



Luncheon Event
Wednesday, October 26, 2005
Cooley Godward LLP, 3175 Hanover, Palo Alto, CA 94306 (650) 843-5000
11:30 AM – 1:30 PM

In the increasingly global economy for high-technology products, companies are obtaining and exploiting patent protection for their key innovations on a worldwide basis more than ever. Yet patents are territorial by nature – U.S. patents and patent laws, for example, may have little effect or meaning outside the United States. As a result, unique issues arise in trans-national patent licenses. Selected issues to be addressed by a trio of seasoned attorneys include: (1) variations in the “default rules” for interpreting license agreements; (2) the application of the exhaustion doctrine to sales outside the United States; and (3) international tax treaties and withholding taxes.

Topic: “Trans-National Patent Licensing: Selected Topics”

Speaker Introductions:

Gary Moore is a partner in the Cooley Godward [Business](#) department and a member of the Technology Transactions practice group. He joined Cooley in 2000 and is resident in the [Palo Alto](#) office. Mr. Moore's practice focuses on complex technology related transactions and strategic alliances, including software, patent and technology licensing, OEM, VAR and other distribution arrangements, product development and technology transfer agreements, contract manufacturing, electronic commerce, and other intellectual property and commercial transactions affecting the information technology industry. Mr. Moore has broad experience in representing both emerging companies and established and multi-national companies in the software, hardware, Internet, telecommunications and digital content industries. Prior to joining the Firm, Mr. Moore was a partner in the Palo Alto office of McCutchen, Doyle, Brown & Enersen, where he founded and served as chair of that firm's intellectual property practice group from 1995 to 1998. From 1988 to 1992, Mr. Moore was Vice President and General Counsel of NeXT Computer, Inc.

Eric Reifschneider is a partner in the Technology Transactions practice group and a member of the Cooley Godward [Business](#) department. He joined the Firm in 1996 and is resident in the [Palo Alto](#) office. Mr. Reifschneider focuses on transactions involving the licensing, development and commercialization of technology. His clients include Fortune 500 companies and start-ups financed by venture capital firms in the semiconductor, software, hardware and wireless communications industries. He has prepared and negotiated numerous patent licenses, as well as commercial agreements such as software license agreements and technology escrows. He is also an expert in the intellectual property aspects of mergers and acquisitions. Before joining Cooley, Mr. Reifschneider worked at Motorola, Inc. in Schaumburg, Illinois. Previously, Mr. Reifschneider practiced corporate law at Katten, Muchin & Zavis in Chicago

Mark Hrenya is a partner in the Cooley Godward Business department and a member of the Firm's Tax practice group. He joined the Firm in 2001 and is resident in the Colorado office. Mr. Hrenya focuses on cross-border transactions that include technology transfers, strategic alliances and joint ventures, research and development cost-sharing arrangements, contract manufacturing, mergers and acquisitions, and venture capital investments. Before joining Cooley, Mr. Hrenya was a partner at Holme Roberts & Owen LLP in Denver, Colorado where he co-chaired and later chaired the firm's international practice group.

Location: Cooley Godward LLP 2005-2006 Official [LES-SVC.ORG](#) website Legal Firm Sponsor
3175 Hanover Street, Palo Alto, CA 94306 (650) 843-5000 For directions, see Page 3.

Meeting Format:

11:30 AM – 12:30 PM Buffet Lunch and Registration

12:30 PM – 1:30 PM Speakers: Gary Moore, Eric Reifschneider and Mark Hrenya

LES Members Registration Fees are:

\$35. if paid by Wednesday, October 21, 2005

\$40. if paid after Wednesday, October 21, 2005

Non-LES Members Registration Fees are :

\$40. if paid by Wednesday, October 21, 2005

\$45. if paid after Wednesday, October 21, 2005

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METHOD OF PAYMENT:

Total Payment: \$ _____
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No refund of registration fees will be given after October 21, 2005.

Enclosed is my check, drawn on a U. S. bank, in U. S. funds, made payable to **LES-SVC**.
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 Please put “LES-SVC 10/26/2005 Luncheon Event” in the memo section of the check.

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Julie Alsing – LES-SVC Coordinator
Email: julie@alsing.net
Phone: (510) 223-7810

LES - SILICON VALLEY CHAPTER LUNCHEON EVENT
October 26, 2005

Driving Directions to Cooley Godward LLP, 3175 Hanover Street, Palo Alto, CA 94306 (650) 843-5000 or go to
<http://www.cooley.com/firmprofile.ix>

From San Francisco

- Take US-101 South to Embarcadero/Oregon Expressway.
- Take Oregon Expressway west for about two miles to the intersection of El Camino Real and Oregon Expressway. (Oregon Expressway becomes Page Mill Road at the El Camino Real intersection.)
- Continue west on Page Mill Road approximately 0.5 miles.
- Turn left on Hanover Street.
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Rd.)
- Enter the driveway and park to the right of the building near the main reception area.

OR

- Take I-280 South to Page Mill Road.
- At the bottom of the exit ramp, turn left onto Page Mill Road.
- Drive east about 2.3 miles to Hanover Street and turn right.
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Rd.)
- Enter the driveway and park to the right of the building near the main reception area.

From San Jose

- Take US-101 North to Embarcadero Road/Oregon Expressway.
- Take Oregon Expressway west for about two miles to the intersection of El Camino Real and Oregon Expressway. (Oregon Expressway becomes Page Mill Road at the El Camino Real intersection.)
- Continue west on Page Mill Road approximately 0.5 miles.
- Turn left on Hanover Street (the third traffic light).
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Rd.)
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