

Chapters

Local Chapter News

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



Silicon Valley Chapter Luncheon Event Wednesday, June 22, 2005

At

ChevronTexaco Corporation, San Ramon, CA
11:30 AM – 1:30 PM

Increasingly all companies, not only those traditionally viewed as high-technology or new economy companies, have to deal with intellectual property legal issues relating to information technology ("IT"). The reasons for this change include an increase in reliance by all companies on IT systems throughout the enterprise, an increase in the value of data as a product in itself, and the increasing number of software and business method patents. The affect on these developments on legal work in an old economy company includes increased number, cost, complexity, and importance of software related agreements. Software and data projects often involve a different mindset and culture than other types of projects in old economy companies, e.g., manufacturing projects. These differences include having faster project timetables and being more highly-trained manpower intensive versus capital and materials intensive. Additionally, total implementation costs for an IT project are often several times the cost of license fees alone. These costs include customization, integration, training, maintenance, and support. Several common boiler-plate provisions of technology licenses require re-thinking when applied to software or data agreements. Unlike, high-technology/new economy companies, the information technology staff in old economy companies have probably never viewed the company's software as an important intellectual property asset and had little or no experience with patenting software and business methods. Also, they are not aware of the risks of infringing another's software or business method patents.

Topic: "Software and Data Licensing: New Economy Issues in Old Economy Companies"

Brief Speaker Introduction:

Tim Hadlock is Senior Counsel in the Intellectual Property Practice Group at ChevronTexaco Corporation. He is a past President of the San Francisco Intellectual Property Law Association. At ChevronTexaco Mr. Hadlock is responsible for patenting, licensing, opinion drafting, and counseling in the areas of software, information technology, data base, eCommerce, and business methods. Before joining ChevronTexaco he served as law clerk to Judge Bennett at the U.S. Court of Appeals for the Federal Circuit. He received his J.D. and a B.S. in Chemical Engineering from the University of Florida and a B.S. in Computer Science from Notre Dame de Namur University.

Location:

ChevronTexaco Corp., 6001 Bollinger Canyon Road, San Ramon, CA 94583 (925) 842-1000, www.chevrontexaco.com
For directions, see Page 3.

Meeting Format:

11:30 AM – 12:30 PM Buffet Lunch and Registration
12:30 PM – 1:30 PM Speaker: Timothy J. Hadlock

Registration:

LES Members Registration Fees are:	\$35. if paid by Friday, June 17, 2005
	\$40. if paid after Friday, June 17, 2005
Non-LES Members Registration Fees are :	\$40. if paid by Friday, June 17, 2005
	\$45. if paid after Friday, June 17, 2005

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

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REGISTRATION FORM

LES-SVC June 22, 2005 Luncheon Event with Timothy J. Hadlock

Name: _____

LES Members: \$35. if paid by 6/17/2005
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Non-LES Members: \$40. if paid by 6/17/2005
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Title: _____

METHOD OF PAYMENT:

Company: _____

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

Address: _____

No refund of registration fees will be given after June 17, 2005.

Telephone: _____

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 6/22/2005 Event” in the memo section of the check.

Facsimile: _____

E-Mail: _____

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

Are you an LES Member? Yes No

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

VISA or MASTERCARD Credit Card:

The Licensing Executives Society (USA and Canada) is a 501 (c) 6 non-profit corporation.

Name as shown on card: _____

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 annual conference qualifies for 1.0 hours MCLE credit.

Account #: _____

Expiration date: _____

Billing address: _____

Billing City & Zip: _____

Signature: _____

Receipt: _____

LES-SVC Office use only

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 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

LES - SILICON VALLEY CHAPTER LUNCHEON EVENT
JUNE 22, 2005

Directions to: ChevronTexaco Corp., 6001 Bollinger Canyon Road, San Ramon, CA (925) 842-1000

From San Francisco:

1. **I-580 East** towards **Oakland**, then continue 580 East to **Stockton**
2. **I-680 North** towards **Sacramento** to the **Bollinger Canyon Road Exit**. Turn **right** onto **Bollinger Canyon Road** and **6001 Bollinger Canyon Road** will be on your **right**. Proceed to **Building A, Room A-1094**.

From Palo Alto:

1. **CA-84 East** to the **Dumbarton Bridge**, proceed across the Bay and continue on **Decoto Road**.
2. **I-880 North** towards **Oakland**.
3. **I-238** Exit towards **Castro Valley (I-580)/Stockton**. *I-238 South becomes I-580 East.*
4. **I-680 North** towards **Sacramento**, to the **Bollinger Canyon Road Exit**. Turn **right** onto **Bollinger Canyon Road** and **6001 Bollinger Canyon Road** will be on your **right**. Proceed to **Building A, Room A-1094**.