



SILICON VALLEY CHAPTER EVENT

PROGRAM

Barbara Zuckerwise, Founder, BZuckerwise: Negotiating Deals That Work

“Negotiating and Closing Successful Licensing Deals: A Business Perspective ”

Join us for a view of licensing deals through the eyes of an executive with more than 15 years experience in negotiating and closing successful technology partnerships.

Topics will include:

- | Negotiating deals for operational success after signature
 - | Key areas which should concern you before signature
 - | Crafting deals for success after signature
- | It's a business issue... It's a legal issue
 - | Are business and legal issues separable?
 - | Tips for improved interaction between business and legal teams
- | What are the rough spots?
 - | Exclusivity
 - | Maintenance v. warranty
 - | Topics which you submit

As part of the registration process, you will be asked to submit two topics which represent 'rough spots' in the negotiation of your licensing deals. Results will be reported during the session. Individual topics will be addressed as time permits.

DATE

Wednesday, July 30, 2003

11:30 – 1:00: Lunch + 12:30 – 1:30: Speaker

LOCATION

2655 Seely Avenue, Building 5 in the Pebble Beach Conference Room

(at Montague Expressway – Please see the attached map)

San Jose, CA 95134

(408) 943-1234

COST

Luncheon & program: \$ 35.00 Paid Pre-registration by July 25th
 Luncheon & program: \$ 40.00 Paid after July 25th (note: seating is limited)

Please let me know if you have any special dietary requirements.

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.

REGISTRATION FORM : LES – SVC : July 30, 2003 Event

PLEASE TYPE OR PRINT LEGIBLY ---

Name: _____ Title: _____
 Company: _____ Address: _____
 City: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

Please make check payable to: "LES – Silicon Valley Chapter"

Or charge to Visa , or MasterCard **Cardholder:** _____
Account #: _____ **Exp:** _____ **Billing Zip Code:** _____
Signature: _____ **Amount \$** _____ **Receipt #** _____

For office use only

No refund of registration fees will be given after July 25, 2003.

Mail to: Julie Alsing, LES Silicon Valley Chapter Coordinator, P. O. Box 21027, El Sobrante, CA 94820-1027
Charge & Fax to: Julie Alsing at (510) 669-1645, or contact Julie at: Phone: (510) 223-7810, Email: julie@alsing.net

Date _____

Please submit the two to three top issues which represent rough spots in your negotiations.

1. _____

2. _____

3. _____

What are the top two to three issues which you face after your deals close?

1. _____

2. _____

3. _____

Please note, your responses will be kept anonymous.

Speaker Bio: Barbara Zuckerwise is the founder of BZuckerwise: Negotiating Deals That Work, a consulting practice dedicated to maximizing top line, bottom line, and operational results generated from third party relationships. (For more information please visit: <http://www.DealsThatWork.com>) Barbara is a frequent speaker at events in the Bay Area on topics ranging from successful negotiation to software licensing. Barbara was VP, Business Development, for a division of Excite@Home and Director of Business Development for Motorola's Semiconductor Product Sector. She is recognized for her negotiation-driven results, having generated multi-\$B in revenues, and multi-\$M in cost savings. As Senior Product Manager for NCR Corporation, she grew a \$10M product program by 35% year over year, and was instrumental in the launch of a software start-up division. Barbara holds a M.S. in Management Information Systems, a M.Ed. in Special Education and a B.S. in Deaf Education with High Honors.