



Protecting Your Ideas in a Roller Coaster Economy

How to Value Your Intellectual Property and How to Protect It

A morning breakfast seminar presented jointly by:

Stradling Yocca Carlson & Rauth

Andersen Business Consulting

The Orange County Business Journal

October 9, 2001
8:00 am to 11:00 am
Hyatt Regency Irvine
Registration and check-in begin at 7:15 am

PROGRAM

8:00 Welcome and Opening Discussion:
Why Intellectual Property is More Important than Ever Before
Rick Reiff, Executive Editor
Orange County Business Journal,
and Pulitzer Prize winning business reporter

8:15 Panel and Presentations
Moderated by Rick Reiff

#1 ***Negotiating Your Intellectual Property Rights in Today's Marketplace: When to say no, and how to cover your assets.***

K.C. Schaaf, Co-Founder
Stradling Yocca Carlson & Rauth

David E. Nolte, Partner
Andersen Business Consulting

Lawrence B. Cohn, Partner
Stradling Yocca Carlson & Rauth

#2 ***What Are Your Ideas Worth Today?***

David E. Nolte, Partner
Andersen Business Consulting

9:30 Break

9:45 Resume Panel and Presentations
Moderated by Rick Reiff

#3 ***When It's Time to Bet the Company: IP disputes and sometimes desperate measures***

Ed O'Connor, Chair, Intellectual Property Practice, Stradling Yocca Carlson & Rauth

10:30 Questions and Answers
Conclusion
Moderated by Rick Reiff

11:00 Adjourn



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SYCR OCTOBER 9, 2001 BREAKFAST PROGRAM REGISTRATION

Space is limited and based on availability! Please register early.

Name _____ Company _____

Address _____ City _____ Zip _____

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Please charge \$75 to my MasterCard VISA

Credit Card #: _____ Signature _____ Exp. Date _____

Please detach and mail to: SYCR, c/o Maple Street Management, 224 West Maple Avenue, Orange, CA 92866,
or you may fax your registration to (714) 744-8975.



STRADLING YOCCA CARLSON & RAUTH

Maple Street Management
224 W. Maple Avenue
Orange, CA 92866-1322

