

FACULTY

Lynn Allingham, Allingham & Edgren, LLC

Jon Dawson, Davis Wright Tremaine LLP

Valli Goss Fisher, Tindall, Bennett & Shoup, P.C.

Michael Jungreis, Hartig Rhodes Hoge & Lekisch P.C.

John McKay, Sole Practitioner

Peter Michaelson, Michaelson & Wallace (California and New Jersey)

Michael Tavella, U.S. Patent Agent

Heidi Wanner, Law Offices of Heidi Wanner

WHY ATTEND THIS CLE?

In the past couple of years, radical change has swept through the world of intellectual property and the Internet with the coming of the:

- Digital Millennium Copyright Act
- Anti-Cybersquatting Consumer Protection Act (ACPA)
- Federal Digital Signatures Act
- Proposed Changes to the Bankruptcy Code and Intellectual Property As An Asset
- Establishment of the Internet Corporation for Assigned Domain Names (ICANN) Domain Name Dispute Arbitration

Important court decision and policy changes have caused an earthquake in the legal landscape. The Internet has moved farther into the mainstream as both government and commerce have promoted doing business online, i.e., filing taxes, trademark application, etc. This program highlights recent changes.

WHO SHOULD ATTEND THIS CLE

- Lawyers whose clients are involved in e-commerce
- Government agencies/attorneys involved in transacting government business over the Internet
- Anyone involved in e-commerce or considering entering the world of e-commerce
- Anyone whose business uses or creates intellectual property
- Anyone with an interest in trademarks, domain names, patents, copyrights or business on the Internet



Don't miss
this
oppor-
tunity
to
hear
these
topics
covered
locally!

3rd Annual Intellectual Property CLE

Recent Developments in Intellectual Property and E-Commerce on the Internet

Thursday, October 11, 2001
8:30 AM - 4:30 PM
Hotel Captain Cook
Anchorage, Alaska

5.75 General CLE Credits

CLE

CLE #2001-007

*Sponsored by the
Intellectual Property Section*

P R O G R A M A G E N D A

MORNING SESSION

8:30 - 8:40 AM Introduction and Overview

John McKay, Moderator

8:40 - 9:25 AM What's the Latest in Copyright? --

You Can't Get Away with Much Anymore

John McKay

9:25 - 10:05 AM What's in a Name: A Primer in the Law of Trademark

Jon S. Dawson

The explosive growth of the Internet as a commercial medium has seen a corresponding growth in the value of trademarks as intellectual property. The borderless marketplace of the Internet poses special challenges for practitioners and their clients, both in protecting trademarks and in guarding against claims of infringement. Meet those challenges with this primer on the law of trademark.

10:05 - 10:20 AM Break

10:20 - 11:15 AM Domain Name Dilemmas: Something Old, Something New, Something Borrowed, Something to Sue

Heidi Wanner

The Anticybersquatting Consumer Protection Act (ACPA) is a powerful tool in the battle against cybersquatters. A basic understanding of ACPA is a must for trademark owners and their counsel.

New Top Level Domains are here bringing additional opportunities and risks. Learn how to capitalize on this new property and avoid problems this arrival will cause.

Tales of a Domain Name Arbitrator — Revenge, Deceit and Extortion. Watch out! You Just Might Be the Next Victim.

Peter Michaelson

Join me for a very brief discussion of ICANN domain name arbitration: what is it, how it works and what it does, followed by actual war stories of domain name cases I have arbitrated. These tales depict egregious examples of revenge, deceit and extortion perpetrated by cybersquatters on trademark owners and Internet users — the type of conduct that is all too common and rapidly increasing on the Net. This session concludes with guidance for preventing you, as a trademark owner, from falling victim to cybersquatting.

11:15 AM - 12 NOON The Brave New World of Patents: It Ain't Your Father's Patent Office Anymore

Michael Tavella

As little as ten years ago the Patent Office had few computers, no fax machines and no e-mail. In the last year, however, this entity has exploded into the information age; electronic filings, a functional information website, business method applications, and more have changed the way the Patent Office does business. Find out what this all means in "The New Patent Office."

11:15 AM - 12 NOON

The Brave New World of Patents: It Ain't Your Father's Patent Office Anymore (*continued*)

Pete's No Bull Patent Law Primer — What You Need to Know

Peter Michaelson

Patent litigation comprises 15% of all federal litigation and is exploding, with awards often running into the tens of millions of dollars. Threats of patent infringement are now commonplace. This discussion will very briefly address a number of elementary, but crucial, issues concerning patents, their exercise and procurement, which every businessperson and his(her) counsel should know. You will certainly not become an expert (nor can you in 20 minutes), but you will be sensitized to critical issues.

12 NOON

Adjourn until 1:30 PM -- Lunch On Your Own.

AFTERNOON SESSION

1:30 - 2:15 PM A Not-Too-Prim Primer on Internet Privacy Laws

Valli Goss Fisher

Companies with an on-line presence face an ever-increasing regulatory patchwork of state, federal and international laws governing Internet privacy issues. Consumer protection statutes, the Children's Online Privacy Protection Act, the Gramm-Leach-Bliley Act, the European Union Data Protection Directive - corporate attorneys (and their clients) must know about these laws and more. Learn the basics of internet privacy laws and ways to minimize your client's legal risk of becoming the next press release on the FTC's website.

2:15 - 3:00 PM Electronic Filings and Electronic Contracts: Reach Out and Bind Someone

Michael Jungreis

The Internet is increasingly becoming the medium for transactions public and private. Public agencies have been extending the range of business you can do with the government on-line; and much more is coming soon. Under a host of new legislation, electronic records and transactions now have the same status as those signed, sealed, and delivered on paper. Learn about the changes that have already occurred to move your transactions into virtual reality, as well as the even greater changes around the corner.

3:00 - 3:15 PM Break

3:15 - 4:00 PM Intellectual Property As An Asset in Bankruptcy

Lynn Allingham

Many start-up ventures fail for a variety of business reasons, but their basic innovations and inventions are sound. Sometimes a business' intellectual property is its most valuable asset. Learn how to identify and deal with intellectual property in a bankruptcy case.

4:00 - 4:30 PM Q & A and Wrap Up

Panel

4:30 PM

Adjourn

(continued, next page)

REGISTRATION FORM

Recent Developments in IP and E-Commerce (01-07)

Thursday, October 11, 2001 ❖ Hotel Captain Cook, Anchorage ❖ 5.75 GENERAL CLE CREDITS

Name: _____

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AK Bar Member? No Yes Member #: _____

Registration: \$135 -- Early Bird Registration

\$140 -- Registration the day of the program

Payment Method: Check Enclosed (payable to the AK Bar Association)

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Video Replay Sites: \$45/person - includes course materials. No group discounts apply. Check off the location for the replay below.

- Barrow,** 12/14/01, 10:00 AM, Law Library
- Dillingham,** 12/14/01, 10:00 AM, Courthouse Jury Room
- Fairbanks,** 11/16/01, 9:00 AM, Cook, Schuhmann & Groseclose
- Juneau,** 11/16/01, 9:00 AM, Dillon & Findley
- Kenai,** 11/30/01, 9:00 AM, Cowan Gerry & Aaronson
- Homer,** 11/30/01, 9:00 AM, Homer City Hall Conference Room
- Ketchikan,** 12/8/01, 9:30 AM, Borough Attorney's Conference Room
- Kodiak,** 12/8/01, 10:00 AM, Jamin, Ebell, Schmitt & Mason
- Nome,** 1/4/2002, 9:00 AM, Larson, Timbers & Thomas
- Sitka,** 1/4/2002, 9:00 AM, Pearson & Hanson
- Individual Viewing:** This program is available for individual viewing, and audiotapes are

also available. Call the Bar office for details at 907-272-7469.

It's Easy to
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Go to www.alaskabar.org, click
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Alaska Bar will invoice you.

REGISTRATION DETAILS

Group Registration Discount: 10% off the registration fee if 2 members of the same organization apply. 20% off for 3 or more members of the same organization. Group registration discounts do not apply to video replays.

Early Bird Registration: As long as you send in your registration before the day of the program, you can still pay at the door and get the Early Bird registration price. People who have not registered for the program in advance will have to pay the higher registration fee when they check in the day of the program.

Travel Discount: A discount of 50% is available to Bar members who travel to the seminar via commercial air carrier. Show proof of travel at CLE registration check-in. There is a 20% discount for Bar members driving 100 miles or more one way to the program. **Only one category of discount may be applied per program.**

Cancellation: Registration fees, minus a \$10 processing fee, will be refunded to registrants who cancel 72 hours prior to the seminar date. A \$25 processing fee will be applied to registrants canceling up to one day prior to the program. No refunds will be given for cancellations on the day of or after the program.

Videotape Rental/Purchase and Audiotape: This seminar will be videotaped and available for rental and/or purchase. The rental package costs \$55 per program and includes a 2-week tape rental and the course materials that you can keep. The videotapes and the materials can also be purchased separately. Audiotapes are also available. Call the Bar office at 907-272-7469 for details.



Questions?
Please e-mail us at
info@alaskabar.org



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MCLE California: The Alaska Bar Association is an approved California MCLE provider. This activity has been approved for a Minimum CLE credit by the State Bar of California in the amount of 5.75 hours.