2005 Technology Law Conference
June 8-10, 2005 • Four Seasons Hotel • Austin, TX
August 11-12, 2005 • Galveston

Day 1 Evening

6:00 pm
In Austin Only
2.00 hrs

Finding the Landmines in License Agreements

This session will unveil the classic concepts and clauses used in typical license agreements. Through an interactive format, the presenters will discuss the classic pitfalls in negotiating license agreements, help you identify your options in the negotiation of important issues, and analyze the risks and advantages of each.

Edward A. Cavazos, Fish & Richardson P.C. - Austin, TX
Keith E. Witek, Advanced Micro Devices - Austin, TX

Day 2 Morning

Presiding Officer:
In Austin: **Daniel J. Brennan,** Dell Inc. - Round Rock, TX

9:00 am
In Austin Only
0.50 hr

Legal Liability for Computer Viruses and Security Flaws

An examination of the legal dangers companies face from computer security flaws and what they can do to limit their liability.

Christopher Wolf, Proskauer Rose LLP - Washington, DC

9:30 am
In Austin Only
0.75 hr

Customer Data Privacy Issues: U.S. and International

An overview of customer data privacy issues and strategies for compliance and risk avoidance in the U.S. (Security breach notice after Choicepoint, ID theft, phishing, and vendor transactions) and internationally (EU directive, safe harbor and outsourcing transactions involving customer data).

Susan Lu Lyon, Microsoft - Redmond, WA
Carolyn Jo Radabaugh, Austin, TX

10:30 am
In Austin Only
1.32 hrs

DMCA and Copyright

A discussion about the myriad recent developments in digital copyright law, including the Grokster case and its impact on technology companies.

Mark A. Lemley, Stanford Law School - Stanford, CA
Anthony Reese, University of Texas School of Law - Austin, TX
David G. Swenson, Baylor Law School - Waco, TX

11:50 am In Austin Only 1.00 hr	**e-Voting** A luncheon debate on the issue of e-Voting. Jennifer Stisa Granick, Attorney At Law - San Francisco, CA Ann McGeehan, Sec Of State/Elections Div - Austin, TX

Day 2 Afternoon

Presiding Officer:
In Austin: **Robert L. King,** Freescale Semiconductor, Inc. - Austin, TX

1:20 pm In Austin Only 0.50 hr	**Technology Transfer Toolkit** A discussion of current hot button issues in corporate transactions involving technology assets, with special attention to representative agreements, forms and provisions. Topics covered include: frequently negotiated issues in acquisitions of technology and intellectual property through mergers, asset purchases, and strategic investments; joint development and other collaborative agreements; and noncompetition covenants and confidentiality agreements. Christopher T. Brown, Baker Botts L.L.P. - Austin, TX
1:50 pm In Austin Only 0.50 hr	**Legal Protection of Software** A discussion of the roles and strategic use of various legal tools to protect software, including limitations on reverse engineering. Garland T. Stephens, Pennie & Edmonds - New York, NY
2:20 pm In Austin Only 0.50 hr	**Employees, Trade Secrets and Intellectual Property: Pro-Active Planning to Identify and Keep Key Intellectual Property** This presentation discusses legal and practical steps that employers can take to maintain the "trade secret" nature of their intellectual property, as well as methods by which employers can insure that the intellectual property is not used by its employees or others without the company's permission. Brian S. Greig, Fulbright & Jaworski L.L.P. - Austin, TX
3:05 pm In Austin Only 0.50 hr	**Recent Developments in Internet Trademark Law** Learn the latest developments in Internet trademark law, including recent court decisions on keyword advertising in the U.S. and Europe. Rose Hagan, Google - Mountain View, CA
3:35 pm In Austin Only 0.50 hr	**The Enforceability of Online Agreements** When users click "I Agree" are they bound by the terms of the contract? What if the user isn't even asked to acknowledge the existence of an agreement? This session explores the courts' view of online contracts and provides practical tips for improving the enforceability of such agreements. William D. Wiese, Dubois Bryant Campbell & Schwartz LLP - Austin, TX

4:05 pm In Austin Only 1.25 hrs	**Open Source: Due Diligence and Drafting—A Practical Guide to Working with Open Source** The session will cover best practices and practice tips on assessing open source compliance in mergers, acquisitions, and financings, as well as inbound licensing deals. We will discuss the common pitfalls and misconceptions of open source, so you can differentiate the true trouble spots and background risks of dealing with this valuable source of low-cost assets. Karen F. Copenhaver, Black Duck Software, Inc - Waltham, MA Heather J. Meeker, Wilson, Sonsini, Goodrich & Rosati - Palo Alto, CA

Day 3 Morning

Presiding Officer:
Diana K. Borden, Graves Dougherty Hearon & Moody PC - Austin, TX

8:30 am In Austin Only 0.50 hr	**Cyber Torts** What's new in computer torts? A survey of statutory and common law legal theories and defenses when strangers cause online harm, with a focus on civil claims and remedies, including the federal Computer Fraud and Abuse Act, the Electronic Communications Privacy Act, state statutory remedies and the common law of negligence, trespass and nuisance. Peter D. Kennedy, Graves Doughtery Hearon & Moody - Austin, TX
9:00 am In Austin Only 0.67 hr	**Spyware: Exploit Code, Drive-by Downloads, and Anonymous Profiling —Oh My!** During this session, two presenters (one technical and one legal) will discuss various spyware technologies, techniques that may be used to investigate them, and the host of legal issues surrounding spyware. Jeffrey R. Bedser, ICG, Inc. - Princeton, NJ W. Reid Wittliff, Graves Dougherty Hearon & Moody P.C. - Austin, TX
9:40 am In Austin Only 0.50 hr	**When Do Corporate Marketing Activities become SPAM** There is no bright line between mass emails from large companies to their customers and SPAM. This presentation will focus on the current state of the CAN SPAM Act, local anti-SPAM enforcement, and why mass emails may really be SPAM. Karl Larson, Gardere Wynne Sewell LLP - Dallas, TX
10:10 am In Austin Only 0.75 hr	**The FTC and Developments in Internet Marketing** This presentation will discuss recent FTC law enforcement, regulation, and other activities related to spam, spyware, peer-to-peer file sharing, and RFID. Thomas B. Pahl, Federal Trade Commission
11:10 am In Austin Only 0.75 hr	**Malpractice Issues in the Technology Sector** This presentation will discuss computers, e-mails, attorney-client privilege, malpractice and the brave new world. Thomas H. Watkins, Brown McCarroll LLP - Austin, TX

11:55 am In Austin Only 0.50 hr	**Reverse Engineering of Software** A practical discussion of copyright and licensing provisions, interoperability issues, and updates on latest case law. Steve R. Borgman, Vinson & Elkins - Houston, TX

Day 3 Afternoon

Presiding Officer:
Michael P. Adams, Winstead PC - Austin, TX

1:40 pm In Austin Only 0.75 hr	**Global Productizaton: Navigating the Legal, Regulatory and Cultural Barriers of Overseas Markets** Issues, strategies and solutions: follow an actual product launch from conception to revenue. Gino Giannotti, Advanced Micro Devices - Austin, TX Keith E. Witek, Advanced Micro Devices - Austin, TX
2:25 pm In Austin Only 1.00 hr	**Managing Outsourcing: Law, Business, HR and Economics** Whether it's Beijing or Bangalore, companies considering moving technology development offshore need to analyze the cost benefits of such a move including legal, business and HR considerations. This session provides real world examples including actual cost benefits of outsourcing. Stacey E. Smotherman, Fulbright & Jaworski LLP - Austin, TX Michele Barbero Thompson, Austin, TX