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Annual Meeting & World Conference

The Fairmont Olympic Hotel
Seattle, Washington
May 14-15, 2009

**EARLY BIRD
REGISTRATION
DEADLINE:
APRIL 10, 2009**

The Premier Conference for Technology Law

Set at the Fairmont Olympic Hotel in Seattle, Washington, May 14-15, 2009, the ITechLaw Annual Meeting & World Conference is an outstanding two-day educational conference specifically created for technology lawyers and professionals from around the world. The conference brings an unparalleled and energized approach, connecting a diverse group of individuals to meet, learn, network and forge mutually beneficial business relationships. The educational programs are top-notch. By working with a broad network of the world's premier technology lawyers and other technology leaders, ITechLaw has designed a substantive legal conference with dynamic best-of-class faculty providing timely topics of interest to attendees.

SPECIAL NON-MEMBER PROMOTION

Non-members who register for the Conference will receive a FREE membership in ITechLaw. Your new membership will commence on May 25, 2009 and will be valid through June 30, 2010.

CLE Information

ITechLaw is not a certified CLE provider but credits can be awarded in various jurisdictions through individual study application. The ITechLaw Annual Meeting & World Conference in Seattle is seeking CLE-accreditation in multiple states. For further details and ongoing updates, please visit www.itechlaw.org/seattle2009/cle_information.html.



An Invitation from ITechLaw President John M. Carson



It is my sincere pleasure to invite you to the International Technology Law Association's Annual Meeting & World Conference, to be held in vibrant Seattle at the historic Fairmont Olympic Hotel, May 14-15, 2009.

Delivering You the Best: Legal Content You Should Not Miss

This conference promises to be a memorable one. Set in the progressive and fast-growing city of Seattle, attendees will enjoy learning the latest developments in technology law from the world's top practitioners. We will cover critical areas of law affecting your practice, including the following:

- **Data Protection/Privacy** – The Aftermath of a Security Breach: Beyond Notice - Steps to Take When Security is Breached and Sensitive Data Disclosed.
- **E-Commerce – Continued Transformation of Money** – Mobile Payments and Mobile Banking – An Update on Current Legal Developments.
- **Commercial Contracting/Outsourcing** – The Impact of Global Economic Turmoil in Financial Markets on ICT Projects and Contracts.
- **Intellectual Property** – A Look at the Application of Intellectual Property Laws in Virtual Worlds and Video Games, and an Update on the Most Recent Case Decisions in the U.S. and Around the World.
- **New Technologies and Other Hot Issues** – Social Networking Within the Work Place – Strategic Advantage or Liability Bomb?
- And much more.



The Power of Networking: Your Key to Success

Now more than ever, effective networking is crucial for growing your practice and succeeding in a competitive marketplace. Attending the ITechLaw annual conference opens the door for you to gain valuable face time with the world's key players in the field of technology law. But don't just take my word for it - consider our track record. Last year our program in Las Vegas drew close to 200 participants from 25 countries worldwide, and provided a round-the-clock forum for conferring with legal colleagues. Attendees were able to meet tech lawyers in a wide variety of practice specialties, not only sharing knowledge but also building useful contacts.

Building powerful relationships is what ITechLaw is all about, and the Seattle 2009 conference will be no different. Don't miss the chance to network with your international colleagues in this dynamic hub of IT business.

And don't forget – Continuing Legal Education (CLE) credit will be offered for many states!

To make the most of your time, the ITechLaw 2009 Annual Meeting & World Conference immediately precedes the International Trademark Association's 131st Annual Meeting, taking place in Seattle on May 16-20, 2009. We expect many will attend both events.

Topping off your ITechLaw conference experience, the Gala Reception and Dinner promises to be a delightful evening at Seattle's Museum of Flight, the largest aviation museum on the West Coast. Enjoy our black-tie-optional dinner and conversation with your international colleagues and fellow ITechLaw members among the Museum's impressive collection of air and space artifacts, from the first jet Air Force One, delivered to President Eisenhower in 1959, to the last Concorde ever to make a commercial flight.

See you in Seattle for this informative and exciting event!

With my very best regards,

John M. Carson

President, International Technology Law Association





Accommodations

The conference fee does not include accommodations. A block of sleeping rooms has been reserved for attendees at the host hotel, The Fairmont Olympic Hotel, at discounted rates.

The Fairmont Olympic Hotel

411 University Street
Seattle, WA 98101
(866) 840-8402
www.fairmont.com/seattle

To book your room or for more information, visit www.itechlaw.org/seattle2009/accommodations.html

REGISTER ONLINE TODAY!

www.itechlaw.org/seattle2009/register.html

Don't miss the April 10, 2009

Early Bird Registration deadline!

Early-Bird Registration Fees

(available through April 10, 2009):

- ITechLaw Members: \$1,350
- Non-Members*: \$1,650
- Students: \$300
- Academic/Gov't: \$900
- Gala Reception and Dinner: \$175 per ticket

Standard Registration Fees

(on or after April 11, 2009):

- ITechLaw Members: \$1,550
- Non-Members*: \$1,900
- Students: \$300
- Academic/Gov't: \$1,000
- Gala Reception and Dinner: \$175 per ticket

*Non-member registration fee includes a complimentary membership in ITechLaw, valid through June 30, 2010.

Program

WEDNESDAY, MAY 13, 2009

6:30–8:00 pm ITechLaw Welcome Reception (All Attendees are Invited)
The Fairmont Olympic Hotel, The Garden
Sponsored by Knobbe, Martens, Olson & Bear LLP

THURSDAY, MAY 14, 2009

7:30–8:30 am • Continental Breakfast
• Local Representatives Meeting

8:30–8:45 am Welcome and Opening Address
John M. Carson, President, ITechLaw Association

8:45–9:15 am Keynote Address
Speaker TBA

9:15–10:45 am **NEW TECHNOLOGIES AND OTHER HOT ISSUES I**
Moderator: Amy Lynne Williams, Deeth Williams Wall, Toronto

- Social Networking within the Work Place: Strategic Advantage or Liability Bomb?
Chris Kelly, Facebook, Palo Alto
Peter McLaughlin, Foley & Lardner, Palo Alto
- In the Clouds: Cloud Computing
Mauricio Uribe, Knobbe, Martens, Olson & Bear LLP, San Diego
- Ambient Intelligence: Changing Legal Standards of Behavior
Kees Stuurman, Van Doorne, Amsterdam

10:45–11:15 am Networking Coffee Break

11:15 am–1:00 pm **E-COMMERCE LEGAL DEVELOPMENTS**
Moderator: TBA

- Liability for Wireless Internet Connections
Niels Bo Jorgensen, Lind Cadovius, Copenhagen
- E-Commerce Latest Developments in Dealing with Fake Profiles, Age and Identity Issues
Paulo Brancher, Barretto Ferreira, Kujawski, Brancher & Gonçalves, Sao Paulo
- Screen Scraping
Marc Friedman, Sonnenschein Nath & Rosenthal LLP, New York
- Continued Transformation of Money: Mobile Payments and Mobile Banking
Stefan Schicker, Schwarz Kelwing Wicke Westpfahl, Munich

1:00–2:30 pm Networking Lunch

2:30–4:15 pm **COMMERCIAL CONTRACTING/OUTSOURCING I**
Moderator: Eugene Weitz, Alcatel-Lucent, Murray Hill

- Liability and Indemnification Provisions in ICT Projects: A Comparison of Current Practices and Trends in the Negotiation of ICT Contracts Across the U.S., Europe and Asia
Michael Mensik, Baker & McKenzie LLP, Chicago
Stephan Lemarchand, Bird & Bird, Paris
Rahul Matthan, Trilegal, Bangalore
Don McAleese, Matheson Ormsby Prentice, Dublin
Kiran Sandford, Mishcon de Reya, London
- How to Protect your Company in a Downturn: An IP and Corporate M&A Perspective
Kevin Swan, K & L Gates, Seattle
Garrett Krueger, Microsoft Corporation, Redmond

4:15–4:30 pm Networking Coffee Break

4:30–6:00 pm Substantive Law Committee Meetings

- Intellectual Property
- E-Commerce
- Data Protection
- Outsourcing

7:00–11:00 pm Gala Reception and Dinner (Ticketed Event, Black Tie Encouraged)
The Museum of Flight, Seattle

FRIDAY, MAY 15, 2009

7:30–8:30 am	<ul style="list-style-type: none">• Continental Breakfast• ITechLaw Women's International Network (I-WIN) Committee Meeting
8:30–10:15 am	INTELLECTUAL PROPERTY/OPEN SOURCE <i>Moderator: TBA</i> <ul style="list-style-type: none">• Application of IP Laws in Virtual and Mirror Worlds <i>James Gatto, Pillsbury Winthrop Shaw Pittman LLP, McLean</i> <i>Harry Little, Vidiator, Bellevue</i>• Marketing and Advertising: Doing Business on the Internet <i>Michael McCue, Lewis & Roca LLP, Las Vegas</i> <i>Mark Watts, Bristows, London</i> <i>Andrea Rush, Heenan Blaikie LLP, Toronto</i>• Open Source Update <i>Reinoud Westerdijk, Kennedy Van der Laan, Amsterdam</i> <i>Sara Harrington, Wilson Sonsini Goodrich & Rosati, Palo Alto</i>
10:15–10:45 am	Networking Coffee Break
10:45 am–12:30 pm	DATA PROTECTION/PRIVACY <i>Moderator: Michael Caulfield, ByteMetrics LLC, Cranford</i> <ul style="list-style-type: none">• Mobile Data Protection <i>Travis Dodd, T-Mobile USA, Inc., Bellevue</i>• Data Protection in a Down Economy <i>Francoise Gilbert, IT Law Group, Palo Alto</i>• The Aftermath of a Security Breach: Beyond Notice <i>Cathy Kiselyak Austin, Drinker Biddle & Reath LLP, Chicago</i>• Global Developments in Workplace Privacy <i>Ceylin Beyli, Gü Avukatlık Bürosu, Istanbul</i>
12:30–2:00 pm	<ul style="list-style-type: none">• Networking Lunch• In-House Counsel Committee Meeting
2:00–3:30 pm	NEW TECHNOLOGIES AND OTHER HOT ISSUES II <i>Moderator: Ken Dort, McGuire Woods LLP, Chicago</i> <ul style="list-style-type: none">• Lawful Access <i>Fred Nesbitt, Research In Motion Limited, Waterloo</i>• E-Waste <i>Sajai Singh, J. Sagar Associates, Bangalore</i>• Errors in Electronic Communications: An Update on International Legal Developments <i>Dr. Faye Fangfei Wang, Bournemouth University, Poole</i>
3:30–4:00 pm	Networking Coffee Break
4:00–5:45 pm	COMMERCIAL CONTRACTING/OUTSOURCING UPDATE II <i>Moderator: Stuart Meyer, Fenwick & West LLP, Mountain View</i> <ul style="list-style-type: none">• Outsourcing: The Impact of Global Economic Turmoil in Financial Markets on ICT Projects and Contracts <i>Charles Morgan, McCarthy Tetrault LLP, Montreal</i>• Issues Regarding Multi-Territorial IP Licenses <i>Paul Taylor, Osborne Clarke, Reading</i> <i>Alan Sutin, Greenberg Traurig, New York</i> <i>Kurt Kappes, Seyfarth Shaw LLP, Sacramento</i> <i>David Gilat, Gilat, Bareket & Co., Reinhold Cohn Group, Tel Aviv</i>
5:45–6:00 pm	Closing Address <i>John M. Carson, President, ITechLaw Association</i>

Watch your email for more details about this conference, and visit www.itechlaw.org/seattle2009 for updated information.



Gala Dinner: The Museum of Flight

Thursday, May 14, 2009

7:00–11:00 p.m.

An impressive setting for an impressive crowd! The Gala Reception and Dinner will take place in a unique and fascinating setting, full of one-of-a-kind pieces of aviation history.

Black tie attire is encouraged.



Explore Seattle

There is much to see while visiting Seattle. For a listing of noteworthy places, please visit www.itechlaw.org/seattle2009/explore_seattle.html

Save the Dates for Future Meetings

2009 European Conference

5-6 November 2009

Radisson SAS Royal Hotel
Brussels

**2010 Annual Meeting and World
Conference**

May 20-21, 2010

The Charles Hotel
Boston

Sponsorship and Exhibition Opportunities

Sponsors of the ITechLaw 2009 Annual Meeting & World Conference will gain visibility for their firms or companies, demonstrate their support for ITechLaw in facilitating the international exchange about IT law and policy, and contribute to the success of the conference. This is a unique opportunity to reach your target market.

For more information regarding sponsorship, please contact Matt Karlyn, Sponsorship Director, at mkarlyn@foley.com.

Sponsorship Package Summary

Conference Sponsorships		
Sponsorship Entitlements	Gold Sponsor \$6,000	Silver Sponsor* \$3,000
Complimentary exhibit space at conference	X	
Logo placement on marketing materials	X	X
Logo and hyperlink on conference Web site	X	X
Identification as sponsor on name badge	X	X
Inclusion of sponsor logo on banners, screens and backdrop panels throughout the conference	X	X
Inclusion of collateral in conference attendee kit	X	X
Number of complimentary registrations and Gala Dinner tickets	4	2

* Add an Exhibitor sponsorship for an additional \$1,500

Conference Event Sponsorships			
Sponsorship Entitlements	Gala Dinner \$10,000	Networking Lunch Sponsor \$5,000	Coffee Break Sponsor \$3,500
Complimentary exhibit space at conference	X	X	
All Silver Sponsor Benefits	X	X	X
Branding as Event Sponsor	X	X	X
Logo display at Event Venue	X	X	X
Inclusion of collateral in delegate kit	X	X	X
Total event invitations (complimentary) for sponsor guests	4	N/A	N/A

Conference Product Sponsorships		
Sponsorship Entitlements	Conference Bag Sponsor \$5,000	Documentation Sponsor** \$2,000
All Silver Sponsor Benefits	X	X
Exclusive branding as Product Sponsor	X	X
Logo to be displayed on product distributed to attendees	X	X
Inclusion of collateral in delegate kit	X	X

** "Documentation" is the papers submitted by speakers, which appear on ITechLaw's Web site so that attendees can download them prior to, during and after the conference. The Documentation Sponsor will have its name and logo permanently displayed in a banner on the page. This is a high-traffic sponsorship opportunity.

Exhibitor and Other Opportunities		
Exhibitor \$2,500	Accessory Sponsors \$2,000	Delegate Kit Leafletting \$500
<ul style="list-style-type: none"> Exhibit table at conference venue strategically located for maximum delegate traffic Inclusion of collateral in delegate kit All branding materials are to be supplied and installed by exhibitor 	<ul style="list-style-type: none"> Inclusion in the conference bag the accessory of your choice, branded with your firm or company name, subject to availability (pens, umbrella, notepads, etc.) 	<ul style="list-style-type: none"> Inclusion of sponsor's corporate/ product collateral (leaflet/brochure) in the conference kit (all material to be supplied by sponsor)

ITechLaw Annual Meeting & World Conference

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