

Taft Stettinius & Hollister LLP
200 Public Square, Suite 3500
Cleveland, Ohio 44114

June 17, 2009

3:00 - 5:15 p.m. Seminar
5:15 - 6:30 p.m. Reception

- 3:00 - 3:20** **Avoid the "ready, fire, aim" approach to marketing, developing, and protecting the assets of your new business**
Speaker: Philip Bautista
Entrepreneurs sometimes overlook critical intellectual property issues when starting new businesses and developing new ideas and products. As a result, they can run into pitfalls such as conflicts over selected business or product names and brands, competing businesses and even parties with whom they are working stealing their novel ideas, and waiting too long to protect their exclusive use of their inventions. This segment of the intellectual property presentation discusses some of these pitfalls and how they can be avoided.
- 3:20 - 3:50** **Patent strategy primer**
Speaker: David Mancino
David Mancino will discuss the basics of patents and patent strategies. Included in his discussion will be topics on patent ownership, inventorship, enforcement and avoidance. Mr. Mancino will also discuss patenting strategies related to patent preparation and filing, provisional patent applications, continuation/divisional patent applications and foreign patent applications. Finally, he will discuss common mistakes and pitfalls companies may experience dealing with their patents and with third-party patents.
- 3:50 - 4:10** **What's new in "Patent Reform" legislation?**
Speaker: Kevin Kirsch
Kevin Kirsch will speak about the new patent reform legislation currently pending in both the House and Senate.
- 4:10 - 4:30** **What happens to IP in a bankruptcy?**
Speaker: Bruce Lowe
Bruce Lowe will speak on the subject of intellectual property asset sale transfer and protection issues in bankruptcy, including rights and duties of licensees and licensors to preserve or transfer intellectual property as well as unique considerations for transfers of patents and other intellectual property.
- 4:30 - 4:50** **Recent trends in patent litigation**
Speaker: David Wallace
What's keeping patent litigation attorneys up at night? From initial motion practice through discovery to presenting evidence and cross-examining witnesses at trial, IP boundaries require heavy-duty enforcement. David Wallace will review some of the recent trends in the field.
- 4:50 - 5:15** **Resolving IP Disputes – What if we don't want to go to court?**
Speaker: Michael Diamant
ADR can be a cost effective means of resolving IP disputes. Mediation, which is a facilitated non-binding settlement discussion, with a trained mediator, knowledgeable in IP, when used appropriately can result in a win win resolution of a difficult dispute. When settlement is not possible and a dispute must be resolved in an adjudicative process before a third-party, arbitration before a knowledgeable arbitrator, or panel of arbitrators, can provide a less costly, quicker, and more controlled process than a jury trial. Familiarity with the most effective means of selecting, preparing for, and participating in these processes will increase a party's likelihood of a successful outcome. His segment will discuss the pros and cons of each type of ADR and techniques for maximizing the chances for a successful outcome.
- 5:15 - 6:30** **Social: Cocktails & Hors d'oeuvres**

Complimentary Seminar

Space is limited. Register early to:
Kathy Major at (216) 706-3958 or kmajor@taftlaw.com