



Licensing Executives Society
(U.S.A. and Canada), Inc.
Silicon Valley Chapter

in conjunction with the



Luncheon Event
Wednesday, October 25, 2006

At

Santa Clara University- Benson Parlor, 500 El Camino Real, Santa Clara, CA 95053 (408) 554-4000
11:30 AM – 1:30 PM

Patent litigation has changed significantly over the past decade in scope and magnitude. In response to this upward trend, many high tech companies have found the need for intelligent assistance in reviewing and expanding their portfolio. To meet this need, companies have emerged that offer a variety of specialized services to facilitate the high tech companies' IP valuation as well as purchase and sale of IP assets.

In this panel presentation three entities providing these services will be represented: IPotential (www.ipotential.com), Ocean Tomo (www.oceantomo.com) and Tynax (www.tynax.com). Rick Frenkel, senior IP counsel for Cisco and former IP litigator at Irell & Manella, will serve as moderator.

Among the topics covered will be the stages of the IP transaction including: (i) vetting the opportunity; (ii) performing IP asset diligence and valuation; (iii) marketing the assets; (iv) negotiating the deal and (v) closing the deal through funding.

Topic:

“IP Transactional Intermediaries: Who are they and what do they do?”

Brief Speaker Introductions: Please see next page for bios

Moderator: Rick Frenkel, Senior IP Counsel, Cisco Systems
Panelist: Joe Chernesky, Chief Operating Officer, IPotential
Phil Hartstein, Director, Ocean Tomo
David Smith, Chairman and Founder, Tynax, Inc.

Location:

The Williman Room at Santa Clara University, 500 El Camino Real, Santa Clara, CA (408) 554-4000

Click here for [directions](#), then go to SCU's site for the [Campus Map](#)

Please NOTE: Parking at SCU is \$5.00 per car – Upon arrival, please tell Security you're here for the LES luncheon event, and they will hand you a free pass.

Meeting Format:

11:30 AM – 12:30 PM	Buffet Lunch and Registration
12:30 PM – 1:30 PM	Moderator: Rick Frenkel
	Panelists: Joe Chernesky, Phil Hartstein and David Smith

Registration:

LES Members Registration Fees are:	\$40. if paid by Friday, October 20, 2006
	\$45. if paid after Friday, October 20, 2006
Non-LES Members Registration Fees are :	\$45. if paid by Friday, October 20, 2006
	\$50. if paid after Friday, October 20, 2006

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



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Sponsored by:

Joe Chernesky is Co-founder and Chief Operating Officer of IPotential, a Silicon Valley-based consulting company that specializes in helping technology companies create, manage and execute intellectual property strategies and patent-based transactions to obtain optimal value from their IP assets. Prior to IPotential, Joe spent 3 years as Vice President of Boeing Management Company and 6 years at Intel responsible for developing intellectual property strategies and monetization programs and leading patent and technology licensing, sale, and acquisition transactions. Joe is proud to have served for ten years as a U.S. Naval Officer in various active and reserve assignments throughout the world. Joe holds a Bachelor of Science and Masters of Business Administration from the University of Arizona.

Rick Frenkel is a Senior Intellectual Property Counsel at Cisco, where he advises Cisco on long term IP strategy, including patent prosecution and analysis. Rick also manages outside counsel in patent litigation matters, assesses IP in connection with mergers and acquisitions, and evaluates potential patent purchases from a wide range of entities, including independent inventors, large corporations, and IP Intermediaries. Prior to joining Cisco in early 2006, Rick spent several years litigating patent cases at Lyon & Lyon and then Irell & Manella in Los Angeles.

Philip C. Hartstein is a Director with Ocean Tomo where he primarily focuses on tactical IP filing strategies and patent portfolio development. He is the practice leader for the Ocean Tomo Analytics group which services clients at all stages, from venture funded to Fortune 100 companies, in developing and optimizing their IP portfolios. The Analytics group uses Ocean Tomo PatentRatings and other proprietary tools and processes to assist clients and other internal Ocean Tomo business groups with projects including IP valuation, M&A transactions and corporate due diligence.

An entrepreneur for over 20 years, David Smith is the founder of Tynax, the technology trading exchange, president of Astecs, the Association of Technology Entrepreneurs and author of the book *Zero-to-IPO*.

Tynax, the technology trading exchange, facilitates technology transfer. Combining the world's largest technology marketplace with the world's most comprehensive technology news & research service, Tynax attracts technology professionals from all areas of research, development, and commercialization.

In the mid-1980's David created one of the fastest growing PC clone manufacturers in the UK. As Apple World Marketing Manager for Apple Computer in the late 1980's, he led the corporations branding and distribution efforts in Europe, Africa and the Middle East. As a technologist and software inventor in the 1990's, he created the worlds' first virtual tradeshow on CD-ROM, the first CD-ROM to be filled with paid advertising and the leading web browser and safety service for kids. His products have won critical acclaim all over the world.

His speaking engagements take him to international conferences in Europe, Asia and the Americas. He has addressed U.S. government congressional hearings and appeared on several radio and TV shows.

David has a BS Honors Degree in Computer Science & Economics from the University of Leeds (U.K.) and a Postgraduate Diploma in marketing from the University of Westminster, London.



REGISTRATION FORM
LES-SVC September 20, 2006 Luncheon Event

PLEASE TYPE OR PRINT CLEARLY – THANK YOU

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Are you an LES Member? Yes No

Are you a SCU Student? Yes No

If so, please bring your student ID to luncheon.

How did you hear of this event? _____

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

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

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.

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.

LES Members: \$40. if paid by 10/20/2006
 \$45. if paid after 10/20/2006
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METHOD OF PAYMENT:

Total Payment: \$ _____
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No refund of registration fees will be given after October 20, 2006.

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 10/25/2006 Event” in the memo section of the check.

Mail check and this completed form to:
 Licensing Executives Society – Silicon Valley
 c/o Julie Alsing
 P. O. Box 21027
 El Sobrante, CA 94820-1027

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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