



THE CENTER FOR AMERICAN  
AND INTERNATIONAL LAW

The Center for American and International Law Presents

## 2010 Internet and Intellectual Property Conference for the Non-Lawyer Professional

**February 4 and 5 - Plano, Texas**

"Discover Your Role in the Protection of Creative Works of the Mind."

**Day One will feature courses on the basics of intellectual property for the non-lawyer professional including an overview of domain names, the internet and cyber crime.**

**Day Two will feature more advanced courses on the various topics of intellectual property and internet practice.**

This event is open to anyone interested in finding out more about patents, trademarks, copyrights and domain names, and can help develop a career in intellectual property and internet practices.

### Featured Speakers include:

- Philip Davison, YUM! Brands  
**Managing a Worldwide Trademark Portfolio**
- John Keehler, Click Here, Inc.  
**Trends in Social Media**
- A Representative from the FBI  
**Current Trends in Cyber Crime**

### February 4, 2010 The Basics

**9:00 - 10:00 am Opening Session (Joint)**

**Managing a Worldwide Trademark Portfolio**

*Philip Davison, YUM! Brands*

**10:15 - 11:45 am Breakout Sessions (Choose one)**

**A. Trademark Basics**

**Trademarks 101**

*Sidelle Illion, Blockbuster*

**B. Patent Basics**

**Patents 101**

*Viola Ange, IPParalegals.Com*

**C. Copyright Basics**

**Copyrights 101**

*Christian Andersen, Exxon Mobil Corporation*

**12:00 - 1:15 pm Joint Luncheon - Domains and Internet 101**

*Ed Schandlbauer, MarkMonitor*

**1:30 - 3:00 pm Breakout Sessions**

**(Repeated from the Morning - Choose one)**

**A. Trademark Basics**

**Trademarks 101**

*Sidelle Illion, Blockbuster*

**B. Patent Basics**

**Patents 101**

*Viola Ange, IPParalegals.Com*

**C. Copyright Basics**

**Copyrights 101**

*Christian Andersen, Exxon Mobil Corporation*

**3:15 - 4:15 pm Closing Session (Joint) - Ethics**

**Boundaries of Patent Practice for the Non-Lawyer**

*Liem Do, Haynes & Boone*

### February 5, 2010 Advanced Sessions

**9:00 - 10:00 am Opening Session (Joint)**

**Trends in Social Media**

*John Keehler, Click Here, Inc.*

**10:15 - 11:45 am Breakout Sessions (Choose one)**

**A. Trademark**

**Trademark Investigations - An overview of practices and ethical issues**

*Linda Merritt, Fulbright & Jaworski*

**B. Patent**

**Online Filing and Monitoring of PCT Applications**

*Marlin Smith, Smith IP Services*

**C. Career**

**Working with Corporate IP Clients**

*Christian Andersen, Exxon Mobil Corporation*

**12:00 - 1:15 pm Lunch Topic (Joint)**

**Current Trends in Cyber Crime presented by the FBI**

**1:30 - 3:00 pm Breakout Sessions (Choose one)**

**A. Investigation**

**Internet Searching & Policing for Trademark Violations**

*Rob Holmes, IPCybercrime*

**B. Advanced Patent Practice**

**Advanced Patent Practice**

*Murray Smith, Haynes & Boone*

**C. Docketing Practice**

*Viola Ange, IPParalegals.Com*

**3:15 - 4:15 pm Closing Session (Joint) - Ethics**

**Boundries of Trademark Practice as a Non-Lawyer**

*Diana Nugent Cone, Hitchcock Evert*



**NLPG IP CONFERENCE**  
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**PLEASE NOTE:** The Center for American and International Law utilizes outside mailing lists. If you receive a duplicate of this announcement, please pass it along to an interested defense colleague.

## GENERAL INFORMATION

### HOUSING:

The cost of housing is not included in the course registration fee. However, rooms (in limited number) have been reserved at the Hampton Inn Hotel, 4901 Old Shepard Place, Plano, Texas 75093. Registrants should call 972-519-1000 and advise them that you are attending the IP Law Conference program. A reduced room rate of \$89 is available. The last day to obtain this special rate is January 21, 2010.

### NONDISCRIMINATION POLICY:

The Center for American and International Law does not discriminate on the basis of race, sex, sexual orientation, color, religion, national origin or ancestry, age, disability, veteran status or any other protected status.

## 2010 Internet and Intellectual Property Conference for the Non-Lawyer Professional - REGISTRATION

*The Center for American and International Law • Plano, Texas*

Please select appropriate option below.

	Non-Members	NLPG Members	DAPA and Students
One day February 4th	<input type="checkbox"/> \$75.00	<input type="checkbox"/> \$0.00	<input type="checkbox"/> \$63.75
One day February 5th	<input type="checkbox"/> \$75.00	<input type="checkbox"/> \$0.00	<input type="checkbox"/> \$63.75
Both days February 4th and 5th	<input type="checkbox"/> \$100.00	<input type="checkbox"/> \$25.00	<input type="checkbox"/> \$85.00
<input type="checkbox"/> I plan to attend the evening reception.			

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**CANCELLATION POLICY:** Tuition less a \$25.00 handling charge per registration, will be refunded upon WRITTEN CANCELLATION received by February 1, 2010. (email cburkel@cailaw.org) After this date, no refunds, but substitution of attendees for this program is permitted. Registrants not entitled to a refund will receive the course materials.

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### NON-LAWYER CLE CREDIT INFORMATION:

We anticipate 6 hours of CLE including 1 hour of ethics each day.

### DIRECTIONS TO THE CENTER FOR AMERICAN AND INTERNATIONAL LAW:

For a detailed map and directions, please visit [www.cailaw.org](http://www.cailaw.org) or call 972.244.3400. The Center is located at 5201 Democracy Drive, Plano, Texas 75024.

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