

Join us for this special opportunity to focus on cutting edge intellectual property issues and critical developments.

- Review critical patent, copyright, and trademark developments
- Explore intellectual property considerations for tweets, friends and peeps
- Keep current on inequitable conduct, copyright and contracts, and patent prosecution
- Gain a better understanding of proving the damages case
- Learn more about competitive intelligence, keywords, and domains

Approved for 6.25 CLE Credits for Washington Attorneys: 4.75 General Credits and 1.5 Ethics Credits. Application will be made for Oregon CLE Credit.

WSBA-CLE TOOLS AND PRODUCTS



WSBA-CLE ONLINE Internet Audio Seminars

WSBA-CLE offers two options for digital media delivery of seminars for your convenience: Choose from over 500 short WSBA-CLE course topics in over 20 practice areas, including ethics, via the Internet streamed to your computer or via the Internet downloaded to your .mp3 player. Build your own custom CLE seminar, good for A/V credits, at www.wsba.org/ondemand



Register Online

www.wsba.org/seminars



Order Products Online

www.wsba.org

Nonprofit Org.
U.S. Postage Paid
Seattle, WA
Permit No. 2204



Washington State Bar Association
1325 4th Avenue, Suite 600
Seattle, WA 98101-2539

FINAL NOTICE



WSBA-CLE • The Innovator in Legal Education®

Co-Sponsored by the WSBA Intellectual Property Section

15TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE:

Crucial Insight and Updates on Patent,
Trademark and Copyright Law



Featuring Brad Smith, Senior Vice President,
General Counsel and Corporate Secretary for
Microsoft Corporation as Luncheon Keynote Speaker

Thursday, March 11, 2010
**Washington State Convention
and Trade Center**

Room 606-609
On Pike Street, between 7th and 8th Avenues
Seattle, Washington

INTELLECTUAL PROPERTY | Intermediate and Advanced

Approved for 6.25 CLE Credits for Washington Attorneys:
4.75 General Credits and 1.5 Ethics Credits.
Application will be made for Oregon CLE Credit.

Washington State Bar Association • Continuing Legal Education

Join us for crucial updates, networking opportunities and practical exploration of patent, copyright and trademark issues.

©2010 Washington State Bar Association

15TH ANNUAL INTELLECTUAL PROPERTY INSTITUTE: Crucial Insight and Updates on Patent, Trademark and Copyright Law

MORNING

7:30 a.m. Check-in • Walk-in Registrations • Distribution of Course Materials • Coffee and Pastry Service

MORNING CONCURRENT SESSIONS AVAILABLE

We offer two program choices during each morning time period. (You are free to move back and forth between concurrent tracks.)

TRACK ONE – (Copyright and Trademark)

8:25 a.m.

Welcome and Introductions by Program Co-Chair

David H. Green — Microsoft Corporation, Redmond

8:30 a.m.

Copyright Year in Review

Tyler T. Ochoa — Professor of Law, Santa Clara University School of Law, Santa Clara, CA

9:30 a.m.

Keywords and Domains

Andy VanArsdel — Microsoft Corporation, Redmond

10:00 a.m. Break

10:15 a.m.

Trademark Year in Review

Robert C. Cumbow — Graham & Dunn PC, Seattle
David H. Deits — Davis Wright Tremaine LLP, Seattle

11:15 a.m.

Copyright and Contracts

Simon J. Frankel — Covington & Burling LLP, San Francisco, CA

TRACK TWO – (Patent)

8:25 a.m.

Welcome and Introductions by Program Co-Chair

Brian G. Bodine — Lane Powell PC, Seattle

8:30 a.m.

Patent Year in Review

Jerry A. Riedinger — Perkins Coie LLP, Seattle

9:30 a.m.

Inequitable Conduct

Peter M. Midgley — Zarian Midgley & Johnson, Boise, ID
Michael Friedland — Knobbe Martens, Irvine, CA

10:00 a.m. Break

10:15 a.m.

Proving the Damages Case: What's Left in the Toolbox?

Cate Elsten — Managing Director, Ocean Tomo, San Francisco, CA
Krista F. Holt — Vice President, The Kenrich Group, Washington, D.C.
Michael J. Lasinski, CPA — Managing Director, Capstone Valuation Services, LLC, Chicago, IL

11:15 a.m.

Patent Prosecution Update

Edward W. Bulchis — Dorsey & Whitney LLP, Seattle

AFTERNOON

We gratefully recognize and thank our Institute Lunch Sponsor: Microsoft Corporation

12:00 noon – 1:30 p.m. Luncheon

Intellectual Property Section Business Meeting Plus

Remarks by Luncheon Keynote Speaker:

Brad Smith, Senior Vice President, General Counsel, and Corporate Secretary for Microsoft Corporation

Brad Smith leads the company's Department of Legal and Corporate Affairs, which is responsible for all legal work and for government, industry, and community affairs activities. Smith has played a leading role at Microsoft on intellectual property, competition law, and other Internet legal and public policy issues. He is also the company's chief compliance officer. Since becoming general counsel in 2002, he has overseen numerous negotiations with governments and other companies, including Microsoft's 2002 antitrust settlement with state attorneys general, its 2002 data privacy negotiations with the Federal Trade Commission and European Commission, and agreements to address antitrust or IP issues with Time Warner, Sun Microsystems, RealNetworks, IBM, and Novell.

AFTERNOON PLENARY SESSIONS

1:30 p.m.

Competitive Intelligence — Safely Navigating Intellectual Property Minefields

Mark Wittow — K&L Gates LLP, Seattle

2:30 p.m.

Intellectual Property Considerations for Tweets, Friends and Peeps

Jennifer L. Scully — Microsoft Corporation, Redmond
Nancy V. Stephens — Foster Pepper PLLC, Seattle

3:30 p.m. Break

3:45 p.m.

Ethical Issues in Intellectual Property Law

David Hricik — Professor, Mercer University School of Law; (Co-author of recently published "Patent Ethics: Prosecution"), Macon, GA

4:45 p.m.

Complete Evaluation Forms and Adjourn Institute

SEMINAR REGISTRATION

First Name _____	M.I. _____	Last Name _____
WSBA No. _____		Firm / Company Name _____
Street Address _____	City _____	State _____ Zip _____
() _____	() _____	_____
Phone _____	Fax _____	E-mail _____

We encourage early registration. On-site registration is on a space-available basis. Coursebook included with price of tuition.

I wish to register for the following seminar:

**15th Annual Intellectual Property Institute
#10602SEA, 3/11/10, Seattle • \$270 Tuition**

Please omit my name from the registration list available to exhibitors

To register online, go to www.wsba.org/seminars and enter seminar # 10602SEA

If special accommodations are needed, please contact Jennifer Keene at 206-727-8296 or toll-free at 1-800-945-WSBA, email: jenniferk@wsba.org

PRODUCT ORDER

I do not wish to register for the seminar, but please send me the following CLE product:

C10602 15th Annual Intellectual Property Institute
seminar coursebook only • \$70 per book + \$9 S&H = \$79 subtotal + applicable sales tax* = \$_____ Total

Books available 10 business days after seminar.

*Effective July 1, 2008, sales tax for Washington residents is based on where the product is delivered. To calculate the correct sales tax based on the location to which your order will be shipped, go to the Department of Revenue's website at <http://dor.wa.gov> and select "I need to find a sales tax rate (GIS)". For example, the sales tax rate for products delivered within the City of Seattle is 9.5%. If you need additional assistance in finding or calculating the applicable sales tax rate, contact the WSBA Service Center at 1-800-945-WSBA. Out-of-state and federal government orders do not pay sales tax.

PAYMENT INFORMATION

**Sorry, the WSBA-CLE Passport may not
be used to register for this program.**

Check enclosed payable to WSBA

Visa MasterCard

Card No. _____ Exp. Date _____

Cardholder Name (print) _____

Authorized Signature _____

Registrations received less than 48 hours before a seminar are not guaranteed a coursebook or other presentation materials on site. At the conclusion of the seminar, materials will be mailed on a priority basis to those registrants who did not receive them.

5 WAYS TO REGISTER FOR A WSBA-CLE SEMINAR OR TO PLACE A PRODUCT ORDER

INTERNET • Register online at www.wsba.org/seminars • Order products online at www.wsba.org

MAIL • WSBA, 1325 4th Avenue, Suite 600, Seattle, WA 98101-2539.

PHONE • 800-945-WSBA or 206-443-WSBA with credit card and Registration/Order Form in hand.

FAX • 206-727-8324 Include credit card information.

WALK-IN • You may register for most WSBA-CLE seminars at the door. On-site registration is on a space-available basis.

QUESTIONS? • Call 800-945-WSBA or 206-443-WSBA. Questions regarding WSBA-CLE publications, call 206-733-5918.

office use only

Date _____ Check # _____ Total \$ _____

Payment Policies

Payment • Individual registrants must use a separate form, however, payment may be made with a single check or credit card for multiple parties.

Note • Please keep a copy of this brochure for your records.

Refunds • Registration fees may be refunded, less \$25 for handling, for written cancellations postmarked, emailed, or faxed by 5 p.m., up to 3 business days before the seminar. No refunds after that date, but you will receive the coursebook. Canceled registrations may not be transferred to other seminars. You may send a substitute (e.g., someone from your firm) in lieu of canceling.