



Mr. Bright has been a guest speaker at various intellectual property events, such as the AIPLA's Mid-Winter Institute, Medtech Insight's In3, and Ocean Tomo's Live IP Auction and Conference. Mr. Bright holds M.B.A.s from Columbia University and University of California, Berkeley, and a J.D. and B.S. (in mechanical engineering) from the University of Oklahoma. He has earned the Certified Licensing Professional (CLP) designation from the Licensing Executives Society, USA and Canada.

### **Henry Chesbrough**

Henry Chesbrough is the Executive Director of the Center for Open Innovation at the Haas School of Business at the University of California, Berkeley. Previously, he was an Assistant Professor of Business Administration, and the Class of 1961 Fellow at the Harvard Business School. He holds a Ph.D. in business administration from the University of California, Berkeley, an M.B.A. from Stanford University, and a B.A. from Yale University, *summa cum laude*. He focuses his research on managing technology and innovation. Prior to embarking on an academic career, he spent ten years in various product planning and strategic marketing positions in Silicon Valley companies. He worked for seven of those years at Quantum Corporation, a leading hard disk drive manufacturer and a Fortune 500 company. Previously, he worked at Bain and Company.

### **Tim Crean**

Tim Crean is the Chief IP Officer for SAP AG. Mr. Crean leads a global team of IP professionals handling public policy, procurement, licensing, and litigation of IP matters for SAP. Mr. Crean is a member of Stanford's Law, Science & Technology Advisory Board, as well as the Board of Directors for the Intellectual Property Owner's (IPO) Association.

### **Dianna DeVore**

Dianna DeVore is a Partner of Virtual Law Partners. Dr. DeVore's practice focuses on representing life sciences and technology companies in intellectual property counseling, with particular expertise in patent portfolio development, freedom to operate analysis, licensing transactions and technology evaluation. She has over twelve years of legal experience in a variety of technology areas, ranging from emerging technologies such as stem cells and genomics to clinical stage and marketed pharmaceuticals. In addition to her intellectual property and transactional expertise, Dr. DeVore has also supported clients in collaboration management, merger and acquisition transitions, conflict of interest management and clinical trials matters.

Dr. DeVore served as Chief Operating Officer (COO), Company Secretary and Vice President of Clinical Cardiac Development for the Australian Stem Cell Centre in Melbourne, Australia. She was a founder of the ASCC, and was responsible for the establishment of all business, legal and operational activities, including management of relationships with multiple governmental departments, universities, research institutes and commercial entities. During her three year tenure as COO, Dr. DeVore was responsible for completion of four funding agreements with government departments, legal agreements with nine Australian research institutions and universities governing intellectual property rights and commercial returns, and negotiation and execution of corporate collaboration agreements with five international companies.

Prior to joining Virtual Law Partners, Dr. DeVore was the Vice President of Intellectual Property and Legal Affairs at Alice Therapeutics, a company developing next generation peptide-based therapeutics. At Alice, Dr. DeVore was responsible for all legal and corporate development activities, including strategic design of the patent portfolio, drafting and implementation of all legal company policies, enforcement of trade secret protection, conducting freedom to operate analysis, negotiation of collaboration agreements and coordination of licensing activities. Dr. DeVore was Vice President at Complete Genomics, Inc. and was the sole U.S. Legal Counsel at Cambridge Antibody Technology, a wholly-owned subsidiary of AstraZeneca.

Dr. DeVore graduated from Stanford Law School in 1998, where she was a founding member of the *Stanford Technology Law Review*. She received her Ph.D. in genetics from Yale University and her B.A. in art history and natural sciences from Johns Hopkins University. Dr. DeVore is a member of the State Bar of California and registered to practice before the U.S. Patent and Trademark Office.

**Rebecca S. Eisenberg**

Rebecca S. Eisenberg is the Robert and Barbara Luciano Professor of Law at the University of Michigan Law School. Professor Eisenberg is a graduate of Stanford University and Boalt Hall School of Law a

## **Ron Epstein**

Ron Epstein is CEO of IPotential, LLP. Mr. Epstein has twenty years of experience in developing and optimizing IP asset portfolios. Prior to founding IPotential, Mr. Epstein was Vice President and General Counsel at Brocade Communications Systems, Inc. where he created and executed on Brocade's intellectual property strategy, filing for more than 80 patents over a 24-month period and defending the company in three patent litigations filed during that period. Before joining Brocade, Mr. Epstein served as Director of Licensing at Intel, where he was responsible for the company's IP licensing strategy, including defense against assertions, and the creation of Intel's value licensing program.

Mr. Epstein built his legal career at Wilson, Sonsini, Goodrich and Rosati as a member of the Technology Licensing Group, where he specialized in helping clients minimize liability under the patent portfolios of leading companies such as IBM, Lucent, and Intel; and negotiate patent cross-license agreements in conjunction with complex patent litigation settlements.

Mr. Epstein holds a B.S. from Duke University and a J.D. from the School of Law, University of California, Berkeley. Mr. Epstein is an active member of the Licensing Executives Society.

## **Horacio E. Gutiérrez**

Horacio Gutiérrez is Corporate Vice President and Deputy General Counsel in charge of the Microsoft Corporation's Worldwide Intellectual Property and Licensing Group. In this capacity, Mr. Gutiérrez leads the group responsible for the development and maintenance of the company's IP portfolio, including all of its patents, copyrights, trademarks, and trade secrets worldwide. This group is also responsible for inbound and outbound patent licensing work, and for the strategy and substance on IP legal and public policy developments.

Prior to his current position, Mr. Gutiérrez was based in Paris, France, where he was Microsoft's Associate General Counsel for Europe, Middle East and Africa, overseeing all legal, regulatory and

## **Bronwyn Hall**

Bronwyn H. Hall is Professor in the Graduate School at the University of California at Berkeley and Professor of Economics of Technology and Innovation at the University of Maastricht, Netherlands. She is a Research Associate of the National Bureau of Economic Research and the Institute for Fiscal Studies, London. She is also the founder and partner of TSP International, an econometric software firm. She received a B.A. in physics from Wellesley College in 1966 and a Ph.D. in economics from Stanford University in 1988.

Professor Hall has published articles on the economics and econometrics of technical change in journals such as *Econometrica*, the *American Economic Review*, the *Rand Journal of Economics*, and *Research Policy*. Her current research includes comparative analysis of the U.S. and European patent systems, the use of patent citation data for the valuation of intangible (knowledge) assets, comparative firm-level investment and innovation studies (the G-7 economies), measuring the returns to R&D and innovation at the firm level, analysis of technology policies such as R&D subsidies and tax incentives, and recent changes in patenting behavior in the semiconductor and computer industries. She has also made substantial contributions to applied economic research via the creation of software for econometric estimation and of firm-level datasets for the study of innovation, including the widely used NBER dataset for U.S. patents.

## **Richard J. Lutton, Jr.**

Richard (“Chip”) J. Lutton, Jr. is Chief Patent Counsel at Apple Inc. In that position, he oversees a team that manages patent development, licensing and litigation for Apple. He has spoken widely on a variety of topics and has testified before Congress on the patent system. Prior to joining Apple, Mr. Lutton was at Sun Microsystems, Inc., and an attorney at Arnold, White & Durkee (now Howrey Simon Arnold & White) in its Menlo Park, California and Houston, Texas offices. He spent one year as a judicial law clerk to the Honorable Randall R. Rader at the United States Court of Appeals for the Federal Circuit. He earned his J.D. from Columbia University and a bachelor's degree in electrical engineering from Rice University.

## **Robert Merges**

Professor Merges is Wilson Sonsini Goodrich & Rosati Professor of Law and Technology at the University of California, Berkeley (Boalt Hall) School of Law. He is also a co-Director of the Berkeley Center for Law and Technology, centerpiece of the intellectual property program at the University of California, Berkeley. He is the co-author of leading casebooks on patent law and intellectual property, and has written numerous articles on the economics of patents and intellectual property.

## **Carol Mimura**

Carol Mimura is the Assistant Vice Chancellor for Intellectual Property & Industry Research Alliances (IPIRA) at the University of California, Berkeley. IPIRA is the portal to Berkeley for industry access to Berkeley's preeminent faculty and research capabilities. Chancellor Mimura has a B.S. from Yale University in molecular biophysics & biochemistry and Ph.D. in biology (biochemistry and microbiology concentration) from Boston University. She was an NIH-sponsored postdoctoral fellow and research scientist at University of California, Berkeley in biochemistry and in chemical biodynamics.

Chancellor Mimura serves on the Drug Forum of the National Academies of Sciences I

### **Suzanne M. Shema**

Suzanne Shema is Senior Vice President, General Counsel and Corporate Compliance Officer for ZymoGenetics, Inc., a publicly traded biopharmaceutical company. She is a member of the company's executive committee. She has practiced intellectual property law for 24 years at ZymoGenetics and other biotechnology and high tech companies and as an associate with an intellectual property law firm in Seattle. Ms. Shema holds a B.S. in chemistry from the University of Texas, an M.S. degree in chemistry and a law degree from the University of Washington. She is a member of the Board of Directors of the Intellectual Property Association and currently serves on IPO's Executive Committee.

### **Alex Sousa**

Alex Sousa is Counsel for Innovalight, Inc. Mr. Sousa's experience is as diverse as his technical knowledge. He has prepared and prosecuted over 100 patent applications in areas as varied as semiconductor plasma etching, networking hardware, solar panel clamping systems, 3G wireless software, and micro-turbine power generation.

Prior to becoming an attorney, Mr. Sousa was a Program Manager at Repeater Technologies, and both a Middleware Marketing Manager and a Microprocessor Program Manager at Hewlett-Packard. Mr. Sousa received a J.D. from Santa Clara University School of Law. He also received an M.B.A. from the University of Michigan Business School where he was Managing Editor of the *Monroe Street Journal*, and a B.S.M.E. from the United States Military Academy, West Point. Mr. Sousa is registered to practice before the U.S. Patent and Trademark Office and is a member of the California Bar.

### **E. Earle Thompson**

E. Earle Thompson is the Vice President and Chief Intellectual Property Counsel for SanDisk Corporation in Milpitas, CA, the world's largest supplier of flash memory data storage card products. He is responsible for overseeing the acquisition and protection of ht .0000 0.0000 TD( a4tsze11.4000 0

### **Lee Van Pelt**

Lee Van Pelt is a partner at Van Pelt, Yi & James LLP. Mr. Van Pelt has evaluated patent strategies for investors and developed strategies and prepared patents for emerging companies in Silicon Valley for over fifteen years. He also prepares patent opinions and provides litigation analysis.

Mr. Van Pelt received a B.S. in physics, *summa cum laude*, from the University of Missouri-Rolla, and a J.D., Order of the Coif, from the University of California, Berkeley, Boalt Hall School of Law. He currently teaches a patent law class at Boalt. Mr. Van Pelt has been named on the *Daily Journal's* list of top 25 patent prosecutors in California.

### **Stuart L. Watt**

Stuart Watt is Vice President of Law and Intellectual Property Officer of Amgen Inc. and leads a group of 45 patent attorneys responsible for patent strategy, filing and prosecution of patent applications in the U.S. and foreign countries, patent litigation, and patent licensing. Mr. Watt has actively represented Amgen in patent litigation in the U.S. and various countries a