

ANA PATENT TROLL SUMMIT

When: September 11, 2014, from 10am-3pm

Where: Reed Smith LLP, 599 Lexington Avenue, New York, City, 10022 (Reed Smith is ANA's outside legal counsel)

Purpose: To share experiences and perspectives on patent assertion entities (PAEs)

Agenda

1. Overview / Introductions / Meeting Ground Rules / Attendee Expectations (10-10:30am)
2. Sharing of Experiences (10:30-11:30am)
 - An informal discussion of each participant's experiences and concerns re: PAEs. Could get as detailed as the identity of the PAEs, the patents asserted, the alleged infringing activities, and royalty amounts requested. Discussion on which PAEs are likely to file suit, which are likely to settle, and more.
3. Impact on Agency Relations (11:30am-12:15pm)
 - Creative product, patent infringement indemnity, etc.

Lunch (12:15-12:45pm)

4. Patent Infringement Insurance – Discussion of general parameters for desired coverage (12:45-1:15pm)
5. Government / Regulatory Perspective (1:15-1:45pm)
 - Legislative Update
 - U.S. Patent Office Administrative Mechanisms for Challenging Patents
 - Industry Coalitions – SPAN and Big Tent
6. LOT Network – Google License on Transfer Model (2-2:30pm)
7. Next Steps (2:30-3pm)
 - Collaboration/How can ANA help?

This will be an informal, confidential, small group (no more than 30 participants) discussion. Invitees are exclusively ANA member companies – legal counsel as well as senior-level marketers. This will be an opportunity to learn from your peers, benchmark your own activity on patent assertion entities and discuss ways we can work together to reduce risk.

Please RSVP to Talia Fisher (tfisher@ana.net) and direct any questions to Bill Duggan at ANA – bduggan@ana.net.