

REGISTRATION FORM

Picking Your Intellectual Property Team & Strategies for Cost-Effective Protection

Tuesday, December 9th, 2003
Veterans Medical and Regional Office
Center, White River Jct., Vermont
Registration 8:30 • Workshop 9 - 4 pm
\$95 including lunch

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environmental assistance.

Innovations of merit require small businesses and inventors to adopt sound intellectual property protection strategies. The problem is that good protection and defense can be very expensive.

Poorly crafted patents, trade secrets programs, licensing agreements, etc. can prove to be more expensive than no protection.

So how do you do it right?

- How do you decide how much time and money to devote to protecting an innovation or creative work?
- How do you decide what is spending neither too much nor too little?
- How do you pick an appropriate IP attorney?
- How do you profit from your IP?

This full-day program brings you four practicing top IP attorneys who understand the IP "Catch-22": Your IP has great potential value once it is protected. You may not have the money to protect the IP which will produce the money you need to protect it.

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Picking Your Intellectual Property Team & Strategies for Cost-Effective Protection

A Workshop for Businesses with Significant IP

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Each of our course leaders brings a different perspective and one common thought: The point of patents and other practices is to profit from your IP.

Program Outline:

IP Strategy Formulation

Discussion Leader: Elizabeth Worley

What do Patents, Trademarks, Copyrights and Trade Secrets protect?

Relative strengths and weaknesses of each type of intellectual property

Monitoring Patent Activity of Competitors and Infringement Avoidance

Infringement Detection & Prosecution

Defensive vs. offensive use of patents

Everyday Safeguards and Tough Choices

Discussion Leader: Larry Meier

Good practices: Use of Invention Disclosures, Notebooks, NDAs

Working with others safely: Consulting and Employee Agreements

Cost/breadth tradeoffs such as:

- when to patent, number of patents, number of claims
- use of provisional patent applications and foreign patents

This program is highly interactive. Each Discussion Leader may comment on issues covered by others. In this way, the program brings you opinions from four expert advisors. Be warned: there are no easy answers, but you will come away with a stronger sense of how best to manage your IP for solid returns.

How to pick IP Professionals - Do you need "Big City" Attorneys?

Discussion Leader: Dan Bourque

How you check 'em out: types of IP professionals and what they do

Checking references & interviewing

Importance of expertise in the area of invention, possible conflicts of interest

What to expect in the first meeting & getting the most for your money

Profiting from your IP

Discussion Leader: Jennifer Camacho

Self Commercialization

Invention Promotion Organizations

Collaboration (e.g., with a "Prime" or University)

Providing for Improvements & Enhancements

Licensing (to/from others, US & Foreign)

Case Study Workshop

In small groups, participants have an option to select a technology situation of their own or use a short small business case in which the group will devise an appropriate IP strategy. Each group will present its recommendation to Discussion Leaders with discussion following.

Meet Your Team of Experts:

Dan Bourque is the senior partner at Bourque & Associates, PA. Intellectual Property Attorneys in Manchester, NH. The firm provides full-service intellectual property counseling and advocacy to businesses and individuals in the United States and abroad. The practice centers around patent, trademark, copyright, and trade secret law, as well as related licensing and litigation matters. Mr. Bourque founded the firm in 1992 after practicing intellectual property law in Boston, MA. He and his firm have extensive experience preparing and prosecuting patent applications in many electronic and electrical technologies, including computer hardware and software, and, among others, telecommunications, radar and acoustics. The firm advises clients with trademark, copyright and technology licensing needs. Mr. Bourque also assists other attorneys domestically and around the world with litigation support in intellectual property disputes. Prior to law school, Mr. Bourque was a computer hardware and software design engineer with an international computer company. He holds A.S. and B.S. degrees in Computer Science and received his J.D. from Suffolk University Law School. He is a registered U.S. patent attorney and a Canadian Patent Agent.

Jennifer A. Camacho is an associate in the Patent and Intellectual Property Practice Group of Testa, Hurwitz & Thibault, LLP, Boston. The firm is a global leader in serving emerging growth companies and the venture capital and private equity communities that finance them. Ms. Camacho advises clients on evaluating and structuring business transactions involving intellectual property, such as licensing arrangements, strategic collaborations and alliances, development agreements, supply and distribution arrangements, and financing arrangements. Ms. Camacho is responsible for development and maintenance of patent portfolios of clients involved in various technologies, including drug discovery, biotechnology, pharmaceuticals and medical devices. She has substantial experience in licensing and other business transactions, patent portfolio development, patent prosecution, interference practice and litigation. Ms. Camacho received her B.S. from the University of Illinois and her J.D. from Boston College Law School. She is a registered patent attorney.

Larry Meier is a director of Downs Rachlin Martin PLLC, Burlington, Vermont, and heads the intellectual property group. Mr. Meier has practiced intellectual property law exclusively for over 18 years. He has extensive patent prosecution experience in the electrical, computer and mechanical arts fields, and represents clients in connection with copyright, trademark and trade secret matters. Mr. Meier has represented clients throughout the world in connection with a wide range of intellectual property agreements, both at the firm and while employed as a Senior Intellectual Property Attorney at IBM. He has led numerous IP due diligence investigations in connection with venture capital financing and other transactions. Additionally, Mr. Meier represents clients in litigation in state and federal courts and in the U.S. Patent and Trademark Office. Mr. Meier teaches patent law as an adjunct professor at Vermont Law School. He holds a B.S. degree from Miami University and a J.D. from Vermont Law School. He is a registered patent attorney.

Elizabeth Selby Worley is a registered patent attorney whose primary area of practice is in the biotechnology field. She holds a B.S. magna cum laude with honors in biology from Centenary College of Louisiana, an M.S. in molecular genetics from Emory University and a J.D. from the University of Georgia School of Law. Ms. Worley spent 6 years in private practice in Atlanta and Memphis, working primarily with the National Institutes of Health and the Centers for Disease Control and Prevention as well as with several universities and start-up companies. Her experience also includes several years as in-house patent counsel for GlaxoSmithKline (pharmaceuticals) in Research Triangle Park, NC. She is currently a Fellow with the Maine Patent Program in Portland and is Acting Director of the Technology Law Center of the University of Maine School of Law.