



SILICON VALLEY CHAPTER EVENT

Andy Gibbs, CEO, PatentCafe

**“Beyond Google: Advanced Search Technologies
Enter the Intellectual Property World”**

We all know that “knowledge is power”. The paradox is that in an age when search engine wars hammer out ever-increasing advances in the ability to produce meaningful results from huge databases, the intellectual property community continues to rely on primitive technology to search patents for patentability, invalidity or licensing opportunities.

Of all the industries that should be embracing new technologies, it would seem that IP professionals would be on the leading edge – especially when the discovery of a single prior art patent could mean the difference in winning or losing an infringement suit, or could lead to the reduction in ill-spent millions in R&D investment on what’s later deemed to be infringing products.

The world’s leading patent filers have already begun mainstreaming Latent Semantic Analysis search technology as a core IP research tool – for both patent, as well as non-patent literature. Is there a correlation between these companies’ early adoption of superior technology, and their superior performance as leading innovators?

In this high-level presentation, Mr. Gibbs will discuss just what Latent Semantic Analysis search technology is, why BusinessWeek called Semetric™ search technology “Beyond Google”, and why it represents one of the most important advancements in intellectual property knowledge management in more than a decade.

DATE

Wednesday, May 26, 2004

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 May 21st

Luncheon & program: \$ 40.00 Paid after May 21st (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 : May 26, 2004 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 # _____

No refund of registration fees will be given after May 21, 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

PatentCafe CEO Background



Andy Gibbs is the founder and CEO of PatentCafe, the Internet's largest intellectual property network. He has founded 7 manufacturing and professional service companies, and is an inventor with numerous issued and pending patents in the automotive, medical device, electronics, sporting goods, methods of business and software industry segments. His career experience has ranged from garage entrepreneur to Executive V.P. for the Automotive Accessories Division of Fortune 100 Mascotech.

Mr. Gibbs was appointed to a second term on the US Patent and Trademark Office's Public Patent Advisory Committee by US Secretary of Commerce Donald Evans. The P-PAC advises the Patent Office on various matters, and reports annually to the President and the Judiciary Committees.

He is a member of the Board of Directors of Intellectual Property Owners Association (www.IPO.org), the Licensing Executives Society (www.usa-canada.les.org), and National Association of Patent Practitioners (www.napp.org).

Mr. Gibbs has authored a number of publications and software including: *Essentials of Patents* (Wiley & Sons, 2002), *PatentWriter* (Square One Publishing, 2004), *Patent Quality Management; Managing by Accident* (Wiley & Sons, 2004), *Ironman Inventing* and *Ironman Business Plan*, *PatentCafe Innovation Assessment* software program and manual, and the official *Boy Scouts Drafting Merit Badge Manual*, and more than 100 articles related to IP development, strategy, licensing and management.

As a past Silicon Valley product designer, he has had his hand in the development the world's first home satellite TV receiver systems, LCD watches, flat screen color CRTs, 3-1/2" floppy disks, miniature electronics connectors, automotive diagnostic equipment, ink jet printers, UV / ozone water purification systems, and semiconductor testing equipment for companies such as National Semiconductor, Memorex, ADAC Laboratories, ISS Sperry Univac, and System Industries.

He is also an accomplished building designer with more than 100 residential, commercial and industrial architectural projects to his credit ranging from new home design to shopping centers and medical facilities, and facilities design for Memorex, Beringer Winery, and Bob's Big Boy Restaurant.

Mr. Gibbs regularly speaks on intellectual property internationally, including conferences sponsored by Derwent, UK, and the World Intellectual Property Organization, (Hong Kong and Bulgaria), as well as programs sponsored by the US Patent & Trademark Office and myriad US inventor organizations.

He has appeared as an intellectual property expert on CNN/fn, the Ananda Lewis Show, the Discovery Channel, and numerous regional TV and syndicated radio talk shows, and has been covered by more than 100 major media outlets including Forbes, Bloomberg Washington Report, Time, National Law Journal, London Financial Times, and LA Times, to name a few.

Mr. Gibbs has a BA in Architecture, and a Masters in Marketing and Business Administration. He is married to Stephanie, his software entrepreneur wife, has 2 sons. He lives on his hobby Northern California walnut orchard, has spent over 10 years as a Boy Scouts of America Scoutmaster & scouting adult leader, is an avid cyclist, snowboarder and outdoor sportsman, and collects antique fishing lures.

e-mail: CEO@patentcafe.com www.patentcafe.com

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.