



SILICON VALLEY CHAPTER EVENT

PROGRAM

**Art Nutter, CEO
TAEUS International**

**“Risk Modeling vs. Patent Mining: New Techniques
for Identifying the Best Patents for Licensing ”**

This program will begin with an explanation of why the traditional patent "mining" approach to licensing is inefficient and costly. Art Nutter, CEO of TAEUS International, a leading organization for technical analysis of products and patents, and an LES trustee, will explore a new method for identifying the strongest candidates for patent licensing. The two approaches will be compared and contrasted to demonstrate the benefits of a business model over the less systematic traditional approach. This session will include a review of common licensing scenarios in which patent holders often find themselves, and how risk modeling can provide strategic advantages. Session concludes with how benefits of the risk approach extend beyond generating royalties.

DATE

Wednesday, April 28, 2004

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

LOCATION

Hewlett Packard Company

3000 Hanover Street, Palo Alto, CA 94306 (650) 843-5000

(Please see the last page for driving directions)

COST

Luncheon & program: \$ 35.00 Paid Pre-registration by April 23rd
Luncheon & program: \$ 40.00 Paid after April 23rd

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.*

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.

REGISTRATION FORM : LES – SVC : April 28, 2004 Event

PLEASE TYPE OR PRINT LEGIBLY ---

Name: _____ Title: _____
Company: _____ Address: _____
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Please make check payable to: "LES – Silicon Valley Chapter"

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

No refund of registration fees will be given after April 23, 2004.

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

ART NUTTER

TAEUS International Corporations

Arthur M. Nutter, BSME, MBA, founded TAEUS International Corporation in 1992 as the first engineering company dedicated exclusively to intellectual property enforcement. Over his 34-year career in engineering and executive management he has worked closely with both multinational firms and high tech startups. Art has first-hand experience about the critical role intellectual property management issues play in business success or failure. He has two patents pending which cover IP management tools and processes. Art's ability to listen and solve problems helps translate customer requirements into business solutions. TAEUS, with offices in Colorado, Silicon Valley and the United Kingdom, assists corporations worldwide with intellectual property licensing, litigation, and management.

Directions to: Hewlett Packard Company, 3000 Hanover Street, Palo Alto:
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From San Francisco:

1. US-101 South to Embarcadero/Oregon Expressway Exit in Palo Alto, take Oregon Expressway, drive west for about two miles to the intersection of El Camino Real and Oregon Expressway. (Oregon Expressway becomes Page Mill Road at the El Camino Real intersection.) Continue west on Page Mill approximately 0.5 miles. The third traffic signal is Hanover. Turn left on Hanover.
2. I-280 South to Page Mill Road exit. At the bottom of the exit ramp, turn left onto Page Mill Road. Drive east about 2.3 miles to Hanover Street and turn right.

From San Jose:

1. US-101 North to Embarcadero Road/Oregon Expressway Exit. Take the Oregon Expressway exit and drive west for about two miles to the intersection of El Camino Real and Oregon Expressway. (Oregon Expressway becomes Page Mill Road at the El Camino Real intersection.) Continue west on Page Mill approximately 0.5 miles. The third traffic signal is Hanover. Turn left on Hanover.
2. I-280 North to Page Mill Road exit. Turn right onto Page Mill Road. Drive east about 2.3 miles to Hanover Street and turn right.