

31st Annual Technology Law Conference
May 24-25, 2018 • Four Seasons Hotel • Austin, TX
May 24-25, 2018 • Live Webcast

Thursday Morning, May 24, 2018

Presiding Officer:

William L. LaFuze, McKool Smith - Houston, TX

7:30 am In Austin Only	Registration Opens Includes continental breakfast.
8:20 am	Welcoming Remarks
8:30 am 1.00 hr	Advanced Licensing With more and more companies monetizing their intellectual property through licensing arrangements and other forms of technology transactions, courts continue to develop licensing law and contract principles at an ever-increasing pace. Review important key agreement clauses in light of recent developments, with an emphasis on practical drafting and negotiating strategies. Edward A. Cavazos, Pillsbury Winthrop Shaw Pittman LLP - Austin, TX Keith E. Witek, Tesla Motors - Austin, TX
9:30 am 0.75 hr	Open Source and Community License Enforcement Enforcement of open source licenses via copyright infringement actions, in the US and abroad, is common. Address community efforts to reign in copyright trolls and describe current trolling activity. Heather J. Meeker, O'Melveny & Myers LLP - Menlo Park, CA
10:15 am 0.50 hr	Core Aspects of Federal Procurement Law in Technology Transactions Federal procurement law mandates that U.S. Government contractors be cyber-secure, yet provide high technology products which can be seamlessly shared by multiple U.S. Government agencies for efficiency. Is this possible, and what are the new cyber-security requirements for Federal Government contractors? Dan Minutillo, Minutillo Law Corporation - San Jose, CA
10:45 am	Break

11:00 am 0.75 hr 0.50 hr ethics	International Technology Contracting and Negotiating Abroad and Ethical Considerations Discuss ethical issues that arise when negotiating commercial and technical contracts abroad with a focus on negotiations in Europe and Asia. Hear practical tips on how to navigate the issues while still supporting the business objective. Moderator: Mike Stimson, Norton Rose Fulbright - San Antonio, TX Panelists: Bret DiMarco, Coherent, Inc. - Santa Clara, CA Michael Okada, Dolby Laboratories - San Francisco, CA Kim M. Vo, Advanced Micro Devices, Inc. - Austin, TX
11:45 am 0.75 hr	It's 3 a.m., Do You Know Where Your Data is? Modern companies are awash in data. Employees generate it and are usually looking for the most efficient way to share it internally and externally. Review the myriad of problems that can occur even with the most well-meaning of employees. From the possible export control risks of emailing technical information to an overseas colleague, to using Dropbox and other file sharing sites to exchange information, to providing data to contract employees, and more, explore the state of the law as it relates to data and what can happen if you lose control of it. David M. Hoffman, Fish & Richardson P.C. - Austin, TX Robert Arthur Rodriguez, Advanced Micro Devices - Austin, TX
12:30 pm In Austin Only	Pick Up Lunch Included in registration.

Thursday Afternoon, May 24, 2018

Presiding Officer:

Jeffrey B. Andrews, Bracewell - Houston, TX

LUNCHEON PRESENTATION

12:50 pm 0.50 hr	Cybersecurity as National Security Cybersecurity intersects substantially with national security giving rise to complex questions of policy and law. Hear Professor Chesney map the terrain and review important recent developments. Robert M. Chesney, The University of Texas School of Law - Austin, TX
1:20 pm	Break

1:35 pm 0.75 hr	<p>Patient-centric Approaches to Digital Health and Wellness: Legal, Business and Policy Considerations for Health Data Interoperability and Usage</p> <p>Consolidation and merger activity in healthcare is driving closer integration between providers, payers, retailers, and others. Central to these efforts is the emergence of patient-centric approaches to population and management and wellness integrated across all touchpoints of the care cycle. Legal considerations arising from HIPAA, FDA, state privacy, and data protection regulations and competing business needs increasingly impact how data is collected, used, disclosed, and secured. Explore emerging industry trends, key legal considerations, and practical guidance for negotiating and supporting clients working in these environments.</p> <p>Ben Landry, athenahealth, Inc. - Watertown, MA Gerard M. Stegmaier, Reed Smith LLP - Washington, DC</p>
2:20 pm 0.50 hr	<p>Special Considerations for the Business Data Breach</p> <p>Effective response to cybersecurity incidents is critical to managing and minimizing regulatory and litigation risks, while protecting your customers and your brand. Explore developments in incident response and hear practical guidance for managing and insuring against risk while satisfying legal obligations when the inevitable breach occurs.</p> <p>Leslie C. Thorne, Haynes and Boone, LLP - Austin, TX</p>
2:50 pm 0.75 hr	<p>Cybersecurity: In-House Counsel Challenges and Perspectives</p> <p>A conversation with in-house counsel discussing salient and trending topics in cybersecurity, including balancing employee privacy and effective cyber defense, finding the “right” level of supplier cybersecurity diligence, and recommended practices for implementing data security governance.</p> <p>Moderator: Devika Kornbacher, Vinson & Elkins LLP - Houston, TX Panelists: John D. Holmes, Forcepoint LLC - Austin, TX Doug Weiner, Hewlett Packard Enterprise - Austin, TX</p>
3:35 pm	<p>Break</p>
3:45 pm 0.75 hr	<p>Distributed Ledger Technology</p> <p>An easy to understand overview of cryptocurrencies, tokens, blockchain and other applications of distributed ledger technology. Learn about exciting recent developments in the use of this technology and innovations in how funds are raised, including recent trends in ICOs, SAFTs and token pre-sales. Also hear about the securities, tax and consumer protection issues raised by these innovations.</p> <p>Samuel C. Dibble, Baker Botts L.L.P. - San Francisco, CA Jeremy Drzal, BLOCK512 - Austin, TX</p>
4:30 pm 1.00 hr 0.50 hr ethics	<p>A View into Trade Secret Misappropriation</p> <p>Discuss trade secret case law and related intellectual property legal issues from the perspective of three federal judges.</p> <p>Moderator: Jonathan Lass, Jackson Walker LLP - Austin, TX Panelists: Hon. David L. Horan, U.S. District Court, Northern District of Texas - Dallas, TX Hon. Robert L. Pitman, U.S. District Court, Western District of Texas - Austin, TX Hon. Xavier Rodriguez, U.S. District Court, Western District of Texas - San Antonio, TX</p>

5:30 pm In Austin Only	Adjourn to Reception
In Austin Only	Thank You to Our Reception Sponsor Vinson & Elkins LLP

Friday Morning, May 25, 2018

Presiding Officer:

Courtney S. York, Akin Gump Strauss Hauer & Feld LLP - Dallas, TX

7:30 am In Austin Only	Conference Room Opens Includes continental breakfast.
8:30 am 1.00 hr	GDPR is Effective Today! Today, May 25, 2018 is the effective date for the European Union's General Data Protection Regulation, the world's most comprehensive privacy law. On this day for which so many have prepared, we will share in-house and outside counsel perspectives on what the GDPR means for international companies that do business in the EU, which aspects of compliance efforts have been most challenging, and what lies ahead in maintaining GDPR "accountability" and in connection with the forthcoming, related ePrivacy Regulation. Moderator: Bart W. Huffman, Reed Smith LLP - Houston, TX Panelists: Whitney McCollum, AECOM - San Francisco, CA Sooji Seo, Dell - Round Rock, TX
9:30 am 0.50 hr	There's Been an Incident Involving Your Self-Driving Car Having a well-thought-out incident response plan that is thorough but flexible will not only allow for prompt action but also demonstrate that the risks have been properly considered. Hear a description of some of the questions and considerations to keep in mind when preparing for that dreaded call and some of the unique issues these vehicles raise. Paul Keller, Norton Rose Fulbright - New York, NY
10:00 am 0.75 hr	Legal and Policy Challenges in the Age of Drone Fever Technology has moved quickly forward and what used to be considered toys are now tools of industry and public agencies. Drones provide significant safety and efficiency benefits to industry, but also present novel safety, security, and privacy issues to policymakers. Learn about the latest in commercial drone law and policy as we move toward an era of "highways in the sky." Lisa Ellman, Hogan Lovells US LLP and Commercial Drone Alliance - Washington, DC
10:45 am	Break

10:55 am 0.50 hr ethics	Social Media: Employee Ideology v. Company Values <p>As mobile technology and social media continue to evolve, individuals are increasingly able to express their personal beliefs to wider and wider audiences. Explore the practical and legal challenges presented when agents are recorded, depicted, or seen expressing views on social media in a way that conflicts with a company's cultural values. Hear real world situations, including the events of Charlottesville, Virginia, the viral manifesto on women in technology written by an individual engineer, and the photographs, recordings, and recountings of intolerable behavior by powerful figures in entertainment, politics, and business.</p> <p>Jason Boulette, Boulette Golden & Marin L.L.P. - Austin, TX</p>
11:25 am 1.00 hr	Startups - Deal Killers and Near-Death Experiences <p>Discuss suggestions to help startups efficiently organize and establish legal compliance and processes in a global market. Explore various topics including issues related to entity formation, IP ownership, service providers, cap tables, regulatory compliance and other due diligence issues that can be financing or M&A "deal killers" for emerging growth companies.</p> <p>Moderator: Paul R. Tobias, Vinson & Elkins LLP - Austin, TX</p> <p>Panelists: Betsy Greytok, IBM - Austin, TX Daniel Jauchen, Mark Cuban Companies - Dallas, TX Josh Pollick, Orrick - Santa Monica, CA</p>
12:25 pm In Austin Only	Pick Up Lunch

Friday Afternoon, May 25, 2018

Presiding Officer:

Robert L. King, Silicon Labs - Austin, TX

LUNCHEON PRESENTATION

In Austin Only	Thank You to Our Luncheon Sponsor <p>Baker Botts L.L.P.</p>
12:45 pm 0.50 hr ethics	Increasing Access to Legal Services Through Technology <p>Access to legal services is not just a problem for the poor, it affects the middle class and small business owner too. If we want to see a meaningful increase in access, our profession must embrace technology and new models for legal service delivery.</p> <p>Chas Rampenthal, LegalZoom.com, Inc. - Los Angeles, CA</p>
1:15 pm	Break

1:30 pm 1.00 hr 0.25 hr ethics	<p>Key Considerations in the Acquisition of Private Technology Companies</p> <p>Discuss important actions private sellers should take to prepare for an M&A event, including buyer and seller perspectives on key deal terms and some of the ethical issues that can arise in M&A transactions.</p> <p>Jordan J. Herman, Baker Botts L.L.P. - Austin, TX J. Matthew Lyons, Shearman & Sterling, LLP - Austin, TX J. Robert Suffoletta, Wilson Sonsini Goodrich & Rosati, P.C. - Austin, TX</p>
2:30 pm 1.00 hr	<p>The Coming Collision Between The Internet of Everywhere and the Law</p> <p>Data about individuals is available for enterprises to use on a larger scale than ever. Increasingly, that data is tied to voice interactions, mobile location data, and biometrics generated when consumers interact with smart devices. Combine that with smart cities, satellite-based ISPs, and an always on culture, the Internet of Everywhere is here. Discuss the legal, compliance (and some commercial) implications of a ubiquitously connected environment.</p> <p>Paul Bond, Reed Smith LLP - Princeton, NJ Simon Philp, Dell - Round Rock, TX</p>
3:30 pm 0.75 hr ethics	<p>Law Firm Data Security and the Ethical Duty of Technology Competence</p> <p>As clients demand attorneys deliver legal services more efficiently by using technology it increases pressure to have technical knowledge and proficiency. Further, the American Bar Association and 28 states have created a model rule for the ethical duty of technology competence. Hear an overview of the significant material risks and impact on a law firm following a breach and the potential consequences from an ethics and disciplinary perspective.</p> <p>Elizabeth C. Rogers, Michael Best & Friedrich LLP - Austin, TX</p>
4:15 pm	<p>Adjourn</p>