



• OSLO

2011 European Conference

Oslo, Norway • Grand Hotel Oslo • 20-21 October 2011



- Cutting-Edge Industry Topics
- First-Class Educational Programs
- Unparalleled Networking and Social Events
- Learn from Industry Leaders

Connect with colleagues and industry leaders from around the world as ITechLaw celebrates its 40th Anniversary at the Grand Hotel Oslo – said to be the most elegant hotel in the Norwegian capital.

EARLY BIRD REGISTRATION RATES END 19 SEPTEMBER 2011



ITechLaw 2011 European Conference



Dear Colleagues,

The 40th anniversary celebration of the International Technology Law Association (ITechLaw) will continue this year with the premier European technology law event – ITechLaw’s 2011 European Conference. It is my pleasure to join with the Planning Committee to invite you to this exciting event in Oslo, Norway.



This conference promises to raise the already high expectations of our attendees with a stellar program of cutting-edge topics taught by leaders in the industry, coupled with unparalleled networking and social events. As you’ll see from the program, this two-day event is packed with unique sessions that will feature prominent speakers from around the world.

In addition to the valuable educational opportunities, attendees will thoroughly enjoy the many networking and social activities noted on the agenda. The Welcome Reception held at the Nobel Peace Center, will certainly be an event to remember! With leading attorneys in private practice and in-house counsel, to business executives, government officials, and academics – our attendees travel from more than 60 countries for a learning and networking experience unlike any other.

The city of Oslo is the technological, economic and governmental center of Norway. As the hub of Norwegian business and culture, Oslo is hemmed by a fjord and beautiful woodlands, serving as an exhilarating backdrop to our annual European conference. I look forward to seeing you there.

Regards,

Alexander Blumrosen, President, ITechLaw
Paris, France
president@itechlaw.org

Registration Fees

REGISTRATION LEVEL	EARLY BIRD	STANDARD
ITechLaw Member & Affiliates	€1100	€1300
Non-Member*	€1375	€1575
In-House Counsel	€895	€995
Academic/Government	€675	€775
Student	€450	€450
Gala Reception & Dinner	€200	

NOTE: Rates shown in Euros. Registration fees do not include 25% VAT and are subject to change.

SPECIAL NON-MEMBER REGISTRATION RATE

* Non-members who register for the ITechLaw 2011 European Conference will receive a free membership in ITechLaw. Membership will commence on 24 October 2011, and will be valid through 30 June 2012.

CONFERENCE CO-CHAIRS

- Alexander Blumrosen
President, ITechLaw
Bernard-Hertz-Béjot, Paris
- Haakon Opperud
Thommessen, Oslo
- Kiran Sandford
Mishcon de Reya, London

PROGRAM COMMITTEE CO-CHAIRS

- John Beardwood
Fasken Martineau, Toronto
- Jenna Leavitt
Pillsbury, Los Angeles

PLANNING COMMITTEE

- **European Chair:** Christian Frank
Taylor Wessing, Munich
- **Local Chair:** Dag Thorstensen
Advokatfirmaet Haavind AS, Oslo
- **Sponsorship Co-Chair:**
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- **Sponsorship Co-Chair:** Rob Weiss,
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- Nils Kristian Einstablad
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- Espen Werring
Advokatfirmaet Haavind AS, Oslo

AFFILIATE SPONSORS



Swedish IP Law Society
Finnish IT-law Association

Conference Program

WEDNESDAY, 19 OCTOBER 2011

18:30 – 20:30 WELCOME RECEPTION
Nobel Peace Center

THURSDAY, 20 OCTOBER 2011

07:30 – 08:30 BREAKFAST AND REGISTRATION

08:30 – 08:45 PLENARY WELCOME
Alexander Blumrosen, President, ITechLaw
Conference Co-Chairs:

- *Haakon Opperud, Thommessen, Oslo*
- *Kiran Sandford, Mishcon de Reya, London*

08:45 – 09:15 INTRODUCTORY ADDRESS
Bjørn Erik Thon, Head, Norwegian Data Inspectorate

Track A

Track B

09:15 – 10:15 DATA PROTECTION & PRIVACY
Moderator: Monica Costa, Coelho Ribeiro e Associados, Lisbon
An interactive update on the latest developments from the EU, including an overview of the implementation of the cookie directive in key jurisdictions.
Speakers:

- *Claire Bernier, ALTANA, Paris*
- *Steven De Schrijver, Lorenz, Brussels*
- *Stefan Schicker, SKW Schwarz, Munich*

DIGITAL MEDIA
Moderator: Jenna Leavitt, Pillsbury, Los Angeles

- **Entertainment of the future - the convergence of technology and entertainment**

Speakers: TBA

10:15 – 11:15 MULTISOURCING
Moderator: TBA

- **Multisourcing: From Hype to Reality – A Recent Case Study**
- **Multisourcing: An Overview of Critical Issues**

Speakers:

- *Espen Werring, Haavind, Oslo*
- *Haakon Opperud, Thommessen, Oslo*

TELECOMMUNICATIONS
Moderator: Sajai Singh, J. Sagar Associates, Bangalore

- **Telecommunications Wars – Latest Legal Battles Among Leading Players**
- **Net Neutrality - Current Legal Implications**

Speakers:

- *Arve Foyen, Foyen, Oslo*
- *Bradley Joslove, Franklin, Paris*

11:15 – 11:45 NETWORKING BREAK

11:45 – 13:00 LICENSING & CONTRACTING
Moderator: Peter Brautigam, Noerr LLP, Munich

- **Negotiating Deals vs. Negotiating Business Relationships**
- **Transfer of Licenses and Intangible Property, including Exhaustion and First Sale Doctrine**
- **Open Source - Implications for Contracts in the Public Sector**
- **Structuring Revenue Process Deals**

Speakers:

- *Peter Brown, Baker & Hostetler LLP, New York*
- *Kristian Foss, Gille advokater DA, Oslo*
- *Diana McKenzie, Hunter, Maclean, Exley & Dunn, P.C., Savannah*
- *Jaime Medeiros, Coelho Ribeiro E Associados, Lisbon*

LITIGATION/ADR
Moderator: Belen Arribas, Monereo Meyer Marinello Abogados, SLP, Barcelona

- **Alternative Dispute Resolution for IT – the Practical Implications in Various Jurisdictions**
- **The Implications of the Anti-Counterfeiting Trade Agreement**
- **E-Discovery Update: How US Litigation can Impact Foreign Jurisdictions**

Speakers:

- *Peter Ruby, Goodmans LLP, Toronto*
- *Ira Schwartz, DeConcini McDonald Yetwin & Lacy, P.C., Phoenix*
- *Clive Davies, Fujitsu Services, London*
- *Sandra A. Jeskie, Duane Morris LLP, Philadelphia*

13:00 – 14:30 NETWORKING LUNCH

13:00 – 14:30 INTERACTIVE WORKSHOP: ARBITRATION & MEDIATION (Lunch Meeting)

14:30 – 16:00 INTERACTIVE WORKSHOP: E-COMMERCE

INTERACTIVE WORKSHOP: INTELLECTUAL PROPERTY

16:00 – 16:30 NETWORKING BREAK

16:30 – 17:15 VIRTUAL WORLDS WORKING GROUP MEETING

ITECHLAW WOMEN'S INTERNATIONAL NETWORKING (I-WIN) COMMITTEE MEETING

18:30 – 23:00 GALA RECEPTION AND DINNER (TICKETED EVENT)
Gala Reception: National Museum of Art, Architecture and Design
Gala Dinner: Oslo Militære Samfund

GLOBAL SPONSORS



08:00 – 09:00 BREAKFAST AND REGISTRATION

08:00 – 09:00 ITECHLAW LOCAL REPRESENTATIVES COMMITTEE MEETING

Track A Track B

09:00 – 10:30 INTELLECTUAL PROPERTY
 Moderator: TBA

- Patent Decisions Affecting Validity, Damages and Licensing a Review from Around the World
- Licence Audits/Current Practices in Software Vendors' Compliance Controls
- Enforcing Copyright Infringement: An In-House Counsel Perspective

Speakers:

- Stuart Meyer, Fenwick & West LLP, Mountain View
- Marc Friedman, SNR Denton, New York
- Andre Meillassoux, ATM Avocats, Paris
- Jarle Roar Saeba, Hewlett Packard, Oslo
- Jeremy Morton, London, CMS Cameron McKenna, London

CLOUD COMPUTING
 Moderator: Ursula Widmer, Dr. Widmer & Partners, Bern

- An Overview of the Latest Critical Issues, including:
 - Recent Technical Trends in the Cloud
 - Contracting Issues from Both Sides of the Cloud
 - The Latest Developments in Privacy Protection
 - Navigating Global Privacy & Data Security Issues

Speakers:

- Stephane Lemarchand, DLA Piper, Paris
- Korsen Stine, Simonsen, Oslo
- Alan Sutin, Greenberg Traurig, LLP, New York
- Kiran Sandford, Mishcon de Reya, London

10:30 – 11:00 NETWORKING BREAK

11:00 – 12:30 INTERACTIVE WORKSHOP: DATA PROTECTION

INTERACTIVE WORKSHOP: OUTSOURCING

12:30 – 13:45 NETWORKING LUNCH

12:30 – 13:45 IN-HOUSE COUNSEL COMMITTEE MEETING

13:45 – 15:00 CORPORATE
 Moderator: Eugene Weitz, Computer Sciences Corp., Berkeley Heights

- Advantages and Pitfalls of Using Temporary Employees
- Employer Liability for Employee Behavior
- Valuation of the Intellectual Capital of a Technology Business

Speakers:

- Rob Weiss, Neal, Gerber & Eisenberg, LLP, Chicago
- Kathy Eivazi, Australian National University, Lismore
- Joren de Wachter, Integrating Technology IP & Business Models, Brussels

NEW TECHNOLOGIES
 Moderator: TBA

- Biometric Technologies: Analysis of the Key Issues
- How to Legally Deal with Cheaters, Bots and Other Harmful Computer Code

Speakers:

- Roberto Alma, Studio Legale Alma, Rome
- Andreas Lober, Schulte Riesenkaempff Rechtsanwalts-gesellschaft mbH, Frankfurt

15:00 – 15:30 NETWORKING BREAK

15:30 – 17:00 INTERNET AND SOCIAL NETWORKING
 Moderator: Ceylin Beyli, CBL, Istanbul

- Why You Can No Longer Reach Out and Touch Someone - An Interactive Review of Cross-Jurisdictional Restrictions on Marketing, including:
 - Pratical Implications of the Latest Anti-Spam Legislation
 - Legal and Technical Trends
 - Behavioral and Location-Based Advertising
 - Do Not Call and Privacy Legislation

Speakers:

- John Beardwood, Fasken Martineau, Toronto
- Renato Opice Blum, Opice Blum, Sao Paulo
- Kevin Erdman, Barnes & Thornburg LLP, Indianapolis
- Sibylle Gierschmann, Taylor Wessing, Munich

REGULATORY UPDATE
 Moderator: Susannah Sheppard, Kemp Little LLP, London

- Legal Aspects of EU-wide Interoperable Public E-Procurement
- US Export Regulation and the Small Print at the End of Contracts - What this Means in Practice
- eHealth Regulations
- Regulatory and Legal Challenges of IPTV and Other Digital Distribution Methods

Speakers:

- Rolf Riisnaes, Wikborg, Rein & Co, Oslo
- Kathryn Andresen, Hellmuth & Johnson, Edina
- Elisabeth Thole, Van Doorne, Amsterdam
- Nils Kristian Einstabland, Selmer, Oslo

17:00 – 17:15 CLOSING REMARKS
 Alexander Blumrosen, President, ITechLaw

18:00 – 20:00 CLOSING RECEPTION
 University of Oslo, Faculty of Law Bar

Please note this program schedule is subject to change.

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Accommodations

Grand Hotel Oslo

Karl Johans Gate 31, NO-0159 Oslo, Norway
+47 23 21 20 00
www.grand.no



The Grand Hotel in Oslo is said to be the most venerable and elegant deluxe hotel in the Norwegian capital, forming a striking landmark on the city's grandest street, Karl Johans Gate. The hotel annually hosts the recipient of the Nobel Peace Prize.

The Grand Hotel is a mix of traditional and contemporary styles - timelessly classic, yet modern and luxurious. It offers the quality and comfort ITechLaw attendees expect from a first-class international hotel. Conference registration fees do not include accommodations. Room block dates are 17-21 October; rates will also be honored 14-16 October and 22-25 October for guests who would like to extend their stay (based on availability). Rates include buffet breakfast in the Grand Café, complimentary Internet access, spa and fitness facilities, and all applicable taxes.

ROOM RATES

- Single Standard Room:
NOK 1655 per room, per night
- Double Standard Room:
NOK 1905 per room, per night
- Superior Deluxe Room:
NOK 2155 per room, per night
- Deluxe Room:
NOK 2705 per room, per night
- Junior Suite:
NOK 3835 per room, per night

WHO SHOULD ATTEND

- Technology Lawyers
- Practicing Attorneys - both private practitioners and in-house counsel
- Business Managers focusing on the global economy
- Government Officials & Judges
- Law Professors
- Law Students

Networking & Social Events

WELCOME RECEPTION

Nobel Peace Center
Wednesday, 19 October
18:30 – 20:00

Join your colleagues in kicking off the European Conference at the Welcome Reception held at the distinguished Nobel Peace Center—a showcase for the Nobel Peace Prize and the ideals it represents. The Center is also an arena where culture and politics merge to promote involvement, debate and reflection around topics such as war, peace and conflict resolution. ITechLaw invites all attendees to attend this exciting reception to relax and reconnect with old friends and meet new ones. Business or business casual attire is recommended.



GALA RECEPTION AND DINNER

National Museum of Art, Architecture and Design & Oslo Militære Samfund
Thursday, 20 October
18:30 – 23:00

After a full day of conference sessions, we invite all attendees and their guests to attend our Gala Reception and Dinner. The dinner will take place at the Oslo Militære Samfund—a beautiful building in neo-romantic style built in 1878 as Christiania Military Society. Tickets must be purchased separately when you register for the conference. Ticket price is €200 plus VAT per person, and we highly recommend that you register for this event early as it typically sells out. Black tie attire is encouraged.



CLOSING RECEPTION

University of Oslo, Faculty of Law Bar
Friday, 21 October
18:00 – 20:00

Enjoy this opportunity to relax and unwind at the Closing Reception. Discuss the sessions and meet with your old and new friends before heading home. All conference attendees are invited to attend the Closing Reception and a separate ticket is not required. Business or business casual attire is recommended. The rock 'n' roll band, "Guns and Lawyers" from Haavind, will provide the entertainment.



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401 Edgewater Place, Suite 600
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