



SILICON VALLEY CHAPTER EVENT

In collaboration with



United States Council for International Business

PROGRAM

Gary Moore and Eric Reifschneider, Partners with **Cooley Godward LLP**

ATTORNEYS AT LAW

“Advanced Patent Licensing: Traps for the Unwary”

Patent licenses present many traps for the unwary. If you are a licensor and want to avoid losing control of your patents, or if you are a licensee and want to make sure that you are getting all the rights you need, you won't want to miss this presentation by two experienced deal-making IP attorneys. Topics to be explored in depth include “have made” rights, the exhaustion doctrine, and covenants not to sue.

DATE

Wednesday, October 1, 2003

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

2003-2004 Official
LES-SVC.ORG
Website Legal Firm
Sponsor

LOCATION

Cooley Godward

3175 Hanover Street, Palo Alto, CA 94306 (650) 843-5000

(Visit <http://www.cooley.com/firmprofile.ixc> for directions, or please see the following)

COST

Luncheon & program: \$ 35.00 Paid Pre-registration by Sept. 26th
Luncheon & program: \$ 40.00 Paid after Sept. 26th (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 : October 1, 2003 Event

PLEASE TYPE OR PRINT LEGIBLY - - -

Name: _____ Title: _____
Company: _____ Address: _____
City: _____ Zip: _____
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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 # _____
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No refund of registration fees will be given after September 26, 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

Gary H. Moore is a partner in the Cooley Godward [Business](#) department and a member of the Technology Transactions practice group. He joined Cooley in 2000 and is resident in the [Palo Alto](#) office.

Mr. Moore's practice focuses on complex technology related transactions and strategic alliances, including software, patent and technology licensing, OEM, VAR and other distribution arrangements, product development and technology transfer agreements, contract manufacturing, electronic commerce, and other intellectual property and commercial transactions affecting the information technology industry.

Mr. Moore has broad experience in representing both emerging companies and established and multi-national companies in the software, hardware, Internet, telecommunications and digital content industries.

Prior to joining the Firm, Mr. Moore was a partner in the Palo Alto office of McCutchen, Doyle, Brown & Enersen, where he founded and served as chair of that firm's intellectual property practice group from 1995 to 1998. From 1988 to 1992, Mr. Moore was Vice President and General Counsel of NeXT Computer, Inc.

Mr. Moore received a J.D., *magna cum laude*, from Harvard Law School (1969), where he served as an editor of the Harvard Law Review. He was the recipient of a Knox Fellowship from Harvard University, did post-graduate legal studies at Cambridge University, receiving a Diploma in Legal Studies (1971), and served as a research assistant in the legal faculty at Giessen University, Germany. He received a B.A. from Yale University (1966).

Mr. Moore is a member of the State Bar of California, the Bar Association of San Francisco, the American Bar Association, the Computer Law Association, the Licensing Executives Society and the American Intellectual Property Law Association. Mr. Moore is a frequent speaker and lecturer on strategic alliances and intellectual property issues.

▶ EDUCATION

- Harvard Law School
J.D., 1969
Magna cum laude
- Yale University
B.A., 1966

▶ BAR ADMISSIONS

The State Bar of California

▶ MEMBERSHIPS

American Bar Association

Bar Association of San Francisco

Computer Law Association

Licensing Executives Society

American Intellectual Property Law Association

Eric M. Reifschneider is a partner in the Technology Transactions practice group and a member of the Cooley Godward [Business](#) department. He joined the Firm in 1996 and is resident in the [Palo Alto](#) office.

Mr. Reifschneider focuses on transactions involving the acquisition, development and commercialization of technology. His clients include Fortune 100 companies and start-ups financed by venture capital firms in the semiconductor, software, hardware and wireless communications industries. He has prepared and negotiated agreements for strategic alliances, intellectual property asset acquisitions and patent cross-licenses, as well as commercial transactions such as business process outsourcing, software licenses, contract manufacturing and technology escrows. He is also an expert in the intellectual property aspects of mergers and acquisitions.

Before joining Cooley, Mr. Reifschneider worked at Motorola, Inc. in Schaumburg, Illinois. Previously, Mr. Reifschneider practiced corporate law at Katten, Muchin & Zavis in Chicago.

Mr. Reifschneider graduated *magna cum laude* from Harvard Law School in 1992, where he served as executive editor of the *Harvard Law Review* and was the primary editor of the casebook "Sports and the Law." He has Bachelor of Science degrees in Physics and Mathematics from the Massachusetts Institute of Technology, where he graduated first in his class and was named the top Scholar-Athlete in his senior class.

Mr. Reifschneider has lectured frequently across the country on a wide range of topics including "IP Ownership and Licenses in Joint Ventures and Strategic Alliances," "Business Process Outsourcing," "Disposing of IP Assets of a Troubled Company," "Software Licensing," "Warranty and Indemnification Provisions in Technology Agreements," and "IP Options and Strategies for Fabless Semiconductor Companies."

Mr. Reifschneider is licensed to practice law in the state of California and is a member of the American Bar Association (ABA) and the State Bar of California. As a member of the Committee on Negotiated Acquisitions of the ABA, Mr. Reifschneider was the primary editor of the Model Stock Purchase Agreement published by the ABA in 1995.

▶ EDUCATION

- Harvard Law School
J.D., 1992
Magna cum laude
- Massachusetts Institute of Technology
B.S. Physics, B.S. Mathematics, 1989

▶ BAR ADMISSIONS

The State Bar of California

▶ MEMBERSHIPS

American Bar Association

California Bar Association

Licensing Executives Society [LES] – Silicon Valley Chapter

Driving Directions

From San Francisco

- Take US-101 South to Embarcadero/Oregon Expressway.
- Take Oregon Expressway 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 Road approximately 0.5 miles.
- Turn left on Hanover Street.
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Road).
- Enter the driveway and park to the right of the building near the main reception area.

OR

- Take I-280 South to Page Mill Road.
- 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.
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Road).
- Enter the driveway and park to the right of the building near the main reception area.

From San Jose

- Take US-101 North to Embarcadero Road/Oregon Expressway.
- Take Oregon Expressway 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 Road approximately 0.5 miles.
- Turn left on Hanover Street (the third traffic light).
- 3175 is on the left side of Hanover Street, just as the road bends to the right (approximately 0.3 miles from Page Mill Road).
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OR

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