

Intellectual Property for Technology Entrepreneurs

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Intellectual Property is the "golden nugget" at the core of technical businesses in this digital age. But whether you are an individual proprietor or a growing corporation, and whether your business is based on software or engineering or media production, success depends on both protecting your own intellectual property and defending your company against the claims of others. And in these days of broad copyright rights and expansive patent claims, how can an entrepreneur develop and grow their business without attracting a swarm of claimants demanding a piece of the success?

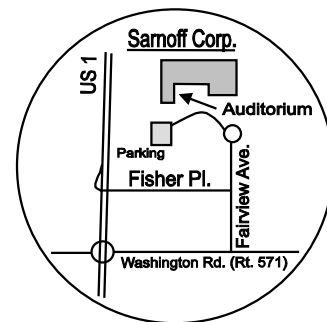
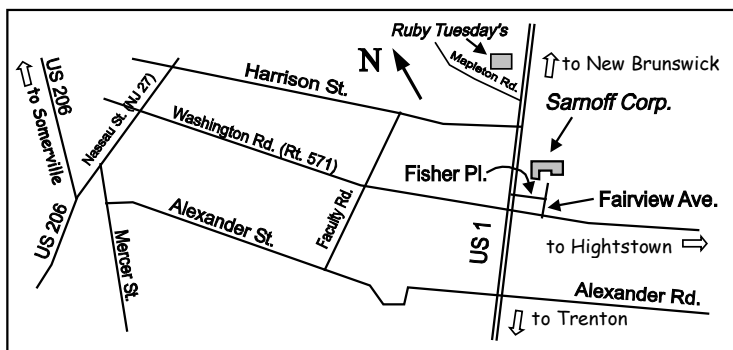
Examples of some of the issues and risks that need to be considered include:

- Patent protection for new product designs, and enhancements to existing products: Securing and defending your own innovations, and steering clear of possible infringement of both existing and not-yet-issued patents.
- Copyright clearances for communicating through websites and mass media: Managing words, pictures, and videos, while protecting your own copyrights and avoiding wrongly using the work of others.
- Contracts and licenses for leveraging third-party and open source software: Abiding by license terms and sharing your own work, while protecting your proprietary code.
- Permissions and usage rights for filming commercial or even documentary productions: Navigating talent and location permissions, fair use, and music and stock footage royalty issues.

Drawing on their experiences in intellectual property law and litigation, our distinguished speakers will lay out the issues and provide advice on both protecting your own rights through copyright, patent, licensing, and contracts -- and defending your business against IP claims by others:

- **George Awad** is an associate in the Intellectual Property Practice Group at Drinker Biddle & Reath, LLP in Philadelphia, where practices primarily in the areas of patent litigation, patent portfolio development and management, and client counseling. He has participated in all stages of patent litigation for various clients ranging from mid-size companies to Fortune 50 companies, from early pre-litigation counseling to trial to appeal.
- **Edward Felten** is Professor of Computer Science and Public Affairs at Princeton University. Through his weblog, Freedom to Tinker (www.freedom-to-tinker.com), he writes on issues related to legal regulation of technology, and especially on legal attempts to restrict the right of technologists and citizens to tinker with technological devices.
- **Brian Murphy** is a partner at Frankfurt Kurnit Klein & Selz, PC in New York, where he practices advertising, intellectual property, and entertainment law. He counsels advertising agencies, advertisers, and entertainment companies on all aspects of their businesses, with a focus on copyright, trademark, right of publicity/right of privacy, false advertising, and unfair competition. Mr. Murphy is a member of the adjunct faculty at New York Law School where he teaches courses on entertainment and copyright law.

Date: Thursday, February 15, 2007, 8:00 pm.
(Refreshments and networking at 7:30 pm.)
Place: Sarnoff Corp., Routes 1 and 571, Princeton, NJ
Information: Rebecca Mercuri (609) 587-1886, Dennis Mancl (908) 582-7086
On-line info: <http://www.acm.org/chapters/princetonacm>



All ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

A pre-meeting dinner with the speakers is held at 6:00 p.m. at Ruby Tuesday's Restaurant on Route 1. Please send email to princetonacm@acm.org in advance if you plan to attend the dinner.