

3rd Annual A BLUEPRINT FOR BUILDING AND ENFORCING IP VALUE IN CHINA

Back By Popular Demand!

Proactive Strategies to Safeguard Your IP Assets in Business with China & Proven Tactics to Enforce Your IPR Against Infringement

January 22-24, 2007 • Hilton San Francisco Financial District • San Francisco, CA

Unique insights and case studies from these global Intellectual Property leaders:

Find out how today's leading IP professionals are successfully protecting their patents, trademarks, copyrights, and trade secrets while leveraging business opportunities in China. At this conference you will learn how to:

- **Understand** the Chinese IP rights enforcement regime
- **Monitor** the stakes of IP property loss
- **Develop** an understanding of the IP challenges software companies face in China
- **Discover** the causes of increased IP litigation in China
- **Compare** Chinese and US law on patent ownership and transfer
- **Proactively** protect trade secrets in China
- **Explore** the effects of bilateral and multilateral trade agreements
- **Leverage** your trade secrets and know-how in the Chinese market
- **Protect** your company from exposure to IP infringement
- **Manage** your IP assets in licensing, collaborations, and joint ventures
- **Identify and monitor** counterfeiting and IP infringement
- **Minimize** royalty payments in China

- Important Issues in Building and Enforcing IP Value in China
EAST IP
- Understanding Loss of Intellectual Property in the Global Marketplace
CISCO SYSTEMS, INC.
- Enforcing Intellectual Property Rights in China
S.C. JOHNSON & SON, INC.
- 10 Ways to Minimize Royalty Payments in China
PHILIPS ELECTRONICS
- Trade Secret Protection Strategies in China
EASTMAN CHEMICAL CO.
- Management of IP Rights in China
SHELL OIL COMPANY
- An Alternative Business Model for Patenting and Licensing Biotechnology Inventions in China: Entering Financial and Operational Agreements with Chinese Institutions
NATIONAL INSTITUTE OF HEALTH
- The Explosion in Volume of Intellectual Property Civil Litigation in China and its Implications
HEWLETT-PACKARD COMPANY
- Patent Ownership and Transfer in China: Comparison to US Law
CISCO SYSTEMS, INC.
- Securing and Enforcing IP Rights in China
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- The Truth About Fighting Counterfeiters and What Tools You Will Need to Fight Such a War
OAKLEY, INC.
- IP Challenges that Software Companies Face in China
SAP
- Challenges and Rewards of Technology Licensing in China
HEWLETT-PACKARD COMPANY

PANEL DISCUSSION

Developing the Right IP Strategy for China
KENYON & KENYON LLP
CISCO SYSTEMS, INC.
CORNING, INC.

SHIIPS (SHANGHAI INTERNATIONAL INTELLECTUAL PROPERTY SERVICE)

PANEL DISCUSSION

IP Value and Value Management: The Chinese View, Strategy, and Potential Global Impact
PRICEWATERHOUSECOOPERS
CHEVRON CORPORATION
HEWLETT-PACKARD COMPANY
EAST IP
MICHIGAN STATE UNIVERSITY COLLEGE OF LAW

DON'T MISS THESE MUST-ATTEND, IN-DEPTH WORKSHOPS!

- **Protecting IPR in China: Developing a Strategy for Evaluation & Valuation of IP**
IASTRATEGY GROUP
- **Enforcing Intellectual Property Rights Outside China: Using International Trade Policy and Remedies**
SAMUELS INTERNATIONAL ASSOCIATES, INC.
- **Maximizing Business Impact in China**
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Dear Intellectual Property Executive:

Are you risking piracy, counterfeiting and IP value infringement in China?

Undoubtedly, the burgeoning Chinese market presents an attractive opportunity to any company looking to expand business operations. However, the reward is often diminished by the risk of piracy, counterfeiting and IP value infringement.

According to the International Chamber of Commerce, US companies are losing over \$200 billion in legitimate business each year to piracy in China. But why should foreign IP holders suffer these staggering losses? How can they take a proactive and corrective approach to minimize infringement of their IP rights in China?

For answers to these questions, you must attend World Research Group's **3rd Annual A Blueprint for Building and Enforcing IP Value in China** at the **Hilton San Francisco** on **January 22-24, 2007**. This unparalleled conference will showcase how thought leaders, policy makers and Fortune 500 corporations have been conducting business in China and what types of effective IP business strategies they have developed. These global leaders will share their insights, strategies, and best practices on how to:

- **Understand** the Chinese IP rights enforcement regime
- **Uncover** the causes of increased IP litigation
- **Compare** Chinese and US law on patent ownership and transfer
- **Proactively** protect trade secrets in China
- **Manage** your IP assets in licensing, collaborations, and joint ventures
- **Secure** your company from exposure to IP infringement
- **Monitor** the stakes of IP property loss

Hear first-hand, detailed strategies and practical tips on the best ways to position, protect, and monitor your company's IP assets when conducting business in China. Hear specifically how:

- **Cisco Systems** approaches Chinese patent valuation, ownership and transfer
- **Hewlett-Packard** copes with increased IP civil litigation in China
- **Oakley** gets its IP enforced in China at the ground level
- **Eastman Chemical Co.** protects its trade secrets in China
- **Philips Electronics** minimizes royalty payments in China
- **S.C. Johnson & Son** enforces its Chinese Intellectual Property rights
- **SAP** confronts its Chinese IP challenges
- **Shell Oil** manages its IP rights in China

In addition, we are also offering three interactive workshops that will give you step-by-step roadmaps to maximizing and protecting IP value in China.

Don't miss this must-attend, high-quality information exchange event. You'll have the opportunity to network with other like-minded IP professionals and find out what today's leading companies are doing to protect their IP in the Chinese market.

Take the next step – Register now by calling 800-647-7600 or 781-939-2438. Discounts are available if you register early, and when you bring a team of 3, the 4th is free.

Who Should Attend

IP Counsel • Corporate Counsel • General Counsel • Patent Counsel • Copyright Counsel

Executive Vice Presidents, Senior Vice Presidents, Vice Presidents, and Managers of:

Intellectual Asset Management • Patent Strategy and Management • Business Development • Global IP Licensing • Strategic Alliances
Joint Ventures • Technology Ventures • Technology Acquisition • Technology R&D professionals

From the Following Industries:

Pharmaceutical • Automotive • Aerospace • Biotechnology • Chemical & Advanced Materials • Information Technology • Consumer Products
• Manufacturing • Academic • Entertainment/Media • Luxury Products • Semiconductor • Software

REMEMBER: Teamwork is the key to success!! Register 3 and the 4th is free!

7:15 Conference Registration & Continental Breakfast

8:00 Chairman's Opening Remarks

8:15 Important Issues in Building and Enforcing IP Value in China

During the last two decades, China has established and improved its IP systems – and is now fully compliant with the TRIPS Agreement. Recognizing the importance of China as a potential market, production base, and R&D center, more and more multinational companies, as well as small and medium size foreign companies, are striving to build up their IP portfolios in China. Though the Chinese IP enforcement environment still needs to be improved, many cases show that the IP rights acquired by these companies in China can be successfully enforced. The session will focus on:

- Expansion of patent protection for software-related invention
- Extension of protection term for patented drug and creation-favorable environment for production of generic drugs
- Establishment of a special IP Appeal Court
- Further improvement of protection for well known marks
- Improvement of copyright protection on Internet

Lulin Gao, PhD

Chairman

EAST IP

*Former Commissioner of the Chinese Patent Office
Founding Commissioner of Chinese State IP Office*

9:00 Understanding Loss of Intellectual Property in the Global Marketplace

Using case studies, this session will examine global realities with respect to the multiplicity of threats against Intellectual Property. The session will concentrate on the experiences of firms from around the world and the impact loss of Intellectual Property caused or could have caused to otherwise healthy firms as seen from the optic of the insider, the competitor, the state entity and the organized criminal element. The session is especially designed to educate anyone responsible for safeguarding their own or their employer's Intellectual Property, as they draft policy, and engage the governments of the world to enforce IP protection strategies. The session will focus on:

- The potential scope of intellectual property loss to unprepared companies
- The insider, competitor, state and organized criminal element and their motivations
- The methodologies as shared via case studies
- Cisco's top-down solution based on trust, awareness, empowerment, audit, and realistic expectations

Christopher Burgess

Senior Security Advisor

CISCO SYSTEMS, INC.

9:45 Networking Break and Refreshments

10:15 Enforcing Intellectual Property Rights in China

In countries with a long history of IP protection, systems have been in place for a long time and expertise can be obtained through study and practice along relatively well established paths. In China, systems are relatively new and are developing. There are three basic routes to IP enforcement in China: criminal, administrative and civil. China also has many laws and rules. Getting beyond these basics, we need to work from the experience of IP practitioners – those close to the system understand best how it works. During this session,

Edward Lance will describe some of S.C. Johnson's experiences and discuss overall strategy for protecting an IP portfolio, including:

- Enforcement of IP rights in China
- Strengths and weaknesses of the:
 - Administrative approach
 - Criminal system
 - Legal system
- Integrating the whole – developing a strategy for IP enforcement

Edward G. Lance IV

Corporate Counsel

S.C. JOHNSON & SON, INC.

11:00 10 Ways to Minimize Royalty Payments in China

The speakers have opposed each other on both sides of patent licensing transactions, and so they will share both consistent and diverging views on the subject of patent licensing in China. This presentation is intended to enlighten and entertain the audience with a frank discussion of techniques that have been employed to deter royalty collectors. The speakers will comment on how these tactics might succeed or fail.

Kevin Fortin

Senior Intellectual Property Counsel

Philips Intellectual Property & Standards

PHILIPS ELECTRONICS

Jonathan Zimmerman

Vice President of Business Development

PIXIUM PARTNERS, INC.

11:45 Trade Secret Protection Strategies in China

This session will include a general discussion of the trade secret protection available in China with US law serving as a benchmark, along with a discussion of traditional approaches for the protection of an enterprise's trade secrets. Also included will be a discussion of the availability of trade secret protection in a number of neighboring countries as well as:

- Protection of trade secrets through contractual obligations
- Necessary legal prerequisites for ensuring protection of trade secrets
- Litigation strategies for misappropriation

Bernard Graves, Jr.

Assistant General Counsel

EASTMAN CHEMICAL CO.

John Z.L. Huang

Partner

ALLBRIGHT LAW OFFICES

12:30 Luncheon for Speakers and Delegates

PANEL DISCUSSION

1:45 Developing the Right IP Strategy for China

Having the right strategy for exploiting your Intellectual Property rights is a crucial part of business operations when conducting business globally. It is particularly significant in China, where IP rights are still developing and many potential business partners have yet to embrace a formal mechanism for dealing with IPR, or fail to appreciate Western expectations with respect to preserving IPR. Companies participating in the Chinese market need more than a formal, documented IP strategy; they need a legal and practical strategy for the protection of IP and a clear understanding of the options and limitations for protection in China. This panel discussion will

address critical techniques to optimally implement an IP strategy for the Chinese market, including:

- The importance of developing preventative IP protection
- Understanding the legal and practical limitations of Chinese IPR (and comparing them to doing business in the US)
- Choosing the right partners
- Tips for negotiating and sharing information with Chinese business partners

Moderators

Allen Baden

Partner

KENYON & KENYON LLP

Philip McCabe

Partner

KENYON & KENYON LLP

Panelists

Dr. Laura Ball

Intellectual Property Manager, Strategic Planning & Analysis
CORNING, INC.

Rick Frenkel

Senior Intellectual Property Counsel
CISCO SYSTEMS, INC.

Ivy Lee May

Director of Global Prosecution and Senior US Counsel
SHIIPS (SHANGHAI INTERNATIONAL INTELLECTUAL PROPERTY SERVICE)

- The impact of the fast-growing Chinese economy on patenting and licensing in China
- The impact of China's acceptance into the World Trade Organization (WTO) and its commitment to the Trade-Related Aspects of Intellectual Property (TRIPS) on patenting and licensing in China
- Unique features in Chinese patent law as related to biotechnology inventions
- The NIH strategies with respect to patenting and licensing in China

Uri Reichman

Branch Chief

Infectious Disease and Medical Engineering Branch

NATIONAL INSTITUTE OF HEALTH

4:35 A Detailed Review of China's IP Licensing Laws and Regulations – The Explosion in Volume of Intellectual Property Civil Litigation and Its Implications

James Maccoun will provide an in-depth discussion of Chinese laws, regulations, official interpretations, and judicial decisions that relate to IP license agreements and IP acquisition agreements in China. He will discuss issues such as contract provisions that may render the agreement invalid, IP misuse, and the implications of the proposed new Chinese Anti-Monopoly Law. On another topic he will discuss the explosion in volume of civil litigation in China. In 2004 there were more than 4 million new civil lawsuits filed by Chinese litigants. In 2005, there were more than 13,000 civil IP lawsuits filed, an increase of more than 100% in less than four years. Jim will put these topics in perspective based upon his current IP experience, as well as his prior experience including more than four years of residence in Beijing as Motorola's Director of IP for the Greater China Region.

James Maccoun

Senior Counsel

HEWLETT-PACKARD COMPANY



5:20 Wine & Cheese Reception

2:45 Networking Break and Refreshments

3:05 Management of IP Rights in China

This presentation will examine the steps involved in building an effective IP portfolio in China using a trademark portfolio covering many diverse consumer products. The presentation will also explore various patent issues through a historical context of specific case studies. The position of best enforcement options from the point of view of a large multinational IP owner will be reviewed as a best practices discussion platform. The discussion will include:

- Trademark portfolios
- Historical case studies
- Best enforcement options – best practices

Kimbley Muller

Senior Patent Counsel

SHELL OIL COMPANY

3:50 An Alternative Business Model for Patenting and Licensing Biotechnology Inventions in China: Entering Financial and Operational Agreements with Chinese Institutions

The US National Institutes of Health (NIH), an agency of the Department of Health and Human Services (DHHS), is a premier leader in funding and supporting biomedical research in the US and around the world (extramural research, approx. 82% of its total budget of \$28.5 billion), as well as a world leader conducting its own intramural research (approx. 10% of its total budget). The NIH has a long history of collaborating and supporting research in the developing countries, China included. As such, it also pursues patenting of biomedical inventions in China, and in particular for inventions that require protection in order to provide incentives for local or foreign companies to bring the biomedical inventions to practical applications.

In this session, Dr. Reichman will include case studies related to the NIH collaborations and partnerships with Chinese life science organizations and will focus on the following points:

DAY TWO | Wednesday, January 24, 2007

7:15 Continental Breakfast

8:00 Chairman's Remarks

8:10 Securing and Enforcing IP Rights in China

China is becoming the most important market and/or the major manufacturing base for many industries. Thus, it is crucial for multinational companies to seriously consider beefing up the IP protection effort in China. In this presentation, Dr. Huang will discuss measures for effectively securing and enforcing IP rights in China. Actual case studies will be used to illustrate key considerations for successful prosecution and enforcement in China. Topics include:

- Properly securing IP rights with the appropriate Chinese authorities
- Effectively enforcing IP rights through administrative action in China
- Successfully litigating against infringers in China
- Preemptively stopping infringing goods from leaving China's customs

Singer Huang, PhD

Chief Executive Officer and Founder

EAST IP

PANEL DISCUSSION

8:45 IP Value and Value Management: The Chinese View, Strategy, and Potential Global Impact

China's economic development over the last 20 years was driven first by low cost labor, and then by low cost capital. But according to internal discussion, in the next 10 years, China sees its growth driven by inexpensive Intellectual Property. Chinese leadership views their IP management strategy as integral to an overall economic development strategy for the nation, tied to China's sustained export competitive advantages, domestic market power, and imperative to balance the public good with incentives for innovation. The view that sooner or later China's IPR environment will resemble that of North American, Western Europe, and Japan may be misinformed. This panel will focus on:

- What is China's current IP strategy development process and why is it important?
- What is China's radical view of the role of IP and its role in the value chain of manufactured goods?
- What is "Indigenous Innovation" and how will this play out for current global IP licensors in China?
- What are the ramifications and expressions of the strategy domestically, in new laws and regulations?
- What will be the impact on the global markets of China's IP strategy?
- What are the risks to multinational companies of China's emerging IP strategy?
- The value management concept and the IP protection concept

Moderator

Ken DeWoskin

Senior Consultant

China Strategy and Business Development

PRICEWATERHOUSECOOPERS

Panelists

Stephen Zavell

Senior Counsel

CHEVRON CORPORATION

James Maccoun

Senior Counsel

HEWLETT-PACKARD COMPANY

Lulin Gao

Chairman

EAST IP

Peter Yu

Associate Professor of Law & Director, Intellectual Property

MICHIGAN STATE UNIVERSITY COLLEGE OF LAW

9:45 Patent Ownership and Transfer in China: Comparison to US Law

US companies are upping their filings of patent applications in China and it is expected that the number of Chinese patents will soon sharply increase. As a result, a Chinese patent may soon become a commodity that can be sold, traded, or licensed. In this session, Rick Frenkel will explore how Chinese law currently treats property interests in Chinese patents, including:

- Initial post-prosecution patent ownership and assignment
- Subsequent post-prosecution assignment and the effect on the right to institute a patent lawsuit
- Impact of exclusive and non-exclusive licenses

- Comparison with US law

Rick Frenkel

Senior Intellectual Property Counsel

CISCO SYSTEMS, INC.

10:30 *Networking Break and Refreshments*

11:00 The Truth About Fighting Counterfeiters and What Tools You Will Need to Fight Such a War

This presentation by Vance Lommen, Director of Legal Affairs for Oakley, Inc. will examine:

- The problems you will face when you start a war against counterfeiters
- Should you file civil charges against said violators?
- Are international law agencies telling the truth?
- Do certain teams working for you really want the problem to decrease?
- Keeping it FUN and SIMPLE

Vance Lommen

Director of Legal Affairs

OAKLEY, INC.

11:45 IP Challenges that Software Companies Face in China

China has become not only a major market, but also an important outsourcing destination for software companies. In this session, Naomi Abe Voegtli will discuss unique IP challenges that software companies face in China and multifaceted strategies to overcome these challenges, including:

- IP protection available for software and business method inventions
- Software piracy – reality check
- Software IP enforcement challenges
- Legal pitfalls in outsourcing, joint development, and partnership arrangements
- Multifaceted strategies to minimize IP-related risks in China

Naomi Voegtli

Director Global IP, APA

SAP

12:30 Challenges and Rewards of Technology Licensing in China

Seven PRC ministries and agencies recently jointly issued an opinion stating that proprietary and patented technologies should constitute 50% of technology transfers in China by 2010. Technology licensing and technology transfer should be one of the possible ways to extract IP value in the Chinese market, although there are many obstacles. This session will address challenges we face in attempting technology licensing in China, and the potential rewards such a successful program can bring to both the licensors and licensees. Topics include:

- Commercializing patent portfolios
- Increasing the value proposition
- The trade-off between breadth and depth
- Leveraging local presence
- Maximizing return

Dr. Tao Zhang

Director, IP Licensing

HEWLETT-PACKARD COMPANY

1:15 *Conference Concludes*

Workshop Registration • 8:00 a.m.

Workshop A • 8:30 a.m. - 11:30 a.m.

Protecting IPR in China: Developing a Strategy for Evaluation & Valuation of IP

Though China is a party to international agreements to protect Intellectual Property (including WIPO, Bern Convention, Paris Convention, among others), a company must register its patents with the appropriate Chinese agencies and authorities for those rights to be enforceable in China. But registration alone is not enough. Companies need effective evaluation and valuation of their IP to protect and leverage their IPR in China. This requires that companies:

- Have an awareness and understanding of their industry dynamics and Intellectual Property environment
- Integrate their IP, technological and business strategies
- Proactively manage their IP portfolio
- Consciously plan and execute the appropriate IP strategy in China

This workshop will guide the participants through a case study in the effective evaluation and valuation of IPR in China to:

- **Provide** high level industry, market and competitive intelligence
- **Map** and analyze key patents and patent holders
- **Highlight** related technological, process & product development
- **Identify** companies with similar focus and capabilities
- **Underscore** potential sources of patent infringement suits
- **Recognize** opportunities for strategic partners and/or alliances
- **Locate** opportunities for out-licensing and in-licensing

ABOUT YOUR WORKSHOP LEADER:

Paula Jellinghaus is the *Managing Director* of **IASTRATEGY GROUP, LLC**. She has over 25 years of consulting and executive experience leading worldwide project teams within the public, private sectors and not-for-profit sectors. Within the financial services, consumer product and manufacturing industries, Ms. Jellinghaus has led senior marketing and investment teams, often reporting directly to the office of the Chairman, in enterprise strategic planning and due diligence efforts, new product and business development, international marketing, M&A, and advertising for American Express Company, Merrill Lynch, 3M Company, New York University, General Electric, Northwestern Mutual Life, Fireman's Fund, Coopers & Lybrand, and in retail and commercial banking.

Workshop B • 12:00 noon - 3:00 p.m.

Maximizing Business Impact in China

As a promising emerging market, a powerful pool of low-cost suppliers, an attractive outsourcing destination, and as an emerging source for creative new ideas, China is a focal point for many US companies' international business engagements.

This workshop will share proven ways to maximize your business impact in China. You will gain a profound understanding of how to leverage Chinese cultural values in order to command high-impact leadership, effectively influence and drive key decisions, and get to "yes" in tense negotiations. A "do's and don'ts" list of business protocols, manners, and etiquette completes this highly interactive session. Participants of this interactive and in-depth

workshop will acquire a working understanding of aspects such as:

- How to accommodate and leverage the fundamental cultural differences between the US and China
- Leadership styles and authority
- Chinese-style decision-making and how to influence it
- Negotiation strategies and tactics
- General business protocol, manners and etiquette

ABOUT YOUR WORKSHOP LEADER:

Lothar Katz is an *International Business Advisor* in Dallas, TX. A former Vice President and General Manager with Texas Instruments, he has led sizeable worldwide business units and

managed distributed project organizations across several countries, including extensive interactions with employees, clients, vendors, and partners in China, Hong Kong, and Taiwan. Today, he is *President* of **LEADERSHIP CROSSROADS**, an international business consulting and training firm that helps clients across several industries maximize their global success. Lothar has a wealth of experience in achieving productive cooperation across cultures and driving business success on a global scale. He is an executive board member of the Asian American Citizens Council and the author of *Negotiating International Business – The Negotiator's Reference Guide to 50 Countries Around the World*, released by BookSurge in 2006.

Workshop C • 3:30 p.m. - 6:30 p.m.

Enforcing Intellectual Property Rights Outside China – Using International Trade Policy and Remedies

As a member of the World Trade Organization, China must adhere to the Trade Related Intellectual Property Rights (TRIPS) agreement. WTO members meet in Geneva each December to review China's progress in meeting its WTO commitments. The United States and China have their own bilateral dialogue covering the protection of intellectual property rights in China. This affords opportunities to companies plagued by IPR violation in the domestic Chinese market an opportunity to raise their problem at a government-to-government level. If properly done, this can help facilitate the mitigation of your IPR problems without creating downstream problems with the Chinese government. Other unique tools exist when the products made in

violation of IPR rights are being exported to developed country markets.

The so-called section 337 law in the US prohibits the importation of goods that are produced in violation of US intellectual property rights. Broadly following the US model, Japan and the European Union have put similar laws into place. The prospect of the complete loss of sales to the US or EU market may be used to force a worldwide settlement. This discussion will include:

- Case studies on how "public diplomacy" has been used by companies to advance commercial objectives
- Public policy issues before the Bush Administration and the US Congress

- Reviewing the 337 law and comparing it to EU and Japanese law
- Looking forward: TRIPS-driven diplomacy, elections, and negotiations
- Developing a multilateral government affairs approach to IPR enforcement – when does it make sense to seek allies, when is it better to go it alone?

ABOUT YOUR WORKSHOP LEADER:

Andrew G. Durant, *Managing Director* of **SAMUELS INTERNATIONAL ASSOCIATES, INC.** (SIA), has extensive experience in international trade and business matters, particularly those affecting the Pacific Rim. Prior to entering private practice, he worked on Capitol Hill for four years for Congressmen Tom Coleman (R-Missouri) and

Cleve Benedict (R-West Virginia). Mr. Durant has written extensively on the US-Japan economic relationship, economic interests in Vietnam and Burma, and on the Asian financial crisis for the *Economist* magazine, published by Mainichi. Feature interviews with Mr. Durant have appeared in the Nihon Kezai Shimbun the Koron magazine, Fai, a

publication of the Fuji Research Institute, and in the Far Eastern Economic Review. He now serves as Senior Advisor for International Trade to Capital Insights Group, a private company that provides advice to the international and domestic investment community.

Samuels International Associates, Inc. (SIA) is a diversified international consulting firm specializing in business, trade and investment matters, particularly involving policies of American and foreign governments, economic and political risk assessments, investment strategies, and negotiations on trade and investment liberalization.

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Kenyon & Kenyon LLP is one of the largest specialty Intellectual Property law firms in the world helping individuals and companies maximize the value of their intellectual capital. Clients in virtually every technological field and geography turn to the firm's over 200 attorneys, who are based in Silicon Valley, New York, and Washington DC. Responding to the tremendous growth of the Asian market, Kenyon's Asia Practice Group, which includes attorneys fluent in Mandarin and Cantonese, successfully represents leading Chinese companies in multinational IP matters, including litigation in US courts and before the US International Trade Commission.



PricewaterhouseCoopers' Transaction Services group advises corporations and private equity firms on acquisitions, divestitures, joint ventures, initial public offerings and other capital markets transactions. With the in-depth transaction experience gleaned from serving our corporate and private equity clients globally, we can help clients do the right deals, negotiate with power and

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Intellectual Asset Management (IAM) is the first and only magazine to focus on IP strategy for business, the commercialization of IP and how to build value from intangible assets. It is a must-read for all those interested in how IP directly affects the bottom line. For further information, visit www.iam-magazine.com.

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3rd Annual A BLUEPRINT FOR BUILDING AND ENFORCING IP VALUE IN CHINA

Proactive Strategies to Safeguard Your IP Assets in Business with China & Proven Tactics to Enforce Your IPR Against Infringement

January 22-24, 2007 • Hilton San Francisco Financial District • San Francisco, CA



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Registration Information:

EARLY REGISTRATION (Before December 8, 2006):

Conference ONLY: \$1495
Conference and 1 workshop: \$1795
Conference and 2 workshops: \$2095
Conference and 3 workshops: \$2395

REGULAR REGISTRATION (After December 8, 2006):

Conference ONLY: \$1795
Conference and 1 workshop: \$2095
Conference and 2 workshops: \$2395
Conference and 3 workshops: \$2695

Fee includes continental breakfast, lunch, refreshments, and conference documentation. Please make checks payable to WRG Research, Inc.

TEAM DISCOUNT: Register 3 team members from the same organization at the same time and the 4th team member attends **FREE!** (Valid only at regular registration rate.)

PAYMENT POLICY/SUBSTITUTIONS/CANCELLATIONS: Registration fees must be paid by January 8, 2007. Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. All cancellations received on or before January 8, 2007 will be subject to a \$195 administrative charge. We regret that no refund for cancellations will be made after this date. In case of conference cancellation, World Research Group's liability is limited to refund of the conference registration fee only. World Research Group reserves the right to alter this program without prior notice. All cancellations must be submitted in writing on or before 14 days prior to the conference date in order to receive a refund, minus cancellation fee.

CONFERENCE VENUE:

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