

30th Annual Technology Law Conference
May 25-26, 2017 • Four Seasons Hotel • Austin, TX
May 25-26, 2017 • Live Webcast

Thursday Morning, May 25, 2017

Presiding Officer:

David J. Healey, Fish & Richardson P.C. - Houston, TX

7:30 am In Austin Only	Registration Opens Includes continental breakfast.
8:20 am	Welcoming Remarks
8:30 am 0.75 hr	Negotiating in the Open: Open Source Warranties and Indemnities in Transactions Negotiating warranties and indemnities for open source software components of products can be a challenge. Should it be the same as for proprietary software, or different? Hear best practices to help you get your software deal done. Heather J. Meeker, O'Melveny & Myers LLP - Menlo Park, CA
9:15 am 0.75 hr	License or Service? What You Have, What You Can Do and Asking the Right Questions to Figure It Out A technology contract's structure and key terms depend on the nature of the offering and its distribution model. Walk through the questions you need to ask to produce a high quality technology contract with terms that match your company's or your client's model. Catherine Bedell, Vapor IO, Inc. - Austin, TX Amanda Borichevsky, SolarWinds, Inc. - Austin, TX
10:00 am	Break
10:15 am 1.00 hr	Advanced Licensing: Strategies for Negotiating and Drafting Licensing Contracts Drafting and negotiating technology licenses has always been tricky, but the rapid pace of technological disruption, the increasingly complex web of industry relationships, and developing bodies of law have come together to make it more challenging than ever. Review how licensing strategies should evolve to take these and related factors into account, with an emphasis on real-world drafting and negotiating examples. Edward A. Cavazos, Pillsbury Winthrop Shaw Pittman LLP - Austin, TX Keith E. Witek, Tesla Motors - Austin, TX

11:15 am 0.75 hr 0.50 hr ethics	<p>Technology and Intellectual Property Law Issues as Viewed From the Federal Bench</p> <p>Hear a discussion of technology, intellectual property, trade secret, and eDiscovery legal issues from the perspective of three United States federal district judges, including cases involving technology licensing agreements, trade secret misappropriation, and recent developments in eDiscovery law.</p> <p>Moderator: Jonathan Lass, Jackson Walker LLP - Austin, TX Hon. Robert L. Pitman, U.S. District Court, Western District of Texas - San Antonio, TX Hon. Xavier Rodriguez, U.S. District Court, Western District of Texas - San Antonio, TX Hon. Lee Yeakel, U.S. District Court, Western District of Texas - Austin, TX</p>
12:00 pm In Austin Only	<p>Pick Up Lunch</p> <p>Included in registration.</p>

Thursday Afternoon, May 25, 2017

Presiding Officer:

Bart W. Huffman, Reed Smith LLP - Houston, TX

LUNCHEON PRESENTATION

12:20 pm 0.50 hr	<p>The Cyber Threat Landscape</p> <p>When it always seems like the sky is falling in the cyber world, it's hard to know what to <i>actually</i> worry about. Explore who the bad actors are, what they are after, and how the law fits in.</p> <p>Jamie Wallace, AT&T Chief Security Office - Austin, TX</p>
12:50 pm	<p>Break</p>
1:05 pm 0.75 hr 0.50 hr ethics	<p>Cyber Security Governance—Addressing Emerging Expectations</p> <p>Explore the threat landscape as pertinent to an executive officer and/or board of directors, including the questions that should be asked in light of what applicable regulating bodies are expecting. Discuss how legal and industry requirements and guidance may be used to promote a cultural shift towards data protection, which has become increasingly important both in the US and abroad.</p> <p>Moderator: Bart W. Huffman, Reed Smith LLP - Houston, TX Panelists: Seth Jaffe, LEO Cyber Security - Houston, TX Thomas Smedinghoff, Locke Lord LLP - Chicago, IL</p>
1:50 pm 0.75 hr	<p>What Every IP Lawyer Should Know about Insurance</p> <p>From cyber liability coverage to policies covering intellectual property litigation, learn what's available in the marketplace and the pitfalls to avoid.</p> <p>Leslie C. Thorne, Haynes and Boone, LLP - Austin, TX Dominic Keller, Willis Towers Watson - San Francisco, CA</p>

2:35 pm 0.75 hr	<p>Innovative Approaches to Protecting IP in the Technology Sector</p> <p>Hear about recent developments in IP law that have led to some rethinking on how to best protect your IP.</p> <p>Steven R. Borgman, Vinson & Elkins LLP - Houston, TX Robert L. King, Silicon Labs - Austin, TX</p>
3:20 pm	Break
3:30 pm 0.75 hr	<p>Allocating IP in Development and Collaboration Agreements</p> <p>There are many ways to allocate rights in IP between parties to a development or collaboration agreement. A few common approaches exist that provide good starting frameworks, but experience also suggests some common pitfalls to avoid. Explore various frameworks for IP allocation, cross licensing, prosecution and maintenance of patents on developed IP, enforcement of developed IP, joint ownership (and its perils), and rights of first refusal and negotiation.</p> <p>John P. Brockland, Hogan Lovells US LLP - San Francisco, CA</p>
4:15 pm 0.75 hr	<p>Programmable Money and the Future of Contracts</p> <p>Innovations in virtual currency (such as Bitcoin) and distributed ledger technology (such as the Blockchain) are leading to a revolution in contracts, realizing the possibilities of money itself becoming programmable. Review the current developments and near-term outlook, notable legal issues, and the practice implications for technology lawyers.</p> <p>Christopher T. Brown, Attorney at Law, PLLC - Austin, TX</p>
5:00 pm In Austin Only	Adjourn to Reception

Friday Morning, May 26, 2017

Presiding Officer:

Chad Ennis, Bracewell LLP - Austin, TX

7:30 am In Austin Only	<p>Conference Room Opens</p> <p>Includes continental breakfast.</p>
8:30 am 1.00 hr	<p>How the Trump Administration Will Impact the Technology Industry</p> <p>From encryption, to copyright law, to data localization, to patent reform, what does a Republican Congress and a Republican President mean for technology policy?</p> <p>Christopher Mohr, Software & Information Industry Association - Washington, DC</p>

9:30 am 0.50 hr ethics	<p>Immigration Update: Trump-Era Policies and Impacts on the Technology Sector</p> <p>Explore legislative and executive activity affecting technology-related immigration in the first 100 days of President Trump's administration, including proposed legislation targeting the H-1B program, the President's executive orders affecting travel, and the administration's review of immigration programs relevant to the technology sector.</p> <p><i>This session was originally scheduled on Friday, May 26 at 1:35 p.m.</i></p> <p>Jason Boulette, Boulette Golden & Marin L.L.P. - Austin, TX</p>
10:00 am	Break
10:15 am 1.00 hr	<p>GDPR Readiness in 2017</p> <p>The General Data Protection Regulation (GDPR) will significantly impact businesses around the world that digitally collect and process data on Europeans. One key change introduces significant fines for noncompliance of up to 4 percent of annual gross revenue. While the GDPR will not officially become law until mid-2018, companies should start preparing by conducting internal analyses of current data protection practices to identify potential gaps or compliance risks. Get an update on GDPR developments since it was announced in December 2015, and walk through the specific steps necessary for compliance by its effective date.</p> <p><i>This session was originally scheduled on Friday, May 26 at 9:30 a.m.</i></p> <p>Elizabeth C. Rogers, Greenberg Traurig, LLP - Austin, TX Sabina Jausovec Salinas, Walmart Stores, Inc. - Bentonville, AR Lisa E. Zolidis, Dell - Round Rock, TX</p>
11:15 am 0.75 hr	<p>Forced Localization of Cloud Services: What are the Real Drivers?</p> <p>'Data Sovereignty' is now a high-profile issue on both sides of the Atlantic and constraints on data location are a growing challenge for organizations that provide services internationally. Various justifications have been advanced but what are the real drivers for, and practical implications of, such rules?</p> <p><i>This session was originally scheduled on Friday, May 26 at 10:45 a.m.</i></p> <p>Professor Christopher Millard, Queen Mary University of London - London, United Kingdom</p>
12:00 pm In Austin Only	<p>Pick Up Lunch</p> <p>Included in registration.</p>

Friday Afternoon, May 26, 2017

Presiding Officer:

Bert A. Greene, Norton Rose Fulbright - Austin, TX

LUNCHEON PRESENTATION

12:20 pm 0.50 hr	<p>Social Media Risks in 2017</p> <p>Discuss new and frequent social media risks that impact legal professionals and their clients in 2017.</p> <p><i>This session was originally scheduled on Friday, May 26 at 12:50 p.m.</i></p> <p>Ryan M. Garcia, Dell - Austin, TX</p>
12:50 pm	<p>Break</p>
1:05 pm 1.00 hr ethics	<p>Technology's Disruption of the Legal Profession</p> <p>Explore various technologies and emerging platforms that continue to influence the legal industry, including key considerations in implementing these technologies and related ethical concerns.</p> <p><i>This session was originally scheduled on Friday, May 26 at 11:30 a.m.</i></p> <p>Lance A. Jones, Jones & Spross PLLC - Austin, TX James M. McCormack, The Law Office of James M. McCormack - Austin, TX W. Reid Wittliff, Wittliff Cutter Austin, PLLC - Austin, TX</p>
2:05 pm 1.00 hr	<p>Influence of Activist Shareholders on M&A and Corporate Governance</p> <p>Review the impact of activist shareholders on influencing M&A strategy, corporate governance practices, and the decision to go public. Explore these issues from the perspective of internal counsel, investor communications, and outside corporate and securities counsel.</p> <p>Moderator: J. Robert Suffoletta, Wilson Sonsini Goodrich & Rosati, P.C. - West Lake Hills, TX Panelists: John Christiansen, Sard Verbinen & Co - San Francisco, CA Pascal W. Di Fronzo, Autodesk Inc - San Rafael, CA</p>
3:05 pm 0.75 hr 0.50 hr ethics	<p>Deal Breakers: Navigating Due Diligence in Technology Transactions</p> <p>Discuss ethical obligations impacting due diligence, "red flags" and other key diligence issues frequently encountered in technology transactions. Learn tips for tailoring due diligence to meet deal objectives and practical solutions for resolving and remediating issues discovered in diligence. And explore recent trends and best practices when conducting due diligence in technology transactions.</p> <p>Moderator: Courtney S. York, Baker Botts L.L.P - Dallas, TX Panelists: John D. Holmes, Forcepoint LLC - Austin, TX Mark E. Mouritsen, Dell - Round Rock, TX Alan Schoenbaum, Austin, TX</p>
3:50 pm	<p>Adjourn</p>