

ANNOUNCING THE 2005 – 42nd ANNUAL  
CORPORATE PATENT SEMINAR

September 18-20, 2005 (Sunday – Tuesday)  
Chicago, Illinois  
Four Points Sheraton Chicago Downtown  
Magnificent Mile Hotel

**Program topics and speakers include:**

**Electronic File Room**

*Lawrence T. Welch* -- Assistant General Patent Counsel and Director, Global Patent Procurement Policies and Practices for Eli Lilly and Company, Indianapolis, Indiana.

**Keeping Current in the Digital Age**

*Dennis Crouch* – Patent Attorney at McDonnell Boehnen, Hulbert & Berghoff LLP, Chicago, and Author of the Patently-O patent law blog.

**Computer Assisted Translations**

*Timothy B. Guffey* – Senior Patent Advisor at The Procter & Gamble Company in Cincinnati, Ohio and Manager of P&G's International Patent Portfolio Management and International Filing Sections; and  
*Michael V. Sneddon* – President and CEO of MultiLing Corporation, a multi-national language services and technology company

**Attorney Client Privilege in a Corporate Setting**

*James D. Dasso* – Partner in the Chicago Office of Foley & Lardner LLP and Co-Chairperson of the firms Appellate Practice Group

**Strategic Planning of Corporate IP – A CPS Roundtable Discussion**

*Jonathan E. Retsky* (Moderator) – Partner, Brinks Hofer Gilson & Lione of Chicago; Chairman of the Firm's Intellectual Asset Management Group

**Electronic Filing – USPTO, PCT SAFE**

*Carl Oppedahl* – Oppedahl and Larson LLP, Dillon, Colorado

**Tips on Writing & Prosecuting a Patent that Can Withstand Litigation.**

*William E. McCracken* – Managing Partner, McCracken and Frank LLP, Chicago

**Optimizing Product Design Protection under Patent, Copyright, and Trademark Law**

*Uli Widmaier* – Partner, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, Chicago

**Attorneys' Opinions for the Corporate Client – A CPS Roundtable Discussion**

*Gerard J. Hughes* (Moderator) – Counsel at ExxonMobil Corporation, Downstream Research and Engineering; Baton Rouge, Louisiana

**About the CORPORATE PATENT SEMINAR:** We are an ad hoc association of senior corporate patent professionals (meaning no dues, no officers, and no formal membership) dedicated to the effective and healthy exchange of ideas and experiences in the area of intellectual property law and corporate practice. In addition to having a series of talks on topics of interest for in-house IP counsel, our annual meeting includes the following features:

*Roundtable Discussions*, one of the principal hallmarks of the CORPORATE PATENT SEMINAR: Each participant is encouraged to contribute his or her experiences and insights on a defined subject related to the overall program in discussions held toward the conclusion of each of our seminar sessions. Indeed, our annual program strongly encourages open, active discussion among the attendees.

*Poster Sessions:* We will continue the latest "tradition" in our program of having poster sessions at this year's seminar. All participants are encouraged to prepare and bring a poster on a topic of their choice, and present it to the rest of the group.

Our program tends to be the most beneficial to senior corporate patent counsel. Many have commented that this meeting of peers presents a great opportunity to share ideas and explore relevant issues with leaders of other corporate patent departments. In this informal atmosphere, concerns arising in the shop of one counsel can be addressed by the experiences of others, and all attendees find the opportunities to offer and receive help and have other high-minded interactions, such as conduct benchmarking for current in-house practices, among other exchanges, particularly helpful.

To facilitate the open and frank discussions that are the heart and strength of the Corporate Patent Seminar, all attendees tacitly agree by their participation that all comments and views of other attendees will be held in confidence.

We look forward to having you join us in Chicago this year and encourage you to bring your spouse or a guest. We are certain you will find the 2005 CORPORATE PATENT SEMINAR experience as informative and enjoyable as those of the past years. If for some reason you cannot attend, please consider sending someone else to represent your company to capitalize on the wealth of information available from the program speakers, poster sessions, and roundtable discussions.

Because of the nature of Corporate Patent Seminar's Roundtable Discussions and format, attendance is limited. Registrations received above our attendance cut off will unfortunately have to be returned. To ensure your place at this year's seminar please register early! Register by completing the registration form attached!

## **The Hotel**

The Four Points Sheraton Chicago Downtown Magnificent Mile is a new facility located in the River North area. It is just off Chicago's Magnificent Mile and in the heart of an exceptional variety of dining, shopping, and entertainment. It is just a short few blocks from the downtown area and Broadway style theaters and a short distance from many museums. For reservations call 800-368-7764 or 312-981-6600, or go to their web site at [www.fourpointschicago.com](http://www.fourpointschicago.com) and tell them you are attending the Corporate Patent Seminar. A block of rooms has been reserved at \$159.00 for a Standard Single King Size Bed Room per night and \$179.00 for a Standard Double Bed Room per night if reserved by August 18, 2005. Remember reservations at this rate will only be available until August 18, 2005. After that date rates will be different and rooms will be on a space-availability basis only.

We look forward to seeing you on September 18th for a productive seminar.

Sincerely,

2005 Corporate Patent Seminar

Robert A. Miller and Thomas Schur General Co-Chairs

Timothy B. Guffey and Gerard J. Hughes Program Co-Chairs

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tel: 225-977-4942

Note: The employers of the Co-Chairs are not sponsoring, and are not involved with this conference in any manner

## INFORMATION SHEET

*Hotel:* Four Points Sheraton Chicago  
Downtown Magnificent Mile  
630 North Rush Street  
Chicago, Illinois 60611  
(312) 981-6600  
[www.fourpointschicago.com](http://www.fourpointschicago.com)

*Reservations:* Please Book your room directly with the hotel. A CPS group rate is available: \$159.00 for a King or \$179 for a Double.

*Climate:* September weather in Chicago is unpredictable. Please refer to the National Weather Service. Average high and low temperatures for Chicago in September are 76-56. September is often a beautiful time to see Chicago.

*Transportation:* 3United Airlines has been designated the Official Airline of Corporate Patent Seminar 2005. Call United's Specialized Meeting Reservations Center at 1-800-521-4041. Use Meeting ID Number 531CF when making your reservations. Discounts may vary.

### Airports

O'Hare International Airport is about 20 miles NW of downtown.

Midway Airport is about 7 miles southwest of downtown.

### Airport transportation:

Public Transportation - Chicago Transit Authority (CTA) (312) 836-7000;  
[www.transitchicago.com](http://www.transitchicago.com)

Rapid Transit ("L" trains) run from both airports to downtown

### Shuttle Bus Services:

Airport Express -- Phone: (312) 454-7800 or (800) 654-7871; [www.airportexpress.com](http://www.airportexpress.com)

Coaches provide service from both airports to major downtown hotels

### Recommended Attire:

Dress for all meetings is business casual.

Dress for both dinners is Casual Elegant.

### Social Events:

Sunday Afternoon/Evening: Trolley tour/ride with the history and orientation of the city followed by dinner at Riva's at Navy Pier --700 East Grand Avenue, We will leave the hotel at 4:00-4:30PM.

### Monday:

Morning

Continental Breakfast

Meetings

Spouses/Guests – Optional Activities – list to be provided

Afternoon

Lunch – Provided

Attendees/Spouses/Guests – Optional Activities – list to be provided

Evening

Dinner – Joe's Seafood Prime Steak & Stone Crab,  
60 East Grand Avenue, Chicago

Tuesday:

Morning

Continental Breakfast

Meetings

Spouses/Guests – Optional Activities – list to be provided

## **Our Speakers and Moderators**

LARRY WELCH is Assistant General Patent Counsel and Director, Global Patent Procurement Policies and Practices for Eli Lilly and Company. In that position, he is responsible for managing Lilly's processes involved with the global acquisition and maintenance of patents. Prior to Lilly, he was with Pharmacia & Upjohn (P&U), and its predecessor, The Upjohn Company, for 19 years. His last position at P&U was Managing Patent Counsel and Director, Worldwide Patents. Larry has a bachelor's degree in chemistry and a law degree, both from University of Detroit.

DENNIS CROUCH is a patent attorney at the law firm of McDonnell Boehnen Hulbert & Berhoff LLP in Chicago where his practice focuses primarily on patent litigation and patent prosecution. Dennis is the author of the patent law blog Patently-O. Dennis has a B.S.E. cum laude in mechanical and aerospace engineering from Princeton University; and a J.D. cum laude from the University of Chicago Law School.

TIMOTHY B. GUFFEY is a Senior Patent Advisor at The Procter & Gamble Company in Cincinnati, Ohio. Tim joined Procter & Gamble 26 years ago as a Product Development Engineer following graduation from The Georgia Institute of Technology. Tim now manages Procter & Gamble's International Patent Portfolio Management Section and has recently taken the additional responsibility for P&G's International Filing Section. Tim holds a Bachelor of Chemical Engineering degree from The Georgia Institute of Technology.

MICHAEL V. SNEDDON is the President and CEO of MultiLing Corporation, a multi-national language services and technology company headquartered in Provo, Utah. Michael co-founded MultiLing in 1988; the company employs translation teams in over 21 countries worldwide.

Michael graduated from the University of Nebraska in Civil Engineering and holds a J.D. and an M.B.A. from Brigham Young University.

JAMES D. DASSO is a partner in the Chicago office of Foley & Lardner LLP. Jim is a trial and appellate lawyer with nearly 20 years of experience in litigating complex scientific, technical and business cases. Jim has a J.D. magna cum laude from the University of Michigan Law School and a B.A in mathematics and economics from the University of Oregon.

JONATHAN E. RETSKY is an Equity Partner in the intellectual property law firm of BRINKS HOFER GILSON & LIONE, Chicago, Illinois. Prior to joining Brinks, Jonathan was Corporate Vice President and Director, Patent Operations at MOTOROLA, INC. Jonathan established an internal Intellectual Asset Management team for cataloging Motorola's patent portfolio and monitoring competitor's portfolios. Jonathan received his J.D. from the University of Texas Law School at Austin and his B.S. in Electrical Engineering from Bradley University.

CARL OPPEDAHL is one of the founding partners of Oppedahl & Larson LLP, located in Colorado. Carl is a Special Consultant to the Subcommittee on E-filing and E-Government of the Patent Public Advisory Committee of the USPTO. Carl has a B.A. with honors in both mathematics and physics from Grinnell College and a J.D. from Harvard Law School.

WILLIAM E. MCCRACKEN is a founding partner of McCracken & Frank, located in Chicago. Bill has more than 25 years of experience in all areas of intellectual property practice, with a focus on the electrical and mechanical arts. Bill has a J.D. from Loyola University School of Law and a B.S. in Electrical Engineering from the University of Illinois at Urbana/Champaign.

ULI WIDMAIER is a partner at Pattishall, McAuliffe, Newbury, Hillard & Geraldson LLP, in Chicago. Uli's practice is focused in the areas of domestic and international trademark, copyright and unfair competition law. Uli is a Lecturer in Law at the University of Chicago Law School. Uli has numerous publications, his most recent article being Use, Liability, and the Structure of Trademark Law, published in May 2005 in the Hofstra Law Review.

GERARD J. HUGHES is Counsel at ExxonMobil Corporation, Downstream Research and Engineering. Gerry joined ExxonMobil as a physicist, and subsequently joined ExxonMobil's Law Department as a patent attorney. Gerry received a B.A and an M.A. in physics from Rutgers University and received a J.D. from New York Law School.

2005 Corporate Patent Seminar  
Registration Form  
Deadline: August 18, 2005

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Return, with your check to:

2005 Corporate Patent Seminar  
c/o Robert A. Miller MS 077  
S. C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, Wisconsin 53403-2236

Registration Fee:

\$650.00 per seminar attendee or \$850.00 per attendee plus spouse/guest. Cancellations received by August 19, 2005 will be entitled to a full refund. Cancellations received after that date will be receive refunds if space can be filled.

PLEASE MAKE YOUR CHECK PAYABLE TO:  
"Corporate Patent Seminar"

Total Amount Enclosed: \$ \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
e-mail: \_\_\_\_\_  
Name of Spouse/Guest: \_\_\_\_\_

(for additional participants – please copy this form)