

Innovate & Protect... or Get Left Behind

AIPLA 2013 Mid-Winter Institute

January 30–February 2, 2013 • Tampa Marriott Waterside Hotel & Marina • Tampa, FL

Understanding Why Intellectual Property is THE Business Asset of the 21st Century

Companies today face a world in which Intellectual Property is more important than ever, but the speed of innovation, dramatic changes in law like the America Invents Act and the advance of technology globally are making it tougher to protect and leverage these critical assets. Prominent companies such as *Kodak* and *Nortel* have struggled to innovate, grow and survive in the face of these challenges.

It is critical that companies and their attorneys understand the challenges ahead and work together to protect and maximize their IP in the face of this ever-shifting global marketplace.

Experience dynamic programming for both lawyers and company executives showcasing the central role of IP in

business. The Institute will feature speakers such as:

- ***E.I. DuPont De Nemours and Company's*** Douglas W. Muzyka, Senior Vice President and Chief Science & Technology Officer
- ***Ford Global Technologies'*** William Coughlin, President & CEO
- ***Northwestern University Kellogg School of Management's*** Professor James Conley, Center for Research in Technology & Innovation
- ***Qualcomm Incorporated's*** Donald J. Rosenberg, Executive VP & General Counsel

Lawyers Should Attend and:

- Learn first-hand from clients and businesses about current business imperatives
- Gain key insights into how the America Invents Act in the United States and policy changes in other economies are shifting the IP landscape
- Learn how to convey the critical importance of IP to their enterprise

Business Executives Should Attend and:

- Learn why excellent IP management is so important to their survival, directly from both business executives and IP specialists
- Network with other executives about IP best practices
- Gain better understanding of how to maximize and monetize their IP assets
- Hear from other business leaders on how they successfully integrated IP innovation and protection into their business strategy



Invite a client or colleague to this innovative program—
we will offer special guest pricing!

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