

AGENDA

- 8:30am **Welcome**
Ian Ballon, Executive Director, Stanford Center for Ecommerce;
Greenberg Traurig LLP
Bill Cosden, General Counsel, Silver Oak Partners LLC
Mark Lemley, Professor and Director, Program in Law Science & Technology,
Stanford Law School; Durie Tangri Page Lemley Roberts & Kent LLP
- 8:45 am **User-generated Content**
Moderator: Ian Ballon, Executive Director, Stanford Center for Ecommerce;
Greenberg Traurig LLP

Speakers:
Gregory P. Goeckner, Executive Vice President and General Counsel, Motion
Picture Association of America
Lance Kavanaugh, Senior Product Counsel, YouTube LLC
Jay Monahan, Vice President and General Counsel, Vuze Inc.
Steve Tapia, Senior Counsel, Law and Corporate Affairs, Microsoft
- 9:45 am **Break**
- 10:15 am Track A: **Best Practices for US Internet Companies Establishing Online Stores
in Other Jurisdictions**

Moderator: Carl Middlehurst, General Counsel and Manager, People and
Culture, National ICT Australia

Speakers:
Mabell Aguilar, Senior Legal Director and Associate General Counsel,
Commercial Law, Apple Inc.
Michelle Dennedy, Chief Governance Officer, Cloud Computing,
Sun Microsystems
Mary Huser, Vice President, Deputy General Counsel, Ebay
Christopher Mesnooh, Hughes Hubbard & Reed LLP
Erika Rottenberg, Vice President, General Counsel and Secretary, LinkedIn Corp.

Track B: **Legal Issues Surrounding Minors' Online Activities**

Moderator: Stephanie Yost, General Counsel and Executive Vice President of
Content & Curriculum Age of Learning, Inc.

Speakers:
Wayne Keeley, Director and Vice President, Children's Advertising Review Unit
of Better Business Bureaus
Eric J. Sinrod, Duane Morris LLP
Liisa Thomas, Winston & Strawn LLP
- 11:15 am **Break**
- 11:30am Track A: **Monetization of Social Media and User-generated Content**
Moderator: Nathaniel T. Trelease, President, WebCredenza Inc.

Speakers:
David Anderman, General Counsel and Corporate Secretary, Lucasfilm Ltd.
Daniel Cooper, Vice President, Business & Legal Affairs,
Fox Interactive Media/MySpace
Catherine Kirkman, Wilson, Sonsini, Goodrich & Rosati LLP
Zahavah Levine, Chief Counsel, YouTube LLC
Paul Lippe, Founder and Chief Executive Officer, Legal OnRamp
Matthew Polesetsky, Senior Vice President, Business & Legal Affairs,
Demand Media
Bobby Rosenbloum, Greenberg Traurig LLP

- 11:30 am **Track B: New Threats to Cybersecurity**
Moderator: Thomas J. Smedinghoff, Wildman Harrold Allen & Dixon LLP
- Speakers:
Charisse Castagnoli, Founder, Voco Vilya; Adjunct Professor of Law, John Marshall Law School
Antone Johnson, Vice President, Legal Affairs and Corporate Secretary eHarmony, Inc.
Kevin P. Kalinich, Co-National Managing Director, Professional Risk Solutions, Aon Financial Services Group
Michael Lebovich, Director of Security Enforcement for Business & Legal Affairs, Fox Interactive Media
Robin J. Lee, Cooley Godward LLP
Johnathan Tal, President and CEO, TAL Global
- Track C: Affiliate Marketing Over the Internet**
Moderator: Andrea Rush, Heenan Blaikie LLP
- Speakers:
Alan Chapell, Founder, Chapell & Associates LLC
Eric Goldman, Associate Professor of Law Director, High Tech Law Institute, Santa Clara University School of Law
Bennet Kelley, Co-Founder, Co-Vice Chair, Internet Law Center; California State Bar's Cyberspace Committee
- 12:30pm **Luncheon Keynote**
David Hornik, Partner, August Capital; Lecturer in Intellectual Property and Business, Stanford Graduate School of Business
- 1:30pm **Track A: E-Commerce Patents**
Moderator: Eric Buether, Greenberg Traurig LLP
- Speakers:
Daralyn Durie, Durie Tangri Page Lemley Roberts & Kent LLP
Mark Lemley, Professor and Director, Program in Law Science & Technology, Stanford Law School; Durie Tangri Page Lemley Roberts & Kent LLP
Chip Lutton, Chief Patent Counsel, Apple Inc.
David Simon, Chief Patent Counsel, Intel Corporation
Glenn Westreich, Winston & Strawn LLP
Robert R. Sachs, Fenwick & West LLP
- Track B: Content Aggregation and Trespass Issues**
Moderator: I. Neel Chatterjee, Orrick, Herrington & Sutcliffe LLP
- Speakers:
Andrew P. Bridges, Winston Strawn LLP
Janet Cullum, Cooley Godward LLP
Andrew C. DeVore, DeVore & DeMarco LLP
Jay Monahan, Vice President and General Counsel, Vuze Inc.
- 2:30 pm **Break**
- 3:00 pm **Track A: Best Practices for Drafting Terms of Use**
Moderator: Mark F. Radcliffe, DLA Piper
- Speakers:
Todd Adler, Senior Corporate Counsel, Patent, Trademark & Copyright, Oracle
Candice Carr, Director of Business and Legal Affairs, CafePress.com
Jennifer Stanley, Fenwick & West LLP

- 3:00 pm **Track B: Cutting-edge Litigation Strategies for Online Businesses**
Moderator: Eulonda Skyles, Founder, Skyles Law Group
- Speakers:
Robert Brownstone, Law and Technology Director, Fenwick & West LLP
William Coats, White & Case LLP
Wendy Butler Curtis, Special Counsel E-Discovery, Litigation,
Orrick, Herrington & Sutcliffe
- Track C: Doing Business in China**
Moderator: Carmen Chang, Wilson Sonsini Goodrich & Rosati LLP
- Speakers:
Jennifer Schlosstein, Senior Corporate Counsel, Expedia
Dr. Xiang Wang, Orrick, Herrington & Sutcliffe LLP
- 4:00pm **Break**
- 4:15 pm **General Counsel Forum**
Moderators:
Ian Ballon, Executive Director, Stanford Center for Ecommerce; Greenberg
Traurig LLP
Mark Lemley, Professor and Director, Program in Law Science & Technology,
Stanford Law School; Durie Tangri Page Lemley Roberts & Kent LLP
- Speakers:
Mike Angus, Executive Vice President and General Counsel,
Fox Interactive Media
Erika Rottenberg, Vice President, General Counsel and Secretary,
LinkedIn Corp.
Ted Ulyot, Vice President and General Counsel, Facebook
Kent Walker, Vice President and General Counsel, Google
- 5:00 pm **Reception**