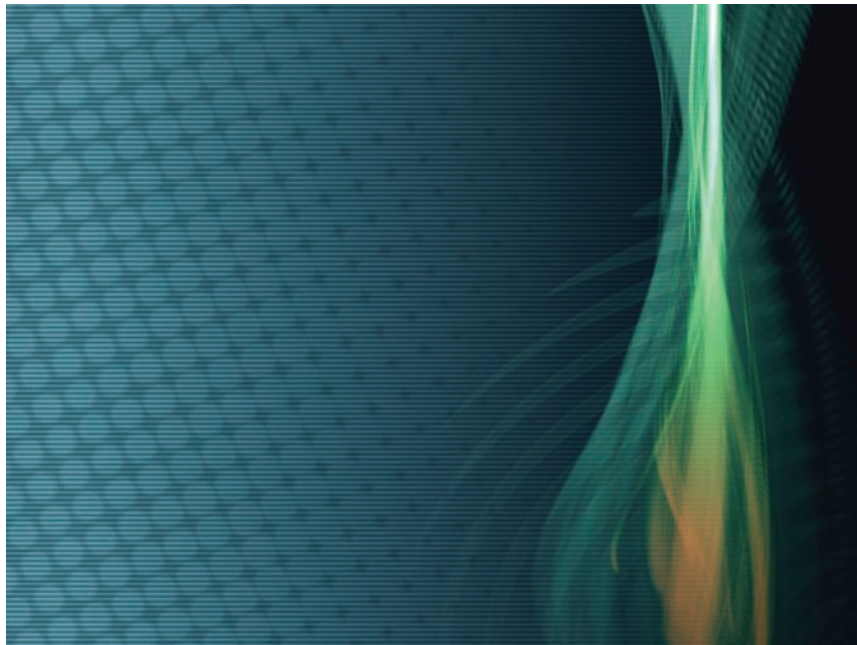


20<sup>th</sup> Annual

# TECHNOLOGY LAW CONFERENCE

*An advanced course for business lawyers, corporate counsel,  
IP and licensing practitioners*

Earn up to 14.75 Hours of Credit Including 2.50 Hours of Ethics Credit



May 23\*, 24 - 25, 2007

Four Seasons Hotel • Austin, Texas

\*Optional Wednesday Evening Session

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20TH ANNUAL  
**TECHNOLOGY LAW CONFERENCE**

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**WEDNESDAY EVENING, MAY 23, 2007**

**5:00 p.m. Registration Opens**

\*Optional session—included in registration.

**6:00 p.m. 2.00 hrs**

**Advanced Technology and Patent Licensing: When, Where and How**

This session covers key licensing issues involving technology: effective management and response to demand letters; offensive and defensive licensing strategies and techniques; and a discussion of pitfalls and best practices of patent and technology licensing.

Moderator: Robert L. King, Austin, TX  
 Kent J. Cooper, Austin, TX  
 John C. Lindgren, Kanata, Ontario  
 Garland Stephens, Houston, TX

**8:00 p.m. Adjourn**

**THURSDAY MORNING, MAY 24, 2007**

**Presiding Officer: Keith E. Witek, Austin, TX**

**8:00 a.m. Registration Opens**

Includes continental breakfast.

**8:50 a.m. Welcoming Remarks**

**9:00 a.m. 1.00 hr**

**Licensing Issues—Creating Successful Channels and Business Models**

In order to create successful partnerships, ecosystems, channels, business models, and markets, an attorney has to fairly apportion and assign risk, revenue, ramifications, reps and warranties, indemnification, and other obligations among several legal entities that are connected in complex transactions that execute over long periods of time.

Eric Drattell, Newark, CA  
 Keith E. Witek, Austin, TX

**10:00 a.m. .50 hr ethics**

**Ethics in Negotiations**

A discussion of several real-world fact situations that commonly arise in negotiations, the ethical issues posed by each, and the resolution or occasional lack of resolution of ethical issues.

Tom Adolph, Houston, TX

**10:30 a.m. Break**

**10:45 a.m. 1.25 hr**

**Open Source: Recent Developments and Managing Risk**

The session will update you on the latest developments in open source, including GPL version 3, the most recent GPL-related litigation, and the latest trends in corporate use and management of open source. The speakers will focus on the issues you need to spot to manage risk for your company and clients.

Edward A. Cavazos, Austin, TX  
 Heather J. Meeker, East Palo Alto, CA

**12:00 p.m. .50 hr ethics**

**Fee Agreements in Technology Litigation: Harmonizing Client and Attorney Interests**

A discussion of pros and cons of fee agreements in complex technology litigation and how such agreements can be used to harmonize client and attorney interests.

Stephen D. Susman, Houston, TX

**LUNCHEON PRESENTATION**

**12:30 p.m. Pick Up Box Lunch**

Included in conference registration fee.

**12:45 p.m. .75 hr**

**Avoiding Pitfalls in Licensing IP in China**

Licensing technology in and out of China is subject to numerous Chinese regulations. What is legal in the U.S. may be illegal trade restraints in China. This presentation will explore such pitfalls and ways to deal with them.

J. Benjamin Bai, Houston, TX

**THURSDAY AFTERNOON**

**Presiding Officer: Amber Hatfield Rovner, Austin, TX**

**1:45 p.m. .50 hr ethics**

**Ethical Issues Involving Lawyer Blogs, Including Advertising Issues**

Attorneys are increasingly using blogs as a source of discovery and as a means of advertising their services. This session will cover the ethical issues associated with the use of blogs by attorneys and provide practical tips for ensuring compliance with the Texas Disciplinary Rules of Professional Conduct.

Jason Boulette, Austin, TX

**2:15 p.m. .50 hr ethics**

**Recent Developments in Internet Trademark Law**

This session will cover significant case law and other recent developments in keyword advertising, cyber-

squatting and domain name tasting, Internet-based jurisdiction, and more.

Susan J. Hightower, Austin, TX

**2:45 p.m. .50 hr**

**Internet Advertising and Click Fraud**

Recent controversies and cases involving click fraud allegations and internet advertising.

Eric Goldman, Santa Clara, CA

**3:15 p.m. Break**

**3:30 p.m. 1.00 hr**

**Key Legal Developments in Digital Media and Content**

This session covers key copyright and other legal developments in the space of digital media and content, including recent cases and controversies, legislative and business model trends, and issues in user-generated and third-party content.

Gabriel E. Meister, New York, NY  
 Mary W S Wong, Concord, NH

**4:30 p.m. .50 hr**

**Issues Involving the Use of Third-Party Content on Web Sites**

A discussion of business developments and the unique legal issues involving the use of third party content on Web sites.

Zahavah Levine, San Jose, CA

**5:00 p.m. .50 hr**

**The Enforceability of Online Agreements**

A discussion of what constitutes a binding online agreement, including what constitutes manifestation of assent and the enforceability of passive browse-wrap agreements. The latest court cases and the implications of browsewrap agreements in business-to-business transactions will also be reviewed.

William D. Wiese, Austin, TX

**5:30 p.m. Adjourn to Sponsored Reception**

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- Winstead PC

**FRIDAY MORNING, MARCH 25, 2007**

**Presiding Officer: TBD**

**8:30 a.m.** .50 hr

**Data Privacy and Security—Legislative and Enforcement Trends**

A look at recent legislative and enforcement efforts that have been taken to address breaches in information security.

C. Brad Schuelke, Austin, TX

**9:00 a.m.** .50 hr

**Import and Export Compliance Issues**

This program will address current developments in U.S. trade control compliance, including emerging trends in U.S. government enforcement of U.S. export controls, economic sanctions, and import regulation.

J. Scott Maberry, Washington, DC

**9:30 a.m.** .75 hr including .25 hr ethics

**Electronic Discovery Landmines to Avoid: A Guide for Business, Technology and IP Lawyers**

The new electronic discovery rules took effect December 1, 2006: this session covers key issues under the new rules by applying the rules to common discovery issues, as well as reviewing key case law developments of interest to all practitioners.

Barry K. Shelton, Austin, TX

**10:15 a.m. Break**

**10:30 a.m.** .50 hr

**Non-competition Agreements: Latest Developments and Special Considerations for Technology Companies**

A discussion of significant recent developments under Texas law in relation to drafting and enforcing non-competition agreements and how non-competition agreements can be used effectively in conjunction with an overall strategy to protect valuable technical and business data.

Tim McInturf, Houston, TX

**11:00 a.m.** .50 hr

**Doe v. MySpace Inc., Defining the Statutory and Common Law Limits on Liability for Publication of Third Party Content**

This session discusses latest developments in the application of the Communications Decency Act (CDA) to the obligations of publishers to protect site visitors from the harmful acts of third parties.

Michael D. Marin, Austin, TX  
Christopher V. Popov, Austin, TX

**11:30 a.m.** .50 hr

**Antitrust Concerns in Technology Matters**

A discussion of key antitrust issues and developments in the context of technology licensing, industry standards setting, patent pooling, and patent misuse.

Steven J. Pollinger, Austin, TX

**12:00 p.m. Lunch On Your Own**

**FRIDAY AFTERNOON**

**Presiding Officer: Mike Adams, Austin, TX**

**1:00 p.m.** .75 hr

**Revenue Recognition and Accounting Red Flags in the Technology Sector**

What lawyers should know about the "numbers game"; how drafting affects the bottom line; questions asked by auditors and the SEC.

Moderator: Diana K. Borden, Austin, TX  
Mark Mouritsen, Austin, TX  
Larry Westall, San Jose, CA

**1:45 p.m.** .75 hr including .25 hr ethics

**Where to Put IP: International Tax Strategies for Developing Sourcing and Moving**

Where IP is developed and how such development is funded can have dramatic impact on the overall tax position of companies and entrepreneurs. Often, it is

possible to consolidate the legal title to IP in the US, yet transfer the beneficial interest in IP to a low tax jurisdiction outside the US through careful consideration of tax, transfer pricing and operations. This session will use illustrative examples to demonstrate common planning techniques which are utilized by many US-based technology companies.

Sang Kim, East Palo Alto, CA  
Eric Ryan, East Palo Alto, CA

**2:30 p.m.** .50 hr

**Effective Use of Special Committees in Going Private Transactions**

In the current financial climate of cheap and plentiful money and aggressive private equity groups, more and more companies are considering options to go private. This session covers effective use of special committees in going private transactions.

Gary W. Orloff, Houston, TX

**3:00 p.m. Adjourn**

**REGISTRATION FOR PC07**

**Mail this registration form to:** The University of Texas School of Law, Attn. PC07, P.O. Box 7759, Austin, TX 78713-7759 **or fax a copy to: (512) 475-6876**

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**CONFERENCE REGISTRATION**

Registration includes Course Binder, Wednesday Evening Session, and Thursday Box Lunch Presentation

Early Registration Fee due by Wed. May 16, 2007..... \$495.00

Registration Fee after Wed. May 16, 2007 ..... \$545.00

**CONFERENCE PUBLICATIONS AND MEDIA**

Allow 2-4 weeks from conference date for delivery.

Course Binder WITHOUT Conference Registration ..... \$200.00

Audio CD Set ..... \$175.00

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—stay for Memorial Day weekend!

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Special rate \$199  
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Self-Parking: day \$7; overnight \$17  
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## KEY DATES

### Registration & Cancellation

May 16, 2007–5 p.m.

*last day for early registration*  
add \$50 for registrations  
received after this time

May 18, 2007–5 p.m.

*last day for full refund*

May 21, 2007–5 p.m.

*last day for partial refunds*  
\$50 processing fee applied

May 23, 2007–6 p.m.

*Wednesday evening session begins*

May 24, 2007–9 a.m.

*conference begins*

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