

Berkeley Center for Law and Technology: Patent Cross Licensing Academic and Practical Perspectives

OCTOBER 15, 2009

Patent assertion and licensing activity between productive companies can have more impact on a business than "the troll problem." During this conference, speakers analyzed the "why" and "how" of patent cross-licensing.

Featured speaker Marshall Phelps, author of "Burning the Ships: Intellectual Property and the Transformation of Microsoft " talked about his experiences at IBM and Microsoft. Attorneys and licensing executives from IBM, Microsoft, Hewlett-Packard, Cisco, Intel and Juniper discussed negotiation strategies, calculation of balancing payments, portfolio development and business objectives.

WilmerHale Partner Jason Kipnis was a featured speaker at this event.

[READ MORE ABOUT THE EVENT](#)

Speakers



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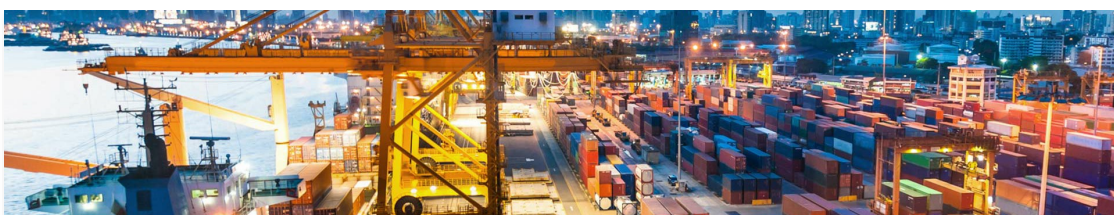
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