American Conference Institute’s

IN-HOUSE COUNSEL SUMMIT ON

MANAGING & SETTLING
CORPORATE PATENT LITIGATION

CONTROLLING COSTS AND MANAGING EXECUTIVE EXPECTATIONS

March 20-21, 2007 • Warwick New York Hotel • New York City

DISTINGUISHED CO-CHAIRS:

Jeffrey N. Myers, Ph.D.
Assistant General Counsel Intellectual Property Enforcement
Pfizer Inc. (New York)

Buck de Wolf
Senior Counsel - Litigation & Legal Policy
General Electric Company (Fairfield, CT)

INDUSTRY INSIGHTS FROM:

- BellSouth Corporation
- Boehringer Ingelheim Pharmaceuticals, Inc.
- EchoStar Satellite LLC.
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- Fujitsu American, Inc.
- General Electric Company
- Kraft Foods Holdings, Inc.
- Medtronic, Inc.
- Nortel Networks
- Novo Nordisk
- Pfizer Inc.
- Thomas & Betts Corporation
- Verizon

MANAGE executives’ expectations
CONTROL litigation costs
REDUCE the time and resources spent on discovery
DEVELOP an effective e-discovery plan
ACQUIRE winning settlement strategies

Plus Don’t Miss!

Mastering the Technology of E-Discovery and Document Management

March 22, 2007

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ACI's In-House Counsel Summit on Managing & Settling Corporate Patent Litigation is the only conference solely devoted to needs of in-house counsel. This conference will focus on the everyday challenges faced by in-house counsel such as communicating the risk and expense of patent litigation to management, controlling the costs of litigation, and settling litigation. Hear strategies and best practices for overcoming these challenges from experienced in-house counsel from a wide array of industries.

Gain control over patent litigation expenses

Patent litigation is costly for any company regardless of size or industry. Not only does it drain internal resources, but verdicts in the millions have become commonplace. Learn how to avoid litigation when possible, reduce internal costs when litigation has become inevitable, and continue with business plans while litigation is pending at this unique event.

Don’t miss out on this one-of-a-kind conference

Learn from your colleagues from across the country and benefit from the extensive written materials prepared by the speakers especially for this conference. Register now to ensure your place at what’s sure to be a sold-out event. Call 1-888-224-2480, fax your registration form to 1-877-927-1563, or register online at www.americanconference.com/corporatepatentlit

Agenda-at-a-Glance

- Effectively Communicating to Management a Realistic Picture of the Litigation
- Maneuvering the Corporation Through Pre-Litigation Demands
- Strategies Every In-House Attorney Can Employ to Control Litigation Costs
- Getting Control Over the Most Costly and Time-Consuming Part of Litigation: Discovery Management
- Making the Burden of E-Discovery Manageable
- Developing Clear Business Objectives That Will Drive Litigation Strategy
- Ensuring Critical Information Gets Shared Between Legal and Business Teams During Ongoing Litigation
- Key Legal Tactics In-House Counsel Needs to Know For Developing a Winning Litigation Strategy
- Innovative Solutions for Avoiding Litigation
- Strategies for Achieving an Optimum Settlement
- Resolving Ethical Dilemmas in Patent Litigation

Continuing Education Credits

Accreditation will be sought in those jurisdictions requested by registrants which have continuing legal education requirements. To request credit, please check the appropriate box on the Registration Form.

This course has been approved in accordance with the requirements of the New York State Continuing Legal Education Board in the amount of 15.0 hours, 1.5 of which will apply to legal ethics. An additional 3.5 credit hours will apply to workshop participation.

ACI certifies that this activity has been approved for CLE credit by the State Bar of California in the amount of 12.5 hours, 1.25 of which will apply to legal ethics. An additional 3.0 credit hours will apply to workshop participation.

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Benjamin Greenzweig
Director of Business Development, U.S.
(212) 352-3220 ext. 238 or
B.Greenzweig@AmericanConference.com
9:45  Maneuvering the Corporation Through Pre-Litigation Demands

Michael Bishop
Chief Intellectual Property Counsel
BellSouth Corporation
Vice-President & General Counsel
BellSouth Intellectual Property Corporation (Atlanta, GA)

Cynthia E. Kernick
Partner, Reed Smith LLP (Pittsburgh, PA)

12:30  Networking Luncheon
Getting Control Over the Most Costly and Time-Consuming Part of Litigation: Discovery Management

Kenneth R. Adamo  
Partner  
Jones Day  
(Cleveland, OH)

Marc A. Began  
Senior Patent Counsel  
Novo Nordisk  
(Princeton, NJ)

Debbie K. Wright  
Chief Counsel, Global Patents  
Kraft Foods Holdings, Inc.  
(Northfield, IL)

- Obtaining cooperation of employees in complying with discovery requests  
  - managing work schedules  
  - adjusting attitudes  
  - convincing employees that discovery obligations are real and not meant to inconvenience them
- Reducing costs through comprehensive document production at the outset
- Evaluating costs in terms of diverting employees from their usual functions  
  - getting good discovery without draining corporate resources
- Working with outside counsel to meet discovery demands  
  - allowing outside counsel access to employees  
  - understanding and coordinating how much time outside counsel will need with employees  
  - getting internal witnesses to understand what the case is about and their role
- Dealing with requests for documents that don't exist or are held by third parties  
  - avoiding sanctions by communicating document production limitations to outside counsel

3:00  Afternoon Refreshment Break

3:15  Making the Burden of E-Discovery Manageable

Elizabeth “Betty” Ann Morgan  
Member of the Firm  
Epstein Becker & Green, P.C. (Atlanta, GA)

Patrick Oot  
Director of Electronic Discovery & Senior Counsel  
Verizon Legal Department (Arlington, VA)

Christopher J. Renk  
Partner, Banner & Witcoff, Ltd. (Chicago, IL)

- Learning the company’s computer software and hardware inside and out to create an effective plan for accessing and preserving information
- Fine tuning existing plans for maintenance and retention of documents to comply with the new rules
- Training and monitoring strategies to strengthen employee compliance with e-discovery rules
- Planning ahead and budgeting for e-discovery  
  - explaining to management that not budgeting for e-discovery can cost them the case
- Cost-effective approaches for locating responsive and relevant data

4:30  Conference Adjourns to Day 2
12:00 Networking Luncheon 🍽

1:15 Innovative Solutions for Avoiding Litigation

Michael Jaro
Vice President and Chief Patent Counsel
Medtronic, Inc. (Minneapolis, MN)

- Creating enough risk for competitors to steer them away from litigation
- Making the company a less interesting target for patent trolls
  - having a good licensing system that will attract inventors
- Protecting products by buying potentially adverse patents
- Retaining the services of a patent broker to survey the patent landscape

2:00 Strategies for Achieving an Optimum Settlement

Ernest Higginbotham
Vice President, Litigation, Nortel Networks (Richardson, TX)

- Determining what the case is worth
- Assembling the negotiation team
- Choosing the right time to begin settlement talks
- Determining which forum to use for settlement talks
- Evaluating your settlement options long before being pressured into a settlement conference
- Assessing the consequences of settling too often or too quickly
- Drafting a settlement agreement that accurately reflects the terms of the settlement
  - resolving agreement language and term disagreements

2:15 Afternoon Refreshment Break 🍵

3:15 Resolving Ethical Dilemmas in Patent Litigation

Thomas H. Watkins
Partner, Brown McCarroll, L.L.P. (Austin, TX)

- What to disclose and what to hold back from outside counsel when seeking an opinion letter
- Determining when and what documents to preserve
- Inadvertent disclosure of documents
  - what should be done when inadvertently provided with privileged information?
  - what should be done with the information gained prior to knowing it was privileged?
- Obtaining information beneficial to the company’s business interests during discovery – how should in-house counsel react
- Communications with the BOD
  - what should be told to the BOD and what should be withheld?
  - getting approval for legal actions while still maintaining the attorney/client privilege

3:30 Conference Concludes
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REGISTRATION FORM

PRIORITY SERVICE CODE: 689L07.WEB

ATTENTION MAILROOM: If undeliverable to addressee, please forward to: Patent Counsel – Litigation Counsel

CONFERENCE CODE: 689L07-NYC

YES! Please register the following delegate(s) for MANAGING & SETTLING CORPORATE PATENT LITIGATION

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APPROVING MANAGER ________________________________ POSITION ________________________________

ORGANIZATION ________________________________

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