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- AEON Law
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- Harris Bricken
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- Microsoft
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- Perkins Coie
- Seattle University School of Law
- University of Washington
- Zhong Lun Law Firm

An Advanced Comprehensive Conference on Current Issues for

IP & Technology Licensing

Adapting licensing approaches and terms to technological advances

October 24 & 25, 2019

Seattle, Washington

1201 Third Avenue Building

Audio & Video
Replays Available!

Credits: 11.00 WA CLE (call about others)

Quick when/where: 8:30 a.m., 1201 Third Avenue

IP & Technology Licensing Conference
October 24 & 25, 2019 | Seattle, Washington
1201 Third Avenue Building

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8:30 Registration Opens

9:00 Introduction & Overview

Ramsey M. Al-Salam, Esq., Program Co-Chair
Perkins Coie ~ Seattle, WA

Ned Locke, Esq., Program Co-Chair
Senior Attorney, Cloud & Artificial Intelligence
Microsoft ~ Redmond, WA

9:15 Anatomy of a Licensing Agreement: Essential Terms

Choice of law, indemnity clauses; exclusivity; burden of enforcement for exclusive licenses; enforcement stage choice of forum; considerations for choice of law; dispute resolution terms including mediation and arbitration clauses

Steve Tapia, Esq., Distinguished Practitioner in Residence
Seattle University School of Law ~ Seattle, WA

10:15 Break

10:30 How Technological Evolution is Affecting Licensing

Responding to new technologies: Case study of best licensing practices for virtual reality/augmented reality (VR/AR); tips for ensuring that you effectively address potential issues arising from the characteristics of new technologies

Jeremy Snodgrass, Esq., Associate General Counsel
Facebook Inc ~ Redmond, WA

11:15 Technological Interoperability: Compulsory Licensing, Standard Setting Organizations, and FRAND

When you have no choice: Where compulsory licensing comes into play including when it's "necessary" to practice a standard

T. Andrew Culbert, Esq.
Perkins Coie ~ Seattle, WA

12:00 Lunch (on your own)

Audio & Video
Replays Available!

1:15 Licenses for Cloud Computing

Vendor and buyer perspectives on cloud service access agreements vs. more traditional license agreements

Leslie Boyd, Esq., Associate General Counsel
DomainTools ~ Seattle, WA

Daniel Goldberg, Esq.
Frankfurt Kurnit Klein & Selz ~ Los Angeles, CA

2:00 Adapting to Code Moving from the Cloud Back to the Customer's Premises: "Edge" and Internet of Things (IoT) Licensing

New trends in "Edge" computing with an emphasis on Internet-of-Things devices and services; best licensing practices for these solutions

Wendy R. Kearns, Esq.
Davis Wright Tremaine ~ Seattle, WA

2:45 Break

3:00 Licensing Involving AI, Machine Learning, and Copyright

Copyright ownership of AI created work; recent cases regarding fair use; licensing issues arising from the use of data and proprietary information/know-how for use as building blocks for machine learning to "train" AI

Lisa T. Oratz, Esq.
Perkins Coie ~ Seattle, WA

3:45 Open Source Licensing

Tips for using open source components to get a project (a) done, (b) right, and (c) on time, without having to pick two out of three

Justin C. Colannino, Esq., Open Source & Standards Attorney
Microsoft ~ Boston, MA

4:30 Blockchain: Approaches for Protecting IP and Deploying Blockchain Products or Services

Not easy to fit into traditional licensing models: What are the best approaches to take?

Adam L.K. Philipp, Esq.
AEON Law ~ Seattle, WA

5:00 Continue the Exchange of Ideas: Reception for Faculty and Attendees

Sponsored by Perkins Coie



About the Conference

LAW SEMINARS INTERNATIONAL

What previous attendees have said:

"It was very helpful to have a structure of the big picture before hearing from people with specialized niches."

"I enjoyed the two-day seminar. It was interesting, well-run, and in comfortable surroundings. I hope to work with you again."

This is an exciting time to be active in the technology licensing world due to the rapidly evolving products, services, and business models. We'll start this year's program with an overview of essential terms to provide a structural context for the discussions to follow.

One challenge for licensing cutting edge technologies is to anticipate new issues that may arise. We'll have a case study of licensing for virtual reality/augmented reality as an illustration of how technological evolution is affecting licensing.

We'll then highlight specific issues including compulsory licensing for technological interoperability; cloud computing; copyright for machine-generated content; and open source licensing. There has been an explosion of products and services using blockchain technologies. Those don't easily fit into traditional licensing models, so we'll discuss alternative approaches to protecting your intellectual property.

We'll keep the momentum up for the second day by addressing trademark licensing and licensing in a joint development context. The trade war with China is a huge issue and you'll have a chance to hear from two China experts on the implications for business transactions involving that country.

An important skill for effective licensing is to find ways to work out the thorny issues. We hope you'll join us for both the substantive updates and the practical tips from our concluding panel discussion.

~ Program Co-Chairs: Ramsey M. Al-Salam, Esq. of Perkins Coie and Ned Locke, Esq. of Microsoft Corporation



9:00 Assigning and Licensing Trademarks

Recent cases on the need to transfer good will and police the quality of goods sold under a license; effective licensing terms for monitoring compliance and anticipating the possibility that one of the parties will become insolvent

Jerry A. Riedinger, Esq.
Perkins Coie ~ Seattle, WA

9:30 International Licensing: Adapting to Recent Developments in China

An enforceable contract as a starting point: Classic pitfalls that foreigners fall into when dealing with Chinese entities, like drafting in English, and other key considerations

Daniel P. Harris, Esq.
Harris Bricken ~ Seattle, WA

New rules on IP transfers; importing & exporting technology; potential impacts from recent trade negotiations; IP enforcement statutory changes, administrative enforcement, and increased damages awarded by courts

Ping Gu, Esq.
Zhong Lun Law Firm ~ Beijing China

10:30 Break

10:45 Licensing in the Joint Development Context

Structuring collaboration agreements to anticipate issues arising from jointly owned assets: Asset ownership; duties to account to the other party; terms to minimize post-development disputes; additional complexities for international collaborations

Steven B. Winters, Esq.
Lane Powell ~ Seattle, WA

11:30 Update on Recent Licensing Enforcement and Damage Recovery Cases

An update on how recent decisions affect the value of IP rights and the enforceability of licensing agreements

Mark Wittow, Esq.
K&L Gates ~ Seattle, WA

12:15 Lunch (on your own)

1:30 Current Thorniest Issues in Licensing and Tips for Resolving Them

Best practices for identifying and dealing with the issues where you may experience the most pushback: What does an in-house counsel need to know?

Steven B. Winters, Esq., Moderator

Jesse Kindra, Esq.
Contracts Team Manager, Office of Sponsored Programs
University of Washington ~ Seattle, WA

Jessica Nguyen, Esq., General Counsel
PayScale Inc ~ Seattle, WA

Hillery L. Nye, Esq.
Attorney at Law ~ Seattle, WA

3:30 Evaluations and Adjourn

Related Seminars & Replays:

Artificial Intelligence and Privacy	August 22 & 23, 2019	Seattle
Technology Law & Artificial Intelligence (AI)	December 6 & 7, 2018	Seattle

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Tuition: Regular tuition for this program is \$995 with a group rate of \$895 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$745. For students, people in their job for less than a year, and public interest NGO's, our rate is \$497.50. All rates include admission to all program sessions, food and beverages at breaks, and all course materials. Materials will be available for download and review a few days before the program. Make checks payable to Law Seminars International. Financial aid is available to those who qualify. Contact our office for more information.

Substitution & Cancellation:

You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, October 18, 2019. After that time, we will credit your tuition toward attendance at another program or the purchase of an audio or video replay.

Seminar Location: The conference will be held at the 1201 Third Avenue Building at 1201 Third Avenue in Seattle, WA 98101. Our thanks to Perkins Coie for graciously hosting this event.

Continuing Education Credits:

Live credits: This program qualifies for 11.00 Washington MCLE credits. Upon request, we will apply for, or help you apply for, CLE credits in other states and other types of credits.

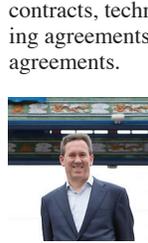
Time Shift Your Content:

Audio podcasts and video replays, with course materials, are available at the same price as live attendance. The course materials alone are available for \$100. Replays will be available within three business days after the program or from the date we receive payment.

Faculty: IP & Technology Licensing Conference



Ramsey M. Al-Salam, Program Co-Chair, is a Partner at Perkins Coie. He has been litigating intellectual property disputes for decades, with a particular emphasis on patent, trade secret and trademark cases.



contracts, technology transfer/licensing agreements, and standard-related agreements.

Daniel P. Harris, Harris Bricken, is internationally regarded as a leading authority on legal matters related

to doing business in China and in other emerging economies in Asia.



Wendy R. Kearns is a Partner at Davis Wright Tremaine. She began work in the technology industry in Silicon Valley as a software developer and software product manager. She now focuses on complex technology transactions.

Jesse Kindra is the Contracts Team Manager in the Office of Sponsored Programs at the University



of Washington. His team negotiates clinical trial and clinical study agreements, industry contracts, government contracts, and collaborative research agreements.

Jessica Nguyen is General Counsel at PayScale, Inc. where she has the challenge of building, from the ground up, a legal department for a high growth tech company.



Hillery L. Nye, Attorney at Law, has acted as in-house and outside corporate counsel for a variety of technology companies. She also teaches privacy law as an Adjunct Professor at Seattle University School of Law.



Lisa T. Oratz is Senior Counsel at Perkins Coie. She works with many internet, digital media, AR/VR, and traditional companies on a broad range of topics.

Adam L.K. Philipp is the Founder of AEON Law. His patent, trademark and trade secret experience includes computer security, cryptography, blockchain, and distributed object oriented programming.



Mark Wittow is a Partner at K&L Gates and practice group coordinator for the firm's technology and data protection practice group. He has served as a special assistant attorney general for the attorneys general of Alaska, Oregon and Washington in technology development matters.



Jerry A. Riedinger is a Partner at Perkins Coie. He focuses his practice on patent infringement, trade secret and complex intellectual property litigation in cases involving over 120 technologies.



Jeremy Snodgrass is Associate General Counsel at Facebook Inc. He supports Facebook's AR/VR organization.



Steve Tapia is Distinguished Practitioner in Residence at Seattle University School of Law. He most recently served as in-house counsel for DIRECTV Sports Networks.



Steven B. Winters is a Shareholder at Lane Powell. He is recognized as one of North America's leading practitioners handling complex intellectual property-based transactions representing innovative startups and larger companies.



Mark Wittow is a Partner at K&L Gates and practice group coordinator for the firm's technology and data protection practice group. He has served as a special assistant attorney general for the attorneys general of Alaska, Oregon and Washington in technology development matters.



Ned Locke, Program Co-Chair, is Senior Attorney for Cloud & Artificial Intelligence at Microsoft. He serves as Microsoft's lead lawyer for enterprise cloud data services, and the Azure cloud computing platform.



Leslie Boyd is Associate General Counsel for DomainTools, which focuses on technology to turn domain and DNS data into threat intelligence for tracking down cyber attackers.



Justin C. Colannino is Open Source & Standards Attorney for Microsoft. He is part of a team that oversees processes to enable open source engagement at massive scale.



T. Andrew Culbert is a Partner at Perkins Coie. His trial legacy includes litigating cases that redefined the law of patent damages as well as a case that formulated the basic methodology for valuation of standard-essential patents.



Daniel Goldberg is Counsel to the Privacy & Data Security Group at Frankfurt Kurnit Klein & Selz and a leader in Ad Tech. He is at the forefront of privacy and data security law, including the EU General Data Protection Regulation and the new California Consumer Privacy Act.



Ping Gu is a Partner at the Zhong Lun Law Firm. She helps clients with IP enforcement in China and negotiation of joint-venture

October 24 & 25, 2019
 Seattle, Washington

1201 Third Avenue Building
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 (206) 694-5000

Who Should Attend:

Attorneys, business executives, licensing professionals, government officials, and others involved with complex licensing transactions

You Will Learn About:

- Current essential terms for a licensing agreement
- How technological evolution is affecting licensing
- Compulsory licensing terms for technological interoperability
- Terms for cloud service access agreements
- "Edge" and Internet of Things (IoT) licensing
- Licensing involving AI, machine learning, and copyright
- Open Source licensing
- Approaches for protecting blockchain products/services
- Assigning and licensing trademarks
- International licensing with China
- Licensing in the joint development context
- Enforcement and damages case law
- Tips for resolving the thorniest issues

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