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The 2012 IP and The Internet Conference



FRIDAY, SEPTEMBER 14, 2012

LAX Marriott

5855 West Century Boulevard,

Los Angeles, CA 90045

Tel: (800) 228-9290

Featuring speakers from
Twitter, Yahoo!, Warner Bros.
Entertainment, Autodesk,
Salesforce.com, True Religion
Brand Jeans and Morrison &
Foerster

Register Online:
<http://ipsection.calbar.ca.gov>

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PROGRAM SCHEDULE

8:00am

Registration/Breakfast

8:45am

Opening Remarks

Sophie Cohen, Coball LLP

9:00-10:00

Hot Topics In Internet Law

Eric Goldman, Professor, Santa Clara University School of Law Director, High Tech Law Institute

This session will address some of the hottest issues and latest cases in internet law, including copyrights, trademarks, search engines and privacy and how they may affect your practice.

10:00-10:45

Privacy by Design Basics

Lara Kehoe Hoffman, Privacy and Data Security Counsel, Autodesk

Sometimes it feels like privacy is in the news almost daily, and it's certainly on the minds of customers and regulators around the world. What can you do to help your clients and business colleagues engage in best practices in this fast developing environment? Develop a Privacy by Design plan to help steer a clear path using high-level principles as your baseline.

10:45-11:00

BREAK

11:00-noon

Dealing with Data Breaches: Between a Hacker Rock and a Regulatory Hard Place

William L. Stern, Morrison & Foerster

Nicholas Cramer, Director-Data Breach Response, AllClear ID (formerly Debix, Inc.)

Your company or your client's company has just been hacked, what do you do next? With data breaches a reality that cannot be wished away, preparing in advance is vital to recognize, parse, and assess a breach, and then orchestrate the dimensions of an appropriate response internally, as well as to customers and regulators. Drawing on their extensive experience, our panelists will provide guidance on this topic.

12:15-1:30

Lunch Keynote: Social Models and Innovation Ecosystems

Peter Coffee, VP and Head of Platform Research, salesforce.com Inc.

Debate over social systems underrates their capacity to transform processes and to catalyze new modes of personal interaction. Relationships between companies and customers, and idea flow in collaborative systems, create novel opportunities but also demand re-examination of intellectual property ownership. Peter Coffee, veteran industry analyst, will explore these issues, from separating reality from hype to a perspective of where we're likely going.

1:45-2:45

Practical Strategies for Dealing with Impersonation and Reputational Harm on the Internet

Charles J. Harder, Wolf, Rifkin, Shapiro, Schulman and Rabkin LLP

Timothy Yip, Product & Business Counsel, Twitter

Have you seen what's being written about your client on the Internet? The floodgates of speech have been fully opened with the explosion of the Internet and social media. Much of it is innocuous or protected free speech, but some of it can be harmful and actionable. The speakers will present both the law and practical insights on these issues, with particular focus on how you can help your clients address the problems associated with online impostors, defamers, and infringers. Timothy Yip deals with these issues as in-house counsel at Twitter. Charles Harder is a litigator who represents both celebrities and businesses in these areas.

2:45-3:00

BREAK

3:00-4:00

Tech Agreements in an Online World: Eight Key Clauses and the Misunderstandings that Burden Them

David Tollen, Adeli & Tollen LLP, Tech Contracts Chalkboard

David Tollen is the author of the ABA's bestselling manual on IT agreements, *The Tech Contracts Handbook*—published by the IP Section of the ABA. He will speak on the impact of online business models on technology contracts. He'll address clauses the Internet makes crucial—including data indemnities, data security, and cloud and SaaS subscriptions—as well as the widespread misunderstandings that keep lawyers from handling them effectively.

4:00-5:30

How to Win the Battle Without Losing the War - Tips and Strategies to Address Infringement on the Internet

Moderator: Jimmy Nguyen, Davis Wright Tremaine LLP

Deborah Greaves, Secretary & General Counsel, True Religion Brand Jeans

Christian Dowell, Legal Director of Global Brand & IP Litigation, Yahoo, Inc.

David Kaplan, Senior Vice President and IP Counsel Worldwide Anti-Piracy Operations, Warner Bros. Entertainment Inc.

The Internet continues to be a rampant arena for infringement that confounds trademark and copyright owners. In this dynamic closing session, panelists from three leading companies will provide their "in the trenches" perspective and practical tips on how to combat counterfeiting, brand infringement, and piracy in the online arena. Areas for discussion include:

- * Creative litigation, legislative, and practical solutions to combat web sites selling counterfeit goods;
- * Brand protection challenges triggered by new gTLDs and social media platforms;
- * Online piracy of copyrighted content – working with intermediaries, crossing over with counterfeit issues, and leveraging international negotiations;
- * How to effectively spend IP enforcement dollars.

5:30-6:30

Networking Mixer For the Traffic Challenged

REGISTRATION INFORMATION

ONLINE REGISTRATION:

<http://ipsection.calbar.ca.gov>

REGISTRATION BY MAIL:

Your registration must be received no later than Friday, September 7, 2012. Please send your completed registration form and check payable to The State Bar of California to:

*Program Registrations
The State Bar of California
180 Howard Street
San Francisco, CA 94105-1639*

REGISTRATION BY FAX:

Fax to program registrations at (415) 538-2368. VISA/MasterCard only. Credit Card information is mandatory

ON-SITE REGISTRATIONS:

On-site registration opens at 8:00 AM and is subject to space availability.

CANCELLATIONS/REFUND POLICY:

Cancellations and requests for refunds must be received in writing no later than Friday, September 7, 2012 and are subject to a \$25 service charge. Refunds will not be available after Friday, September 7, 2012.

SPECIAL ASSISTANCE:

For special assistance, please call (415) 538-2375.

QUESTIONS:

For registration information call (415) 538-2508. Telephone registrations will not be accepted. For program content and/or Section information call (415) 538-2375.

AUDIO CDs:

Audio CDs of the program will be available with a complete set of written materials from Versa-Tape. To order, please call 1-800-468-2737.

PROGRAM PLANNING COMMITTEE

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The 2012 IP and The Internet Conference
Friday, September 14, 2012

REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

(Required for email confirmation)

Program package includes 7.25 hours of MCLE credit, program materials, continental breakfast, lunch and hosted networking reception.

PRE-REGISTRATION FEES (check the appropriate circle)

- \$395** Members of the State Bar of California Intellectual Property Section
- \$470** Non-Section members (includes enrollment in the Intellectual Property Law Section for 2012)
- \$270** Law Clerks, Paralegals and Non-Attorneys
- \$100** Students (Non-Attorney)
- \$470** All Registrations after Friday, September 7, 2012

AMOUNT ENCLOSED OR TO BE CHARGED \$ _____

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Deadline: In order to pre-register, your form and check, payable to the State Bar of California, or credit card information, must be received by Friday, September 7, 2012

Register Online: <http://ipsection.calbar.ca.gov>

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