

# Advanced Licensing Agreements 2010

San Francisco, February 25-26, 2010

Live Webcast, February 25-26, 2010 — [www.pli.edu](http://www.pli.edu)

New York City, March 25-26, 2010

Chicago, April 26-27, 2010

Earn  
One Full Hour  
of Ethics  
Credit

- *New:* Understand the Treatment of IP Licenses in Bankruptcy
- Comprehensive Coverage of Every Angle of Licensing: Patent, Technology, Trade Secrets, Copyright, Content, Trademark, Software, Strategic Alliances, Joint Development, Databases, Open Source, Litigation, Negotiation Skills and Tactics
- Tailor the Content to Your Needs with Breakouts:
  - Asia or Europe – Review Similarities and Differences between Domestic and International Licensing
  - Content or Technology – Participate in an Instructive Analysis and Mock Negotiation of a License Agreement

**Do You Know There Are 5 Ways To Attend PLI's Programs?** *See inside for details...*

# Advanced Licensing Agreements 2010

San Francisco, February 25-26, 2010

Live Webcast, February 25-26, 2010 — [www.pli.edu](http://www.pli.edu)

New York City, March 25-26, 2010

Chicago, April 26-27, 2010

## Why You Should Attend

Companies have always used licensing to obtain technology and content outside their core areas or at lower cost, and/or to monetize their own offerings. In the current era of falling budgets and the need to replace lost revenue, this has become more important than ever. Whether licensing patents, copyrights, trade secrets or trademarks, the ability to structure, draft and negotiate complex license agreements is critical to a successful transaction. This program is designed to address some of the more complex as well as practical issues that arise in drafting and negotiating IP licenses. The program will feature updates on current legal developments, best practices, negotiating frequently contested issues, identifying and avoiding common pitfalls, keeping the relationship on track, litigation planning and avoidance, and ethics. The speakers will illustrate both outside counsel and in-house perspectives.

## What You Will Learn

- Learn how to draft patent and technology licenses
- Understand critical issues regarding software licensing and open source licenses
- Obtain pointers for strategic alliances and other joint development agreements
- Receive guidelines for trade secret licensing
- Analyze important issues in international licensing
- Get guidance on copyright, content, and trademark licensing
- Master negotiation strategies

## Special Features

- In-depth panel discussion of a complex technology license
- In-depth mock negotiation of a complex content license
- Treatment of IP licenses in bankruptcy
- Earn ethics credit

## Who Should Attend

This advanced program is focused on those who already have experience in the substantive area of intellectual property law, and who devote a substantial amount of their practice to licensing.

### Sally M. Abel

Fenwick & West LLP  
Mountain View,  
California

### Lucy J. Billings

Vice President, Legal  
Tercica, Inc.  
Brisbane, California

### Guy Heath

Nabarro LLP  
London

### Paul H. Arne

Morris, Manning &  
Martin, L.L.P.  
Atlanta

### Karen Artz Ash

Katten Muchin  
Rosenman LLP  
New York City

### Rose Auslander

Carter Ledyard &  
Milburn LLP  
New York City

### Clinton H. Hallman, Jr.

Chief Counsel, Global  
Intellectual Property,  
Patents  
Kraft Foods  
Northfield, Illinois

### Marcelo Halpern

Latham & Watkins LLP  
Chicago

**Reserve your place today, call (800) 260-4PLI.**

# FACULTY

## Co-Chairs:



**Ira J. Levy**  
Goodwin Procter LLP  
New York City



**Joseph Yang**  
PatentEsque Law  
Group, LLP  
Menlo Park, California

## SAN FRANCISCO AND LIVE WEBCAST

### Mark S. Holmes

C.E.O.  
PatentBridge LLC  
Menlo Park, California  
Author, *Patent Licensing*  
• *Strategy* • *Negotiation* • *Forms*  
(PLI)

### Kenneth M. Kaufman

Manatt, Phelps & Phillips, LLP  
Washington, D.C.

### Peter J. Kinsella

Faegre & Benson LLP  
Denver

### Christian H. Nadan

Deputy General Counsel &  
Senior Director, Software Legal  
Sun Microsystems, Inc.  
Santa Clara, California

### Marc P. Schuyler

Schuyler Law Group  
Saratoga, California

### Donna Shestowsky, J.D., Ph.D.

Professor of Law  
University of California, Davis  
School of Law  
Davis, California

### Katherine C. Spelman

Cobalt LLP  
Berkeley, California

### Mark G. Tratos

Greenberg Traurig, LLP  
Adjunct Faculty Member  
University of Nevada, Las Vegas  
Boyd School of Law  
Las Vegas

### Suzanne Uhland

O'Melveny & Myers LLP  
San Francisco

### Naomi Abe Voegtli

Vice President  
Global IP – Asia Pacific  
Global IP Strategy  
and Standards  
SAP  
Palo Alto

## NEW YORK CITY

### Stephen G. Charkoudian

Goodwin Procter LLP  
Boston

### Melvin C. Garner

Darby & Darby P.C.  
New York City

### Mark S. Holmes

C.E.O.  
PatentBridge LLC  
Menlo Park, California  
Author, *Patent Licensing*  
• *Strategy* • *Negotiation* • *Forms*  
(PLI)

### Kenneth M. Kaufman

Manatt, Phelps & Phillips, LLP  
Washington, D.C.

### Peter J. Kinsella

Faegre & Benson LLP  
Denver

### Jeffrey D. Neuburger

Proskauer Rose LLP  
New York City

### David Rabinowitz

Moses & Singer LLP  
New York City

### Rory J. Radding

Morrison & Foerster LLP  
New York City

### Harry Rubin

Ropes & Gray LLP  
New York City

### Jeremy Schrire

SJ Berwin LLP  
London

### Jonathan Sirota

Secretary and Director  
of Legal Affairs  
Smart Money  
New York City

### Naomi Abe Voegtli

Vice President  
Global IP — Asia Pacific  
Global IP Strategy  
and Standards  
SAP  
Palo Alto

## CHICAGO

### Mark S. Holmes

C.E.O.  
PatentBridge LLC  
Menlo Park, California  
Author, *Patent Licensing*  
• *Strategy* • *Negotiation* • *Forms*  
(PLI)

### Sarah R. Iles

Corporate Counsel  
Abbott Medical Optics Inc.  
Santa Ana, California

### Steve Jakubowski

The Coleman Law Firm  
Chicago

### Kenneth M. Kaufman

Manatt, Phelps & Phillips, LLP  
Washington, D.C.

### Rory J. Radding

Morrison & Foerster LLP  
New York City

### David G. Rickerby

Choate Hall & Stewart, LLP  
Boston

### Jessica L. Rothstein

Goodwin Procter LLP  
New York City

### Daliah Saper

Saper Law Offices, LLC  
Chicago

### Sally Shorthose

Bird & Bird LLP  
London

### Katherine C. Spelman

Cobalt LLP  
Berkeley, California

### Mark G. Tratos

Greenberg Traurig, LLP  
Adjunct Faculty Member  
University of Nevada, Las Vegas  
Boyd School of Law  
Las Vegas

### Patrick J. Whalen

Spencer Fane Britt & Browne  
Kansas City, Missouri

# PROGRAM SCHEDULE

DAY ONE: 9:00 A.M. – 5:15 P.M.

*Morning Session: 9:00 a.m. – 1:00 p.m.*

**9:00 Introduction**

*SF, NYC, CHI & WEB: Ira J. Levy, Joseph Yang*

**9:15 Patent and Technology Licensing**

- Avoiding the most frequently made mistakes
- Technology vs. IP vs. blended licenses
- Why patent licensing is different
- Understanding grant types and degrees of exclusivity
- Indemnification and change of control issues
- Negotiation strategies
- Comparing licensee and licensor perspectives

*SF, NYC, CHI & WEB: Joseph Yang*

**10:15 Special Issues in Trade Secret Licensing**

- Differences in protection from state to state
- Differences in enforcement from state to state
- Protecting the trade secret in case of unauthorized disclosure
- Drafting considerations and sample clauses
- Special considerations compared to licensing other IP asset types

*SF, NYC & WEB: Peter J. Kinsella*

*CHI: Patrick J. Whalen*

*11:15 Networking Break*

**11:30 Copyright, Content, and Trademark Licensing**

- Old media vs. new media, e-publishing and *Tasini* issues
- Digital rights management (DRM) and related issues
- Licensing rights in preexisting content vs. newly created content
- The latest on quality control considerations
- The latest on trademark licensing
- Sample licensing provisions
- Case law update and licensing implications

*SF & WEB: Sally M. Abel, Kenneth M. Kaufman*

*NYC: Stephen G. Charkoudian,*

*Kenneth M. Kaufman*

*CHI: Kenneth M. Kaufman, Daliah Saper*

*1:00 Lunch*

*Afternoon Session 2:00 p.m. – 5:15 p.m.*

**2:00 Software Licensing**

- Source code issues
- Representations, warranties and indemnification
- Revenue sharing and auditing
- Training and support
- Keeping the relationship on track

*SF, NYC, CHI & WEB: Mark S. Holmes*

*3:00 Networking Break*

**3:15 BREAKOUTS**

**I. Analysis of a Content License Agreement**

- Walkthrough and mock negotiation of a complex content license agreement by an expert panel
- Structuring IP rights allocation
- Negotiating multimedia rights
- Allocating merchandising rights
- Negotiating creative control issues
- Funding and royalty sharing considerations
- Interplay of technology and content issues for digital content

*SF & WEB: Kenneth M. Kaufman,*

*Katherine C. Spelman, Mark G. Tratos*

*NYC: Rose Auslander, Kenneth M. Kaufman,*

*Jonathan Sirota*

*CHI: Kenneth M. Kaufman, Jessica L. Rothstein,*

*Katherine C. Spelman, Mark G. Tratos*

**II. Analysis of a Technology License Agreement**

- Common pitfalls
- Confidentiality and trade secret issues
- Exclusivity
- Restricted fields of use
- Specifications
- Warranties and indemnification

*SF & WEB: Lucy J. Billings, Mark S. Holmes,*

*Marc P. Schuyler*

*NYC: Melvin C. Garner, Mark S. Holmes,*

*Rory J. Radding*

*CHI: Clinton H. Hallman, Jr., Mark S. Holmes,*

*Sarah R. Iles*

**4:15 Strategic Alliances and Other Joint Development Agreements**

- IP creation conflicts: Default laws vs. parties' intentions
- IP allocation: Joint ownership vs. field-based ownership vs. separate entity
- IP enforcement: Contractual provisions; unauthorized licensees; joinder requirements
- IP de-allocation: Facilitating or inhibiting separation; bankruptcy
- Interplay with IP asset management
- Corporate vs. university partners
- "War stories" from real life deals

*SF, NYC, CHI & WEB: Joseph Yang*

*5:15 Adjourn*

Please plan to arrive with enough time to register before the conference begins.  
A networking breakfast will be available upon your arrival.

## DAY TWO: 9:00 A.M. – 4:30 P.M.

*Morning Session: 9:00 a.m. – 12:15 p.m.*

### 9:00 **Database License Agreements/ Open Source Issues**

- Database protection under U.S. and EU law
- Key points in negotiating database licenses
- Recent developments in database protection and litigation
- Recent developments in legal enforceability of open source licenses
- Comparing popular open source licenses
- Patent issues in open source licenses

*SF & WEB: Christian H. Nadan, Mark G. Tratos*

*NYC: Paul H. Arne, Jeffrey D. Neuburger*

*CHI: David G. Rickerby, Mark G. Tratos*

### 10:00 **Litigation Planning for Licensing Lawyers**

- Warranties, indemnification and other frequently litigated provisions
- Pitfalls, and examples, of sloppy wording
- Contra proferentum and other contract interpretation doctrines
- Alternative dispute resolution
- Case law update
- Foreign litigants and/or venues

*SF, NYC, CHI & WEB: Ira J. Levy*

11:00 *Networking Break*

## 11:15 **BREAKOUTS**

### **I. International Licensing – Asia**

- Similarities and differences between domestic and Asian licensing
- Common pitfalls for U.S. lawyers doing Asian deals
- Licensing in Asia
- Cultural issues in Asian transactions

*SF, NYC & WEB: Naomi Abe Voegtli*

*CHI: Rory J. Radding*

### **II. International Licensing – Europe**

- Similarities and differences between domestic and European licensing
- Common pitfalls for U.S. lawyers doing European deals
- Licensing in Europe
- Cultural issues in European transactions

*SF & WEB: Guy Heath*

*NYC: Jeremy Schrire*

*CHI: Sally Shorthose*

12:15 *Lunch*

*Afternoon Session: 1:15 p.m. – 4:30 p.m.*

### 1:15 **Treatment of IP Licenses in Bankruptcy**

- Basic concepts relevant to transactions
- Restructuring vs. liquidation
- Protecting the licensee against licensor bankruptcy
- Protecting the licensor against licensee bankruptcy
- Different treatment for different kinds of IP
- Different treatment in the various circuits

*SF & WEB: Suzzanne Umland*

*NYC: Karen Artz Ash*

*CHI: Steve Jakubowski*

2:15 *Networking Break*

### 2:30 **Negotiation Skills and Tactics**

- How to prepare for license negotiations
- How to use psychological tools as part of your negotiation strategy
- Consensus and bridge building
- Differences between integrative (“win-win”) and positional bargaining, and when to use each

*SF & WEB: Donna Shestowsky*

*NYC: Harry Rubin*

*CHI: Marcelo Halpern*

### 3:30 **Ethical Considerations in Licensing**

- Drafting in anticipation/avoidance of litigation
- What happens when a friendly deal turns litigious
- Deceit and candor
- Cross-border transactions
- Communications with adverse parties

*SF, CHI & WEB: Ira J. Levy*

*NYC: David Rabinowitz*

4:30 *Adjourn*

## **PLI's Guarantee**

It's simple. If you're not completely satisfied with the return on your investment from any PLI program, your money will be refunded in full.

## Watch and Listen to the Live Webcast at [www.pli.edu](http://www.pli.edu)

A simultaneous live online broadcast of the San Francisco session of this program is available for individual viewing from your computer on [www.pli.edu](http://www.pli.edu). Webcast participants will receive streaming audio/video instantaneously from the live program, can view and/or print the Course Handbook, and submit questions electronically. Get "real-time" education right from your PC!

To register for the Webcast, visit [www.pli.edu](http://www.pli.edu) and click *Webcasts* and select the *Advanced Licensing Agreements 2010* Webcast to purchase the program. Please register before the first day of the program to allow time to test your system. If you have any questions whatsoever please call PLI's Customer Relations Department at (800) 260-4PLI.

### **PLI can arrange group viewing in your firm by broadcasting live to your conference room.**

Plus, receive a discount on purchases of the corresponding Course Handbook. Contact the Groupcasts Department via email at [groupcasts@pli.edu](mailto:groupcasts@pli.edu) for more details.

## PLI's Nationally Acclaimed Course Handbooks

All program attendees will receive a copy of the two-volume *Advanced Licensing Agreements 2010* Course Handbook on the first day of the program. These bound volumes are prepared specifically for this program and also stand alone as a permanent reference. PLI's Course Handbooks represent the definitive thinking of the nation's finest legal minds, and are considered the standard reference in the field. *Please note: Webcast attendees will have access to a downloadable version of the Handbook one business day prior to the program.*

## Bring the best of PLI's live programs to your home or office:

**Audio CDs and DVDs** of this program will be available for purchase March 2010.

See Registration Form for details.

**MP3s and CLE Now Web Segments/Programs** of this program will be available March 19, 2010 at [www.pli.edu](http://www.pli.edu).

There is no easier way to complete your MCLE requirement than with PLI's **CLE Now Web Segments/Programs**: We've taken PLI's extensive library of previously recorded programs and made them available online 24/7 via streaming video and/or audio. These are conveniently broken down into 1/2 - 3 hour programs so you get only the information you want. With over 1,500 hours of content to choose from, you're sure to find a Web Segment that will meet your needs. As an added bonus, you'll continue to have access to your Web Segments for one full year and will be able to download the online Course Materials that accompany your Web Segment. At more than 60% off the regular price, there's never been a faster, easier, more affordable way to meet your MCLE requirement.

*All audio CD/DVD products require prepayment and are non-refundable, with the exception of defective or unopened products.*

## 5 Ways to Attend PLI's Programs:

- **Live Programs** – Attend the program with other attendees and ask the speakers questions from the floor. Ideal if you want the live experience.
- **Live Webcasts** – View the live program from your home or office and watch the streaming video on your laptop or desktop, ask questions electronically, view or print the Course Handbook, and, if you have to miss any of it, you have access to the archived portion for one year. Ideal if you can't travel and still want to benefit from simultaneous live viewing of the program.
- **Groupcasts** – Bring a PLI program for group viewing directly to your conference room. Enjoy the live streaming video and receive the best legal education from our expert faculty. All while training more people for less money, in the privacy of your own office setting.
- **CLE Now Web Segments/Programs** – PLI anywhere, anytime you want it right from your PC.
- **MP3/Audio CD/DVDs** – Watch or listen to PLI's programs in the comfort of your home or office.

**Visit [www.pli.edu](http://www.pli.edu) for more details.**

## Pro Bono Efforts

Since 1933, PLI has been the comprehensive resource for the training and development needs of legal professionals. PLI is heavily involved in pro bono and research and development activities to ensure that all practicing attorneys and law students remain on the cutting edge. These activities include awarding full and partial scholarships to our Institutes and Programs, assisting public interest organizations in their training needs, and helping law students become first-rate attorneys by posting free lectures on our web site and offering free MPRE courses. For more information, go online to [pro-bono.pli.edu](http://pro-bono.pli.edu).

## PLI Scholarships

Please check the Registration Information section of this brochure for more information about PLI scholarships.

## Other Relevant Products From PLI

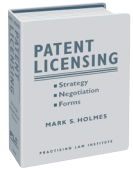
### TREATISES

#### Patent Licensing • Strategy • Negotiation • Forms

Mark S. Holmes (CEO, PatentBridge LLC, Menlo Park, CA)

Featuring hundreds of sample contract provisions, **Patent Licensing** shows you how to draft fair and foolproof license agreements that serve your clients' interests, satisfy the other parties, and shield clients from legal exposure. **Patent Licensing** helps you avoid terms that trigger delays and disputes • grant exclusive patent licenses • retain the right to choose which markets to enter first • bring licensed products to market ASAP • protect against infringement of licensed patents • set license duration and termination guidelines • and maintain the confidentiality of agreements.

1 looseleaf volume, 848 pages, \$295 (Updated annually or as needed):  
No charge for revision issued within 3 months of purchase)

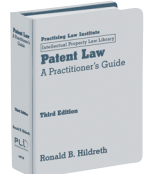


#### Patent Law: A Practitioner's Guide, Third Edition

Ronald B. Hildreth (Retired; Formerly of Baker Botts LLP, New York City)

**Patent Law** is your one-stop source of comprehensive information on the rights and obligations of all parties • laws governing different types of patents, including differences between U.S. and foreign standards • patent office prosecution • court tests used to determine patentability, priority, interference, direct infringement, and third-party liability • the steps involved in preparing relevant documents • defenses against claims • and improper patent uses that trigger antitrust actions.

1 looseleaf volume, 728 pages, \$275 (Updated annually or as needed):  
No charge for revision issued within 3 months of purchase)



For more information on any treatise, including the Table of Contents, log on to [www.pli.edu](http://www.pli.edu)  
Program attendees save up to 50% on Books, Audio and Video Products.

## REGISTRATION/HOTEL INFORMATION

### FOUR EASY WAYS TO REGISTER

#### WEB:

[www.pli.edu](http://www.pli.edu)

#### PHONE: (800) 260-4PLI

Monday - Friday, 9 a.m. - 6 p.m.,  
Eastern Time

#### FAX: (800) 321-0093

Open 24 Hours!

#### MAIL: Practising Law Institute

810 Seventh Avenue, New York, NY 10019

Fax or mail completed Registration/Order Form on back cover

**San Francisco Seminar Location:** PLI California Center, 685 Market Street, San Francisco, California 94105. (415) 498-2800.

#### San Francisco Hotel Accommodations:

**Due to high demand in SF, we recommend reserving hotel rooms as early as possible.**

The Palace Hotel, 2 New Montgomery Street, San Francisco, California 94105. Call (800) 917-7456 seven days a week from 6:00 a.m. to 12:00 a.m. (PT) and mention you are attending this PLI program at Practising Law Institute to receive the preferred rate. For online reservations, go to [www.SFPALACE.com](http://www.SFPALACE.com) and enter SET No. 287179 to receive the preferred rate.

**New York City Seminar Location:** PLI New York Center, 810 Seventh Avenue at 53rd Street (21st floor), New York, New York 10019. Message Center, program days only: (212) 824-5733.

#### New York City Hotel Accommodations:

**Due to high demand and limited inventory in NYC, we recommend reserving hotel rooms as early as possible.**

Hilton New York Hotel, 1335 Avenue of the Americas, New York, New York 10019. Reservations (877) NYC-HILT. Please mention you are booking a room under the Practising Law Institute Corporate Rate and the Client File N# is 0495741. You may also book reservations online: go to [www.pli.edu](http://www.pli.edu) for this program, click Hilton link to see preferred rates. Enter requested dates and Practising Law Institute rates will appear.

Warwick New York Hotel, 65 West 54th Street, New York, NY 10019. 1 block from PLI Center. Reservations 800-223-4099 or hotel direct 212-247-2700. Please mention that you are booking a room under the Practising Law Institute Corporate rate. Reservations online at [www.warwickhotelny.com](http://www.warwickhotelny.com) Click reservations in menu bar on left. Select desired dates. In 'Special Rates' drop down window select Corporate Rate. In 'Rate Code' enter PLIN. Click search and select desired room type and rate plan. Or, you may email reservation requests to: [res.ny@warwickhotels.com](mailto:res.ny@warwickhotels.com)

**Chicago Seminar Location:** University of Chicago Gleacher Center, 450 N. Cityfront Plaza Drive, Chicago, Illinois 60611. (312) 464-8787.

**Chicago Hotel Accommodations:** Sheraton Chicago Hotel & Towers, 301 East North Water Street, Chicago, Illinois 60611. (312) 464-1000. When calling, mention PLI and the name of the program you are attending. Attendees will have until 30 days prior to the program to receive the preferred rate.

**Payment Policy:** Registration fees are due in advance. Attendees may pay by check, Visa, MasterCard, American Express or Diners Club.

**Cancellations:** All cancellations received 3 business days prior to the program will be refunded 100%. If you do not cancel within the allotted time period, payment is due in full. You may substitute another individual to attend the program.

**PLI Group Discounts:** Groups of 4 or more from the same organization, all registering at the same time, for a PLI program scheduled for presentation at the same site, are entitled to receive a group discount. For further information, please contact [membership@pli.edu](mailto:membership@pli.edu) or call (800) 260-4PLI.

**PLI's Scholarship/Financial Hardship Policy:** Full and partial scholarships to attend PLI programs are available to pro bono attorneys, judges, judicial law clerks, law professors, attorneys 65 or older, law students, librarians and paralegals who work for nonprofit organizations, legal services organizations or government agencies, unemployed attorneys and others with financial hardships. To apply, send your request on your employer's letterhead, stating the reason for your interest, along with the completed registration form on this brochure, to the PLI Scholarship Committee. All applications must be accompanied by a \$25 application fee (this fee is waived for judicial law clerks), and must be submitted four weeks before the date of the program you wish to attend. (Applicants may pay by check or credit card.) If the request for a scholarship is denied, the \$25 application fee will be returned. Students must also submit a copy of their student ID card.

**Education Course Credit:** States have widely varying regulations regarding Continuing Education credit, therefore, please contact PLI for more information concerning approval.

**New York State CLE Credit:** In accordance with the requirements of the New York State Continuing Legal Education Board, this non-transitional continuing legal education program is NOT approved for the newly admitted attorney within the first two years of admission to the Bar. It has been approved for experienced attorneys for a maximum of 15.0 credit hours, of which 1.0 credit hour can be applied toward the ethics requirement and 14.0 credit hours can be applied toward the professional practice requirement.

**California MCLE Credit:** PLI is a State Bar of California approved MCLE provider. This activity has been approved for MCLE credit in the amount of 12.5 credit hours, of which 1.0 credit hour will apply to legal ethics. PLI will retain the required MCLE records for this program.

**California Paralegals:** You can satisfy your new continuing legal education requirements by attending PLI's nationally acclaimed Institutes and Programs!

**Illinois CLE Credit:** PLI is an accredited provider in Illinois.

**Special Needs:** If you have special needs as addressed by the Americans with Disabilities Act, please notify Customer Relations at least two weeks prior to your program.

**Basic Upkeep Service:** In order to keep you abreast of the latest developments in your field, the purchase of PLI treatises includes Basic Upkeep Service, so that supplements, replacement pages and new editions may be shipped to you immediately upon publication for a 30-day examination. This service is cancelable at any time.

**PLI Bookstores:** Current Publications, Training Materials, Audio CD/DVDs and related products are available for purchase at the PLI New York Center, 810 Seventh Avenue at 53rd Street (21st floor), New York, NY, and at the PLI California Center, 685 Market Street, San Francisco, CA, Monday to Friday, 10:00 a.m. - 4:00 p.m. All PLI Publications can also be purchased online at [www.pli.edu](http://www.pli.edu)

**Email:** [info@pli.edu](mailto:info@pli.edu)

**Visit Us On The Web:** [www.pli.edu](http://www.pli.edu)

# Advanced Licensing Agreements 2010

San Francisco, February 25-26, 2010  
Live Webcast, February 25-26, 2010 — www.pli.edu

New York City, March 25-26, 2010  
Chicago, April 26-27, 2010

## REGISTRATION / ORDER FORM When Registering, Please Refer to Priority Code: LAXO

*Make necessary corrections on mailing address.*

YES, please register me for the following session:

## Advanced Licensing Agreements 2010

- 22753 **San Francisco Seminar,\*** February 25-26, 2010, PLI California Center, \$1,595<sup>2</sup>
  - 22754 **New York City Seminar,\*** March 25-26, 2010, PLI New York Center, \$1,595<sup>2</sup>
  - 22755 **Chicago Seminar,\*** April 26-27, 2010, University of Chicago Gleacher Center, \$1,595<sup>2</sup>
  - Live Webcast,\*** February 25-26, 2010 (Register online prior to first day of program - #22757), \$1,595<sup>2</sup>
- <sup>2</sup>*Privileged Member Fee: \$0*
- 22756 Two-Volume Course Handbook only, \$229
  - 22759 Audio CDs,<sup>†</sup> available March 2010, \$797.50
  - 22760 DVDs,<sup>†</sup> available March 2010, \$1,595

My Email address is: \_\_\_\_\_ Please send me Email updates on PLI programs and services.

\*Includes Course Handbook. Webcast attendees will have access to a downloadable version of the Handbook one business day prior to the program.  
<sup>†</sup>Audio CDs and DVDs must be prepaid and are non-refundable, with the exception of defective or unopened products.  
<sup>‡</sup>All treaties require prepayment and can be returned within 30 days for a full refund.

FREE Shipping and Handling on all Audio CD/DVD and treatise purchases. PLI will pay shipping and handling charges on all prepaid Course Handbook orders in the United States, U.S. Possessions and Canada, California, Florida, Illinois, Maryland, Massachusetts, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Texas, Virginia and Washington, D.C. residents please add applicable sales tax to price of Publications and Audio CD and DVD products.

- Please check if you are a PLI Privileged Member.
- Please send me information on PLI Memberships.
- Please send me PLI's catalog of Publications.
- Please send me PLI's catalog of Institutes and Programs.

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
PAID  
PRACTISING LAW  
INSTITUTE

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

(Use Street Address for UPS Delivery)

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

The information below is required to properly process your CLE certificate:

State: \_\_\_\_\_ Bar ID# \_\_\_\_\_ State: \_\_\_\_\_ Bar ID# \_\_\_\_\_

\$ \_\_\_\_\_ check enclosed (Payable to Practising Law Institute)  Bill me  PLI Privileged Member

Please Charge to:  Visa  MasterCard  American Express  Diners Club

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature Required: \_\_\_\_\_ Phone No.: \_\_\_\_\_

**PRIORITY CODE: LAXO 8A500**