

Luncheon Event
Wednesday, July 30, 2008
At Townsend and Townsend and Crew LLP
390 Lytton Avenue, Palo Alto, CA 94301 (650) 326-2400
11:30 AM – 1:30 PM

Over the past couple of years, the deal flow of patents offered for sale has increased to a flood. Buyers must quickly and efficiently evaluate the packages presented and sellers must improve the clarity and usefulness of the information provided. This seminar will look at the complementary processes that both buyers and sellers go through simultaneously and will point out ways that both sides can help each other improve efficiency and effectiveness. It will also offer some best practice insights and guidelines to Corporations looking to become more engaged, and more successful, in the buying and selling of patents.

Topic: “Making Patent Transactions More Efficient”

Speaker Introductions:

Robert Aronoff is Managing Director at **Pluritas, LLC** located in San Francisco, CA. Rob has been involved in the brokering of patent transactions with the world’s largest technology companies since early 2002. Prior to that, 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 Capital Value Partners, a San Francisco based boutique investment banking 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 its Founding Executive Director while working at Kodak.

Paul Henderson is Managing Director of **Clarify LLC**, a business advisory firm specializing in intellectual property strategy for both early stage and established companies. Prior to this, Paul was Director of Hewlett Packard’s IP acquisition program, responsible for buying patent portfolios for all of the company’s businesses. Before this, Paul launched an intellectual property licensing program in HP’s Global Engineering Services Group. Paul was also Manager of HP’s Product Generation Consulting Group, providing internal advisory and consulting services to senior leaders of HP businesses to create and operationalize strategies in the areas of product generation and processes, product family architecture, new business creation, business model innovation and competitive positioning. Paul holds a degree in Chemical Engineering from the University of Washington, and an MBA from the UC Berkeley Haas School of Business.

Location: Hosted by Townsend and Townsend and 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 PM Speaker Presentations

Registration:

LES Members Registration Fees are: \$40. if paid by Friday, July 25, 2008
\$45. if paid after Friday, July 25, 2008
Non-LES Members Registration Fees are: \$45. if paid by Friday, July 25, 2008
\$50. if paid after Friday, July 25, 2008

PLEASE NOTE: ALL REGISTRATIONS ARE HANDLED THROUGH LES HQ!!!
Register by completing the registration form and send with your payment to LES HQ in Alexandria, VA.



REGISTRATION FORM

LES-SVC July 30, 2008 Luncheon Hosted by Townsend and Townsend and Crew LLP
PLEASE NOTE – ALL REGISTRATIONS ARE HANDLED BY LES HQ!

Register online and pay with a credit card:

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You will need to create an account prior to registering for this event. <http://iweb.usa-canada.les.org/iweb/profile/createnewuser.aspx>

Once your account has been created proceed to registration as an online account holder.

For questions regarding online registration please contact Curtis Gore, LES Membership & Chapter Coordinator cgore@les.org (703) 299-8209

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How did you hear of this event? _____

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

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LES Members: \$40. if paid by 7/25/2008
\$45. if paid after 7/25/2008
NON-Members: \$45. if paid by 7/25/2008
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METHOD OF PAYMENT:

Total Payment: \$ _____
(LES 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 25, 2008.

Enclosed is my check, drawn on a U. S. bank, in U. S. funds, made payable to **LES** (Licensing Executives Society USA and Canada, Inc.) **Please put "LES-SVC 7/30/08 Event" in the memo section of the check.**

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**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