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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.

The bulletin is at the cutting edge of this complex and dynamic area of law, gathering current news, opinions and court decisions, and condensing this information to provide subscribers with an accessible source of relevant information.

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## Register 2 and 3rd attends FREE!

Register a team of 2 for the Intellectual Property Law Conference at the same time, from the same organisation and receive a **free pass for the 3rd delegate**.

(See registration page for details)

## Future events:

**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

**4 easy ways  
to register**

**Phone:** 1800 772 772  
**Fax:** (02) 9422 2338  
**Online:** www.lexisnexis.com.au/pd  
**Mail:** Conference Co-ordinator, LexisNexis  
Locked Bag 2222,  
DX 29590 Chatswood

Please complete sections A, B, C, D

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

## A Delegate 1 details

Mr/Ms/Dr: \_\_\_\_\_  
First name Last name

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Postal address: \_\_\_\_\_

Suburb Postcode State

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email (required\*\*): \_\_\_\_\_

## Delegate 2 details

Mr/Ms/Dr: \_\_\_\_\_  
First name Last name

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email (required\*\*): \_\_\_\_\_

## Delegate 3 details

Mr/Ms/Dr: \_\_\_\_\_  
First name Last name

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email (required\*\*): \_\_\_\_\_

\*\* to send conference confirmation

3rd Delegate FREE!

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

- |   |   |
|---|---|
| <input type="checkbox"/> Banking & finance            | <input type="checkbox"/> Family law                               |
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| <input type="checkbox"/> Corporate and commercial law | <input type="checkbox"/> Insurance and risk                       |
| <input type="checkbox"/> Criminal law                 | <input type="checkbox"/> Property                                 |
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| <input type="checkbox"/> Environment and planning     | <input type="checkbox"/> Workplace relations, employment & safety |
|   | <input type="checkbox"/> Other: _____                             |

This will help us keep you informed about topics relevant to your business needs.

## TEAM DISCOUNTS\*

- 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

## ENDORISING ASSOCIATION MEMBER DISCOUNT

- I claim my 10% discount as a member of IPTA \_\_\_\_\_
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## INTELLECTUAL PROPERTY BULLETIN SUBSCRIPTION

- I would like to purchase a subscription to Intellectual Property Law Bulletin. (10 issues). New subscription price: **\$653.40**

## CONFERENCE RESOURCES

- I am unable to attend but would like to purchase a set of conference papers for the Intellectual Property Law & Practice Conference: \$270.00 + GST = \$297.00

## D Payment details Payment is due upon registration

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- Name of approving manager: \_\_\_\_\_

## PROGRAM CHANGES

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## CANCELLATION

Your registration will be confirmed in writing when full payment is received. We will refund your registration in full less a \$165 administration fee if notification is received in writing up to but not including 1 month prior to the date of the event. If we receive written notification – any time up to but not including 2 weeks prior to the date of the event, you will receive a 50% refund & seminar documents. No cancellation requests will be accepted during the period 2 weeks prior to the event. You may nominate a replacement, however no refund will be issued.

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