

Luncheon Event

Wednesday, June 20, 2007

At Mariani's Inn & Restaurant, 2500 El Camino Real, Santa Clara, CA (800) 553-8666

11:30 AM – 1:30 PM

Parties on both sides of an IP transaction, be it licensing, a technology sale, or M&A, usually struggle with how to deal with IP litigation risk. The seller or licensor minimizes the risk and wants no potential liability or future expense, while the buyer or licensee wants indemnification in some form. The author will present a framework and some practical examples of how to include this risk in your valuation of any transaction and also how to use it as negotiating aid. We will also demonstrate some simple, straightforward quantitative tools for pricing these risks. Panelists include Bruce Beron with the Litigation Risk Management Institute, Rob Aronoff with Pluritas, and Ron Laurie with Inflexion Point Strategy.

Topic:

“Pricing IP Litigation Risk in Transactions”

Speaker Introductions:

Rob Aronoff is Managing Director and Co-Founder of Pluritas, a transaction advisory firm that specializes in transacting patented technologies and related assets. He is responsible for strategy, analysis, and deal making for the firm, and oversees the firm's Venture Partners and valuation activities. Rob has more than 20 years of experience in Fortune 500 companies (Sun Microsystems, Eastman Kodak, Microsoft), business strategy and technology consulting (Coopers & Lybrand, Peat Marwick), public small cap companies (BrandEra Inc.), and large-scale industry consortium initiatives (the Digital Imaging Group). Most recently, Rob was managing partner of Worldwide Capital Partners, a San Francisco based boutique advisory company and a predecessor entity of Pluritas. Rob has hands-on experience in a range of key operating positions including COO, VP Business Development, VP Marketing, Director of Corporate Strategy, Director of Product Marketing, and Business Process and Information Technology Consultant. Rob led up the creation of the Digital Imaging Group – a still operating consortium (since merged with PIMA to become the I3A) with financial and technical backing of such industry giants as Kodak, Fuji, Canon, Intel, HP, IBM, Adobe, Agfa, and Microsoft—and served as it's founding executive director while working at Kodak.

Bruce Beron was the Manager of the Litigation Analysis and Decision & Risk Analysis Practices at SRI International from 1983 until his departure in 1985 to organize The Beron Group, Inc., a management consulting firm specializing in Litigation Risk Management and Decision and Risk Analysis to advise new and growing venture companies on business development, strategic direction, technology decisions, and market planning. In 1988 he founded the Litigation Risk Management Institute. Bruce has successfully conducted Litigation Risk Management / Settlement Valuation Analyses in a broad spectrum of IP cases in the semiconductor, telecom, manufacturing, and consumer industries. He has also directed studies concerning strategic technology portfolio valuation for investment planning for international energy companies and a capital investment analysis of a major entertainment industry project.

Ron Laurie is the Managing Director of Inflexion Point Strategy. Ron has worked in Silicon Valley for over forty years, initially as a computer programmer and systems engineer, and then as an intellectual property lawyer. In 2004, he co-founded Inflexion Point Strategy, LLC, an intellectual property investment bank engaged in buying, selling and investing in strategic IP assets and IP-intensive businesses. Prior to launching Inflexion Point, Ron was a founding partner of Skadden Arps' Palo Alto office where he chaired the firm's IP Strategy and Transactions Group for six years. He was also a founding partner of Weil Gotshal's Silicon Valley office in 1991. As a lawyer, Ron advised clients in the semiconductor, computer, software, communications, media and financial services industries on intellectual property strategy -- a subject which he has taught at Stanford and Boalt (UC-Berkeley) law schools -- with a primary focus on the strategic use of IP assets in complex business transactions including mergers and acquisitions, technology divestitures, joint ventures and strategic alliances. Read more about Ron by going to: <http://www.ip-strategy.com/management.html>

Location:

Mariani's Inn & Restaurant, 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 Speaker Presentation

Registration:

LES Members Registration Fees are:

\$40. if paid by Friday, June 15, 2007

\$45. if paid after Friday, June 15, 2007

Non-LES Members Registration Fees are:

\$45. if paid by Friday, June 15, 2007

\$50. if paid after Friday, June 15, 2007

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



REGISTRATION FORM

LES-SVC June 20, 2007 Luncheon Event with Rob Aronoff, Bruce Beron & Ron Laurie

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

Facsimile: _____

E-Mail: _____

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

LES Members: \$40. if paid by 6/15/2007
\$45. if paid after 6/15/2007
NON-Members: \$45. if paid by 6/15/2007
\$50. if paid after 6/15/2007

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 June 15, 2007.

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 6/20/2007 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

VISA or MASTERCARD Credit Card:

Name as shown on card: _____

Account #: _____

Expiration date: _____

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