



Luncheon Event
Wednesday, September 28, 2005

NOTE: NEW LOCATION

Mariani's, in the Cardinal Room, 2500 El Camino Real, Santa Clara, CA
11:30 AM – 1:30 PM

Now more than ever intangible assets and intellectual property have become increasingly important to companies. What may not be so obvious is that most companies do not regularly make it a business practice or priority to maximize the economic impact that these assets can and should generate to their firm. This means that many companies, large and small, in industries such as hi-tech, software, biotechnology, pharmaceutical, and branding, consistently leave money on the table. By designing and implementing an effective license enforcement program, companies can ensure that they are maximizing licensing revenue. While this may sound obvious, such systematic and successful programs are surprisingly few in the real world. There are many reasons why such a program should be a top priority for upper management.

Topic: “Designing and Implementing an Effective License Compliance Program”

Speaker Introductions:

David Marston is a Partner at PricewaterhouseCoopers LLP where he leads the U.S. Licensing Management Practice. Mr. Marston focuses on intellectual property matters, dispute analysis and investigations. Mr. Marston has extensive experience and expertise in designing and implementing licensing compliance programs and leads both domestic and international licensing examinations on behalf of clients in the software, communications, biotechnology, consumer products and entertainment and media sectors.

Eric Stein is a Manager at PricewaterhouseCoopers LLP specializing in licensing management, dispute analysis and investigations. Mr. Stein has experience and expertise in designing and implementing licensing compliance programs and leads both domestic and international licensing examinations on behalf of clients in the software, communications, technology and entertainment and media sectors.

Location:

Mariani's, in the Cardinal Room, 2500 El Camino Real, Santa Clara, CA (800) 553-8666
For directions, go to <http://marianis.com/wwwroot/html/san-francisco-silicon-valley-hotel.html>

Meeting Format:

11:30 AM – 12:30 PM Buffet Lunch and Registration
12:30 PM – 1:30 PM Speakers: David Marston and Eric Stein

Registration:

LES Members Registration Fees are: \$35. if paid by Friday, September 23, 2005
\$40. if paid after Friday, September 23, 2005
Non-LES Members Registration Fees are: \$40. if paid by Friday, September 23, 2005
\$45. if paid after Friday, September 23, 2005

Register by completing the form on the following page and sending with your payment.





REGISTRATION FORM

LES-SVC September 28, 2005 Luncheon Event with David Marston and Eric Stein

Name: _____

LES Members: \$35. if paid by 9/23/2005
\$40. if paid after 9/23/2005

Title: _____

Non-LES Members: \$40. if paid by 9/23/2005
\$45. if paid after 9/23/2005

Company: _____

METHOD OF PAYMENT:

Total Payment: \$ _____
(LES-SVC reserves the right to charge the correct amount if different from the total payment listed.)

Address: _____

No refund of registration fees will be given after September 23, 2005.

Telephone: _____

Enclosed is my check, drawn on a U. S. bank, in U. S. funds, made payable to **LES-SVC**.
(Licensing Executives Society – Silicon Valley Chapter)
Please put “LES-SVC 9/28/2005 Event” in the memo section of the check.

Facsimile: _____

E-Mail: _____

Mail check and this completed form to:

Are you an LES Member? Yes No

Licensing Executives Society – Silicon Valley
c/o Julie Alsing
P. O. Box 21027
El Sobrante, CA 94820-1027

Please let us know if you have any special dietary requirements. _____

VISA or MASTERCARD Credit Card:

The Licensing Executives Society (USA and Canada) is a 501 (c) 6 non-profit corporation.

Name as shown on card: _____

The Licensing Executives Society (USA and Canada), Inc. is a State Bar of California approved MCLE provider. If you require MCLE Credits, please sign attendance sheet at the door. This luncheon event qualifies for 1.0 hours MCLE credit.

Account #: _____

Expiration date: _____

By registering for this event, you agree that LES may maintain your name and employer information completed in the registration form, as necessary, for its activities including that LES may publish the information on its website and in a list of registrants available to LES members and to meeting attendees. Reproduction of the list of registrants is not authorized and its use for general mailings for similar purpose, including use as a general mailing list for invitation to functions at LES meetings not specifically authorized by the LES or as a general mailing list for business solicitations, is prohibited.

Billing address: _____

Billing City & Zip: _____

Signature: _____

Receipt: _____

LES-SVC Office use only

**Please fax the completed form to Julie Alsing:
FAX (510) 669-1645**

**For more information or questions, please visit:
www.les-svc.org or contact:**

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

LES - SILICON VALLEY CHAPTER LUNCHEON EVENT
September 28, 2005

Mariani's:

Located at 2500 El Camino Real, close to San Tomas Expressway in Santa Clara.

We'll be meeting in the Cardinal Rm.

Click below to go to Mariani's location page ?

<http://marianis.com/wwwroot/html/san-francisco-silicon-valley-hotel.html>