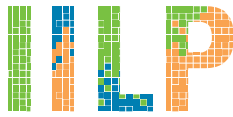


3-11-2011

Symposium on Intellectual Property Licensing

New York Law School

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Institute for
**INFORMATION
LAW & POLICY**
at New York Law School

Symposium on Intellectual Property Licensing

The Institute for Information Law & Policy invites you to attend the annual Symposium on Intellectual Property Licensing. The IP Licensing and Drafting faculty will present specialized topics about drafting and negotiation.

Friday, March 11, 2011 • Room W220

9:00 a.m.–9:45 a.m.: Introduction to Free and Open Source Software (FOSS) Licensing and Licenses

This lecture will cover the origins of the FOSS movement, and explore the differences between the major FOSS licenses, with the goal of explaining how software created and distributed under FOSS licenses should be accommodated in the context of traditional software development and licensing practices.

Terry Ilardi is Copyright Counsel for IBM Corporation, where he is responsible for handling copyright and open source matters. He is a registered U.S. patent attorney and has been deeply involved in patent, trademark, copyright, and technology licensing throughout most of his career.

9:45 a.m.–10:30 a.m.: Character Licensing

A discussion of the legal protections available to characters, and an examination of the objectives of character licensors and licensees.

Jay Kogan is the Vice President of Business & Legal Affairs and Deputy General Counsel for DC Comics and *MAD Magazine*. His primary areas of practice include film, television, print, and multimedia publishing and licensing, and he serves as the company's Chief Intellectual Property Counsel.

10:30 a.m.–10:45 a.m.: Break

10:45 a.m.–11:30 a.m.: Licensing to Prevent or Resolve Patent Litigation

A review of the many factors that play into resolving patent disputes and key provisions of the resulting license-settlement agreements.

Mark Webbink is Visiting Professor of Law at New York Law School and Executive Director of the School's Center for Patent

Innovation. He previously served as Senior Vice President and General Counsel of Red Hat, Inc. Much of his legal career has focused on intellectual property transactions.

11:30 a.m.–12:30 p.m.: Lunch

12:30 p.m.–1:15 p.m.: IP Licensing in the Fashion Industry

This presentation will describe the significant role of IP licensing in the fashion industry and the approach we take in our Intellectual Property Licensing and Drafting Course to develop a business and legal understanding of each agreement and the implementation of its terms.

Karen Artz Ash is the National Co-chairperson of the Intellectual Property Department at Katten Muchin Rosenman, LLP, and Chairperson of its National Pro Bono Committee. Her primary area of practice has been in the fashion industry, focusing substantially on licensing and related domestic and international commercial transactions. She works closely with companies in the fashion industry, and consults and works with the editors at *Women's Wear Daily*.

1:15 p.m.–2:00 p.m.: Motion Picture Licensing in a Digital World

An overview of the life cycle of an item of intellectual property, and the complexities of licensing in an increasingly fragmented digital marketplace.

Larry Sapadin is Vice President of Business Affairs at Entertainment One U.S. (eOne), a leading independent distributor of home entertainment on CD, DVD, and digital media worldwide. Sapadin is responsible for all eOne's motion picture and television acquisition and license agreements in the United States.

Attendance is required for members of the Intellectual Property Licensing and Drafting Course. The Symposium is open to the New York Law School community on a first-come first-served basis.

Seating is limited. RSVP by March 7 to Naomi Allen at naomi.allen@nyls.edu.