

Intellectual Property Congress for Green Energy Technology

April 27-28, 2011 • Hilton San Francisco Financial District • San Francisco, CA

Expediting Green Innovation Through the Patent Office to Abroad

“A High-Level Summit of the Leaders in Green IP”

21 Speakers
11 Sessions/4 Interactive Panels
2 Days

The inaugural Intellectual Property Congress for Green Energy Technology brings you a focused, market driven agenda featuring the USPTO, U.S. Department of Energy, **3** leading Universities, **8** Industry Experts, **7** In-House General and IP Counsel and the leader in market news and research... the only conference you need to attend in 2011.

KEYNOTE

Examining Green Energy Technology Patent Reform and Preparing for the Future of IP Legislation



Robert Bahr
Acting Associate Commissioner for Patent Examination Policy
UNITED STATES PATENT AND TRADEMARK OFFICE

FEATURED PRESENTATIONS

Speed, Ownership, Education: Leveraging Government Assistance and How Your Business Can Benefit



John Lucas
Senior Intellectual Property Counsel in the Office of the Assistant General Counsel for Technology Transfer and Intellectual Property
U.S. DEPARTMENT OF ENERGY

The University's Role in Conception, Testing and Transfer of Green Energy Commercialization



Kathryn A. Atchison, D.D.S., M.P.H.
Vice Provost of Intellectual Property and Industry Relations
UCLA



Kathleen McCowin, MS JD
Licensing Officer, IPIRA – Office of Technology Licensing
UNIVERSITY OF CALIFORNIA, BERKELEY

Leading Universities

Jorge L. Contreras, *Acting Director of the Intellectual Property Program and Senior Lecturer in Law*, **WASHINGTON UNIVERSITY SCHOOL OF LAW**

Carol Mimura, Ph.D., *Asst. Vice Chancellor for Intellectual Property & Industry Research Alliances (IPIRA)*, **UNIVERSITY OF CALIFORNIA, BERKELEY**

In-House General and IP Counsel

Andrew Filler, *General Counsel and Vice-President, Intellectual Property*, **NANOSYS, INC**

Wendy Neal, *Vice President and Chief Legal Officer*, **ARCADIA BIOSCIENCES**

Richard T. Ogawa, Esq., *Chief Intellectual Property Officer*, **STION, SORAA, TOPANGA TECHNOLOGIES, & PVT SOLAR**

Gil Ohana, *Senior Director, Antitrust and Competition*, **CISCO SYSTEMS, INC.**

Alex Sousa, Esq., *Counsel*, **INNOVALIGHT, INC**

Chris King, *Chief Regulatory Officer*, **EMETER**

Dan Lang, *Managing Director, Worldwide Intellectual Property*, **CISCO SYSTEMS, INC.**

Industry Experts

Ralph Avallone, *International President*, **GREEN ENERGY COUNCIL**

James G McEwen, *Co-Author, Intellectual Property in Government Contracts: Protecting and Enforcing IP at the State and Federal Level*

David S Bloch, *Co-Author, Intellectual Property in Government Contracts: Protecting and Enforcing IP at the State and Federal Level*

Eric Lane, *Author, Clean Tech Intellectual Property: Eco-marks, Green Patents, and Green Innovation*; **GREENPATENTBLOG.COM**

Michael Tschupp, *Founder and Author*, **SUSTAINABLEMARKS.COM**

Victor Menotti, *Executive Director*, **INTERNATIONAL FORUM ON GLOBALIZATION**

Marc Groz, *Managing Director - Head of Corporate Development*, **SPM LLC**

Philip Totaro, *Principal*, **TOTARO & ASSOCIATES**

Market News and Research

Michael Kanellos, *Editor-In-Chief*, **Greentech Media**

MEDIA PARTNERS



Green Patent Blog®



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Intellectual Property Congress for Green Energy Technology

Expediting Green Innovation Through the Patent Office to Abroad

Dear Colleague,

Welcome to the inaugural **Intellectual Property Congress for Green Energy Technology!** The for-you/by-you agenda is designed to help your Legal Counsel create and implement more efficient, less costly IP management strategies by navigating the evolving legislative landscape, monetizing and maximizing technology IP, and mitigating risk.

The Reality

In the ever-burgeoning green energy and technology industries, effective IP management is key to achieving competitive advantage. However, changes in case law and patent reform, and new threats to brand security on the web present formidable obstacles for heavily scrutinized in-house IP teams. Also, while certain industries have advanced significantly in IP management over the past decade, the Green Energy and Technology Industries have a long way to go in protecting and defending their core IP and innovations. They must initiate strong forward-thinking strategies on optimizing IP portfolios and leveraging aggressive risk mitigation strategies, in which in-house counsel safeguard crucial corporate assets and fortify their value propositions within the greater organizational framework, both in the United States and abroad.

Keynote Address

Robert W. Bahr, *Acting Associate Commissioner for Patent Examination Policy, United States Patent and Trademark Office*, brings his expertise and viewpoints to the stage, sharing a rare inside look at the governing body of US intellectual property, examining patent reform and exploring ways to prepare for the future of IP legislation.

Comprehensive Case Examples on Legislation, Monetization & Risk

- **Innovalight** - Assessing The Latest Legislative Developments in Europe and China
- **Berkeley & UCLA** - The University's Role in Conception, Testing and Transfer of Green Energy Commercialization
- **U.S. Department of Energy** - Speed, Ownership, Education: Leveraging Government Assistance and How Your Business Can Benefit
- **Arcadia Biosciences** - Developing Strategic Licensing Models For Green Technology To Monetize IP
- **PVT Solar** - Closing Cross-Border Joint Venture Deals in Green Technologies Using Intellectual Property
- **Nanosys, Inc** - Monetizing Patent Portfolios: Best Practices from Leading Patent Strategists
- **"Intellectual Property in Government Contracts" Author** - Green IP Litigation: Protecting Green Energy Technologies
- **"Clean Tech Intellectual Property" Author** - Capitalizing on Accelerated Review for Green Innovation
- **SustainableMarks.com** - Opportunities and Challenges in Green Branding and Marketing
- **Cisco Systems, Inc.** - IP Issues in Smart Grid: IP Protection for Smart Grid Hardware and Software

The Networking

World Research Group recognizes the importance of capturing new opportunities, strategies and connections. We are delighted to offer extended networking breaks throughout the conference. We are serious in ensuring that your time at this conference is a great investment.

Discounts Available

We offer both group rates and other discounts. Register today by calling **800-647-7600** or **781-939-2500** to reserve your place. I look forward to greeting you personally in San Francisco!

Best regards,



Jeffrey Chernick
Conference Director



Oksana Shubchinskaya
Managing Director

WHO SHOULD ATTEND

Chief IP Counsel

IP Counsel

Patent Counsel

General Counsel

Chief Information Officer

Chief Technology Officer

Chief Privacy Officer

Chief Risk Officer

Intellectual Asset Management

Business Development

Product Development

Technology Planning

Research & Development

From the following Business Sectors:

Companies Fostering Green Initiatives

Green Energy Companies

Software Companies

Internet Companies

Financial Services

As well as

Law Firms

IP Attorneys

IP Consultants

Universities

Patent Agents

IP Software Providers

Analysts

Patent Portfolio Management Consultants

REGISTER 3
ATTENDEES & THE
4TH ATTENDS FREE!

Day One: April 27, 2011

7:30

Event Registration and Coffee

8:30

Chairperson's Opening Remarks



Ralph Avallone

International President

GREEN ENERGY COUNCIL

8:45

Green Energy Battlegrounds: Assessing The Latest Legislative Developments in Europe and China

- Understanding the latest in international trade and licensing regulations
- Taking advantage of China's various regions and differences
- Enforcing IP protection from across the sea



Alex Sousa, Esq.

Counsel

INNOVALIGHT, INC

9:30

FEATURED PRESENTATION

The University's Role in Conception, Testing and Transfer of Green Energy Commercialization

- Assessing University strengths in Intellectual Property
- Identifying emerging green technologies and faculty expertise
- The role of incubators in commercializing greentech



Kathryn A. Atchison, D.D.S., M.P.H.

Vice Provost of Intellectual Property and Industry Relations

UCLA



Kathleen McCowin, MS JD

Licensing Officer, IPIRA – Office of Technology Licensing

UNIVERSITY OF CALIFORNIA, BERKELEY

10:30

Networking Break & Refreshments

11:00

KEYNOTE SPEAKER

Examining Green Energy Technology Patent Reform and Preparing for the Future of IP Legislation

- Providing feedback on legislation and the reasons such laws are put into place
- Giving insight into how the system works and ways in which IP counsels can prepare themselves
- Allowing your voice to be heard by the very decision makers that regulate your business



Robert Bahr

Acting Associate Commissioner for Patent Examination Policy

UNITED STATES PATENT AND TRADEMARK OFFICE

12:00

Networking Luncheon

1:00

FEATURED PRESENTATION

Speed, Ownership, Education: Leveraging Government Assistance and How Your Business Can Benefit

- Providing direction on how to do business with the government
- Commercializing technologies that are not standard
- Crossing the valley of death and getting venture capital money



John Lucas

Senior Intellectual Property Counsel in the Office of the Assistant General Counsel for Technology Transfer and Intellectual Property

U.S. DEPARTMENT OF ENERGY

2:00

PANEL DISCUSSION

Getting Creative: Developing Strategic Licensing Models For Green Technology To Monetize IP

- Gaining value from tech-creative IP mechanisms
- Balancing risk through specific licensing tactics
- Licensing in components and designing for modularity



Wendy Neal

Vice President and Chief Legal Officer

ARCADIA BIOSCIENCES



Michael Kanellos

Editor-In-Chief

GREENTECH MEDIA



Marc Groz

Managing Director - Head of Corporate Development

SPM LLC

Andrew Filler

General Counsel and Vice-President, Intellectual Property

NANOSYS, INC

2:45

Networking Break & Refreshments

3:15

Closing Cross-Border Joint Venture Deals in Green Technologies Using Intellectual Property

- Developing a business and funding strategy leveraging the company's IP
- Identifying a joint venture partner for funding and multiple strategic business relationship
- Closing the deal while leveraging and protecting the company's IP



Richard T. Ogawa, Esq.

Chief Intellectual Property Officer

STION, SORAA, TOPANGA TECHNOLOGIES, & PVT SOLAR

4:00

FEATURED PANEL

Monetizing Patent Portfolios: Best Practices from Leading Patent Strategists

- Illustrating practical strategies to help drive higher revenue without compromising your budget

- Leveraging existing patent portfolios to find new sources of income
- Taking advantage of the services and tools offered by vendors



Andrew Filler
General Counsel and Vice-President, Intellectual Property
NANOSYS, INC



Carol Mimura, Ph.D.
Asst. Vice Chancellor for Intellectual Property & Industry
Research Alliances (IPIRA)
UNIVERSITY OF CALIFORNIA, BERKELEY



Michael Kanellos
Editor-In-Chief
GREENTECH MEDIA



Victor Menotti
Executive Director
INTERNATIONAL FORUM ON GLOBALIZATION

5:00
COCKTAIL RECEPTION

Day Two: April 28, 2011

7:30
Registration and Coffee

8:15
Chairperson's Opening Remarks



Ralph Avallone
International President
GREEN ENERGY COUNCIL

8:30 **PANEL DISCUSSION**

IP Issues in Smart Grid: IP Protection for Smart Grid Hardware and Software

- The relation to Smart Grid standards
- Southern California's pending broad smart grid patent
- The role of cybersecurity and protecting IP in regulatory proceedings



Jorge L. Contreras
Acting Director of the Intellectual Property Program and Senior
Lecturer in Law
WASHINGTON UNIVERSITY SCHOOL OF LAW



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CISCO SYSTEMS, INC.



Chris King
Chief Regulatory Officer
EMETER



Dan Lang
Managing Director, Worldwide Intellectual Property
CISCO SYSTEMS, INC.

9:15 **FEATURED PANEL**

Capitalizing on Accelerated Review for Green Innovation

- Qualifying for the USPTO's Green Technology Pilot Program

- Understanding program regulations and its latest modifications
- Leveraging effective patent filing strategies & practices



Richard T. Ogawa, Esq.
Chief Intellectual Property Officer
STION, SORAA, TOPANGA TECHNOLOGIES, & PVT SOLAR



Eric Lane
Author
Clean Tech Intellectual Property: Eco-marks, Green Patents,
and Green Innovation
GREENPATENTBLOG.COM



James G McEwen
Co-Author
**Intellectual Property in Government Contracts: Protecting
and Enforcing IP at the State and Federal Level**



Michael Tschupp
Founder and Author
SUSTAINABLEMARKS.COM

10:00
Morning Refreshment and Networking Break

10:30 **FEATURED PRESENTATION**

Current and Future Trends in Wind Turbine Technology

- Patent landscape results identify over 1600 US patents
- How Cost of Energy (COE) drives innovation
- Future trends in technology and patents



Philip Totaro
Principal
Totaro & Associates

11:15
Green IP Litigation: Protecting Green Energy Technologies

- Exploring green IP and disputes in government contracts
- Leveraging patents under the Bayh-Dole Act
- Mastering the claims process



David S Bloch
Co-Author
**Intellectual Property in Government Contracts: Protecting
and Enforcing IP at the State and Federal Level**

12:00
Opportunities and Challenges in Green Branding and Marketing

- Developing and protecting strong green brands in a marketplace already crowded with eco-friendly brands
- Preventing and dealing with refusals of eco-friendly trademarks as being generic or merely descriptive
- Avoiding greenwashing: making environmental claims that are compliant with truth-in-advertising standards



Michael Tschupp
Founder and Author
SUSTAINABLEMARKS.COM

12:45
Conference Concludes

MEDIA PARTNERS

Green Patent Blog®

Eric Lane is the founder and author of Green Patent Blog - www.greenpatentblog.com - a web site dedicated to discussion and analysis of intellectual property issues in clean technology. Mr. Lane is also the author of *Clean Tech Intellectual Property: Eco-marks, Green Patents, and Green Innovation*, the first comprehensive review of intellectual property and clean technology.



SOLAR THERMAL
magazine

Each and every day, Solar Thermal Magazine.com brings news, features, video and images via the internet to the consumer and renewable energy industry alike, in an effort to promote the technology that can literally "change the world". Whether you are looking to power a city or your hot water heater, Solar Thermal Magazine.com is the resource for you.



Michael Tschupp is a trademark practitioner and a registered patent attorney with significant experience litigating IP issues. He is the founder and author of the Sustainable Marks blog (sustainablemarks.com), dedicated to the unique trademark, patent, and advertising legal issues relevant to the green industry.



The IGEC is an International association comprised of individuals and companies that promote "Green" (sustainable) forms of energy production, renewable energy sources, sustainable design practices and advanced thinking in utilizing education and information for the promotion of being better stewards of our environment.

REGISTRATION INFORMATION

Industry-specific events help 80% of B2B marketers reach decision makers, generate qualified leads, and build brand awareness. According to American Business Media, B2B events are ranked #1 for helping business decision makers find out about new products and services.

At WRG, we spend our time understanding the business needs of the primary market. Our conferences and seminars are designed to ensure the delivery of the most pertinent and timely content on new product and services. That's why 95% of companies attending WRG programs make a point of returning.

We view solution providers as partners and assist them in:

- Being more effective in reaching the target audience before, at and after the face-to-face experience
- Gaining direct and personal access to potential clients
- Maximizing the investment in making connections and developing relationships
- Organizing face-to-face meetings

- Becoming part of the decision making to enhance the conference/seminar program experience
- Consulting as their editorial content advisor
- Creating an experience that matches the client's goals to the market's needs
- Coming away with leads and a positive ROI

Specific partnership opportunities with WRG depend on how we can best meet the needs of the individual client. We work closely with clients to create a worthwhile investment. Examples of participation from solution providers include, but are not limited to:

- On-site service demos
- Topic matter expertise
- Exhibiting
- Reception/luncheon/breakfast sponsorship
- Compendium sponsor
- Specialized track hosts
- Discussion group leaders
- Topic moderators

For more information on WRG partnership opportunities, please contact **Caroline Statman at 646-723-8025 or caroline.statman@worldrg.com**.

REGISTRATION INFORMATION

Law Firms	Register Before 03/04/2011	Register After 03/04/2011
Conference	\$ 1595.00	\$ 1895.00
Corporate Counsel	Register Before 03/04/2011	Register After 03/04/2011
Conference	\$ 795.00	\$ 1095.00
Government and Academia	Register Before 03/04/2011	Register After 03/04/2011
Conference	\$ 395.00	\$ 595.00

Fee includes morning coffee, lunch, refreshments, and conference documentation. Please make checks payable to WRG Research, Inc.

TEAM DISCOUNT: Register 3 team members from the same organization at the same time and the 4th team member attends FREE! (Valid only at regular registration rate.)

SATISFACTION GUARANTEED: World Research Group stands behind the quality of its conferences. If you are not satisfied with the quality of the conference, a credit will be awarded towards a comparable World Research Group conference of your choice.

PAYMENT POLICY/SUBSTITUTIONS/CANCELLATIONS: Registration fees must be paid by April 6, 2011. Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. All cancellations received on or before April 6, 2011 will be subject to a \$295 administrative charge. We regret that no refund for cancellations will be made after this date. In case of conference cancellation, World Research Group's liability is limited to refund of the conference registration fee only. World Research Group reserves the right to alter this program without prior notice. All cancellations must be submitted in writing on or before 21 days prior to the conference date in order to receive a refund, minus cancellation fee.

CONFERENCE VENUE:

Hilton San Francisco Financial District
750 Kearny Street
San Francisco, CA 94108
Phone: 1-415-433-6600
Fax: 1-415-765-7891

Rate: \$189

Cut off date: April 5, 2011

PRESS PERMISSION: Press permission must be obtained prior to the event and is dependent upon the speakers' approval. The press may not quote speakers or delegates unless they have obtained their approval in writing. Press passes do not include admittance to pre-event workshops.



WRG Research, Inc.
500 West Cummings Park, STE 5400
Woburn, MA 01801

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