



The 6th Annual Summit on Monetizing & Maximizing IP

Unlock Intangible Assets, Drive IP Sophistication, & Generate Revenue

FEATURED SESSIONS

MONETIZING IP AND PROTECTING INNOVATION THROUGH PATENT ACQUISITION & AGGREGATION

John Hall

Vice President of Acquisition

INTELLECTUAL VENTURES

LINKING PRODUCT DEVELOPMENT TO INNOVATION AND MONETIZATION STRATEGIES



Damon Matteo

Vice President, Intellectual Capital Management

PALO ALTO RESEARCH CENTER

HOW TO DRIVE AN AGGRESSIVE IP MONETIZATION PROGRAM WITH REDUCED RESOURCES

John Cogliandro

Senior Program Manager, Mission Innovation & IP Incubator

RAYTHEON

CREATING AN IP ECOSYSTEM FOR OPTIMIZED TRANSACTIONS

Tracey Thomas

Vice President & Chief IP Strategist

AMERICAN EXPRESS

INVESTING IN THE ALTERNATIVE IP ASSET CLASS

Marc Lucier

Director

DEUTSCHE BANK

ROYALTY STREAM MONETIZATION: A TOOL TO ENABLE LITIGATION SETTLEMENT

Laurence Rosenberg

Senior Managing Director

ALSET IP

THE CHANGING ECONOMICS OF INNOVATION AND INTELLECTUAL PROPERTY MANAGEMENT

Martin Fleming, Ph.D.

Vice President, Corporate Strategy

IBM CORP.

KEY PANELS, CASE STUDIES & DISCUSSIONS

Protecting Intangible Assets & Managing IP Risk

AT&T Intellectual Property Inc.

HP

MONETIZING IP THROUGH INNOVATIVE LICENSING STRATEGIES

Siemens Corporation

Motorola

IBM Research

CORPORATE BUYERS PANEL:

BEST PRACTICES IN DUE DILIGENCE FOR IP ACQUISITION

AT&T Intellectual Property Inc.

Motorola Mobile Devices

Acorn Technology

SELLING & BUYING ROYALTY STREAMS TO MONETIZE IP

Royalty Pharma

New York University

Emory University

NEW MODELS FOR IP MONETIZATION IN TECHNOLOGY

ATMI

Intermolecular

AmberWave

OPEN SOURCE AND IP:

NEW MODELS OF COLLABORATION, INNOVATION, & MONETIZATION

Microsoft Corporation

Red Hat

Open Invention Network

KEY POLICY REFORM FOR MONETIZING INTANGIBLE ASSETS

National Academy of Science

The Athena Alliance

Media Partners

PRE-CONFERENCE WORKSHOP

Capitalizing on Intangible Assets: Strategic Management of your Company's Intellectual Property and Corporate Reputation

Organized by:



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Monetizing & Maximizing IP

Unlock Intangible Assets, Drive IP Sophistication, & Generate Revenue

March 4-5, 2009 • Millennium UN Plaza • New York, NY

Dear Colleagues,

Intangible assets comprise 70% or more of corporate asset value today. Companies often fail to properly manage their IP and miss tremendous opportunities to capture revenues and recognize the value of their intangibles. Companies that develop comprehensive IP portfolios and formulate strong IP strategies produce stronger earnings, position themselves ahead of their competitors and distinguish themselves as innovation leaders. The "market" recognizes companies that are superior managers of intangible assets and rewards them with greater profit margins and higher market capitalization.

The 2009 Conference Goal

To provide tools needed to maximize and monetize IP value, while creating a comprehensive IP strategy for your company.

Fresh, New Industry-Driven Content

At WRG, we interviewed over 200 key industry leaders in intellectual property to deliver the best, most innovative approaches in monetizing IP that are most valuable to you. We listened to the concerns of IP professionals across industries and recruited industry leaders from top corporations to address the most pertinent issues. Also, we teamed up with the IP Taskforce to create a program that includes inputs from thought leaders in IP management. The IP Taskforce and its member companies encourage business practices focused on IP based commerce by creating solutions and best practices for monetizing intellectual property. By attending this conference, you will return to your company better prepared to protect, maximize and monetize your intangible assets and extract the value that is currently hidden from your firm's balance sheet.

2009 Highlights

- How to Drive an Aggressive IP Monetization Program with Reduced Resources
- Best Practices in Due Diligence for IP Acquisition
- Linking Product Development to Innovation and Monetization Strategies
- Strategic Management of your Company's Intellectual Property and Corporate Reputation
- Protecting Intangible Assets & Managing IP Risk
- Patent & License Monetization Through Structured Finance
- Selling & Buying Royalty Streams to Monetize IP
- Monetizing IP through Innovative Licensing Strategies
- Monetizing IP and Protecting Innovation through Patent Acquisition & Aggregation
- The Business Case for Open Source IP
- Creating an IP Ecosystem for Optimized Transactions
- New Models for IP Monetization in the Technology Pipeline
- Key Policy Reform for Monetizing Intangible Assets
- Maximizing Returns in IP Asset Class Investments

IP Leaders at Top Companies Share Their Expertise


- **Siemens Corp., Motorola, IBM and Becton Dickinson & Co.** develop innovative licensing strategies, manage their IP, and leverage patents to monetize intangible assets
- **Raytheon** is able to aggressively monetize its' IP and create an IP incubator program with reduced resources in a down market
- **AT&T Intellectual Property Inc. and HP** identify and protects their intangible assets and how they assess the marketplace to identify buyers or potential licensees of IP
- **Palo Alto Research Center** links product development to innovation and monetization strategies
- **Microsoft, Red Hat, and Open Invention Network** use open source business models to increase efficiency in software development, drive innovation, and benefit financially from open source IP in software development, and how the open source model can work across industries
- **Intellectual Ventures** manages IP and converts intangible assets to cash through new IP business models
- **Royalty Pharma, NYU and Emory University** monetize university IP through structured sales of pharmaceutical royalty streams and the opportunities for monetizing university IP
- **Motorola Mobile Devices and Acorn Technology** approach due diligence and assess value in corporate IP Acquisition deals

The 6th Annual Summit on Monetizing & Maximizing IP once again brings you an unparalleled, high-level exchange of strategies, and an information-packed forum for corporate management, intellectual property owners, intellectual property management professionals, issuers, lenders and investors.

Don't miss this must-attend, high-quality information exchange and networking event designed just for you! Take the next step – register yourself and a team of key people today by calling 800-647-7600 or 781-939-2438. Register 3 people and the 4th is free! Sign up early and save!

I look forward to seeing you in New York City in March!

Best Regards,



Jeff Weinberg
Conference Director

P.S. Don't let the complexities around monetizing and maximizing IP value keep you up at night! Sign up today to lock in your seat!

Who Should Attend

- Corporate CFOs
- Chief IP Officers
- IP Professionals
- Patent Strategy Professionals
- Corporate Counsel
- Corporate Treasurers
- Corporate VP Finance Professionals
- Chief Investment Officers
- Controllers
- Business Development Professionals
- Institutional Investors
- Investment and Commercial Bankers
- Business Development Professionals
- Product Development Professionals
- Licensing Professionals

From the following industries:

- Technology
- Biotechnology
- Life sciences
- Telecom
- Drug & Pharmaceutical
- Financial services
- Music
- Publishing
- Entertainment & Media
- Branded Products
- Franchise Companies
- Sports Facilities & Franchises
- Publishing

Also of interest to:

- Law Firms
- IP Attorneys
- IP Consultants
- Universities
- Patent Agents
- Venture Capitalists
- Inventors
- Investors

Take advantage of the team discounts. Register 3 and the 4th is FREE!

Earn CLE Credit

WRG will provide an official certificate of attendance to any attorney seeking CLE or MCLE credit upon completion of the conference.

Please contact **Jeffrey Weinberg** at jeffrey.weinberg@worldrg.com to receive your certificate.

Pre-Conference Workshop • Wednesday, March 4, 2009

Workshop A • 9:00 am – 12:00 pm

Capitalizing on Intangible Assets: Strategic Management of your Company's Intellectual Property and Corporate Reputation

Today, 70% or more of corporate market capitalization is in the form of intangible assets. Markets reward organizations that view intangible asset management as a strategic opportunity to capture and maximize this corporate value. Also, an increasingly recognized form of intangible assets comprises corporate reputation, which is the perception of business processes encompassing innovation, ethics and integrity, supply chain sourcing, quality, safety, sustainability and security. Workshop participants are introduced to effective methodologies to develop and execute on intangible asset strategies in this important area.

Workshop Section I

With respect to IP strategy, workshop participants are introduced to an easily understandable multi-stage process for creating and maximizing long-term corporate IP asset value. Primary emphasis is placed on patenting strategy. However, workshop participants are also exposed to how this process can be effectively applied to other forms of IP. Workshop participants take away actionable knowledge in the following areas:

- Coordinating IP strategy with other forms of business intelligence to mitigate risk in product development and innovation decisions and to improve the likelihood of financial success
- Aligning business and competitive strategy with IP strategy to improve the business ROI for internal and external IP legal spends
- Developing a plan for monetizing patent assets to capture a new revenue stream
- Utilizing IP strategy to reduce overall corporate R&D spends while at the same time improving product and technology speed-to-market

Workshop Section II

Concerning reputation, markets pay attention to intangible assets even though GAAP accounting fails to include these assets on corporate financial statements. This "extra-financial value" is actually reflected in a company's market capitalization. Stakeholders ascribe value to the company based upon their perception of business processes. Yet the loss of any one asset can destroy value, as demonstrated by the financial markets crisis of confidence in September/October 2008. Conversely,

as will be demonstrated in this workshop, superior managers of intangible assets have profit margins and market caps which are higher. Highlights include:

- Best practices in managing reputation risk
- Monitoring business processes and standards to maximize intangible value
- Understanding the importance of transparency and communications to protect reputation
- Utilizing insurance to complete and safeguard the value process

Workshop Leaders

Peter Gerken

Sr. Vice President, Risk Transfer Agency and Insurance

STEEL CITY RE

Jackie Hutter, MS, JD

Principal

THE HUTTER GROUP & IP ASSET MAXIMIZER BLOG

DAY 1 Wednesday, March 4, 2009

12:00 Conference Registration

12:45 Chairperson's Opening Remarks

1:00 Monetizing IP through Innovative Licensing Strategies

Licensing intellectual property assets can provide a low-risk solution for monetizing IP. Companies are increasingly building their IP portfolios, and successful managers recognize the revenue that can be created from unused IP. However, the best IP managers use their intellectual assets strategically in order to protect their products, hedge against competitors, enhance their own products, improve their competitive position, and cross license to mitigate risk in an IP transaction. This session examines the actions taken by large companies in using licensing strategically to achieve positive business outcomes. Specifically, this session focuses on:

- Best practices for developing a licensing strategy
- Techniques for approaching top management and getting buy in for funding an IP asset management program
- Launching an intellectual asset management program
- Identifying valuable intellectual assets, and formulating the licensing or sale strategy
- Understanding top trends in licensing and how it impacts business



James Markarian

Licensing Counsel, Intellectual Property Department
SIEMENS CORPORATION



Wang Su

Senior IP Counsel
MOTOROLA

Muhammed Hussain

Vice President, Global Business Development
IBM RESEARCH

Mony R. Ghose

Senior IP Counsel
BECTON, DICKINSON AND COMPANY

Case Study

2:00 Selling & Buying Royalty Streams to Monetize IP

Creators of intellectual property have many factors to consider when deciding what to do with these assets. An increasingly popular option for IP owners is to monetize these assets by selling future royalty streams from a patent for a lump sum payment. The benefits of this type of transaction include mitigated risk, availability of capital for continued R&D, and diversification of their own IP portfolios. In recent years, investors have begun to take a harder look at university IP, as universities are sitting on huge untapped IP portfolios, and many

universities are currently receiving huge royalty streams that they may not be best equipped to manage.

This session is a transaction-based case study that inspects the deal points of the sales of royalty streams, from the drugs Emtriva and Remicade by Emory University and New York University to Royalty Pharma, totaling over \$1 billion. This session examines both sides of the royalty transaction and addresses the issues and concerns of buyers and sellers of university IP. This session specifically examines:

- What sellers want and the steps they take to consider and execute royalty stream sales
- What buyers are looking for, which assets are interesting, and how they view the market with respect to partners, institutional capital and available industry relationships
- Understanding why these financial assets should be sold and how it can mitigate risk and raise capital
- Trends in royalty sales and IP monetization in the pharma and biotech space



Mike Herman

Senior Vice President

ROYALTY PHARMA

Abram Goldfinger

Director of Intellectual Property

NEW YORK UNIVERSITY



Todd Sherer

Assistant Vice President of Research & Director

EMORY UNIVERSITY

3:00

Monetizing IP and Protecting Innovation through Patent Aggregation & New IP Business Models

The market for acquiring and selling of intellectual property assets is thriving, and new business models for monetizing IP are continuously being developed by stakeholders across industries. While corporations work to optimize the management of intangible assets, the IP market for non-practicing entities is growing rapidly and innovative models for IP monetization are frequently coming to market. As the presence of non practicing entities increasingly brings capital and diversity to the IP market, different companies have developed different methods of commercializing IP assets for divergent industries.

This session examines the different models of IP monetization being used in the IP market and analyzes the success and failure of these strategies across industries. The session also delivers best practices and success strategies for monetizing IP in the NPE space. Specific highlights include:

- How to most effectively manage your IP
- How to efficiently convert intangible assets to cash and how to maximize sales
- How to “juice” your profitability: strategies for effective cost cutting
- How to enhance your own defensive position
- Disposing of non-core assets
- Avoiding conflicts in IP monetization

John Hall

Vice President of Acquisition

INTELLECTUAL VENTURES

3:45

Creating an IP Ecosystem for Optimized Transactions

Currently, many managers of intellectual assets are faced with a host of obstacles when doing business in the IP space. In short, three issues have created the biggest and most expensive complications in IP transactions: valuation of IP, difficulty in identifying valuable IP, and a lack of the licensing expertise that allows a company to know all of its options. Historically, the problem of standardized IP valuation has attracted great interest, but no viable solution has yet emerged and IP valuation methods differ across companies, industries, and markets. American Express and some partner companies are working to create a model to facilitate IP transactions to create a construct for parties to work together to get closer to answering questions such as valuation. This model creates an “IP Zone” to be made up of

companies that perform diverse functions in the IP market: transactors, IP development companies, IP valuation companies, and companies that carry on any aspect of IP management. Within this group of companies exists many processes for taking transactions from start to end point and for identifying assets, understanding what they are worth to their company and knowing the value to other market participants.

You can only transact around IP if you have these factors covered, and these points are critical for selling or licensing IP and structuring deals. This collaboration is intended to solve industry-wide problems and create an IP Ecosystem that will foster efficient IP transactions. This model also involves extensive education programs to address the lack of understanding that may exist on either side of an IP deal. This session focuses on:

- The formulation of a model that improves the way valuable assets are identified
- The creation of a framework that fosters better understanding of both sides of the IP transaction and develops expertise in licensing
- Leveraging this model to facilitate IP transactions
- How this model can be implemented at your company, and how it can improve your IP business

Tracey Thomas

Vice President & Chief IP Strategist

AMERICAN EXPRESS

4:45

Strategies & Metrics For Optimizing IP Value Creation & Monetization

This session provides a proactive look at creating value from an R&D/IP portfolio. Rather than attempting to gauge the value of intellectual assets without knowing the input of the end user, this session examines ways to anticipate value, obviate risk and improve the probability of realizing optimal value through IP creation and management strategies. Methods for turning valuation principles into formative asset creation principles will be discussed with the objective of ultimately realizing the maximum value of an IP asset.

The approach to creating value is looked at on three levels: establishing principles for anticipating, creating and preserving value, exploring methods to develop and implement best-practices to support these principles, and finally, an analysis of case-studies that exemplify the principles, metrics and practices that have been developed. This session examines:

- The pro-active path to value creation and preservation
- Identification of paths to asset value and optimizing value extraction through commercialization of IP
- Moving valuation principles “upstream” to creation-side activities
- Exploring value creation on three levels: principles, practice & case study analysis



Damon Matteo

Vice President, Intellectual Capital Management

PALO ALTO RESEARCH CENTER

5:30

Conclusion of Day One

DAY 2

Tuesday, March 5, 2009

7:30

Continental Breakfast

8:15

Chairperson's Recap of Day One

8:30

How to Drive an Aggressive IP Monetization Program with Reduced Resources: IP Incubation & the Dual V Model

A critical aspect of IP Monetization is connecting the right buyers with the appropriate technologies and forming strategic partnerships to drive innovation in an environment with reduced resources. Raytheon utilizes a diverse set of strategies to monetize its intellectual assets, including publishing “thought leadership” to make connections and find buyers for its IP. However, it is through the creation of innovative technologies that Raytheon is able to be competitive in today's market and monetize its extensive IP portfolio. Raytheon has

developed a unique Dual V Model for R&D and IP monetization. This model is the newest and best version of an innovation incubator and combines open innovation models, venture capital concepts and internal R&D concepts together for optimal outcomes. This incubator utilizes in and out licensing and extensive partnering to cut costs and continue to create advanced technology that is ultimately commercialized. This program also utilizes internal partnering to make use of company resources in the best possible way and cut R&D costs. This session examines:

- An analysis of the unique Dual V model IP incubator in use by Raytheon
- Strategies to drive an aggressive IP monetization program in a time of reduced resources across industries
- Utilizing in and out licensing and partnerships to cut costs in the R&D process
- Strategies for commercializing innovation and connecting with buyers

John Cogliandro

Senior Program Manager, Mission Innovation & IP Incubator
RAYTHEON

9:15 After the Crash of '08 - The Changing Economics of Innovation and Intellectual Property Management

Similar to the crash of 1929, the historic 2008 financial market crash will usher in a period of significant global economic transformation that, while painful in the short term, will over the long term result in a period of intense innovation. Information technology will likely become more deeply imbedded in business models, business processes and business operations. The period of innovation ahead will be accommodated by significant social and political reforms as well as a new regulatory regime including new requirements and opportunities for intellectual property management. Businesses and industries will be under intense competitive pressure to innovate in a global ecosystem of partners on industry-based network platforms. Achieving a new balance between open and, where appropriate, closed innovation management systems will require new operating rules, laws and regulations on a global scale. This session focuses on:

- The current global economic environment in the context of historic waves of economic and social transformation
- Markets for technology allow specialization to enhance innovation and the competitive positions
- Value creation, the challenge of innovation and emerging business opportunities
- Managing innovation and intellectual property in the period ahead

Martin Fleming, PhD

Vice President, Corporate Strategy
IBM CORP.

Discussion Panel

10:00 The Business Case for Open Source IP: New models of Collaboration & Innovation

Many software companies are recognizing the benefits gained through open source licensing and collaboration for creation of intellectual property. The creation of copyrighted works under a public license can offer companies substantial economic benefits despite the lack of traditional license royalty structures. For example, many developers of proprietary software are capturing market share for their software by giving away components for free and are showing positive impact on their international reputation by supporting open source projects. There is also a decrease in overhead as open source software is flexible and quickly improved upon by experts around the globe who contribute rapidly and free of charge. From a technical point of view, there is a more efficient utilization as improvements are made higher in the development process and redundancy is avoided. This session examines the economic and social benefits of open source intellectual property and demonstrates new models of

collaboration and innovation through open licensing. Specifically, the panel focuses on:

- Improving the quality of patents through initiatives such as peer to patent, peer to peer, and defensive publication
- New innovation in open source and how IP is leveraged in open source business models
- How open source effects stakeholders such as venture capitalists, investors, leaders and innovators
- GPL license enforcement actions
- The relationship between intellectual property and OSS
- Mixing OSS with proprietary licensing models: how tech companies can use OSS



Keith Bergelt

Chief Executive Officer

OPEN INVENTION NETWORK

Rob Tiller

Vice President and Assistant General Counsel, IP

RED HAT



Jim Markwith

Sr. Attorney, Intellectual Property and Licensing

MICROSOFT CORPORATION

11:00

Networking Break & Visit with Sponsors

Panel Discussion

11:30 Protecting Intangible Assets & Managing IP Risk

Protecting intangible assets is a critical in successfully managing a company's IP portfolio and a comprehensive defensive strategy can result in increase revenue and mitigation of risk. This discussion panel looks at the experience of AT&T and its predecessor company in setting up a dedicated IP company. This enabled AT&T to identify and protect its most value intangible assets. The panel also includes an analysis of sub-set methods employed at AT&T Intellectual Property Inc. to improve IP protection, such as an effective employee IP program, an effective patent prosecution strategy, and technology mining programs used to identify technology assets that merit protective measures. Technology mining also aids in the monetizing of IP because knowing the internal value of these assets facilitates the identification of potential buyers or licensees. Other panel participants discuss their own defensive measures, as well as strategies to protect intangibles and manage IP risk through a portfolio management program. The role of portfolio management in managing IP risk and monetizing assets is thoroughly discussed as well. This session examines:

- Strategies to protect intellectual property and mitigate risk
- Methods to improve internal IP protection
- How to set up a successful IP litigation strategy
- The use of technology mining to uncover at risk intellectual assets and drive monetization
- The role of portfolio management in decreasing risk and protecting intellectual assets



Carol Beckham

Assistant Vice President

AT&T INTELLECTUAL PROPERTY INC.

Michael Bishop

Assistant Vice President

AT&T INTELLECTUAL PROPERTY INC.



Joshua Rosenberg

Director of IP Licensing

HP

Panel Discussion

12:30 Key Policy Reform for Monetizing & Managing Intangible Assets

To effectively realize the significant potential of intangibles, industry standards and government regulations need to promote the acceptance,

use, and dissemination of intangible assets in the economy. Policymakers play a key role in promoting acceptance, use, and dissemination of intangible assets in the market. Areas in need of attention include patent reform, securities definitions, banking regulations, bankruptcy law reform, technology policy and tax policy. Industry standards and procedures also need attention, especially in valuation. This session examines the legislative issues that shape IP monetization and addresses potential changes to the law. This session specifically examines:

- Current policy and where we are in patent reform
- Policies that would be desirable for IP asset monetization
- The role of federal policy in IP monetization
- What policies need to be pursued and how you can contribute



Kenan Patrick Jarboe, PhD

President

THE ATHENA ALLIANCE

Stephen Merrill

Board of Science, Technology and Economic Policy

NATIONAL ACADEMY OF SCIENCE

1:15

Networking Luncheon for Delegates and Speakers

Corporate Buyers Panel

2:15 **Best Practices in Due Diligence for IP Acquisition**

This panel looks at the corporate buyers' perspective on acquiring intellectual assets. The discussion focuses on the challenges and benefits of institutionalizing efficient processes in due diligence for IP acquisition opportunities. In today's fast-moving secondary IP market, it is paramount that corporate buyers systematize the way they analyze opportunities. As technologies converge, no company can expect to develop all needed IP organically and must focus on complementing internal patent portfolio development with outside IP acquisition to better support product strategy. This session will focus on:

- Institutionalizing a due diligence process for acquisition
- The future of the corporate and secondary IP markets
- How to decrease waste of internal resources, time and money through the creation of a systematic approach to patent acquisition due diligence
- Coordinating and leveraging the tacit knowledge residing in large multi-national corporations to best scrutinize acquisition opportunities



David Hetzel

Senior Manager, IP Transactions/Licensing

MOTOROLA MOBILE DEVICES



Joe Daniele, Ph. D., MBA

Chief Operating Officer

ACORN TECHNOLOGIES INC.



Carol Beckham

Assistant Vice President

AT&T INTELLECTUAL PROPERTY INC.



Jim Markwith

Sr. Attorney, Intellectual Property and Licensing

MICROSOFT CORPORATION

Case Study

3:15 **New Models for IP Monetization in Technology**

Traditional ways to monetize patents include margin protection through product differentiation and licensing. This panel looks at three companies who are monetizing their IP in new and creative ways. These companies are using IP to align the interest of vendor and customer so they act and become more like business partners. This alignment results in solutions that provide more benefit and greater value to both parties. While IP issues can often hurt business

relationships, using IP monetization to align the interests of the parties also serves to greatly reduce the potential for conflict or significantly reduce barriers to the success of a program. These types of collaborations are needed in increasingly disaggregated industries and are only possible through strong IP protection and creative licensing strategies.

- New models in monetization of IP
- The benefit of collaboration with stakeholders in a products development
- Using collaboration to foster strong IP protection and create licensing opportunities



Derek Minihane

Vice President, Intellectual Property

INTERMOLECULAR

Bryan Lord

Vice President, Finance and Licensing

AMBERWAVE

David M. Shofi

Chief Intellectual Property Counsel

ATMI

4:00

Investing in the Emerging IP Asset Class: Maximizing Returns & Managing Risk

This session focuses on Deutsche Bank's efforts to facilitate investment in the emerging IP asset class and to manage the risk associated with ownership of those assets. Through 2008, Deutsche Bank has raised three funds totaling \$185 million to buy patents from universities and research centers with the intention of monetizing these intellectual assets through development, licensing or sale. In addition, other funds are being developed that employ both fundamental analysis and quantitative strategies and target other types of IP. Recognizing that with IP ownership come unique and complex risks, Deutsche Bank is also working with clients to develop innovative IP risk transfer solutions

Marc Lucier

Director

DEUTSCHE BANK SECURITIES INC.

4:45

Royalty Stream Monetization – A Tool to Enable Settlement of Patent Litigation

Purchasing royalty streams is an increasingly popular method of IP monetization, and new business models are making use of this alternative investment vehicle. This session focuses on aspects of this business model: monetizing license cash flows generally and financing royalty streams to enable patent litigation settlements. In monetizing royalty streams, the seller of the cash flow receives multiple benefits including decreased risk tied to a product and infusion of capital without ownership dilution. The benefit for the buyer is an expected rate of return for a predictable period of time. In a litigation scenario, a periodic royalty payment desired by a defendant can be used to collateralize a lump sum settlement payment made by a third party investor to the plaintiff to allow for a settlement. This mitigates the strain that can arise in certain litigation scenarios such as defendants reluctance to release sales data to the plaintiff or disagreements over the settlement amount. This session examines:

- Monetizing patent licenses through structured finance
- Due diligence in valuing a patent and royalties over time
- Using royalty stream monetization to enable patent litigation settlements

Laurence Rosenberg

Senior Managing Director

ALSET IP

5:30

Conclusion of Conference

MEDIA PARTNERS

Registration Information:

	Corporations			Consultants & Law Firms		
	Before December 19, 2009	Before January 9, 2009	After January 9, 2009	Before December 19, 2009	Before January 9, 2009	After January 9, 2009
Conference ONLY	\$1395	\$1595	\$1895	\$1695	\$1895	\$2195
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- Roger Richmond-Smith, TURBOCOR, INC.

"Overall, this was one of the best conferences I have attended."

- Andrew Katz, MITCHELL, SILBERG & KNUPP

"This conference provided opportunities to hear about what innovative companies are doing to capitalize on their IP."

- Rob Rotering, GE COMMERCIAL FINANCE

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The 6th Annual Summit on Monetizing & Maximizing IP

Unlock Intangible Assets, Drive IP Sophistication, & Generate Revenue

March 4-5, 2009 • Millennium UN Plaza • New York, NY

FEATURED SESSIONS

MONETIZING IP AND PROTECTING INNOVATION THROUGH PATENT ACQUISITION & AGGREGATION

John Hall
Vice President of Acquisition
INTELLECTUAL VENTURES

LINKING PRODUCT DEVELOPMENT TO INNOVATION AND MONETIZATION STRATEGIES



Damon Matteo
Vice President, Intellectual Capital Management
PALO ALTO RESEARCH CENTER

HOW TO DRIVE AN AGGRESSIVE IP MONETIZATION PROGRAM WITH REDUCED RESOURCES

John Cogliandro
Senior Program Manager, Mission Innovation & IP Incubator
RAYTHEON

CREATING AN IP ECOSYSTEM FOR OPTIMIZED TRANSACTIONS

Tracey Thomas
Vice President & Chief IP Strategist
AMERICAN EXPRESS

INVESTING IN THE ALTERNATIVE IP ASSET CLASS

Marc Lucier
Director
DEUTSCHE BANK

PATENT & LICENSE MONETIZATION THROUGH STRUCTURED FINANCE



Lawrence Rosenberg
Senior Managing Director
ALSET IP

THE CHANGING ECONOMICS OF INNOVATION AND INTELLECTUAL PROPERTY MANAGEMENT

Martin Fleming, Ph.D.
Vice President, Corporate Strategy
IBM CORP.

KEY PANELS, CASE STUDIES & DISCUSSIONS

Protecting Intangible Assets & Managing IP Risk
AT&T Intellectual Property Inc.
HP

MONETIZING IP THROUGH INNOVATIVE LICENSING STRATEGIES
Siemens Corporation
Motorola
IBM Research

CORPORATE BUYERS PANEL: BEST PRACTICES IN DUE DILIGENCE FOR IP ACQUISITION
AT&T Intellectual Property Inc.
Motorola Mobile Devices
Acorn Technology

SELLING & BUYING ROYALTY STREAMS TO MONETIZE IP
Royalty Pharma
New York University
Emory University

NEW MODELS FOR IP MONETIZATION IN TECHNOLOGY
ATMI
Intermolecular
AmberWave

OPEN SOURCE AND IP: NEW MODELS OF COLLABORATION, INNOVATION, & MONETIZATION
Microsoft Corporation
Red Hat
Open Invention Network

KEY POLICY REFORM FOR MONETIZING INTANGIBLE ASSETS
National Academy of Science
The Athena Alliance

Organized by:



TO REGISTER, CALL 800-647-7600 OR 781-939-2500
Fax: 781-939-2543 • e-mail: info@worldrg.com • www.worldrg.com/mmip