

Wednesday, April 22, 2009

Hosted and Sponsored by **MORRISON | FOERSTER**

755 Page Mill Road, Palo Alto, CA 94065

11.30 AM – 2:00 PM

Topic: “The Fate of Silicon Valley and the New “Protean” Corporation”

Brief Description

From a very unique perspective from a career that spans over two decades and numerous books that have described the state of industry and entrepreneurship, Michael Malone will offer observations, insights and predictions on the state of the economy, the future of entrepreneurship and the role of business and individuals in creating new ways of thinking, wealth creation and global community cohesion. He will discuss the state of Silicon Valley, the next five years in tech, his next book (on the Protean Corporation) and the emerging global marketplace.

Featured Speaker:

Michael S. Malone is one of the nation's best-known technology writers. He has covered Silicon Valley and high-tech for more than 25 years, beginning with the San Jose Mercury News as the nation's first daily high-tech reporter. His articles and editorials have appeared in such publications as *The Wall Street Journal*, *The Economist* and *Fortune*, and for two years he was a columnist for *The New York Times*. He was editor of *Forbes ASAP*, the world's largest-circulation business-tech magazine, at the height of the dot-com boom. Malone is the author or co-author of a dozen books, notably the best-selling "Virtual Corporation." Malone has also hosted three public television interview series, and most recently co-produced the celebrated PBS miniseries on social entrepreneurs, "The New Heroes." He has been the ABCNews.com "Silicon Insider" columnist since 2000.

He also lectures at Oxford where he is a “Distinguished Friend”:

In October 2004, for his work in establishing the annual Silicon Valley Comes to Oxford program, the Skoll Institute of Social Entrepreneurship, and his support of the Bodleian Library, Malone was named a Distinguished Friend of Oxford University.

The following is a list of Michael's books:

- The Big Score (Doubleday/1985) – Business Week ten best of the year, basis of award-winning PBS series “Silicon Valley”. Considered the classic history of the Valley.
- Going Public (HarperCollins/1991)
- The Virtual Corporation (Harper/Collins/1992) – co-authored with William Davidow. One of the most influential business books of the last twenty years. Business Week cover story and best seller (80,000 copies).
- The Microprocessor: A Biography (Springer-Verlag/1995) – Critic's Choice Award
- Virtual Selling (Free Press/1996) – co-authored with Tom Siebel
- Intellectual Capital (Harper/Collins/1997) – co-authored with Leif Edvinsson. Winner of numerous European business awards.
- One Digital Day (Random House 1998) – Best-selling photo book. Authored the narrative essays.
- A Parliament of Minds (SUNY Press/2000) – Collection of Malone interviews from the 1998 public television series.
- Infinite Loop (Doubleday/1999) – Library Journal Best Business Book.
- Betting It All (Wylie, Autumn 2001) – Interviews from Malone's new PBS series on entrepreneurs, including introductions by the author.
- The Big Issues (Wylie, Winter 2001) – Best of ASAP Big Issues, Features two Malone essays.
- Valley of Heart's Delight (Wylie, Spring 2002) – Best of Malone's magazine, book and newspaper writings.

Of particular interest to the LES audience is his 1997 book: *Intellectual Capital: The Proven Way to Establish Your Company's Real Value by Measuring Its Hidden Brainpower*, http://www.amazon.com/Intellectual-Capital-Establish-Measuring-Brainpower/dp/0749917679/ref=sr_1_11?ie=UTF8&s=books&qid=1236799728&sr=1-11

Meeting format:

11:30 – 12:30 Registration and Networking buffet lunch
12:30 – 2:00 Introduction and Welcoming Remarks by [William Schwartz](#), click for link to his bio
Partner in Morrison & Foerster's Tech Transactions Group
Program

Registration:

LES Members Registration Fees are: \$45. if paid by Friday, April 17, 2009
\$50. if paid after Friday, April 17, 2009
Non-LES Members Registration Fees are: \$50. if paid by Friday, April 17, 2009
\$55. if paid after Friday, April 17, 2009

Register online and pay with a credit card:

LES Members and online account holders: <http://iweb.usa-canada.les.org/iweb/Events/CalendarEventsListView.aspx>

Non LES Members: <http://iweb.usa-canada.les.org/iweb/profile/createnewuser.aspx>

***Members of the following organizations will receive the LES Member rate:**

ALM, Bay Bio, The Churchill Club, International Business Forum, LARTA, Ocean Tomo, Practicing Law Institute, San Jose Bio, Tech Connect

**To receive the Partner organization registration discount please click on the Silicon Valley Chap Mtg PARTNER link on the LES Chapters calendar page.*

Annual LES-SVC Website Sponsors:

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Collaborating Organizations:

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REGISTRATION FORM
LES-SVC April 22, 2009 LUNCHEON EVENT
PLEASE NOTE – ALL REGISTRATIONS ARE HANDLED BY LES HQ!

Register online and pay with a credit card:
LES Members and online account holders:
<http://iweb.usa-canada.les.org/iweb/Events/CalendarEventsListView.aspx>

LES Members: \$45. if paid by 4/17/09
 \$50. if paid after 4/17/09
 NON-Members: \$50. if paid by 4/17/09
 \$55. if paid after 4/17/09

Non LES Members:
<http://iweb.usa-canada.les.org/iweb/profile/createnewuser.aspx>

METHOD OF PAYMENT:

***Members of the following organizations will receive the LES Member rate:**
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**To receive the Partner organization registration discount please click on the Silicon Valley Chap Mtg PARTNER link on the LES Chapters calendar page.*

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

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

No refund of registration fees will be given after April 17, 2009.

Name: _____
 Title: _____
 Company: _____
 Address: _____
 City, State, Zip: _____
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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 04/22/09 Event “ in the memo section of the check.

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. _____

Mail check and this completed form to:
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 Name as shown on card: _____
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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.

Please fax the completed form to Curtis Gore:
FAX (703) 836-3107

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

Franca Gargiulo – LES-SVC Coordinator
Email: franca.gargiulo@att.net
Phone: (415) 564-2600

755 Page Mill Road, Palo Alto, California 94304-1018

Phone: (650) 813-5600

Directions

From 101 North or South:

- From 101 North or South: Exit at Oregon Expressway. Proceed west on Oregon to El Camino.
- Cross El Camino (Oregon becomes Page Mill Rd.). Turn left on Ramos (first light after El Camino).
- You have entered Palo Alto Square.
- Go to the second stop sign and turn right. Park anywhere and take the red brick walkway between the two buildings.
- Morrison & Foerster is located in Building "B" (on your left).

From 280 North or South:

- Exit at Page Mill Road. Proceed east on Page Mill. Pass Hansen Way.
- Turn right on Ramos (you have entered Palo Alto Square).
- Go to the second stop sign and turn right.
- Park anywhere and take the red brick walkway between the two buildings.
- Morrison & Foerster is located in Building "B" (on your left).

