

SOUTHWESTERN LAW SCHOOL AND WEST LEGALWORKS™ PRESENT:

International IT Law Summit 2007

*The most important legal trends,
the newest business initiatives and
cutting-edge technology advances*

- Information technology contracts
- Litigation
- Outsourcing
- Open source
- Patents
- Online marketing
- Entertainment, and more!

**Keynote Address by William Patry,
Senior Copyright Counsel, Google Inc.**

ABOUT THE SPONSORS:



June 7-8, 2007
Southwestern Law School Campus
Los Angeles, CA

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The growth of information technology in the United States and abroad is nothing short of astounding.



WHO SHOULD ATTEND:

Attorneys and executives responsible for negotiating IT contracts; CIOs; IT consultants; BPO executives; software and technology attorneys; contract administrators and managers; chief privacy officers; intellectual property attorneys; general counsel

Information technology has been the driving force behind U.S. economic growth, adding \$2 trillion a year to the economy over the past decade, according to a report by the Information Technology and Innovation Foundation. And according to the European Information and Communication Technology Observatory, the European Information and Communication Technology market is expected to grow by 2.9% to reach €668 billion in 2007.

Yet, with the rush to acquire and develop the latest and greatest technology, companies have not fully contemplated the complex and continuously-evolving legal and regulatory issues looming over their deals. From data privacy protection to IP licensing to IT insurance to patent prosecution, attorneys must be equipped with an up to the minute understanding of the law and the latest strategies and practical approaches for successfully managing, enforcing and protecting information nationally and globally.

To help you optimize your IT deals and better prepare you to identify and solve the pressing legal concerns of deal-making in today's whirlwind technology arena, West Legalworks and Southwestern Law School has created this **one-of-a-kind event**. We have brought together a distinguished faculty of more than 30 counsel and executives active in IT from a wide variety of industries to share their experiences and insights to date.

Take this opportunity to upgrade your knowledge on such crucial topics as:

- What internet issues are keeping Chief Privacy Officers up at night?
- Can you successfully negotiate the local laws and hidden complexities in an international outsourcing project?
- How can you revitalize a failing large-scale IT project?
- Pros and cons of including open source in your business portfolio
- Latent pitfalls of advertising on the web

For more information, or to register, call 800-308-1700, or visit www.westlegalworks.com

PROGRAM HIGHLIGHTS

Day 1: 8:00AM - 5:45PM, including luncheon and cocktail reception

Day 2: 8:00AM - 4:15PM, including luncheon

FACULTY FOR THE INTERNATIONAL IT LAW SUMMIT 2007

CO-FOUNDERS AND CO-CHAIRS:

Michael D. Scott, Professor, Southwestern Law School, *Los Angeles, CA*
Warren S. Reid, Founder, WSR Consulting Group, LLC, *Los Angeles, CA*

KEYNOTE ADDRESS:

William Patry, Senior Copyright Counsel, Google Inc., *New York, NY*

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Managing Consultant
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Joshua D. Zarrow

Content Counsel
Cingular Wireless
Cerritos, CA

Thursday, June 7, 2007 - DAY 1

8:00AM - 9:00AM	Registration and Breakfast (2nd Floor Lobby)
9:00AM -9:15AM	Co-chair Greetings and Introduction (2nd Floor)
9:15AM -10:00AM	Keynote Address by William Patry, Senior Copyright Counsel, Google Inc.
10:00AM -10:15AM	Coffee Break (2nd Floor Lobby)
10:15AM -11:15AM	1st Breakout Sessions (3rd Floor Classrooms)

TRACK 1 IT Contracts: The Seven Habits of Highly Effective Negotiators

Our experts will delve into seven issues that are critical in virtually every IT contract negotiation: timing, pricing, deliverables, dispute resolution, SLAs, proprietary rights and remedies. Our panelists will discuss each of these issues from both the vendor's and customer's perspective, offering tips to accomplish your negotiation goals and avoid common pitfalls
Rauer L. Meyer, Michael M. Maddigan

TRACK 2 Open Source Diligence in M&A and Financing Transactions *John P. Brockland*

TRACK 3 Legal Issues of Social Networking and Video Blogging *Ian C. Ballon*

11:15AM - 11:30AM	Coffee Break (3rd Floor Lobby)
11:30AM - 12:30PM	2nd Breakout Sessions (3rd Floor Classrooms)

TRACK 1 When Systems Fail: Assigning Responsibility and Litigating the Case

- The different perspectives of the developer and the customer
- Dealing with the realities of a contract that you did not create
- Dispute resolution before filing a lawsuit
- How to use the contracting process itself to minimize system failure
- Selecting the right experts
- Marshalling the necessary evidence
- Presenting your case in a way the trier of fact will understand
Thomas K. Christo, Michael A. Gold

TRACK 2 Developing Commercial Products In an Open Source World – A Crucial Update

- Why do we care about open source issues?
- Managing the use of open source tools and materials in the development of products to be distributed under non-open source licenses
- Managing the development of non-open source products for open source platforms
- Managing developer exposure to open source code
- Bridging the Gap – working in mixed licensing environments
- The potential impact of the GPL V3

Stephen J. Davidson, James Markwith

TRACK 3 On-line Marketing Issues and What to Do About Them

- Keyword advertising
- Spam and adware advertising
- Click fraud
- Affiliate marketing
- Stealth and buzz marketing

Eric Goldman

12:30PM - 2:00PM Networking Luncheon

2:00PM - 3:00PM 3rd Breakout Sessions (3rd Floor Classrooms)

TRACK 1 CPR: Reviving the Drowning (Runaway) Large-Scale IT Project

- The 13-step turnaround model to get projects back under control
- Why projects fail and go off track
- Planning for the worst: when software fails
- Why are software development and implementation estimates so far off and what you can do about it
- What are the known risks before you start your project and how do you manage them?
- CPR – Coordinated Project Recovery

Larry H. Kunin, Warren S. Reid

TRACK 2 Business Case For and Against Open Source in Your Portfolio

- What does it mean to have open source in your portfolio?
- What makes open source different?
- What are the ways to participate in the open source community?

- What are the pros and cons of the different open source models?
- How do you match your current business model with the open source models to create a new business model?
- What are the pros and cons of these new business models?

Audrey F. Dickey

TRACK 3 Internet Privacy: What is Keeping Chief Privacy Officers Up at Night?

Orrie Dinstein

3:00PM - 3:15PM Coffee Break (3rd Floor Lobby)

3:15PM - 4:15PM 4th Breakout Session (3rd Floor Classrooms)

TRACK 1 E-Discovery Forum: Ethical and Practical Concerns

- The new Federal Rules
- Safe harbors and clawbacks
- Review and production of electronic documents
- Cost and efficiency: Does E-Discovery have to be more expensive?
- Avoiding sanctions
- Protection of attorney-client privilege
- Issues with metadata and privilege

Thomas K. Christo, Michael A. Gold, Larry H. Kunin, Michael M. Maddigan

TRACK 2 IT/IP Insurance: Update on the Latest Issues

- Why it is crucial in IT/IP litigation to tender the claim to the correct insurers immediately and why it is almost always a mistake to have the insurance broker handle that job?
- Is there any coverage left for IP litigation under regular liability policies?
- Contractual insurance requirements and evidence of insurance: do they really protect anyone?
- Is loss of data covered under either liability or property policies?
- Should you accept the insurer's offer of panel counsel if the insurer agrees to defend a claim or suit?

Steven Brower, Jay M. Levin

TRACK 3 Video Games Grow Up: Revenge of the Nerds

Patrick Sweeney

4:30PM - 5:45PM Cocktail Party (5th Floor - Salle Moderne)

Friday, June 8, 2007 - DAY 2

8:00AM - 9:00AM Registration and Breakfast
(2nd Floor Lobby)

9:00AM - 9:15AM Co-chair Greetings (2nd Floor)

9:15AM - 10:00AM Keynote Address

10:00AM - 10:15AM Coffee Break (2nd Floor Lobby)

10:15AM - 11:15AM 1st Breakout Sessions (3rd Floor Classrooms)

TRACK 1 Tough Questions in Large-Project Litigation

- Client contribution to delays or failure
- How many defects and errors are acceptable to go live?
- Dealing with changes in functionality as the project is about to go live
- Witness preparation from an attorney's and consultant's point of view
- Avoiding mistakes when contracting for and conducting projects
- Litigating "gray areas"

Lubomyr Chabursky, Alan E. Friedman

TRACK 2 Getting Your Money's Worth from Outsourcing?

- Does anyone know what that contract in the drawer says?
- Transferring knowledge from the contract teams to the operations teams
- Transitioning employees from the customer to the vendor
- Managing the risk of loss of internal expertise
- What to do when your vendor is holding you captive to expensive changes
- Enforcing rights and remedies that you bargained for
- Realizing the benefits of your outsourcing – benchmarking, cost reduction commitments and service level improvements
- Dealing with disputes and protecting the relationship
- Preparing for the possibility of transition and attracting an array of prospective suitors

Wendy Gross, Michele Kane

TRACK 3 Multi-Platform Content Acquisition and Clearance

David Michail, Ron Vaisbort, Joshua D. Zarrow

11:15AM - 11:30AM **Coffee Break** (3rd Floor Lobby)

11:30AM - 12:30PM **2nd Breakout Sessions** (3rd Floor Classrooms)

TRACK 1 Recent Developments in IP Law and Internet Data & Privacy Regulation

- Internet marketing – it's changing again!
- Online defamation – now what?
- Internet data regulation: who's responsible for what?
- Identify theft: has technology changed the law?
- Does internet privacy actually exist?
- Right to privacy online: 50 states, 50 rules

Don Conwell, Frances Floriano Goins

TRACK 2 Legal Issues and Business Realities in Outsourcing to India
Akil Hirani

TRACK 3 E-Discovery and Rule 26
Mark Harrington

12:30PM - 2:00PM **Networking Luncheon**

2:00PM - 3:00PM **3rd Breakout Sessions** (3rd Floor Classrooms)

TRACK 1 Patent Litigation – New Rules, Cases and Directions
Frederick L. Whitmer

TRACK 2 Negotiating & Managing IT Outsourcing Contracts
Russell G. Weiss

TRACK 3 Online Marketing: Opportunities & Risks

- Growth of online marketing
- Delivery issues
- Spam
- Spyware & adware
- Content issues
- Child Registry Laws
- Sweepstakes & online gambling
- Disclaimers
- Managing affiliates

Bennet G. Kelley

3:00PM - 3:15PM **Coffee Break** (3rd Floor Lobby)

3:15PM - 4:15PM **4th Breakout Sessions** (3rd Floor Classrooms)

TRACK 1 Preventing and Litigating Against Theft of Trade Secrets in a High-Tech Environment
Bruce D. Kuyper

TRACK 2 Tips and Strategies for Offshore Outsourcing
David Wilson

TRACK 3 The New Federal Ban on Pretexting and Other Late-Breaking Developments Governing Data Privacy

- Tips and strategies for running a proper investigation
- An examination of the new federal and state laws that impact your company
- Background on the identity theft laws that can impact your investigation
- Guidance on how to structure relationships with third-parties to minimize legal risk

Andrew Serwin

For more information, or to register, call 800-308-1700, or visit www.westlegalworks.com

About the Program Developers:



Founded in 1911, Southwestern is a nonprofit, nonsectarian independent law school approved by the ABA and a member of the AALS. One of the most diverse law schools in the nation, Southwestern has an enrollment of 950 students in two, three and four-year full-time and part-time J.D. programs of study, as well as the first LL.M. program offered in entertainment and media law. The school's 10,000 alumni are members of the legal profession in virtually every state and more than a dozen foreign countries and include members of the U.S. Senate and House of Representatives, former mayors of Los Angeles, and other prominent leaders in law, business and politics. Southwestern has created an award-winning campus that includes the internationally acclaimed art deco Bullocks Wilshire landmark that houses the second largest academic law library facility in California and the Julian C. Dixon Courtroom and Advocacy Center, the most technologically advanced center of its kind. Taking advantage of its location in the center of Los Angeles, Southwestern offers one of the most extensive externship programs in the country and is the home of the Donald E. Biederman Entertainment and Media Law Institute.



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The registration fee includes the conference, luncheon, reception and course materials. All payments must be received prior to the start of the conference. (Code 40627932)..... \$695

Conference Site: Southwestern Law School, 3050 Wilshire Boulevard, The Bullocks-Wilshire Building, Los Angeles, CA 90010, Telephone: (213) 738-6700.

Accommodations Available At: The Westin Bonaventure Hotel and Suites, 404 South Figueroa Street, Los Angeles, California 90071. Please telephone: 1 (800) 228-3000 or (213) 624-1000. Single room rate: \$179/night. Double room rate: \$199/night. Room rates subject to availability. Please make your reservations by May 5, 2007.

CANCELLATIONS AND CHANGES: Cancellations received two weeks prior will receive a full refund, less a \$95.00 fee. Cancellations received less than two weeks before the event will be credited towards another seminar (to be used within 12 months) less the administrative charge of \$95.00. Seminars are held subject to enrollment. Dates, venue and program details are based on information available upon publication of the brochure, and may be subject to change. In the event of a conference cancellation, West Legalworks will make a full refund of any registration fees paid but assumes no liability for non-refundable transportation costs, hotel accommodations or additional costs incurred by registrants.

COURSE MATERIALS: A comprehensive set of printed and bound materials containing outlines; background information and articles will be provided for each registrant. The handbook is available in print for only \$115.

CONTINUING EDUCATION CREDIT: West Legalworks is an approved MCLE provider in New York, Illinois and California. Requests for CLE credit for these and other states can be made at the conference. Please

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Cyberspace Lawyer

By Michael D. Scott

A monthly newsletter focusing on the practical use of emerging IP issues by members of the legal profession.

Regular coverage includes

- Intellectual property
- Contract law
- Business arrangements
- Multimedia/entertainment
- Privacy law, security/encryption
- State and federal regulation
- Marketing and advertising
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The newsletter will provide you with helpful materials, trend-spotting articles, and on-point analysis of recent developments.

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