



BVR & Morningstar's Summit on Best Practices in Intellectual Property Valuation

Agenda:

Wednesday, September 15, 2010

- 8:00 a.m. – 8:30 a.m. Opening Remarks: Why Value IP?
 Featuring: Mike Pellegrino (*Pellegrino & Associates*)
- 8:30 a.m. – 10:00 a.m. International Standards and Risks for IP Value
 Featuring: Thayne Forbes (*Intangible Business Ltd.*)
 Jackie Maguire (*Coller IP Management*)
- 10:00 a.m. – 10:15 a.m. Break
- 10:15 a.m. – 11:15 a.m. Keynote Address: IP Valuation and Management and their Impact
 on Shareholder Value
 Featuring: Michael Friedman (*Ocean Tomo*)
- 11:15 a.m. – 12:15 p.m. How Prudent Management of IP is Dependent Upon Sound
 Valuation
 Featuring: Daniel Steinert (*Ocean Tomo*)
 Patrick Sullivan (*ICMG LLC*)
- 12:15 p.m. – 1:15 p.m. Lunch

(cont.)

** Invited speaker*

1:15 p.m. – 2:30 p.m.

Breakout A: Roles in Valuing IP: A Case Study

Featuring: Jimmy Nguyen (*Wildman Harrold*)
Ron Laurie (*Inflexion Point Group*)
Robert Reilly (*Willamette Management Associates*)
David Ruder (*RPX Corporation*)

Breakout B: Transfer Pricing of IP Assets

Featuring: Wes Cornell (*Ceteris*)
Vinay Kapoor (*Duff & Phelps*)
Vanita Spaulding* (*Ceteris*)

2:30 p.m. – 2:45 p.m.

Break

2:45 p.m. – 4:00 p.m.

Breakout C: Monetizing IP Assets to Increase Shareholder Value

Featuring: Mike Pellegrino (*Pellegrino & Associates*)
Ron Laurie (*Inflexion Point Group*)
Suzanne Harrison (*Gathering2.0*)

Breakout D: Patent Damages

Featuring: Rick Bero (*The BERO Group*)
John Bone (*Stout Risius Ross, Inc.*)

4:00 p.m. – 5:00 p.m.

The Critical Intersection of IP Valuation and Fair Value for Financial Reporting

Featuring: David Dufendach* (*Grant Thornton LLP*)
William Johnston (*Empire Valuation*)

5:15 p.m. – 6:00 p.m.

Reception

(cont.)

Thursday, September 16

8:30 a.m. – 9:30 a.m. Navigating Legal Minefields in IP Valuation: New Case Law

Featuring: Lisa Brownlee
Jimmy Nguyen (*Wildman Harrold*)

9:30 a.m. – 10:30 a.m. IP Valuation Research: Defending Your Conclusion of Value

Featuring: Robert Reilly (*Willamette Management Associates*)

10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – 11:45 a.m. Early Stage Valuation

Featuring: Chris Bakewell (*Duff & Phelps*)
David Dufendach* (*Grant Thornton*)
Ron Seigneur (*Seigneur Gustafson LLP*)

11:45 a.m. – 12:00 p.m. Where Do We Go From Here? Conference Summary and Conclusions

Featuring: Mike Pellegrino (*Pellegrino & Associates*)