

Early Bird
Registration Deadline
25 September 2009

International Technology Law Association
Annual European Conference

5–6 November 2009 ★ Radisson Blu, Brussels, Belgium

Presented in two tracks, and led by a stellar roster of renowned industry speakers, our two-day program will offer detailed insight into important industry topics, such as:

- Cloud Computing
- Healthcare IT
- Green Standards in ICT Procurement
- The Impact of the Global Economy on Technology Transactions
- Social Networking
- And much more

SPECIAL NON-MEMBER PROMOTION

Non-members who register for the Conference will receive a **FREE** membership in ITechLaw. Your new membership will commence on 16 November 2009 and will be valid through 30 June 2010.



An Invitation from ITechLaw



Dear Colleagues:

As President of the International Technology Law Association it is my pleasure inviting you to ITechLaw's 2009 11th European Conference, to be held in Brussels, Belgium, on 5-6 November 2009.

Amidst the historic backdrop of Brussels, international conference attendees will network with the best and brightest minds

in technology law and participate in important business discussions driving our practices today. As one of the largest IT conferences in the world, we expect more than 250 people to attend. This conference will enable you to keep abreast of industry trends and to develop professional contacts so important in today's increasingly competitive business culture. A powerful combination of legal content and plentiful networking opportunities makes the ITechLaw 2009 European Conference the premier meeting place for technology lawyers worldwide.

Led by a stellar roster of renowned speakers, our two-day program will offer detailed insight into important industry topics. The two-track program includes:

- The Impact of the Global Economy on Technology Transactions
- Green Standards in ICT Procurement
- Healthcare IT
- Cloud Computing
- Social Networking
- And many more

Grow your global network in numerous venues throughout the event. Begin at the Welcome Reception on Wednesday, 4 November, where attendees are offered a chance to network with colleagues in an informal atmosphere. Then join us at the formal Gala Dinner on Thursday, 5 November, which is always a highlight of ITechLaw conferences. Completing the conference is our enjoyable Closing Reception following the conference sessions on Friday, 6 November.

Finally, we hope you take some time to experience the interesting host city. Brussels is home to the EU commission and to many international organizations, politicians and diplomats, is one of the meeting places of the EU Parliament and is often referred to as the capital city of the European Union. Brussels well reflects ITechLaw's international membership and provides the perfect venue. While more than 1000 years old, Brussels has undergone significant development in recent years, evolving into a bustling cosmopolitan center.

I look forward to seeing you soon in Brussels at ITechLaw's 2009 European Conference.

Sincerely,

Ursula Widmer
President, International Technology Law Association (ITechLaw)
president@itechlaw.org
ursula.widmer@widmerpartners-lawyers.com

Registration Fees

Early Bird Through 25 September		Standard After 25 September	
Member	€990 + VAT = €1197.90	Member	€1135 + VAT = €1373.35
Non-Member*	€1235 + VAT = €1494.35	Non-Member*	€1335 + VAT = €1615.35
In-House Counsel	€750 + VAT = €907.50	In-House Counsel	€850 + VAT = €1028.50
Academic/Government	€580 + VAT = €701.80	Academic/Government	€580 + VAT = €701.80
Students	€430 + VAT = €520.30	Students	€430 + VAT = €520.30

* Non-member fee includes a complimentary pro-rated annual membership, valid through 30 June 2010.

Gala Reception and Dinner: €175

Group Discount: Register 3 or more members from your organization and save 5% on your registration fees.

For more information on the ITechLaw 2009 European Conference, Brussels:

Email: memberservices@itechlaw.org

Phone Number: +1 (781) 876-8877

Fax Number: +1 (781) 224-1239

Sponsorship and Exhibition Opportunities are still available for the 2009 European Conference.

If you would like more information, please contact Alex Blumrosen, Conference Co-Chair, at ablumrosen@bhbfrence.com.

Program

WEDNESDAY, 4 NOVEMBER, 2009

19:30 – 20:00 **Welcome Reception – Palais de Justice**
Welcome Remarks by Dr. Ursula Widmer, President, ITechLaw

THURSDAY, 5 NOVEMBER, 2009

8:45 – 9:15 **Plenary Welcome**
Dr. Ursula Widmer, President, ITechLaw

Track A

Track B

9:15 – 11:00 **Data Security, Data Protection and Privacy**

- Data Breach Notification Laws: the key issues from a practical perspective under European and U.S. regimes
- Social networks and profiling of end users: round-up of key jurisdictions
- Retention, Management and Mining of corporate data and emails: getting and keeping a competitive advantage
- The future of transatlantic privacy: the Swift case

Speakers:

- Robert Bond, Speechly Bircham, London, UK
- Kevin Erdman, Baker & Daniels, Indianapolis IN, U.S.
- Peter Bräutigam, Noerr, Munich, Germany
- Erik Valgaeren, Stibbe, Brussels Belgium

EU Antitrust and IT Issues

Moderator: Pierre Kirch, Paul Hastings, Paris, France

- The interface between regulation and competition law under the aegis of Web 2.0
- Monopolies and Barriers to Entry: the challenge of VOIP under EU competition law
- Net Neutrality and antitrust issues: the latest developments
- Collective Licensing of online music: “Thank you for the music” (update further to EC Antitrust decision of July 16, 2008)
- Privacy, data and competition law

Speakers:

- Julia Holtz, Google, London, UK
- Filip Van Elsen, Allen & Overy, Brussels, Belgium
- Marco Hartmann-Rüppel, Taylor Wessing, Hamburg, Germany

11:00 – 11:30 **Networking Break**

11:30 – 13:15 **IT in a Recessionary Economy**

- Protections to include in your IT contracts in a down economy:
 - The Vendor Perspective
 - The Customer Perspective
- May I See Your License Please? Software audits by zealous licensors:
 - What to expect, how to respond
 - Software Asset Management (SAM) best practices

Speakers:

- Kees Stuurman, Van Doorne, NV, Amsterdam, The Netherlands
- John Beardwood; Fasken Martineau, Toronto, Canada
- Robert Weiss, Neal, Gerber, Eisenberg, Chicago, IL, U.S.

Contracting

- Common law contract clauses in civil law jurisdictions: limitation of liability; IP ownership; warranties – the current trends
- Company counsel: getting the most from outside counsel
- De-Mystifying U.S. Export Regulations and how they impact IT-related transactions

Speakers:

- Cathy Kiselyak Austin, Drinker Biddle, Chicago, IL, U.S.
- Peter Huppertz, Hoffmann Liebs Fritsch & Partner, Düsseldorf, Germany
- Peter Brown, Baker & Hostetler, New York, NY, U.S.
- Eugene Weitz, Alcatel Lucent, New Jersey, U.S.

13:15 – 14:30 **Networking Lunch**

14:30 – 16:15 **Over the Edge: IT and Bankruptcy**

- Acquiring IT/IP assets from distressed companies
- The ever increasing trade in second hand software licenses – negotiating the pitfalls
- IP/IT due diligence in bankruptcy

Speakers:

- JT Westermeier, Finnegan Henderson, Farrabow and Dunner, Reston, VA, U.S.
- Marc Friedman, Sonnenschein Nath & Rosenthal, New York, NY, U.S.
- Truiken Heydn, Teclegal Habel, Munich, Germany
- Benoit Van Asbroeck, Bird & Bird, Brussels, Belgium

Intellectual Property Workshop

- Business Methods Patents: the latest developments from the U.S.
- Patentability of software in the EU and the U.S.: key differences in approach

Speakers:

- Naomi Assia, Naomi Assia and Co, Tel Aviv, Israel
- Rajiv Patel, Fenwick and West, San Francisco, CA, U.S.
- David Bender, New York, NY, U.S.
- Shakeel Ahmad, Keltie London, UK

16:15 – 16:45 **Networking Break**

16:45 – 17:45 **Substantive Law Committee Meetings**
(Intellectual Property, E-Commerce, Outsourcing, Data Protection)

17:45 – 18:45 **I-WIN, In-House Counsel and Local Representative Committee Meetings**

20:00 – 23:00 **Gala Reception and Dinner (Belgian Comic Strip Museum)**

Program is subject to change.

Please check the conference Website www.itechlaw.org/brussels09 for updated information

Program

FRIDAY, 6 NOVEMBER, 2009

	Track A	Track B
09:00 – 10:45	<p>Internet: New Technologies</p> <ul style="list-style-type: none"> • Cloud Computing: a deconstruction of the concept and analysis of associated legal issues • Biometrics: an overview and the key issues from the legal perspective <p>Speakers:</p> <ul style="list-style-type: none"> – Mark Lange, Microsoft EMEA, Paris, France – Françoise Gilbert, IT Law Group, Palo Alto, CA, U.S. – Jan Dhont, Lorenz, Brussels, Belgium 	<p>Open Source</p> <ul style="list-style-type: none"> • Latest legal developments in Europe and U.S. relating to open source software • Open Source in M&A Deals • Unlocking the potential of open source in the public sector <p>Speakers:</p> <ul style="list-style-type: none"> – Sandra Jeskie, Duane Morris, Philadelphia, PA, U.S. – Martin von Haller Groenbaek, Bender von Haller Dragsted, Copenhagen, Denmark – Jim Markwith, Microsoft, Seattle, WA, U.S. – Mark Radcliffe, DLA Piper, Brussels, Belgium – Alan Sutin, Greenberg Traurig, New York NY, U.S. – Kristian Foss, Advokatfirmaet Rohde Garder, Oslo, Norway
10:45 – 11:15	Networking Break	
11:15 – 13:00	<p>E-Commerce/Internet</p> <ul style="list-style-type: none"> • New bases for asserting jurisdiction: Twitter • A study of the Pirate Bay case • Responsibility for Web site content: U.S. vs. European perspective, the latest developments • The secret behind the success of certain e-payment schemes <p>Speakers:</p> <ul style="list-style-type: none"> – Don McAleese, Matheson, Ormsby & Prentice, Dublin, Ireland – Gerrit Vandendriessche, ALTIUS, Brussels, Belgium – Johan Nylen, Baker & McKenzie, Stockholm, Sweden – Jenna Leavitt, Pillsbury Winthrop Shaw Pittman LLP, Los Angeles, CA, U.S. – Stefan Schicker, Schwarz Kelwing Wicke Westphal, Munich, Germany 	<p>IT Dispute Resolution: A Global Perspective</p> <ul style="list-style-type: none"> • Choice of Court and Applicable Law. The Hague Choice of Court Convention and IP disputes: the latest developments and practical considerations • Choice of Law in IP disputes: the limits of Rome II and the future of EU judicial integration • International Discovery: Resolving the conflict between U.S. discovery and EU data protection requirements • Expedited Arbitration of IP Disputes: examples from IT, outsourcing and telecoms <p>Speakers:</p> <ul style="list-style-type: none"> – Alexander Blumrosen, Bernard-Hertz-Béjot, Paris, France – Arnaud Nuyts, Liedekerke, Brussels, Belgium – Lokke Moerel, De Brauw Blackstone Westbroek N.V., Amsterdam, The Netherlands – Ira Schwartz, DeConcini McDonald Yetwin & Lacy P.C., Phoenix, AZ, U.S. – Ignacio de Castro, WIPO, Geneva, Switzerland
13:00 – 14:45	Networking Lunch	
14:45 – 16:30	<p>Intellectual Property, Fair Use & Licensing</p> <ul style="list-style-type: none"> • Media Monitoring and Legal Limits • Private copying and format shifting • The implementation of the EU directive on audiovisual media services in Europe • Use and Protection of cartoons and images in online activities <p>Speakers:</p> <ul style="list-style-type: none"> – Fabienne Brison, Howrey, Brussels, Belgium – Jeremy Morton, Fasken Martineau, London, UK – Patrick Grüter, Walt Disney Company, Brussels, Belgium – Michael Schmittmann, Heuking Kühn, Düsseldorf, Germany 	<p>Green IT; CleanIT</p> <ul style="list-style-type: none"> • Five examples of environmental initiatives in the IT sector • How to achieve environmental goals in technology contracts • Marketing Green IT: Avoiding Fraudulent Claims • Green IT in Europe – an overview of the different regimes <p>Speakers:</p> <ul style="list-style-type: none"> – Kiran Sandford Mishcon de Reya, London, UK – Susan Barty, CMS Cameron McKenna, London, UK – Rory Radding, Morrison & Foerster, New York, NY, U.S. – Richard Horning, Fish & Richardson Redwood City, CA, U.S. – Pekka Tarkela, Borenius, Helsinki, Finland
16:15 – 16:45	Networking Break	
16:45 – 18:30	<p>Outsourcing</p> <ul style="list-style-type: none"> • The Vendor's Perspective on Outsourcing Negotiations • Managing the ongoing relationship: disputes and other strategic issues • Renegotiating the deal: the critical issues • Protecting Intellectual Property Rights in Outsourcing Arrangements <p>Speakers:</p> <ul style="list-style-type: none"> – Anja Dekhuijzen, Whitebridge, Amsterdam, The Netherlands – Clive Davies, Fujitsu, Twickenham, UK – Rahul Matthan, Trilegal, Bangalore, India – Michael Peeters, Pinsent Masons, Leeds, UK – Jose Ramon Morales, Garrigues, Barcelona, Spain – Karlyn Stanley, Infosys, Washington DC, U.S. 	<p>I Health and Health IT ("HIT")</p> <ul style="list-style-type: none"> • Critical Provisions in Your Healthcare Technology contracts • Electronic Medical Records initiatives: a comparison of U.S. and EU practices in this growing area of importance, including developments in the U.S. under the HITECH Act <p>Speakers:</p> <ul style="list-style-type: none"> – Duncan Card, Bennett Jones, Toronto, Canada – Dr. Ursula Widmer, Dr. Widmer & Partners, Berne, Switzerland – Diana McKenzie, Neal, Gerber, Eisenberg, Chicago, IL, U.S. – John Neclerio, Duane Morris, Philadelphia, PA, U.S.
18:30 – 18:45	<p>Plenary Closing Remarks</p> <ul style="list-style-type: none"> – Dr. Ursula Widmer, President, ITechLaw 	
19:00 – 20:30	Closing Reception	

Meeting Location and Host Hotel

Radisson Blu Royal Hotel, Brussels, Belgium

This Five Star hotel is ideally located in the heart of Brussels, capital of Europe and is adjacent to the famous Grand'Place, the Central Railway Station and the main shopping area.

Offering 281 rooms & suites with free wireless broadband, a unique newly-designed Atrium restaurant & lounge, the brand new Brussels Royal Fitness Club, state-of-the-art meeting facilities and one of the best seafood restaurants in Belgium, the Sea Grill which has been awarded 2 Michelin Stars.

The conference fee does not include hotel accommodations. A block of guestrooms has been set aside at the Radisson Blu Royal Hotel at the discounted rate of is €189 (rate includes tax, fee and breakfast) for a Design Room and €249 (rate includes tax, fees and breakfast) for a Business Class Room. Business Class Room rates are only available for 4 and 5 November. For more information on booking a room at the Radisson Blu, please visit the conference Web site (www.itechlaw.org/brussels09).

Airline Discounts

We are pleased to offer the following airline discounts for our 2009 ITechLaw European Conference.



Valid travel dates:
1-9 November 2009

You may book online at www.continental.com and enter your Offer Code ZU0ABYQFNY in the Offer Code box when searching for your flights.

If booking through a travel professional or CO MeetingWorks at 1-800-468-7022*, please give them the following information: Agreement Code: BYQFNY Z-Code: ZU0A

Outside of the United States, please call your local Continental Airlines Reservation Office.

*A booking fee may apply for telephone reservations.



Valid travel dates:
29 October – 13 November 2009

You may book online at www.aa.com and enter your Promotion Code 91H9AP in the Promotion Code box when searching for your flights.

If booking through a travel professional or AA Meeting Services Desk at 1-800-433-1790*, please give them the following information: Authorization Number: 91H9AP

Outside of the United States, please call your local American Airlines Reservation Office.

*A booking fee may apply for telephone reservations.

Committee Meetings

Thursday, 5 November

16:45 – 17:45 **Substantive Law Committee Meetings**

- Data Protection Committee
- E-Commerce Committee
- Intellectual Property Committee
- Outsourcing Committee

17:45 – 18:45 **ITechLaw Women's International Network (I-WIN) Committee**
In-House Counsel Committee
Local Representative Committee

Welcome Reception



4 November, Palais de Justice

Join ITechLaw colleagues and friends to start the 2009 European Conference at the most important court building in Brussels, the Brussels Palais de Justice.

Gala Reception and Dinner in the historic setting of the Belgian Comic Strip Museum



In keeping with ITechLaw tradition, we have chosen one of Brussels' most beautiful art nouveau buildings for this year's gala dinner. The building is now home to the comic strip museum, in which collections of comic strips and the history of this typically Belgian art form are on display. The works of Hergé (creator of Tintin) and of Willy Vandersteen (creator of Willy and Wanda) are among the best known works featured.

All Conference attendees and their guests are invited to attend (black-tie attire is recommended). Tickets must be purchased separately when you register for the conference. We encourage you to register early as this event typically sells out.

Save the Dates

for Future ITechLaw Conferences

February 4-5, 2010
6th International Asian Conference
Bangalore, India

May 20-21, 2010
2010 Annual Meeting and World Conference
Boston, Massachusetts

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- **Kiran Sandford**, Mishcon de Reya, London

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Honorary Chair:

- **Enrique Batalla**, Batalla Abogados, Madrid

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