

IP For Everybody: Webinar Series

Intellectual property issues abound, for every client, in every state, every city, for every law firm – no matter how big or small. Can you comfortably conduct a short, IP-focused client meeting?

Do you know what to do – and what *not* to do -- to limit your clients' and your firm's liabilities in an IP case? Can you effectively protect a new domain name? Do you know the most effective ways to respond to a demand letter?

Do you know when to tell your clients to propose an NDA, or sign one – or to refuse? What one clause must be in a licensing agreement to render it enforceable – which is quite often missing?

If you can answer these questions, then this series of seminars is *not* for you.

If, however, you – like the vast majority of attorneys – are not an experienced IP practitioner, then this series of four Webinars *is* for you. Leave with a set of IP-specific “Top 10” lists – checklists on each of the major issues of IP – that you will keep near your phone. Forever. You will learn a lot in these six hours.

Do you have the key contracts & checklists -- the most critical IP forms -- at your fingertips?

- Employment, Contractor & related Agreements
- Non-Disclosure Agreement(s)
- IP-specific Licensing/Ownership Agreements
- Manufacturing Agreements (incl. IP provisions for more general contracts)
- Software Development Agreements
- Other (non-tech) Development Agreements
- Service Level Agreements
- Cross-Border/trans/international IP/related Agreements

Just as critically: Do you know what matters most -- and least -- in each of these contracts?

In just four, 90-minute telephone seminars -- all CLE-accredited, and available on your phone -- you'll leave having garnered contracts, checklists & forms to focus all your client meetings.

12:00 Noon - 1:30 p.m.
Pacific Time

Trademarks for Everybody!
July 8, 2010

Copyrights for Everybody!
July 15, 2010

Patents & Secrets for Everybody!
July 22, 2010

Licensing Agreements for
Everybody!
July 29, 2010

\$149

per session

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for:**

✓ 1.5 hours of MCLE credit

FACULTY

J. Michael Keyes, Esq.

Partner, K&L Gates LLP

Michael Keyes is an intellectual property litigator at K&L Gates, which was founded (in part) by Bill Gates, Sr., and is now among the largest firms in the world. Mike has served as Chair of the ABA Copyright Litigation Committee. Mike now is Co-Editor of the ABA Copyright Litigation Handbook. In 2009, he was chosen to write the ABA's "Annual Review of Intellectual Property Law Developments," and also to present "The Year in Copyright" at its 2009 Spring Conference.

Mike clerked for a state Supreme Court, and is admitted in three states. His client list includes many of the Fortune 500. His wins for Major Leaguer George Brett could be his most famous.

Brian L. Myers, Esq.

Medici Northwest

Educated in Illinois, Co-Chair/Commentator Brian Myers holds degrees in business and in law, and also has substantial coursework in math, science and engineering. He has advised scores of companies on IP licensing. He now focuses on advising emerging companies and entrepreneurs, and on educating general practice attorneys. He is very active within the

MIT Enterprise Forum, having served as its President and as its director of 50 seminars for executives, entrepreneurs and attorneys about key IP commercialization strategies for every stage of a company's development.

Brian also teaches law and MBA students. He now practices alone, allowing him a bigger role in helping manage his clients' businesses. Brian also runs a private equity firm, Medici Northwest.

Robert C. Cumbow, Esq.

Shareholder, Graham & Dunn PC

Co-Chair/Commentator Robert Cumbow of Graham & Dunn knows IP from virtually every angle. Bob has long analyzed both the transactional and litigation angles of IP risks for movie producers, television stars ("The Deadliest Catch"), books (Amazon.com), professional sports, outdoor recreation (REI), wineries, and myriad international, regional and local retailers. Bob has long been a SuperLawyer®, and Best Lawyer in America. His Avvo score is a perfect 10.

Bob is an excellent teacher, having taught in both law school and film school. In addition to his law degree (with highest honors), Bob holds an M.A. in English, and is known for presentations on law, language and

literature. He has presented at scores of IP seminars, and delivered many papers and chapters. He has testified repeatedly as an expert witness, including on the value of trademarks. Because Bob can distill complex issues, he is often chosen to clarify key concepts of IP by groups such as: the International Trademark Association ("Teaching Trademark Law"); the WSBA Corporate Law Department Section ("Trademark and Copyright Tips For Corporate Counsel"); and the National Council of Graduate School Deans ("Intellectual Property Basics"). Trademark World published his quick review: "Protectable Trademark or Mere Ornamentation?"

Brian G. Bodine, Esq.

Shareholder, Lane Powell PC

Brian Bodine is a leading patent and trade secret litigator. He is a registered patent attorney and chemical engineer. He clerked both for a federal judge and for a state Supreme Court. Brian is admitted to three states' bars, and has headed both the Patent Law, and the Intellectual Property, associations of the Washington state bar. He has argued IP cases across the country, including many in New York, California, across the Midwest, and before the Ninth and Federal Circuits. He is perennially listed in the Best Lawyers in America, SuperLawyers®, and similar rankings.

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FEES —

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— Sign up for the entire IP for Everybody series, get \$100 off total price!

TOTAL

\$ _____

Four easy ways to register

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2. Fax:

Fax completed form above to
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3. Internet:

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