



EARLY BIRD
REGISTRATION DEADLINE:
SEPTEMBER 29, 2008



International Technology Law Association presents the

2008 EUROPEAN CONFERENCE

November 6–7, 2008
Hotel Arts

BARCELONA, SPAIN

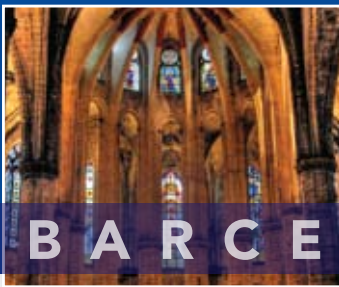
From Deal Detail to Deal Driver: The Evolving Role of Technology Law in Global Business

A Conference for Technology and Telecommunications Lawyers

- Green IT: What You Should Know
- The Newest in Open Source License and Development Issues
- E-Commerce: New Functions, New Issues
- E-Money, E-Invoices and E-Tax: The E-Legal Issues
- Liability of Internet Providers: An Update
- Outsourcing and Implementations: The Next Generation
- Information Security: More Than Just Encryption
- A Comparative Overview of Global Technology Contracts
- Virtually Liable? Trends in Virtual Worlds and Social Networking
- Litigation: E-Evidence and E-Retention Strategies
- And More!

ATTENTION NON-MEMBERS!

Non-members who register for the Conference will receive a FREE membership in ITechLaw. Your new membership will commence on November 8, 2008 and will be valid through June 30, 2009.



BARCELONA

An Invitation from ITechLaw

It is our pleasure to invite you to attend the 2008 European Conference of the International Technology Law Association, which will take place in Barcelona on November 6 and 7.

The city of Barcelona is one of the preferred destinations of the 21st century, not only for its beauty, but for its perfect blend of the Mediterranean way of life with the sense of order of the cities in central and northern Europe.

This conference has become, in a short time, the largest meeting of IT legal professionals in the world, and it is one not to be missed. The Barcelona event will showcase two days of presentations, featuring approximately 70 speakers from around the world, each a leader in his or her respective IT field. Extensive and timely written materials – presentations, lecture notes and articles – will be provided to registered delegates.

This conference will focus on how IT issues in global business, and their related legal issues, have evolved from being merely one specialist detail of a business/transaction to being its primary driver. This theme can be detected in various trends which this conference will explore in more detail, such as: the increasing focus on content, rather than delivery issues, as evidenced by the New Media and telco convergence; the way that technology R&D has been driving change throughout the communications industry at an unprecedented rate, enabling new service capabilities for consumers, and challenging service provider businesses; the search for new Internet business models, and resulting new IP licensing issues; the corporate expectation that IP departments be revenue-generating rather than cost centres; and the central role technology plays even in so-called “non-IT” business process outsourcing transactions.

Recent developments in IT Law and telecommunications will be covered by leading experts, regulators and judges. Conference sessions will provide opportunities for speakers and delegates to engage in high-level substantive policy discussions about the international legal environment for IT Law and telecommunications, and how they affect and often transform business. Most importantly, attendees will benefit from the unique opportunity to network with leading international IT experts, an opportunity for which ITechLaw events are so well known.

We look forward to meeting you in Barcelona.

John M. Carson, President, ITechLaw

Enrique J. Batalla, Immediate Past President, ITechLaw

Registration Fees

| Early Bird Through September 29 | | Standard After September 29 | |
|---------------------------------|--------|-----------------------------|--------|
| Member | 975 € | Member | 1075 € |
| Non-Member | 1175 € | Non-Member | 1275 € |
| Students | 430 € | Students | 430 € |
| Academic/Government | 580 € | Academic/Government | 580 € |

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

Gala Reception and Dinner: 175 €

Non-member fee includes prorated annual membership.

Committee Meetings

The four substantive law committees (Outsourcing, Intellectual Property, Data Protection/Privacy, E-commerce) will meet on Thursday, November 6, from 17:00–18:45, immediately following the end of the first day's session.

- In-House Counsel - November 6, 13:00–14:15
- Substantive Law Committees - November 6, 17:00–18:45
- I-WIN - November 7, 8:00–8:45 a.m.
- Local Representatives - November 7, 13:00–14:15

Conference Co-Chairs:

Enrique Batalla
Batalla Abogados, Madrid

John M. Carson
Knobbe Martens Olson & Bear, San Diego

Alexander Blumrosen
Bernard Hertz Bejot, Paris

ITechLaw Program Committee Chair:

John Beardwood
Fasken, Martineau, Toronto

Barcelona Program Co-Chairs:

Oliver Habel
teclegal Habel, Munich

Kiran Sandford
Mishcon de Reya, London

Barcelona Planning Committee:

Belén Arribas
Monereo Meyer Marinell-lo Abogados, Barcelona

Francesc A. Baygual
Roca Junyent, Barcelona

José Ramón Morales
Garrigues, Barcelona / Madrid

Pablo González-Espejo
Asier Crespo
Uría Menéndez, Madrid / Barcelona

Rodolfo Fernández
Miliners, Barcelona

José Manuel Pérez
Juan Jiménez
Jiménez & De Mulder Abogados, Madrid

PROGRAM

WEDNESDAY, NOVEMBER 5

Welcome Reception - Barcelona Bar Association

THURSDAY, NOVEMBER 6

| | | |
|-------------|---|---|
| 8:45–9:15 | Plenary Welcome Hble. Montserrat Tura i Camafreita - Consellera de Justicia John M. Carson, President of ITechLaw Enrique Batalla, Conference Co-Chair and Chair of the host committee | |
| | Track A | Track B |
| 9:15–11:00 | Intellectual Property Patent matters Recent developments in the patent arena in the U.S. and EU, including the proposed EU-U.S. patent treaty. The marked divergence of patent law on each side of the Atlantic; latest issues and business consequences. Copyright matters Copyright law trade marks and video games: when fair use is not enough. Implementation of the EU Enforcement Directive. Moderator: Susan Barty, CMS Cameron McKenna, London Speakers: <ul style="list-style-type: none"> • Rory Radding, Morrison & Forster, New York • Jenna Leavitt, Pillsbury Winthrop Shaw Pittman LLP, Los Angeles • Andrew Browne, Royal Mail, London • Carles Esteva Mosso, Merger policy and scrutiny (Directorate General Competition) European Commission, Brussels • Denis Rice, Howard Rice Nemerovski Canady Falk & Rabkin, San Francisco | E-Commerce The Business and Regulation of Digital Media Audio-visual in the E-Commerce arena. The obstacles to a single EU market for online music, films and games. The law applicable to Internet copyright disputes: the Google case in France, and the growing hegemony of U.S. law. Moderator: Don McAleese, Matheson Ormsby Prentice, Dublin Speakers: <ul style="list-style-type: none"> • Ingrid Silver, Denton Wilde Sapte, London • Marie-Christine Courboulay, Vice President, 3rd Chamber, Tribunal de Grande Instance, Paris • Ventura Barba, General Manager of Yahoo! Music Europe • Eniola Akindemowo, Thomas Jefferson School of Law, San Diego • José Ramon Morales, Garrigues, Barcelona |
| 11:00–11:30 | Networking Break | |
| 11:30–13:15 | Intellectual Property/Open Source Derivative works based on open source software or separate proprietary developments – how to decide which category they fall into? How to tackle different working types of Open Source Licenses in the same Software Project. Enforceability of Open Source Licenses in the UK, France, Spain and U.S. Contracting Open Source software with States and local governments. Moderator: Ursula Widmer, Dr Widmer & Partners, Bern Speakers: <ul style="list-style-type: none"> • Nigel Swycher, Olswang, London • Erich Andersen, Associate General Counsel, Microsoft EMEA • Peter Brown, Baker Hostetler, New York • Peter Huppertz, Hoffmann Liebs Fritsch & Partner, Düsseldorf | Green IT A practical update on the WEEE and ROHS Directives from key jurisdictions in the EU. Green IT in emerging markets: the examples of Brazil and India. The insider's view – Oracle's vendor green IT policy. Green IT in the public sector – how it will affect the tendering process and the award of projects in the EU. Moderator: Richard Allan Horning, Fish & Richardson, Redwood City Speakers: <ul style="list-style-type: none"> • Christian Ringeling, Hitachi Data Systems • Wolfgang Leonti, Oracle • Paulo Brancher, Barretto Ferreira, Kuiawski, Brancher e Gonçalves, San Paulo • Rahul Matthan, Trilegal, Bangalore |
| 13:15–14:45 | Networking Lunch | |
| 14:45–16:30 | Data Privacy/IT Security: Competitive Intelligence and Corporate Espionage This panel will review the scope of permissible corporate intelligence-gathering; assessment of espionage risk, both internal and external; protection of corporate IP, trade secrets and mission critical technologies from attack. Moderator: Stuart Meyer, Fenwick & West, Palo Alto Speakers: <ul style="list-style-type: none"> • Sandy Jeskie, Duane Morris, Philadelphia • Florian von Baum, MLawGroup, Munich • Andrew Durant, Navigant Consulting, London | E-Commerce/Internet Business Trends in Virtual Worlds and Social Networking Virtual currency and IP – transferability between the virtual and real worlds. Antisocial networking/hate sites – the legal issues that flow from this darker side of social networking. Age verification on the Internet – Duties and liabilities. New legal challenges to Second life. Moderator: Kiran Sandford, Mishcon de Reya, London Speakers: <ul style="list-style-type: none"> • Sajai Singh, J. Sagar Associates, Bangalore • Volker Tippmann, Fraunhofer Gesellschaft, Munich • Robert Bond, Speechly Bircham, London • Françoise Gilbert, ITLawGroup, Palo Alto • Gabriel Holloway, Leonard Street and Deinard, Minneapolis |
| 16:30–17:00 | Networking Break | |
| 17:00–18:45 | Substantive Law Committee Meetings - Outsourcing - Data Protection/Privacy - Intellectual Property - E-commerce | |
| 19:30 | Gala Reception and Dinner - Casa Batlló | |

PROGRAM

FRIDAY, NOVEMBER 7

| | Track A | Track B |
|-------------|--|--|
| 9:00–10:45 | <p>The Outer Limits of Self-Regulation: Human Rights and Constitutional Imperatives in IT Regulatory Régimes</p> <p>Moderator: Graham Smith, Bird & Bird, London</p> <p>Rapporteur: Richard Owens, Blake, Cassels & Graydon LLP, Toronto</p> | <p>Outsourcing (I) – Contract Rights</p> <p>Personnel – international migration of employees and how to tackle the key issues in this area.</p> <p>New approaches to service level agreements.</p> <p>Outsource pricing mechanisms.</p> <p>Renegotiating an outsourcing contract: considerations.</p> <p>Moderator: Ole Horsfeldt, Gorissen Federspiel, Copenhagen</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Juha Taipale, Krogerus, Helsinki • John Buyers, Stephenson Harwood, London |
| 10:45–11:15 | Networking Break | |
| 11:15–13:00 | <p>Litigation</p> <p>Technology related disputes – strategies for gathering and presenting evidence.</p> <p>Storage of electronic documents – the long-term implications.</p> <p>Electronic discovery – the latest state of play from the UK and the U.S.</p> <p>Moderator: Alexander Blumrosen, Bernard-Hertz-Béjot, Paris</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Truiken Heydn, teclegal Habel, Munich • Chris Bloom, Bell, Boyd & Lloyd, Chicago • Katheryn Andresen, Bonnabeau, Salyers, Stites, Doe & Andresen LLC, Minneapolis | <p>Outsourcing (II) – Contract Remedies</p> <p>The anatomy of a failed outsourcing project: why do projects fail?</p> <p>The role of insurance in outsourcing contracts.</p> <p>Getting the remedies right to meet the parties’ mutual objectives – two suppliers’ perspectives.</p> <p>Arbitration and mediation of outsourcing disputes.</p> <p>Moderator: Esther Donio Bellegarde Nunes, Pinheiro Neto Advogados, San Paulo</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Clive Davies, Fujitsu, London • Samuel Mani Kallapurakal, Infosys, Banagalore • Robert Weiss, Neal Gerber & Eisenberg, Chicago • John Beardwood, Fasken Martineau, Toronto |
| 13:00–14:30 | Networking Lunch | |
| 14:45–16:30 | <p>Global Technology Contracting</p> <p>U.S. contracts – the global implications. An in-depth analysis of the enforceability of key clauses in U.S. contracts on a country by country basis.</p> <p>The panel will review sample contract clauses in a multi-jurisdictional mock telcon with a corporate counsel, providing for a practical discussion of the comparative contractual issues facing IT lawyers and counsel.</p> <p>Moderator: Haakon Opperud, Thommessen, Oslo</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Richard Kemp, Kemp Little, London • Pietro Tamburrini, Tamburrini Savi, Milano • Marc Friedman, Sills Cummis, New York | <p>Data Privacy/Protection</p> <p>Recent European privacy regulation (from EU and Member States), including the latest in enforcement and data protection by the French agency.</p> <p>Export of personal data from the EU – the U.S. aspects including SOX, SWIFT, Safe Harbor and what that means in practice.</p> <p>The New Spanish Data Protection Secondary Regulations (which include the new IT Security Measures).</p> <p>Moderator: John M. Carson, Knobbe Martens Olson & Bear LLP, San Diego</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Alan Sutin, Greenberg Traurig, New York • Javier Fernández-Samaniego, Bird & Bird, Madrid • Michel Béjot, Bernard-Hertz-Béjot, Paris • Johan Nylen, Lindahl, Stockholm |
| 16:15–16:45 | Networking Break | |
| 16:45–18:30 | <p>IT Contracting Strategic Issues</p> <p>Large IT projects, common areas of failure, their root causes and strategies to prevent a “Doomsday” scenario.</p> <p>IT-based joint venture projects - how to address long-term IP ownership issues.</p> <p>Technology and sourcing in the EU and U.S. financial services sector – the specific issues that need to be addressed in this highly regulated sector.</p> <p>Moderator: Anja Dekhuijzen, DLA Piper, Amsterdam</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Steven de Schrijver, Van Bael & Bellis, Brussels • Michael Peeters, Pinsent Masons LLP, Leeds • Antonio Millé, Estudio Mille, Buenos Aires • André Meillassoux, BMH Avocats, Paris • Rodolfo Fernandez, Miliners, Barcelona | <p>E-Commerce Liability of Internet Intermediaries: A Mock Telcon with In-house Counsel</p> <p>Liability for third party content, and other parties liable for third party content.</p> <p>Notice and takedown policies – a jurisdictional overview.</p> <p>Enforceability of claims against third party providers.</p> <p>Exceptions and defenses available to ISPs.</p> <p>Filtering software requirements.</p> <p>Internet search engine liability.</p> <p>Moderator: Christian Frank, Taylor Wessing, Frankfurt</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Vyacheslav Khairyusov, Nörr, Moscow • Gerrit Vandendriessche, ALTIUS, Brussels • Stephan Mathias, Kochhar & Co., Bangalore • Bradley Joslove, Franklin, Paris |
| 18:00 | Closing Reception | |



Offering incredible views of the Mediterranean and the Barcelona skyline, Hotel Arts is one of the tallest buildings in Spain and has been heralded as one of the premiere hotels in the world. Come, see for yourself why it is held in such high regard!

Hotel Accommodations

Hotel Arts

Marina 19-21 • Barcelona 8005 Spain

<http://www.ritzcarlton.com/en/Properties/Barcelona/Default.htm>

The conference fee does not include accommodations. A block of sleeping rooms has been reserved at the host hotel, Hotel Arts, at discounted rates.

The group rate is 285 € (plus applicable taxes and fees) for a Deluxe Room (single or double occupancy).

The special rate is available from Friday, October 31, 2008 through Tuesday, November 11, 2008.

Reservations must be made by Monday, October 13, 2008, 17:00 hotel local time, in order to receive the group rate. Room rates are available on a first-come, first-served basis until each day's room block is filled. The hotel will continue to accept reservations after this date only on a space available basis, at the prevailing rates, not at the ITechLaw rate.

For more information about booking your room at the Hotel Arts, please visit the conference Web site at <http://www.itechlaw.org/barcelona2008/accommodations.html>

Sponsorship and Exhibition Opportunities

ITechLaw offers a variety of sponsorship opportunities suitable for small and large organizations. Sponsors of the ITechLaw 2008 European Conference will gain visibility for their firms or companies, demonstrate their support for ITechLaw in facilitating the international exchange about IT law and policy, and contribute to the success of the conference.

If you would like more information regarding sponsorship for the ITechLaw 2008 European Conference, please contact Alex Blumrosen, Conference Co-Chair, at ablumrosen@bhbfrance.com.

| Conference Sponsorships | | | |
|---|---|----------------------------|-----------------------------|
| Sponsorship Entitlements | Platinum Sponsor (15,000 €) (one available) | Gold Sponsor (10,000 €) | Silver Sponsor (3,500 €) |
| Logo placement and link on Conference Web site | X | X | X |
| Logo placement on marketing materials | X | X | X |
| Identification as sponsor on name badge | X | X | X |
| Inclusion of collateral in conference attendee kit | X | X | X |
| Full page firm profile in Conference Program booklet | X | | |
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| Sponsor named in conference announcements and press release | X | X | |
| Number of complimentary registrations and Gala Dinner tickets | 3 | 2 | 1 |
| Complimentary display booth at conference | X | X | X |
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| Custom opportunities available | X | | |

In addition, Conference Event Sponsorships (Gala Dinner, Welcome Reception, Closing Reception, Networking Lunches, Networking Break, and Breakfast) and Conference Product Sponsorships (Conference Documentation or Conference Bag) are available, with varying benefits. Download the full prospectus: http://www.itechlaw.org/barcelona2008/sponsorship_opportunities.html or contact ITechLaw Member Services (memberservices@itechlaw.org) to request the prospectus.

Gala Reception and Dinner at Casa Batlló

Spend the evening celebrating in grand style with your colleagues at the spectacular Casa Batlló, one of the most celebrated landmarks of the famous architect Gaudí. We are honored to have exclusive use of this remarkable venue.



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