 17 September & 8 October
Portside Centre, Sydney

Recent Developments in Contract Law, 16 September
Crowne Plaza Darling Harbour, Sydney

Overcoming Complexities in Property Law Transactions,
24 September Swissotel, Sydney

Minimising Disputes & Liability on Construction Law,
24-26 September Swissotel, Sydney

18th Annual Credit Law Conference, 1-3 October
Hyatt Regency Sanctuary Cove, QLD

Legal Drafting Training Series: 14 October
Workshop 8 - Employment Contracts, Portside Centre, Sydney

ACLA National Conference 2008, 6-7 November
Hilton Hotel, Sydney

For more information please visit

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Priority registration form Intellectual Property Law Conference

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Please complete sections A, B, C, D

Conference code: PD1418 CPD reference no: CPD532 ABN: 70 001 002 357

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First name Last name

Position: _____

Organisation: _____

Postal address: _____

Suburb Postcode State

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Fax: _____

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B Please tick as many practice areas you work in which apply:

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- Register a team of 3 for the Intellectual Property Law & Practice Conference at the same time, from the same organisation and receive a free pass for the 4th delegate.

* Early Bird, team discounts and any other discount cannot be taken concurrently

C Event Pricing (please tick your selection)

Early Bird Special* (register & pay before 6 August 2008)

- Intellectual Property Law & Practice Conference \$850 + GST = \$935

Standard Price (register & pay after 6 August 2008)

- Intellectual Property Law & Practice Conference \$950 + GST = \$1045

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