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August 1, 2013

Dear Colleague:

I am writing to you regarding an exciting opportunity for you and your company to participate in an upcoming "Workshop on Best Practices in IP Portfolio Management," sponsored by the Intellectual Property Institute at William Mitchell College of Law.

The workshop will be held from 8:00 am to 5:00 pm on Friday, October 4, 2013, at William Mitchell College of Law, 875 Summit Ave, St Paul, MN 55104.

Through facilitated discussions of presentations by distinguished experts in a morning session dealing with Basic Principles, and by experienced intellectual property counsel in an afternoon session dealing with Best Practices, the Workshop seeks to identify and document best practices for managing intellectual property portfolios to achieve desired business objectives. A detailed Workshop agenda is attached.

Workshop attendees will receive a detailed set of notes covering each speaker's presentation, as well as a copy of the "IP Portfolio Management Best Practices Guide" to be published by the IP Institute's *Cybaris* Law Review following the Workshop. 7.5 CLE credits have been applied for. A continental breakfast and lunch will also be provided.

To encourage participation by Twin Cities' corporations, the William Mitchell IP Institute is offering special discounted rates for corporate sponsors and participants:

**Corporate Sponsor** (up to 10 attendees): \$2,500 (\$250/person; \$33/CLE credit)

**Corporate Participant** (up to 5 attendees): \$1,500 (\$300/person; \$40/CLE credit)

**Individual Participant** (1 attendee): \$500 (\$500/person; \$67/CLE credit)

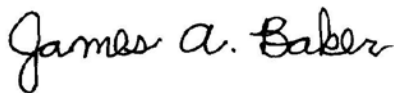
Companies interested in being a Corporate Sponsor or Participant should contact Ken Port, Director of the William Mitchell IP Institute, at [ken.port@wmitchell.edu](mailto:ken.port@wmitchell.edu)

On-line Registration for the Workshop begins August 10<sup>th</sup> at:

<http://web.wmitchell.edu/intellectual-property/>

I hope that you can join us in this timely and topical Workshop.

Best regards,



James A. Baker, Ph.D., J.D.

Sr. Intellectual Property Counsel, 3M Company

Adjunct Professor, William Mitchell College of Law

## **Best Practices in IP Portfolio Management**

### **Session I – Basic Principles**

- 8:00-9:00 Portfolio Management Overview: Susan Krelitz, IPfolio, Inc.  
9:00-10:00 Country Specific Law: Robert Fichter, Dennemeyer & Associates  
10:00-10:15 Break  
10:15-11:15 Portfolio Valuation: Renee Marino, Grant Thornton  
11:15-12:15 Facilitated Discussion: Susan Krelitz, William Mitchell College of Law

12:15-1:00 Lunch

### **Session II – Best Practices**

- 1:00-2:00 Best Practices: Harry Gwinnell, Greenblum & Bernstein  
(Former Chief IP Counsel, Cargill Corporation)  
2:00-3:00 Portfolio Management for Value: Gilbert Voortmans, 3M Company  
3:00-3:15 Break  
3:15-4:15 Leveraging IP: Steven Roth, IBM Corporation  
4:15-5:00 Facilitated Discussion: Jim Baker, William Mitchell College of Law