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IP Rights for Financial Services

April 25 - April 26 2006

Waldorf Astoria Hotel

New York, NY

Event

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Accreditation

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To learn more about accreditations, contact La Shawn Jackson, the Continuing Education Coordinator, at ljackson@iirusa.com.

Event Overview

After an overwhelmingly successful inaugural summit on Intellectual Property Rights Protection for Financial Services in May, 2005, the second annual summit is an even bigger, not-to-be-missed event. The 2nd Annual IP Rights for Financial Services Summit will focus on giving you strategies for building your patent portfolios and making use of patents to grow your business.

New case studies will be presented by an even larger pool of the top presenters from leading financial services institutions to give you tools you can use to build and capitalize on your own patent portfolios.

New for 2006:

- Expanded program with more patent-focused sessions to help you not only defend your patent portfolio, but also use your patents to grow your business.
- New! Implementing a Strategic Roadmap for Patent Litigation
- New! Using patent applications as a Marketing Tool to Grow Business
- New! Stimulate Innovation/Invention: Using Patents as a Leveraging Tool
- Increased opportunities to network with high-level IP executives.

Hear from senior-level Intellectual Property Experts such as:

Raymond V. Millien, IP Counsel, American Express Co.

Todd Q. Dickinson, Vice President & Chief IP Counsel, General Electric Co.

Clifford S. Stanford, Assistant General Counsel, Federal Reserve Bank of Atlanta

Marc Ehrlich, Counsel - Patent Portfolio Management, IBM Co.

Our presenters will explore strategies and tactics that leading financial services companies are employing to not only build their patent portfolios, but also develop a competitive advantage to ultimately leverage and monetize their IP assets.

Whether you're in insurance, banking or financial services technology, this is **the only IP event in 2006 dedicated to financial services that will allow you to hear from the innovators themselves and understand how to not only protect your IP assets, but also to benefit from them.** Hear first-hand advice from leading IP attorneys, strategists, and consultants on:

- Developing tactics for **generating revenue** from your patented products
- **Stimulating innovation** by using patents as a leveraging tool
- Use patent applications as a marketing tool to **grow your business**
- Protect your inventions by selecting the optimal open source software licenses
- **Generate revenue** from your inventions by learning how to monetize your IP
- Make the most of **extraterritorial applications** of patent laws
- Identify patentable products in development, and **create strategies for obtaining additional patents**

Plus: Attend the pre-conference **workshop "Drafting Patent Applications: Practical Aspects for Getting Your Patent Applications Right the first Time,"** an in-depth, hands-on workshop on how to draft the perfect patent application, understand what the USPTO is looking for, and use your patent strategy to drive creativity.

In addition to learning how leading financial institutions are addressing the most relevant issues in the

industry, the **2nd Annual Summit on Intellectual Property Rights for Financial Services** will allow for an unusually high-quality exchange of information amongst key financial services executives and will provide a networking opportunity not to be missed.

Don't miss out! Register for the **2nd Annual IP Rights for Financial Services Summit** today!
Call 888.670.8200. email register@iirusa.com, or visit us on the Web at www.iirusa.com/iprights.

888-670-8200

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