

7:30 – 8:30am **Registration and Continental Breakfast**

8:30 – 8:45 **Introduction and Opening Remarks**

**Speaker:** Steven J. Kaminshine, GSU Dean, *College of Law*

**Speaker:** H. Fenwick Huss, GSU Dean, *J. Mack Robinson College of Business*

**Speaker:** Chason Carroll, Director of Intellectual Property, *CompuCredit Corporation*

8:45 – 10:15 **How to Start a Quality Corporate Intellectual Property Program**

Learn the nuts and bolts for initiating a successful IP program, as well as the essential business and legal ingredients for success. This panel will also focus on identifying the common mistakes that can be avoided, as well as teach how business and legal goals are defined and how success is measured.

**Moderator:** Lloyd Farr, *Nelson Mullins Riley & Scarborough*

**Panelist:** Carol Beckham, Vice President, *AT&T Intellectual Property Corporation*

**Panelist:** Marcus Delgado, Chief IP Counsel, *Cox Communications*

**Panelist:** Corrine Sukiennik, Director of Global Licensing, *Kimberly-Clark Worldwide*

10:15 – 10:30 **Break**

10:30 – 12:00pm **Managing Employee IP Legal Issues: Contracts, Incentives, Theft, Brand**

Discover how other companies manage various employee-related IP issues, including best practices for managing contractual IP issues, employee incentives for encouraging participation in IP identification and protection, preventing theft of IP and branding considerations.

**Moderator:** Michael D. Hobbs Jr., *Troutman Sanders*

**Panelist:** Perry Binder, Legal Studies Professor, *J. Mack Robinson College of Business*

**Panelist:** Leo Cook, Director of IP, IT and International Law, *HD Supply*

**Panelist:** Elizabeth Finn Johnson, Senior Litigation & Employment Counsel, *The Coca-Cola Company*

12:00 – 1:30 **Luncheon: The Intellectual Property Owners Association (IPO)**

**Lunch Panel – Changes on the Horizon for the In-House IP Practitioner – What Will You Need to Know in 2010?**



A group of experts will discuss important recent developments in IP law and the likely impact these changes may have on future in-house IP practice. Collectively, the panel has over 100 years of in-house IP experience and decades of service in corporate management roles. Legislative and judicial patent reform, progressive globalization, USPTO process changes, and relentless patent speculation all may require new skill sets.

**Moderator:** John Williamson, Partner, *K&L Gates*

**Panelist:** Angelo Chaclas, VP and General Counsel IP, *Pitney Bowes*

**Panelist:** Steve Miller, VP and General Counsel IP, *Procter & Gamble*

**Panelist:** Manny Schechter, Associate General Counsel, Intellectual Property, *IBM*

**Panelist:** Herbert C. Wamsley, Executive Director, *IPO*

1:30 – 3:00 **Tools and Services for Effective IP Management**

Learn practical solutions including various software programs and professional services that are used to manage successful IP programs, the pros and cons of the latest software products and services, personal productivity software, and IP management services.

- Moderator:** Michelle Tyde, *Woodcock Washburn*  
**Panelist:** Jeff Bacon, Division Patent Counsel, *Milliken & Company*  
**Panelist:** Chris Schenken, Vice President, *UPS Global Innovations*  
**Panelist:** Bernie Zidar, Chief IP Counsel, *McKesson Corporation*  
**Panelist:** Thomas Colson, CEO, *ip.com*

3:00 – 3:15 **Break**

3:15 – 4:45 **Insourcing IP Legal Work: Balancing Between Inside and Outside**

This panel will reveal why some corporations are bringing more legal work in-house while others are maintaining strong reliance on outside counsel. Learn the advantages and disadvantages of bringing different types of IP work in-house, and hear what the future may hold for many corporations.

- Moderator:** Roger Taylor, *Finnegan, Henderson, Farabow, Garrett & Dunner*  
**Panelist:** Christopher Capelli, Chief IP Counsel, *MeadWestvaco Corporation*  
**Panelist:** Roxanne E. Cenatempo, Global Chief Intellectual Property Officer & Associate General Counsel, *Imerys*  
**Panelist:** Frank Landgraff, Senior Intellectual Property Counsel, *GE Energy*  
**Panelist:** Indira Saladi, Senior Patent Operations Council, *Motorola*

4:45 **Closing Remarks and Adjourn:** Scott Frank, President, *AT&T Intellectual Property Corporation*

5:00 – 7:30pm **Corporate Intellectual Property Institute Reception**



## Day 2 - October 24, 2007 - Looking Outside Your IP House

7:30 – 8:30am **Registration and Continental Breakfast**

8:30 – 8:45 **Announcements**

8:45 – 10:15 **Responding to “Stick Licensing:” Dealing with Threats and Offers**

Hear what many companies are doing to handle and manage an ever-growing number of threats and licensing offers. Learn some of the standard procedures for responding to (or ignoring) such offers. Discover how recent court decisions have affected such procedures and best practices.

**Moderator:** L. Norwood Jameson, *Duane Morris*

**Panelist:** Michael Bishop, General Counsel, *AT&T Intellectual Property Corporation*

**Panelist:** Larry Slovinsky, Vice President and Assistant General Counsel, *EarthLink*

**Panelist:** Jose Duthil, Associate General Patent Counsel, *Scientific-Atlanta*

10:15 – 10:30 **Break**

10:30 – 12:00pm **Licensing IP For Real Value**

This panel will identify the elements and best practices of successful licensing programs. Learn how to bridge the gap between the goals and expectations of business executives and those of licensing professionals, and about the roles of inside and outside counsel in such programs. Learn how recent court decisions affect the possibility of obtaining licensing revenues, and discover other types of value that can be obtained and realized through licensing.

**Moderator:** William M. Ragland, Jr., *Hunton & Williams*

**Panelist:** Nat Milburn, Vice President of External Business Development, *Newell Rubbermaid*

**Panelist:** Jon Meyer, Senior Vice President, Intellectual Property Law, *Motorola*

**Panelist:** Gus Orphanides, Director of Licensing, *Air Products and Chemicals*

12:00 – 1:30 **Luncheon – Speaker: Q. Todd Dickinson, General Electric, Former PTO Commissioner**

During this luncheon, attendees will learn about the latest and most exciting IP developments from someone with unique perspectives gained from years of service in top positions in corporate, law firm, and governmental environments.

1:30 – 3:00 **Quality and Value Measurement for IP: What We Need to Know**

Discover the latest quality and value metrics for IP and what attorneys should be aware of when drafting patent applications and helping create quality IP assets. This panel will identify the things that will help companies achieve the highest IP portfolio quality and value rankings for their industries.

**Moderator:** Barry Brager, Founding and Managing Partner, *Perception Partners*

**Panelist:** Christopher Ainsley, President & CEO, *The Patent Board*

**Panelist:** Hector G. Calzada, Jr., Senior Vice President, *Houlihan Lokey's*

**Panelist:** P. Michael Walker, Associate General Counsel and Chief Intellectual Property Counsel *E. I. du Pont de Nemours and Company*

3:00 – 3:15 **Break**

3:15 – 4:45

## Building Business Cases: IP in Ethical Negotiations and M&A

Learn about the proper roles and responsibilities for IP attorneys during business negotiations, mergers, and acquisitions. Discover the rules of the game and the real meanings and implications of various terms and positions.

**Moderator:** James L. Ewing IV, *Kilpatrick Stockton*

**Panelist:** Bob Currie, Senior Counsel, *Rock-Tenn*

**Panelist:** Cheryl Tubach, Patent Counsel, *The Coca-Cola Company*

4:45pm

**Closing Remarks and Adjourn:** Scott Frank, President,  
*AT&T Intellectual Property Corporation*

## About the Location: Atlanta and Georgia State University

This first of a kind conference will take place in downtown Atlanta, the financial capital of the Southeast, and home to an array of well known brands, representing a diversity of industry sectors. The city of Atlanta also provides a broad range of world-class attractions and historic sights, for instance, the Georgia Aquarium, the Martin Luther King center, the CNN center, and Centennial Olympic Park - the site of the 1996 Olympic games. Atlanta attracts visitors from around the world, building a rich tapestry of cultures that support a variety of renowned restaurants, cafes, evening entertainment, as well as world-class hotels located throughout the city.

We hope you'll join us for two days of professional networking, education, and business development with licensing leaders from small businesses and multi-national organizations to academic institutions and licensing solution providers.



## Sponsorship Opportunities

Would you like to see your name next to some of the largest companies in the world? Would you like to be associated with a premier intellectual property program? Would you like to showcase your products, ideas, and talents while networking with top IP professionals? The Corporate IP Institute affords you this opportunity through an array of opportunities. Sponsorship levels vary, but the benefits remain steady. **Please contact Chason Carroll at 678-334-1245 or [chason.carroll@compucredit.com](mailto:chason.carroll@compucredit.com) for information on the sponsorship levels, benefits, and opportunities.**

## Organizers

### Chair, GSU Corporate IP Institute

Chason Carroll, JD

*Director of Intellectual Property, CompuCredit Corporation*

### Planning Committee, GSU Corporate IP Institute

Perry Binder, JD

*Legal Studies Professor, Robinson College of Business*

Barry Brager, MBA

*Founder and Managing Partner, Perception Partners*

Scott Frank, JD/MBA

*President, AT&T Intellectual Property Corporation*

Jeff Kuester, JD

*Partner, Thomas | Kayden*

Jason Lye, Ph.D.

*Licensing Manager, Kimberly-Clark Worldwide, Inc.*