

California Western School of Law's  
Business Law Society <sup>AND</sup> Student Intellectual Property Society PRESENT SPEAKERS FROM

DLA Piper, LLP  
US Trade Commission  
US Customs Office  
US Small Business Admin.  
US Dept. of Commerce

Connect  
Qualcomm  
Thomas Jefferson School of Law  
Hamline University  
and more...

# Expanding into Global Markets Through Transborder Licensing

March 27, 2010  
9:00am to 4:00pm

California Western School of Law  
350 Cedar St., San Diego, CA

**FREE TO THE PUBLIC**

Ideal for Biotech, IT, Manufacturing, & Tech Transfer Firms



Register online at  
[www.tinyurl.com/transborder](http://www.tinyurl.com/transborder)  
CLE credit available.  
Free boxed lunch for registrants

sponsored in part by the Chachas Law Group P.C.  
the San Diego County Bar Association

**create jobs**



# PROGRAM

- 8:30–9:00 am** Continental Breakfast
- 9:00–9:15 am** Welcome
- 9:15–9:45 am** **Plenary Session: Promising Markets for Exporting Your Technology Abroad**  
**Moderator: Prof. Andrea Johnson**, California Western School of Law  
Student case studies on transborder licensing cycles in different nations.
- 9:45 – 10:45 am** **Panel 1: Role of the Government in Facilitating Exports**  
**Co-Moderator: Prof. Andrea Johnson**, California Western School of Law  
**Co-Moderator: Lori Cooper**, Senior Policy Advisor, US Dept. of Commerce
- Irving A. Williamson**, Commissioner, US International Trade Commission  
**Paul J. Corson**, Senior Advisor, Innovation and Entrepreneurship Policy, Office of the Secretary, US. Department of Commerce  
**Ruben Garcia**, District Director, SBA Programs for Financing and Technical Support
- 10:45 – 11:00 am** Break
- 11:00 – Noon** **Panel 2: Money Crunch: Valuing IP, Financing Exports and Getting Paid**  
**Moderator: Prof. Michael Atella**, Adjunct, California Western School of Law
- Ruprecht von Buttlar**, Director of Commercialization and Finance, CONNECT  
**Martin Selander**, International Trade Specialist, US Export Assistance Center  
**Michael Atella, Esq.**, Qualcomm, (Valuing Patents for Transborder Licensing)

Free Lunch available if you pre-register  
[www.tinyurl.com/transborder](http://www.tinyurl.com/transborder)

**Sandwich:** turkey or vegetarian  
**Side:** fruit, chips, or cookies  
**Drink:** Water, soda, or ice tea.

- Noon–1:15 pm** Lunch / Meet and Greet
- 1:15–2:30 pm** **Panel 3: Negotiating the Licensing Agreement**  
**Moderator: Prof. Jeff Schwartz**, California Western School of Law
- Jake Handy, Esq.**, DLA Piper, LLP Life Sciences (Biotech licensing agreements)  
**Mattias Luukkonen, Esq.**, DLA Piper, LLP (Technology Licensing agreements)  
**Dave Owens**, Customs & Border Protection Officer (Export Licensing)
- 2:30–3:45 pm** **Panel 4: Protecting and Enforcement of IP Rights**  
**Moderator: Prof. Claire Wright**, Thomas Jefferson School of Law
- Prof. Jamie Cooper**, IP Piracy and Links to Organize Crime and Terrorism  
**Deanna Boldt**, Supervisory Import Specialist, US Customs Office (IP/Border issues)  
**Prof. David Larson**, Hamline University School of Law, (Technology in ADR)
- 3:45 – 4:00 pm** Recognitions: **Prof. Andrea Johnson**, California Western School of Law

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