

2010 EUROPEAN CONFERENCE

Berlin, Germany • Hotel Adlon Kempinski
28–29 October 2010

Conference Chairs

- Sandra Jeskie, Duane Morris LLP, Philadelphia
- Kiran Sandford, Mishcon de Reya, London
- Christian Frank, Taylor Wessing, Munich

Program Committee Chair

- John Beardwood, Fasken Martineau, Toronto

Local Planning Committee

- Peter Bräutigam, Noerr LLP, Munich (Chair)
- Astrid Auer Reinsdorff, AUER Rechtsanwältin, Berlin
- Alexander Duisberg, Bird & Bird, Munich
- Tobias Frevert, Noerr LLP, Berlin
- Axel Funk, CMS Hasche Sigle, Stuttgart
- Sabine Grapentin, Noerr LLP, Munich
- Oliver Habel, teclegal Habel Rechtsanwälte Partnerschaft, Munich
- Niko Härting, HÄRTING Rechtsanwälte, Berlin
- Peter Huppertz, Hoffmann Liebs Fritsch & Partner, Dusseldorf
- Jan Geert Meents, DLA Piper, Munich
- Stefan Schicker, SKW Schwarz, Munich
- Martin Schirmbacher, HÄRTING Rechtsanwälte, Berlin
- Gregor Schmid, Taylor Wessing, Berlin
- Michael Schmittmann, Heuking Kühn Lüer Wojtek, Düsseldorf
- Stefan Weidert, Gleiss Lutz, Germany



What you can expect from this two-day event:

- Listen to more than 50 international industry leaders discuss the most critical issues in technology law.
- Network with nearly 300 technology law professionals from around the globe.
- Enjoy many networking opportunities, including interactive workshops, Welcome and Closing events, Gala Reception and Dinner and more.

ITECHLAW 2010 EUROPEAN CONFERENCE



An Invitation from ITechLaw President Sandra Jeskie

As President of the International Technology Law Association (ITechLaw), it is my pleasure to invite you to ITechLaw's 2010 European Conference, to be held in Berlin, Germany, 28-29 October. Throughout Europe, Berlin is known as a major hub of commerce, culture and intellect. The city is vibrant, forward-looking and home to many leading edge companies, making it an ideal choice for this technology-focused event.

This year's conference reflects the excellence that you have come to expect from ITechLaw. Be prepared to jump into the hottest topics in technology law, such as social media, cloud computing and the impact of the global economy on your practice. Experts will lead each session, providing new and interesting perspectives to explore. In addition to the educational conference sessions, our members have told us that they highly value networking with colleagues from around the world, and we've designed our Berlin meeting to incorporate many such opportunities. Whether during a break between sessions or at our elegant Gala Dinner, you will have ample time to meet with colleagues who share similar interests.

As always, we chose a location that reflects the energy of this annual event. Last year's ITechLaw European Conference received rave reviews for its programming and networking opportunities. In the words of last year's attendees, the conference was, "a must for practitioners in the field" and "no other organization offers the superb combination of high quality, cutting-edge presentations and vast networking opportunities that ITechLaw does." We are sure that this year's conference will be at least equally compelling.

Join us for this exciting, high-profile event in our beautiful host city. We look forward to seeing you in Berlin!

Regards,

Sandra A. Jeskie
President, ITechLaw
president@itechlaw.org



Upcoming ITechLaw Conferences

ITechLaw 7th International Asian Conference

3-4 February 2011
Bangalore, India
Hotel Taj West End

ITechLaw 2011 Annual Meeting and World Conference

12-13 May 2011
San Francisco, California, USA
Four Seasons Hotel

ITechLaw 2012 European Conference Autumn 2012

20-21 October 2011
Oslo, Norway

ITechLaw 2012 Annual Meeting and World Conference

4-5 May 2012
Washington, D.C., USA
Ritz-Carlton Washington, D.C.

Wednesday, 27 October 2010

18:30 **Welcome Reception – Joint Reception with German Bar Association**
Maritim proArte Hotel

Thursday, 28 October 2010

8:45–9:00 **Plenary Welcome**
Sandra A. Jeskie, President, ITechLaw

Track A

Track B

09:00–10:15	INTERNET & ADVERTISING <i>Moderator: Kiran Sandford, Mishcon de Reya, London</i> How to conduct an international digital advertising campaign: an interactive panel including licensing, liability and practical differences between countries. Speakers: <ul style="list-style-type: none"> • <i>Jaime R. Angeles, Angeles & Lugo Lovatón, Santo Domingo</i> • <i>Cathy Kiselyak Austin, Drinker Biddle & Reath LLP, Chicago</i> • <i>Sajai Singh, J. Sagar Associates, Bangalore</i> 	LICENSING & CONTRACTING I <i>Moderator: TBA</i> <ul style="list-style-type: none"> • Agile Programming: How to translate new methodologies of project management into enforceable contracts • Agile Programming: An interactive debate on lessons learned from the vendor and customer perspectives • Exit transition strategies in licensing and outsourcing deals Speakers: <ul style="list-style-type: none"> • <i>John Beardwood, Fasken Martineau, Toronto</i> • <i>Jan Geert Meents, DLA Piper, Munich</i> • <i>Markus Kempkes, Microsoft Consulting Services, Berlin</i> • <i>Lau Norman Jorgensen, Kromann Reumert, Copenhagen</i> • <i>Michael Peeters, Pinsent Masons, Leeds</i>
10:15–11:15	ONLINE GAMBLING <i>Moderator: TBA</i> <ul style="list-style-type: none"> • Developments in Europe as new markets open up: an interactive panel • Games of skill vs. games of chance: a US perspective on what's allowed and what's not Speakers: <ul style="list-style-type: none"> • <i>Diane Mullenex, Ichay & Mullenex Avocats, Paris</i> • <i>Francesco Portolano, Portolano Colella Cavallo Studio Legale, Rome</i> • <i>Jenna Leavitt, Pillsbury Winthrop Shaw Pittman LLP, Los Angeles</i> 	E-HEALTH <i>Moderator: Conor Ward, Hogan Lovells, London</i> <ul style="list-style-type: none"> • National e-Health Strategies • Privacy Compliance and Health Record Systems Speakers: <ul style="list-style-type: none"> • <i>Ursula Widmer, Dr. Widmer & Partners, Bern</i> • <i>Diana McKenzie, Hunter Maclean Exley & Dunn, P.C., Savannah</i> • <i>Peter Bräutigam, Noerr LLP, Munich</i> • <i>Stephan Eschmann, Helios Hospitals, Berlin</i>
11:15–11:45	Networking Break	
11:45–13:00	CRITICAL ISSUES AFFECTING IT TODAY <i>Moderator: Richard Owens, Stikeman Elliott LLP, Toronto</i> <ul style="list-style-type: none"> • Digging for gold: a mock financing round for EU start-ups searching for finance in the US • Getting an Internet portal running: legal musts from a European perspective Speakers: <ul style="list-style-type: none"> • <i>Robert Bond, Speechly Bircham, London</i> • <i>Marc Friedman, Sonnenschein Nath & Rosenthal LLP, New York</i> • <i>Oliver Habel, teclegal Habel Rechtsanwalte Partnerschaft, Munich</i> • <i>Richard Allan Horning, Sonnenschein Nath & Rosenthal LLP, Palo Alto</i> 	PRIVACY & DATA PROTECTION <i>Moderator: Naomi Assia, Naomi Assia Law Offices, Tel Aviv</i> <ul style="list-style-type: none"> • Privacy and social networking: the latest developments from Europe and the US • Monitoring of employees and data protection: Leeway under ordinary conditions and how to handle suspicion of data theft Speakers: <ul style="list-style-type: none"> • <i>Alexandra Neri, Herbert Smith LLP, Paris</i> • <i>Elisabeth Thole, Van Doorne, Amsterdam</i> • <i>Didier Sangorgio, Walder Wyss & Partners, Zurich</i> • <i>Ben Wright</i>
13:00–14:30	Networking Lunch	
Interactive Workshops hosted by Substantive Law Committees - All Welcome		
14:30–16:00	E-COMMERCE <i>Discussion led by: Don McAleese, Matheson Ormsby Prentice, Dublin</i> A roundup of the latest issues from around the world including: <ul style="list-style-type: none"> • Access Denial - The Practice and Policy of Global Internet Filtering 	DATA PROTECTION <i>Discussion Led by: Alan Sutin, Greenberg Traurig, New York</i> A roundup of the latest issues from around the world including: <ul style="list-style-type: none"> • Cross – Border Transfers
16:00–16:30	Networking Break	
Committee Meetings – All Welcome		
16:30–17:15	Virtual Worlds & Gaming Working Group	In-House Counsel Committee Meeting
17:15–18:00	ITechLaw Women's International Network (I-WIN)	Local Representative Committee Meeting
20:00–22:30	Gala Reception and Dinner – Museum for Communication (Ticketed Event – black-tie attire is recommended)	

	Track A	Track B												
09:00–10:30	<p>CLOUD COMPUTING & NEW TRENDS IN INFORMATION TECHNOLOGY <i>Moderator: Arto Linnervo, Castren & Snellman Attorneys Ltd., Helsinki</i></p> <ul style="list-style-type: none"> • Cloud computing business models: current trends & challenges • Emerging Technologies • From dawn 'til dusk: are the European DPAs' recent views jeopardizing the business model of cloud computing? <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Kevin Erdman, Baker & Daniels LLP, Indianapolis</i> • <i>Philip Kempermann, Heuking Kühn Lüer Wojtek, Düsseldorf</i> • <i>Fabian Niemann, Bird & Bird, Frankfurt</i> 	<p>INTELLECTUAL PROPERTY <i>Moderator: Belén Arribas, Monereo, Meyer & Marinel-Lo Abogados, SL, Barcelona</i></p> <ul style="list-style-type: none"> • Slicing and dicing of rights to digital content: the EU Commission's new approach for creative content in a European single market • Fighting Internet Piracy – The Anti-Counterfeiting Trade Agreement - practical implications of the proposed new voluntary treaty to combat the increasing trade in counterfeit goods • In re Bilski Reloaded: Software patentability in the wake of the US Supreme Court decision of June 28, 2010 <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Ingrid Silver, Denton Wilde Sapte, London</i> • <i>Holger Ensslin, Member of the Managing Board and General Counsel of Sky Germany, Munich</i> • <i>Rory Radding, Morrison Foerster LLP, New York</i> 												
10:30–11:00	Networking Break													
11:00–12:30	<p>LICENSING & CONTRACTING II <i>Moderator: TBA</i></p> <ul style="list-style-type: none"> • Public Procurement: a practical briefing from various jurisdictions • Creative Content & Contracting <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Anselm Brandi-Dorn, v. Boetticher Hasse Lohmann, Berlin</i> • <i>Robert Weiss, Neal Gerber & Eisenberg LLP, Chicago</i> • <i>Astrid Auer Reinsdorff, Auer Rechtsanwältin, Berlin</i> 	<p>LITIGATION <i>Moderator: Sandra A. Jeskie, Duane Morris LLP, Philadelphia</i></p> <ul style="list-style-type: none"> • Cross-border discovery and data protection: an interactive panel • Pre-trial/arbitration discovery (US) and court-appointed expert fact-finding procedures (EU): use and abuse in technology litigation <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Françoise Gilbert, IT Law Group, Palo Alto</i> • <i>Alexander Blumrosen, Bernard-Hertz-Béjot, Paris</i> • <i>Patrick King, Simpson Thacher & Bartlett LLP, Palo Alto</i> • <i>Olivier de Courcel, Féral-Schul/Sainte Marie, Paris</i> 												
12:30–14:00	Networking Lunch													
14:00–15:15	<p>REGULATORY <i>Moderator: TBA</i></p> <ul style="list-style-type: none"> • First experiences with the 2009 FTC rules on endorsements in blogs and other ads • Advertising and promotion of drugs via the Internet and social media – regulatory trends to clear a gray area • Shaping Licenses: The impact of suggestions of the consumer ombudsman on the content of licenses <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Dov Scherzer, Olshan Grundman Frome Rosenzweig & Wolosky LLP, New York</i> • <i>José Ramon Morales, Garrigues, Barcelona</i> • <i>Haakon Opperud, Thommessen Krefting Greve Lund, Oslo</i> 	<p>LIABILITY <i>Moderator: Eugene Weitz, Computer Sciences Corp., Berkeley Heights</i></p> <ul style="list-style-type: none"> • ISP Liability: a comparative update under civil and criminal law aspects <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Harjinder Obhi, Senior Litigation Counsel, Google, London</i> • <i>Marco Consonni, Dewey & LeBoeuf, Milan</i> 												
15:15–15:45	Networking Break													
Interactive Workshops hosted by Substantive Law Committees - All Welcome														
15:45–17:15	<p>OUTSOURCING <i>Discussion led by: Ole Horsfeldt, Gorrissen Federspiel Kierkegaard, Copenhagen</i></p> <p>A roundup of the latest issues from around the world including:</p> <ul style="list-style-type: none"> • A detailed look into adjustment mechanisms in benchmarking • Service levels and vendor obligations as to sustainability 	<p>INTELLECTUAL PROPERTY <i>Discussion led by: Susan Barty, CMS Cameron McKenna, London</i></p> <p>A roundup of the latest issues from around the world including:</p> <ul style="list-style-type: none"> • A comparative analysis of the approach to open source across differing jurisdictions 												
17:15–17:30	<p>Closing Remarks <i>Sandra A. Jeskie, President, ITechLaw</i></p>													
18:00–20:00	<p>Closing Reception Reichstag Dome</p> <p><i>Special thanks to Closing Reception Hosts:</i></p> <table border="0"> <tr> <td>Bird & Bird</td> <td>CMS Hasche Sigle</td> <td>DLA Piper</td> </tr> <tr> <td>Gleiss Lutz</td> <td>Heuking Kühn Lüer Wojtek</td> <td>Hoffmann Liebsch Fritsch & Partner</td> </tr> <tr> <td>Noerr LLP</td> <td>SKW Schwarz</td> <td>Taylor Wessing</td> </tr> <tr> <td>teclegal Habel Rechtsanwaelte Partnerschaft</td> <td></td> <td></td> </tr> </table>		Bird & Bird	CMS Hasche Sigle	DLA Piper	Gleiss Lutz	Heuking Kühn Lüer Wojtek	Hoffmann Liebsch Fritsch & Partner	Noerr LLP	SKW Schwarz	Taylor Wessing	teclegal Habel Rechtsanwaelte Partnerschaft		
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Registration Fees

	Early Bird Registration (Through 17 September 2010)	Standard Registration (On or after 18 September 2010)
ITechLaw Member & Affiliates	1050€ + 19% VAT = 1249.50€	1250€ + 19% VAT = 1487.50€
Non-Member*	1300€ + 19% VAT = 1547.00€	1500€ + 19% VAT = 1785.00€
In-House Counsel	850€ + 19% VAT = 1011.50€	850€ + 19% VAT = 1011.50€
Academic/Government	650€ + 19% VAT = 773.50€	650€ + 19% VAT = 773.50€
Student	480€ + 19% VAT = 571.20€	480€ + 19% VAT = 571.20€

* Non-members who register for the ITechLaw 2010 European Conference will receive a free membership in ITechLaw. Your membership will commence 1 November 2010, and will be valid through 30 June 2011.

Meeting Location and Host Hotel



A luxury hotel in the heart of Berlin, the Hotel Adlon Kempinski is located within the immediate vicinity of the Reichstag building and steps away from the famous Brandenburg Gate.

The Hotel Adlon Kempinski is a fascinating building whose architectural uniqueness makes history a true experience. The hotel offers 304 elegant Deluxe Rooms, 33 Junior Suites, 42 Suites, three luxurious Presidential Suites and six excellent restaurants (three of which hold a Michelin Star). For more information on the Hotel Adlon Kempinski, visit their website: <http://www.kempinski.com/de/berlinadlon>

The conference fee does not include hotel accommodations. A block of guestrooms has been set aside at the Hotel Adlon Kempinski at a discounted rate. The Deluxe Room Type is €260.00 for a single or €300.00 for a double. The Superior Deluxe Room Type is €300.00 for a single or €340.00 for a double – the number of rooms at this rate for the Superior Deluxe room type is limited. These rates do include the 19% VAT and services charges. The gourmet breakfast buffet at the hotel's Restaurant Quarre is a separate charge of €39.00 per person.

Please visit the Accommodations page of the ITechLaw 2010 European Conference website at <http://www.itechlaw.org/berlin2010/accommodations.html> for complete information on booking your room.

Welcome Reception

Maritim proArte Hotel
Wednesday, 27 October
18:30 – 20:00

Join your colleagues in kicking off the European Conference at our Welcome Reception. Together with the German Bar Association, ITechLaw invites all attendees to relax, have a drink, reconnect with old friends and get acquainted with new ones!

Gala Reception and Dinner

Museum for Communication
Thursday, 28 October
20:00-23:00

After a full day of conference sessions, we invite all attendees and their guests to attend our Gala

Reception and Dinner (black-tie attire is recommended). Tickets must be purchased separately when you register for the conference. The ticket prices are €175.00 per person. We encourage you to register early as this event typically sells out.



Closing Reception

The Reichstag
Friday, 29 October
19:00 – 20:30

Enjoy good food, drinks and meeting friends at the Reichstag, the elegant, historic structure that houses the German Parliament. This event, hosted by several local law firms, is a great way to say goodbye to your colleagues in good cheer.



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Can't attend?

After the conference, download a selection of session recordings for CLE credit. Free to members - join today!

Sponsorship and Exhibition Opportunities

Sponsors of the 2010 ITechLaw European Conference will gain visibility for their firms or companies, demonstrate their support of ITechLaw in facilitating the international exchange about IT law and policy, and contribute to the overall success of the conference.

ITechLaw offers a variety of sponsorship opportunities suitable for small as well as large organizations and firms. For more information, please contact Jenna Leavitt at jenna.leavitt@pillsburylaw.com or visit <http://www.itechlaw.org/berlin2010/sponsorship.html>.