

Wright IP<sup>®</sup>, s<sup>\*</sup>, \*\*

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## Symposium On Global IP Strategic Planning, IP Monetization & Trade

**CLE ACCREDITED**

State Bar Of Texas 4.50 Hours

**October 9, 2018**

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Email: [goff@wrightip.com](mailto:goff@wrightip.com), or at  
[www.technoeconomics.info](http://www.technoeconomics.info)

**Date:** Tuesday, October 9, 2018  
**Time:** 8:00 am – 4:30 pm  
**Where:** The Petroleum Club Of Houston  
**Tickets:** 525 USD (Register by 9/21 for 425 USD)



PETROLEUM CLUB  
OF HOUSTON

<b>Symposium Website:</b> <a href="http://www.technoeconomics.info">www.technoeconomics.info</a>	<b>Username:</b> Symposium	<b>Password For Entry &amp; Payment:</b> IPmonetization\$1
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This symposium is dedicated to advanced topics in intellectual property, IP strategy, IP monetization and IPR trade issues with a global perspective. The intended audience is corporate leadership and in-house counsel responsible for developing, using and managing IP assets on a worldwide basis. It will be a day of high-level IP strategy for maximizing intangible asset performance and focusing on real-world issues. The symposium will emphasize the development and use of IP portfolios for ROI and monetization through global trade and commerce, for those truly accountable for results.

SCHEDULE		TOPICS
8:00-9:00	Welcome, Networking & Continental Breakfast	Networking Amongst Attendees
9:00-9:40	Eric G. Wright <sup>TX, DC, Reg. USPTO</sup>	Global IP Strategic Planning, Technopoly Cascade Theory & Advanced IP Monetization
9:40-10:20	Glenn Perdue <sup>MBA, CVA, MAFF, CLP</sup>	IP Monetization & Valuation
10:20-10:35	Morning Break	Snacks & Beverages
10:35-11:15	T. Spence Chubb <sup>DC, CA</sup>	ITC Investigations As Part Of A Global Enforcement Strategy
11:15-11:55	Janet M. Fuhrer <sup>CBA, OBA, Canada</sup>	How Changing Law In Canada Affects IP
11:55-12:40	William Perry <sup>DC, WA</sup> & Fine Dining Lunch	Current Topics Regarding Trump/China, Trade War Or Trade Agreements, Fact & Fiction
12:40-1:20	Philip Haney <sup>OK</sup>	IP Philanthropic Strategies
1:20-2:00	Craig Watson <sup>European Patent Attorney</sup>	IP Monetization Issues In Europe, Brexit & Regional Developments
2:00-2:15	Afternoon Break	Snacks & Beverages
2:15-2:55	Gustavo Alcocer <sup>Mexico</sup>	Monetizing IP In Mexico & South America
2:55-3:35	Mitchell From	Brand Enhancement Through Internet Dominance
3:35-4:15	Bob Protheroe <sup>Reg. USPTO</sup>	<i>Alice's</i> Impact On Patent Strategy, ROI & Valuation
4:15	End Of Program	Informal Questions & Answers

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## BIOGRAPHIES OF SPEAKERS



**Eric G. Wright PE<sup>TX</sup>, MBA, Patent Attorney** DC, TX, Reg. USPTO is the founder of Wright IP & International Law. Wright's IP practice focuses on litigation, trial, USITC investigations, legal opinions, counseling and prosecution, in all aspects of intellectual property law. His professional roots are in Texas' Engineering & Construction industry as a Process Engineer and in business consulting. Wright has always enjoyed a global perspective on technology, as well as valuing and monetizing the potential inherent in new technologies. His practice focuses on the development and enforcement of worldwide IP patent portfolios for

commercial products and core technologies in a broad variety of technological arts. Wright also practices trademark law offering brand development and brand enhancement services through litigation, administrative actions and prosecution to develop worldwide trademark portfolios. He also founded Technoeconomics<sup>®</sup> LLC which provides IP life cycle strategic planning and consulting services for the development and monetization of intellectual property of all varieties. Wright's primary office is in Washington, DC.



**Glenn Perdue, MBA, CVA, MAFF, CLP** is the managing member of Kraft Analytics, LLC, an affiliate of Kraft CPAs in Nashville, TN. Glenn has over 30 years of experience in the areas of finance, technology and intellectual property (IP). He started his career in the venture capital industry and later became the president of an information technology company. Kraft Analytics provides valuation, forensic and transaction advisory services to businesses and attorneys. Glenn has specific experience with technology and IP-related valuation, damage calculations, transaction advisory support and other forms of economic

analysis for businesses. Glenn has been retained as an expert witness in over 150 cases many of which involve patent, copyright and trademark infringement or the misappropriation of trade secrets. Glenn has also been retained as an expert involving the assessment of information obtained in e-discovery related to trade secret misappropriation liability. Glenn has an undergraduate degree in Finance and holds an MBA from Vanderbilt University. He also holds professional credentials as a Certified Valuation Analyst (CVA), Master Analyst in Financial Forensics (MAFF) and Certified Licensing Professional (CLP).

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**T. SPENCE CHUBB** <sup>DC, CA</sup> has over thirty-five years of experience in IP litigation, of which over twenty years were spent as a Supervisory Attorney in the USITC's Office of Unfair Import Investigations ("OUII"), preceded by a stint as an OUII staff trial attorney. While in his supervisory role, Spence managed half of the ITC's entire Section 337 docket for OUII. Spence re-entered private practice with a large international law firm, and subsequently founded the Law Office of T. Spence Chubb as an intellectual property litigator based in Washington, DC. He practices fast-paced Section 337 proceedings before the ITC and other high-stakes intellectual property litigation.

Spence regularly appears before the ITC on behalf of both large multinational clients and smaller companies in a wide variety of technologies. He is available to serve as either lead counsel or local ITC co-counsel. In addition to engaging in ITC investigations and IP litigation, Spence works as a consultant and testifying expert on ITC practice and procedure.



**Janet M. Fuhrer LL.B., LL.M** <sup>CBA, OBA</sup> is a partner of Ridout & Maybee LLP in the firm's Ottawa office. Janet's practice focuses on trademark and copyright matters, particularly in the areas of pre-clearance searching, drafting and processing of trademark applications, representing clients in trademark opposition and cancellation proceedings, and related litigation. She also provides advice on due diligence in transactions involving intellectual property and on strategies for the licensing, maintenance and protection of intellectual property.

Janet has been granted the Certified Specialist\*\* designation in Intellectual Property (Trademark/Copyright) Law by the Law Society of Upper Canada (LSUC) and previously chaired the Intellectual Property Specialist\*\* Certification Committee. She is involved in numerous professional activities, including most recently President of the Canadian Bar Association (August 2015-August 2016) and is a frequent speaker and moderator at various IP conferences and meetings. During the fall of 2016, Janet taught the Trademarks and Unfair Competition course at Queen's Law in Kingston, Ontario.



**William Perry** <sup>DC, WA</sup> has been helping clients with international trade issues for over 30 years, starting as an attorney in the Office of General Counsel, US International Trade Commission, and Office of Chief Counsel and Office of Antidumping Investigations, US Commerce Department. He has extensive experience representing US and foreign companies in antidumping and countervailing duty cases, having won more than 50 trade cases in private practice. Bill is an international trade lawyer focusing on the area of trade policy. He assists companies with a

range of matters associated with importing products into the US. Bill represents US importers and foreign exporters and producers in various international trade cases, including antidumping and countervailing duty cases, Section 337 intellectual property cases and various Customs issues related to international trade cases. Bill has extensive experience with China trade and is the author of the blog *US China Trade War*, [www.uschinatradewar.com](http://www.uschinatradewar.com), where he is following Trump's trade war closely, including tariffs in the Section 301 case against \$250 billion in imports from China. Bill also serves on the Board of Directors of the Northwest Trade Adjustment Assistance Center, which provides US government support to companies that have been injured by imports.

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Philip Haney, J.D., LL.M (Taxation) <sup>OK</sup> has been practicing charity and philanthropy law for more than 40 years. Phil represents all categories of nonprofit sector clientele, as well as private companies regarding issues related to their interactions with nonprofits, charities and foundations. His practice involves counseling foundation and public charity boards and advising them in fundraising matters. Phil assists clients with the compliance challenges facing national and international charities, including gift in kind transfers, NGO coordination and foundation program expenditure verification. Haney represents estates in the charitable disposition of their assets, including art, antiquities and valuable collections. Phil also conducts new board member orientation for charities, advising directors and trustees about the duties, conflicts of interest and liabilities of volunteer service. Haney serves as nonprofit counsel in IP engagements and selects IP counsel for his clients. He reminds charities that intellectual property stewardship, including monetization, is an often overlooked best practice. Haney was raised in Tulsa and maintains his private practice there. He received undergraduate and law degrees from the University of Oklahoma, and earned a master's in law (LL.M, taxation) from New York University. Phil is active in the charity community and serves on boards and chairs fundraising events. In addition to legal presentations and public speaking, he has taught "Entrepreneurial Philanthropy" at the University of Tulsa, and is preparing a university curriculum to teach philanthropy as civic engagement. Haney knows that philanthropy and charity are values that can be taught, and enrich the lives of persons who live by them.



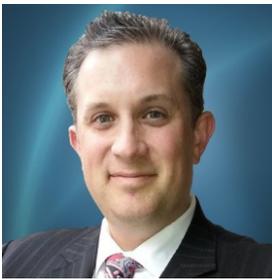
**Craig Watson** European Patent Attorney joined HGF as a partner in 2011 to open and develop the firm's Aberdeen, UK, office. In addition to being a European Patent Attorney with approximately 20 years of experience, Mr. Watson is a member of a European Examining Committee who set and mark the professionals exams required to become European Patent Attorneys. He gained a Masters Degree from Aberdeen University in New Materials after graduating from the University of Glasgow with an honours degree in Chemistry. He also studied at the Institut de chimie de la matière condensée de Bordeaux. Craig's practice is to provide concise, pragmatic and commercially focused advice on all aspects of IP, *e.g.* patent strategy; patent drafting, prosecution and enforcement. He is also an Associate of the Institute of Trade Mark attorneys and is listed in Managing Intellectual Property magazine as an IP Star for 2016, 2017 and 2018. Craig is also a member of the Society of Petroleum Engineers (SPE) and deals with a wide variety of technologies including downhole tools, subsea technology, chemical treatments, a variety of renewable energy inventions, as well as valves, pumps and engine components.

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**Gustavo A. Alcocer** is a partner of OLIVARES of Mexico. He manages the Corporate and Commercial Law Group and is Co-Chair of the Life Sciences and Pharmaceuticals Group. Prior to joining OLIVARES, he acted as In House counsel for Banamex for 11 years in various positions, including Vice President of International Legal Affairs in New York and Executive Vice President and Assistant General Counsel for Grupo Financiero Banamex in Mexico City. Mr. Alcocer possesses a wealth of transactional experience in M&A, finance and business law and advises our clients on complex M&A, finance, asset sale & acquisition, licensing, franchising, real estate transactional work, and regulatory work. Clients routinely turn to him for sophisticated strategic advice regarding structuring maintaining, and expanding operations in Mexico and intellectual property valuation and monetization. Additionally, Mr. Alcocer has worked with international companies in FCPA and anti-bribery compliance, as well as privacy and personal data protection.



**Mitchell From** has a background of greater than 15 years in the IT industry. He has achieved executive levels in corporate America as well as being a successful entrepreneur. He supports a number of non-profit organizations and has Board Member experience. Over the years he has given back to the business community through educational speaking events and talk radio. Currently, he is a founding partner of Authority Solutions® which offers digital marketing, brand enhancement, reputation management and online technical services. Mitchell's work focuses on leveraging trademarks, copyrighted material and other digital assets in cyberspace for the purposes of developing an authoritative online presence. Mitchell consults with companies of all sizes seeking to maximize their exposure online and engages in strategic planning regarding all aspects of developing an online presence including the technical fundamentals of online marketing and business. Mitchell understands the importance of extending IP into the digital world for brand enhancement and monetization.



**Bob Protheroe**<sup>Reg. USPTO</sup> has more than 30 years of experience in patent practice, initially as inventor and then as a registered practitioner before the USPTO for over 15 years. Bob's focus is on patent prosecution and portfolio development. Protheroe is a senior independent consultant in intellectual property and technology based product development. Bob is a seasoned product and technology executive with experience in innovation driven product strategy and development. In addition to securing patent protection for his client's, Bob is a named inventor on 27 US patents in commercial products and technologies. Bob's consulting practice serves companies ranging from startups through fortune 500 companies. His technical background includes electrical engineering, software engineering, embedded systems, distributed online systems and machine learning. Bob's focus is to deliver business driven intellectual property strategies seeking to monetize IP investments.

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### Symposium Dining



#### Morning

Breakfast display of fruit, pastries, muffins, *etc.*

All-day coffee and beverages.

#### Lunch

Fresh berry salad.

#### *ENTRÉE, CHOICE OF:*

Club sandwich with crisp chips,  
Chicken fried chicken,  
Blackened snapper, or  
Filet of beef.

#### *DESSERT, CHOICE OF:*

Petroleum Club Of Houston signature ice cream pecan ball,  
Flourless chocolate cake, or  
Fresh berries.



#### Afternoon

Afternoon cookies and snacks.

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