



THE STATE BAR OF CALIFORNIA  
INTELLECTUAL PROPERTY SECTION  
PRESENTS

Earn 7.25 Hours  
MCLE of which 1.0 Hour  
applies to Legal Ethics

# WWW

## The 2014 IP and The Internet Conference

THURSDAY, JUNE 12, 2014

**The Luxe Hotel-Sunset Blvd**

11461 Sunset Blvd  
Los Angeles, CA 90049  
Tel: (310) 476-6571



*Computer Packages Inc*

**AHERN** | INSURANCE  
BROKERAGE

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

# PROGRAM

**8:00 am**

---

## **Registration/Continental Breakfast**

**8:30 am-8:45 am**

---

### **Welcome & Opening Remarks**

We begin with Bennet Kelley providing a brief overview of the conference and connecting the dots on the various sessions that fill the day.

- *Warren L. Dranit, Partner, Spaulding, McCullough & Tansil LLP*
- *Bennet Kelley, Internet Law Center*

**8:45 am-9:45 am**

---

### **Hot Topics In Internet Law [1.0 Hour]**

Ever popular, Ian Ballon 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.

- *Ian Ballon, Shareholder, Greenberg Traurig*

**9:50 am-10:50 am**

---

### **Ethical and Privacy Challenges in Internet Policy [1.0 Hour Legal Ethics]**

Drawing from his many high profile roles in the business and legal community, Chris Kelly will provide a unique exploration of many of the ethical and privacy challenges that arise from establishing and complying with internet policy.

- *Chris Kelly, former Chief Privacy Officer and General Counsel at Facebook and 2010 candidate for California Attorney General*

**10:50 am-11:05 am**

---

### **BREAK**

**11:05 am-12:20 pm**

---

### **Bringing Clarity to the Cloud: IP and Other Legal Issues in Cloud Services [1.25 Hours]**

More and more businesses are migrating to a climate of cloud-based services. Navigating the fog of IP ownership issues, data security risks and performance warranties can be daunting. Our panel of technical, business and legal experts will seek to evaporate the air of confusion and bring clarity to negotiating contracts for cloud-based services.

- *Moderator: Kevin De Bré, Partner, Stubbs Alderton & Markiles, LLP*
- *Bob Green, CTO consultant for Singer Lewak*
- *Jeff Adelman, General Counsel and Secretary, j2 Global, Inc.*
- *Adam F. Wergeles, Chief Legal Officer, ReachLocal, Inc.*
- *Adam Weiss, General Counsel, Cornerstone OnDemand*

# SCHEDULE

**12:30 pm-2:00 pm**

---

**Luncheon Keynote: Virtual Currency [1.0 Hour]**

The Internet has challenged traditional ways of thinking about intellectual property: the globally interconnected world we live in today is very different from anything we've ever seen before. But a second wave is coming our way: the Internet of Value. Bitcoin and other digital currencies are emerging as a new way to track and exchange anything of value. These digital platforms could streamline existing payments and enable micro-payments; they could usher in transformations like "smart contracts" and distributed autonomous organizations. If the promise becomes reality, it will change how we come together as humans and economic actors and challenge how we think about legal rights, intellectual property, and how the world works.

- *Mary Dent, Co-Founder, dclQ*

**2:05 pm-3:05 pm**

---

**The Reality of Augmented Reality [1.0 Hour]**

While Google Glass gets much of the attention, a broad range of augmented reality technologies are beginning to integrate into our daily lives at an accelerated rate. Ben Esplin and Ari Popper will take you on a well-grounded tour of where the technology is today, where it will likely be tomorrow and explore some of the many legal issues which arise from the use and integration of these augmented reality technologies.

- *D. Benjamin Esplin, Partner, Pillsbury Winthrop Shaw Pittman LLP*
- *Ari Popper, A20 Technologies*

**3:05 pm-3:20 pm**

---

**BREAK**

**3:20 pm-5:30 pm**

---

**The Changing Landscape of Privacy and Data Security Law [2.0 Hours]**

Few issues have had greater impact on the internet in the last few years than the debate over privacy and data security. These complex questions affect attorneys and entrepreneurs regardless of specialty, industry, or discipline, and anyone working in a high-tech field should understand their rights and responsibilities in relation to privacy and security.

This extended-length panel will discuss topics including the major cases in privacy in the last few years; the demands of complying with new privacy laws; the legal ramifications of government and corporate surveillance; and many other major issues in privacy law today. We will also discuss the changing legal landscape of digital security with respect to federal laws, state laws, and regulatory enforcement, as well as the increasing danger of high-profile data breaches. Experts in privacy and data security will take a close look at the distinctions and overlaps between the two disciplines, and offer practical tips on building privacy and security into an organization.

- *Moderator: Hannah Poteat, Poteat Law*
- *Jamie Bryce Clark, General Counsel, OASIS*
- *Jonathan Fox, Director of Data Privacy, McAfee, Inc.*
- *Tanya Forsheit, Partner, Information Law Group*
- *Alan L. Friel, Partner, Baker Hostetler*

**The 2014 IP and The Internet Conference**  
**Thursday, June 12, 2014**

# 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 which 1.0 hour applies to legal ethics 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
- \$490** Non-Section members (includes enrollment in the Intellectual Property Law Section for 2014)
- \$270** Law Clerks, Paralegals and Non-Attorneys
- \$100** Students (Non-Attorney)
- \$490** All Registrations after Thursday, June 5, 2014

**AMOUNT ENCLOSED OR TO BE CHARGED** \$ \_\_\_\_\_

## CREDIT CARD INFORMATION (VISA/MasterCard Only)

I authorize the State Bar of California to charge my program registration to my VISA/MasterCard account. (No other credit card will be accepted.)

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ (Visa or MasterCard only)

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**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 Thursday, June 5, 2014

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

**Mail To:** Program Registrations, The State Bar of California,  
180 Howard Street, San Francisco, CA 94105.

**Fax To:** Program Registration at 415-538-2368. In order to fax your registration, credit card information is MANDATORY.  
**(Photocopies of checks will NOT be accepted.)**

The State Bar of California and the Intellectual Property Section are approved State Bar of California MCLE providers.

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

# REGISTRATION INFORMATION

## **ONLINE REGISTRATION:**

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

## **REGISTRATION BY MAIL:**

Your registration must be received no later than Thursday, June 5, 2014. 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*

## **REGISTRATION BY FAX:**

Fax to program registrations at (415) 538-2368, in order to fax your registration, credit card information is mandatory

## **CANCELLATIONS/REFUND POLICY:**

Cancellations and request for refunds must be received In writing by June 5, 2014 and is subject to a \$25 service charge. Substitute registrants are allowed but must register in their own name at the meeting to receive MCLE credit.

## **ON-SITE REGISTRATIONS:**

Limited and subject to availability, call to confirm space availability. Please register in advance.

## **SPECIAL ASSISTANCE:**

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

## **QUESTIONS:**

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

## **CYLA Members:**

Now offering 25% off registration. Call (415) 538-2375 for more information.

## **PROGRAM PLANNING COMMITTEE**

### **Warren Dranit– Chair**

*Spaulding McCullough & Tansil LLP  
Dranit@smlaw.com*

### **Bennet Kelley**

*Internet Law Center  
bkelly@internetlawcenter.com*

### **Hannah Poteat**

*Poteat Law  
hpoteat@poteatlaw.com*

### **Erica Bristol**

*EB Mediate  
ericab@ebmediate.com*

## **INTELLECTUAL PROPERTY LAW SECTION CONFERENCE COORDINATOR**

### **Kristina Robledo**

*The State Bar of California  
Kristina.robledo@calbar.ca.gov*



THE STATE BAR OF CALIFORNIA  
Intellectual Property Section  
180 Howard Street  
San Francisco, California 94105

# The 2014 IP and The Internet Conference

THURSDAY, JUNE 12, 2014

**The Luxe Hotel-Sunset Blvd**

11461 Sunset Blvd,

Los Angeles, CA 90049

Tel: (310) 476-6571

Earn 7.25 Hours MCLE of which 1.0 Hour  
applies to Legal Ethics

REGISTER ONLINE:

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



MIX  
Paper from  
responsible sources  
FSC® C102514  
www.fsc.org