

Martindale-Hubbell® Counsel to Counsel

A Forum on Best Practices in Corporate Legal Services

Reserve Your Place at the Table

*A special invitation from Martindale-Hubbell® to join a select group of no more than 18 of your senior in-house peers. We welcome you to participate in a best practice discussion on **Maximizing Value in IP-Driven Deals in Boston on June 4, 2008.***

A Proven Resource

Since 2000, Martindale-Hubbell has developed over 100 Counsel to Counsel (C2C) forums around the globe. Senior corporate counsel from the world's most respected enterprises—including American Express, Microsoft, Procter & Gamble, Wm. Wrigley Jr. Company and Sony—have emerged from their Counsel to Counsel forum equipped with the practices and perspectives needed to navigate the complex issues facing in-house counsel.



A Meeting of Equals

There's no more efficient way to gain a fresh perspective on the legal issues that impact your corporation's success than to leave your office behind and exchange ideas and information with the best of your peers. In this workshop-type discussion, corporate counsel will join together with no more than four law firm partners to share best practices and develop innovative solutions to managing corporate legal departments.

What Lies Beneath: Maximizing Transaction Value When Intellectual Property Drives the Deal

When: Wednesday, June 4, 2008
Registration: 1:30 P.M. – 2:00 P.M.
Meeting: 2:00 P.M. – 6:00 P.M.

Where: The Ritz-Carlton
10 Avery Street
Boston, Mass. 02111

Co-Chairs: **David Lubitz**, Director
Intellectual Property & Licensing,
Microsoft Corporation
Patrick Flaherty, Counsel—
Trademarks & Copyrights, Verizon
Corporate Services Corporation

Host: Foley & Lardner LLP

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C2C forums are organized to provide the highest value for your time. They are not panel discussions, nor are they venues for a sole presenter. Rather, each is an opportunity for a select group of legal professionals to roll up their sleeves and candidly share business experiences and professional insights. Some of the elements that contribute to the uniqueness of the Counsel to Counsel experience include:

- C2C forums are professionally moderated to ensure that the conversation remains focused and to the point. The moderator is joined by corporate counsel co-chairs with extensive experience on the topic.
- C2C forums are free and are for the exclusive benefit of corporate counsel. You may receive up to 3.5 CLE credits for attending.
- C2C forums provide a wide variety of perspectives. Each participant brings a best practice or case study to the forum for exploration or reflects on a lesson learned.
- C2C forums can help you build your professional network. The session includes a cocktail break to allow you to further connect with your colleagues.

Act Now

The quality of our Counsel to Counsel forums depends on our limiting enrollment to just 18 senior corporate counsel. As space is limited, please complete the enclosed registration application and return it by fax today to **1-908-771-7781**.

Additional information on C2C forums can be found at martindale.com/c2c.

If you have any questions, please call **1-908-771-8630** or e-mail c2c@martindale.com.



We will explore the topic:

What Lies Beneath: Maximizing Transaction Value When Intellectual Property Drives the Deal

The following key issues will be discussed:

- Evaluating the value of IP for investments, strategic partnerships, licensing and M&A deals
- Managing your IP due diligence process—from either side of the table—and at every stage of the business life cycle
- Delving deeper: Utilizing often overlooked due diligence steps to improve position and increase value
- Performing due diligence in light of new rulemakings and case law
- Looking ahead: Identifying integration issues and closing the door to future litigation

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C2C Registration Application

Martindale-Hubbell® Counsel to Counsel

A Forum on Best Practices in Corporate Legal Services

I would like to participate in the Counsel to Counsel forum titled:

What Lies Beneath: Maximizing Transaction Value When Intellectual Property Drives the Deal

Wednesday, June 4, 2008

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The Ritz-Carlton • Boston

I would like to receive *Counsel to Counsel* magazine for free via e-mail.

Unfortunately, I am unable to participate in either session but would like to receive information on future forums.

FAX: 1-908-771-7781

VISIT: martindale.com/c2c

(Please be sure to print the information below.)

Full Name _____

Title _____

Company Name _____

Mailing Address _____

City _____ State/Province _____

ZIP/Postal Code _____ Country _____

Phone Number (_____) _____ Fax Number (_____) _____

E-mail Address _____

of Attorneys in Corporate Legal Department _____ Annual Revenues _____

C2C forums are developed for the exclusive benefit of corporate counsel. There is no fee to participate, but you must apply to attend. Confirmation of your attendance will be sent prior to the session date. As space is limited, not all registrations will be accepted.

Registrants cancelling within 10 business days of the roundtable are subject to a \$100 administrative fee per cancelled registration. Substitutions may be made at any time including the day of the roundtable.

121 Chanlon Road • New Providence, NJ 07974 U.S.A. • Phone: 1-800-526-4902, ext. 8630 • Fax: 1-908-771-7781
E-mail: c2c@martindale.com • Web sites: martindale.com/c2c • www.martindale.com

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Counsel to Counsel was a great opportunity to benchmark our best practices in an intimate and candid setting. Thanks for including me!

Practical, real-world input from knowledgeable participants.

The free exchange of ideas on issues is at the heart of a law department's key challenges.