



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

**Luncheon Event**  
**Wednesday, July 26, 2006**

At

**Townsend & Townsend & Crew LLP, 390 Lytton Avenue, Palo Alto, CA 94301 (650) 326-2400**  
**11:30 AM – 1:30 PM**

The presentation will provide the most update information regarding IP enforcement in China. In addition, we offer an insider's view on the process of the Chinese Patent Prosecution from a few U.S. Patent Attorneys' perspectives.

**Topic: "Perfecting & Using IP Rights in China"**

**Speaker Introductions: Please follow link to each speaker bio**

**Richard Horton** is a Partner with Minter Ellison LLP, and focuses on all aspects of intellectual property and technology transactions and advice, with a particular focus on complex technology and product development, manufacturing and exploitation, joint ventures and consortia all forms of intellectual property licensing involving both technology-related IP (computer software and hardware). He is a regular speaker with the Licensing Executives Society, the Practising Law Institute, the IP Society and the Computer Law Association. Richard is admitted to practice in California and Australia. He obtained a Bachelor of Commerce (major in accounting) and Bachelor of Laws from the University of New South Wales, and a Masters of Laws (major in corporate finance and intellectual property) from the University of Sydney.

**James Maccoun** is a Senior Counsel at Hewlett-Packard Company. He has been interested in Chinese intellectual property law since 1984 when he attended a summer law study program at Beijing University. His first position as a lawyer was as an associate with Lee and Lee, Taiwan's largest law firm. Jim served as Director of Intellectual Property for the Greater China Region for Motorola, Inc., living in Beijing for more than four years. In Beijing he established an IP office for Motorola, recruited and trained a staff of intellectual property attorneys and patent agents, handled Motorola's China technology licensing, managed trademark anti-counterfeiting activities, and defended Motorola from IP claims. At Hewlett-Packard Company, Jim handles intellectual property transactions including intellectual property agreements in China. Jim is a registered patent attorney & a member of the CA State Bar.

**Damon C. Matteo** joined PARC in 2003 as the Vice President of Intellectual Capital Management. He leads all of PARC's intellectual property (IP) operations, including IP Creation, IP Legal, and external licensing relationships. Specializing in leading-edge technology, Mr. Matteo has over fifteen years direct experience developing and implementing intellectual capital management strategies. He brings to PARC extensive experience in the full-spectrum management of corporate intellectual capital assets, from optimizing their creation and capture, to extracting value from them through vehicles such as licensing and spin-outs. Prior to taking his current role, Mr. Matteo led Hewlett-Packard's world-class licensing organization, directing intellectual property licensing for the entire corporation. Mr. Matteo worked previously with PARC as the Xerox Licensing Manager in charge of IP licensing for PARC, Xerox's European Research Centers, and intellectual capital aspects of Xerox's spin-out and M&A activities. Before joining Xerox, Mr. Matteo served as president of Savanteque Incorporated, a technology management consulting firm specializing in intellectual capital management.

**Ivy Lee May** is a U.S. registered patent attorney and acts as U.S. Counsel for SHIIPS. She has extensive experience in the Chinese patent prosecution and litigation. She was a lecturer on U.S. Intellectual Property Law in the prestigious China Academy of Social Sciences in Shanghai and Shanghai University. Prior to joining SHIIPS, she focused her practice on preparing and prosecuting U.S. patent applications, due diligence studies, litigation support and other related IP matters. Her experience includes software, bioinformatics, nanotechnology, integrated circuits, semiconductor fabrication processes, network search engine systems, memory devices, medical devices and biotechnology.

**Richard Ogawa**, Partner with Townsend & Townsend & Crew LLP. Mr. Ogawa's practice encompasses a full spectrum of intellectual property law, including patent and trademark prosecution, trade secret counseling, technology licensing and litigation for small and large companies. Specific areas of expertise include patent licensing in the electronics and semiconductor fields. Areas of technical expertise include semiconductor processing and equipment, telecommunication, Internet, flat panel display, semiconductor wafer processing, MEMS, computers and networking. Prior to joining the firm, Mr. Ogawa held numerous positions, including process engineer, and engineering and production management positions with NEC Electronics, Inc. He also worked on engineering projects in oil field production at Getty Oil Co.

**Location: Hosted and Co-Sponsored by Townsend & Townsend & Crew LLP**

390 Lytton Avenue, Palo Alto, CA 94301  
(650) 326-2400

For directions, please go to

<http://www.townsend.com/offices/officedetails.asp?office=Palo%20Alto>

**Meeting Format:** 11:30 AM – 12:30 PM: Buffet Lunch and Registration 12:30 PM – 1:30: Panel Discussion

**Registration: LES Members Registration Fees are:**

**\$40. if paid by Friday, July 21, 2006**

**\$45. if paid after Friday, July 21, 2006**

**Non-LES Members Registration Fees are:**

**\$45. if paid by Friday, July 21, 2006**

**\$50. if paid after Friday, July 21, 2006**

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and



**REGISTRATION FORM**  
**LES-SVC July 26, 2006 Luncheon Event**

Name: \_\_\_\_\_  
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Are you an LES Member?  Yes  No

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 IES or as a general mailing list for business solicitations, is prohibited.

LES Members: \$40. if paid by 7/21/2006  
 \$45. if paid after 7/21/2006  
 NON-Members: \$45. if paid by 7/21/2006  
 \$50. if paid after 7/21/2006

**METHOD OF PAYMENT:**

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

No refund of registration fees will be given after July 21, 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 07/26/2006 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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Name as shown on card: \_\_\_\_\_

Account #: \_\_\_\_\_

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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](http://www.les-svc.org) or contact:

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