



SILICON VALLEY CHAPTER EVENT

**Damon C. Matteo, Vice President  
Palo Alto Research Center (PARC)**

**“Intellectual Capital Management In A Hybrid World”**

Intellectual capital is both an incredibly valuable, and an incredibly versatile corporate asset, which can find commercial expression in myriad ways. Surprisingly, most organizations focus either exclusively or primarily on only one commercialization pathway for their intellectual capital assets – leaving considerable value unrealized. PARC, as a commercial research facility has a business model which not only enables, but by conscious design encourages creation and exploitation of IP assets across a wide variety of vehicles simultaneously e.g. direct-to-product, sponsored research, arms-length transactions such as licensing, building critical mass for spin-outs, and assertion. Successfully targeting asset development and optimizing across these disparate, often invasive commercialization pathways at once introduces new and leveraged sources of revenue, but also levels of complexity in strategic planning.

We'll discuss the underlying model, strategies and tools employed at PARC, as well as look at some success stories that illustrate the principals in action.

DATE

**Wednesday, July 28, 2004**

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

LOCATION

**Palo Alto Research Center’s George E. Pake Auditorium  
3333 Coyote Hill Road, Palo Alto, CA 94304  
(650) 812-4000**

COST

Luncheon & program: \$ 35.00 Paid Pre-registration by 1PM July 22<sup>nd</sup>  
Luncheon & program: \$ 40.00 Paid after 1PM July 22<sup>nd</sup>

**Julie will be unavailable after July 22<sup>nd</sup>, so all registrations after 1PM July 22<sup>nd</sup> must be processed at the door.**

**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 28, 2004 Event

PLEASE TYPE OR PRINT LEGIBLY ---

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**No refund of registration fees will be given after 1PM July 22, 2004.**

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 or 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.

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](mailto:julie@alsing.net)

## Damon C. Matteo – Speaker Biography

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Over the course of his fifteen-year career in intellectual capital management and commercialization, Mr. Matteo has acquired extensive experience in the full-spectrum management of corporate intellectual capital assets: from optimizing their creation and capture, to extracting value from them through vehicles such as licensing and spin-outs.

Currently Vice President of Intellectual Capital Management & Commercialization for the Palo Alto Research Center, Mr. Matteo is chartered with the direction all aspects of PARC operation which touch intellectual capital, including research targeting, strategic management of IP assets, IP administration, legal operations and on the commercialization side such vehicles as licensing, spin-outs and assertions. Previously at Hewlett-Packard, where he was brought in to create from scratch and manage a world-class licensing organization, Mr. Matteo directed intellectual property licensing for all of Hewlett-Packard. Prior to joining Hewlett-Packard, Mr. Matteo served as president of

Savanteque Intellectual Capital Management: a technology management consulting firm specializing in intellectual capital management. With regard to international experience, Mr. Matteo also lived in Japan where he directed technology licensing and strategic alliances for one of Japan's largest computer manufacturers. In addition to his private sector work, Mr. Matteo adds licensing for Lawrence Livermore National laboratory and the University Of California to his palette of skills and experience.

Technical domains of expertise include microelectronics, software, biotech and nanotechnology. Mr. Matteo has over fifteen years direct experience with these technologies developing and implementing intellectual capital management strategies designed to optimize returns on intellectual capital assets. Some his "tools" in these efforts include:

- **Intellectual Capital Management**
- **Technology Licensing (In & Out)**
- **Strategic Alliances & Joint Ventures**
- **M&A And Divestitures**
- **Intellectual Capital Characterization & Valuation**
- **Patent Assertion & Infringement Defense**
- **IPOs & Private Placements**
- **Spin-Outs & Spin-Ups**

Mr. Matteo has successfully completed transactions representing companies in the US, Europe, and Asia, ranging in size from Fortune 100<sup>7</sup> companies to start-ups, as well as universities and national laboratories. Aside from their strategic benefits, many of these transactions were themselves each valued at over \$25 million, or have generated more than \$100 million of additional revenue.

**Awards & Notable:** Mr. Matteo's work has been recognized by a number of professional awards. Some of the recent awards include the *National Technology Transfer Excellence Award* given by the US Federal government, the *R&D 100 Award* by *R&D Magazine* and was also featured by *NewsLink* Technology Transfer Magazine as their *Profile In Excellence*. *Intellectual Asset Management* magazine chose to interview Mr. Matteo for his thoughts on the future of intellectual assets in the corporate world for their premier issue. Mr. Matteo also serves as a Fellow with the *Center For Advanced Technology* researching topics in high-technology commercialization and value extraction. In an international vein, Mr. Matteo also serves on the Industry Advisory board for the *European Center For Intellectual Property Studies*. Mr. Matteo has also served as principal industry expert on the *Security & Exchange Commission's* taskforce on the valuation and management of intellectual capital assets. In addition, Mr. Matteo has served as an expert witness for licensing strategy and damages estimation.

**Speaking Experience:** A frequent lecturer, Mr. Matteo's experience includes classes for the University of California at Berkeley, as well as seminars on intellectual capital management, licensing, international business strategies, and intellectual property valuation for such organizations as the Licensing Executives Society, the Intellectual Property Society, the Venture Capital Task Force, the Management Roundtable, the Association Of University Technology Managers, the California Invention Center, California State University, the World Research Group, the Association Of Federal Technology Transfer Executives and various private corporations, professional organizations and other universities. His professional associations include the Licensing Executives Society.

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**DIRECTIONS TO PARC: 3333 Coyote Hill Road, Palo Alto, CA 94304 (650) 812-4000**

**From San Francisco Airport (SFO) / 280 Southbound**

- 101 North to 380
- 380 West to 280
- 280 South toward San Jose
- Exit at Page Mill Road; at the end of the offramp, turn left
- Right on Coyote Hill Road (second street, watch for a small street sign)
- PARC is on the left, just past the crest of the hill

**From San Jose Airport (SJC) / 280 Northbound**

- 880 South to 280
- 280 North toward San Francisco
- Exit at Page Mill Road; at the end of the offramp, turn right
- Right on Coyote Hill Road (second street, watch for a small street sign)
- PARC is on the left, just past the crest of the hill

**From 101 North and South**

- Exit Embarcadero/Oregon Expressway
- Follow signs to Oregon Expressway
- Oregon Expressway will become Page Mill Road
- Continue on Page Mill Road
- Left on Foothill Expressway
- Right on Hillview Avenue
- PARC is on the right, second driveway
- Once you enter the parking lot, continue up the hill and around the building to the visitor parking lot and the main entrance

**George E. Pake Auditorium**

**The entrance to the George E. Pake Auditorium, named after PARC's founder, is to the left of and down the stairs from PARC's main lobby entrance. If you need assistance reaching the Auditorium, please ask at the main lobby desk.**

**Parking in the upper lot is limited. If you are attending a large event, we recommend arriving a bit early. It may be necessary to park in the lower lot and walk up the hill to the main entrance.**