

## The Global Marketplace: Keys to Success

**Wednesday, November 9, 2011**  
**Four Seasons Silicon Valley**

### Agenda:

8:00 a.m. –  
8:30 a.m.

#### Registration/Networking

8:15 a.m. –  
9:30 a.m.

#### Session 1. Looking East: Opportunities for Doing Business in China

- Financing and investment environment
- China regulatory developments and trends – new scrutiny of VIEs
- Protecting IP rights

##### Panelists:

- Rowland Cheng – Partner, Latham, Shanghai
- Stanley Chow – Partner, Latham, Hong Kong
- Tony Klein – Partner, Latham, Silicon Valley
- John Tang – Partner, Latham, Silicon Valley
- Steve Westly – Managing Partner, The Westly Group
- Anthony Zaloom – Adjunct Faculty, UC Berkeley

9:30 a.m. –  
10:55 a.m.

#### Coffee Break

9:45 a.m. –  
10:55 a.m.

#### Session 2A. Mitigating Risk Here and Abroad in an Age of Enforcement

- Latest trends in US and European government enforcement: anti-corruption, export control and economic sanctions
- Conducting effective due diligence in international business transactions
- Responding to red flags and whistleblower risks
- Conducting cost effective internal investigations
- Duties of Directors

##### Panelists:

- Alice Fisher – Partner, Latham, Washington, D.C.
- Bob Sims – Partner, Latham, San Francisco
- Jon Sobel – Chief Legal Officer, Calera Corporation
- Dr. Eric Talley – Faculty, UC Berkeley
- Michael Ward – Chief Compliance Officer, Adobe Systems Incorporated
- Finn Zeidler – Partner, Latham, Frankfurt

#### Session 2B. Single Firm Conduct in the Rapidly Evolving High-Technology Markets

- Are "closed systems" an antitrust problem or a contract disclosure issue?
- Bundling, tying, and technological integration - are the current rules right?
- Infinite-inventory stores, search engines and "compulsory access remedies"
- Single-firm conduct issues in non-US antitrust regimes, with a special focus on China, EU, and Germany

##### Panelists:

- Hanno Kaiser – Partner, Latham, San Francisco and Adjunct Faculty, UC Berkeley
- Tad Lipsky – Partner, Latham, Washington, D.C.
- Rob Mahnke – Global Competition Counsel, eBay Inc.
- The Honorable Vaughn R. Walker – Retired Chief Judge of the US District Court for the Northern District of California
- Dr. Georg Weidenbach – Partner, Latham, Frankfurt
- Dr. Vanessa Zhang – Antitrust/Competition Policy Expert, Global Economics Group

11:00 a.m. –  
12:10 p.m.

### Session 3A. Ensuring Global Privacy Compliance

- How do companies get caught by non-US privacy laws?
- New European cookie rules; a threat for online behavioral advertising?
- Can mobile apps survive privacy concerns?
- Do global companies benefit from accountability?

#### Panelists:

- Jennifer Archie – Partner, Latham, Washington, D.C.
- Gail Crawford – Partner, Latham, London
- Kristen Daru – IP Attorney, Electronic Arts Inc.
- Paul Schwartz – Faculty, UC Berkeley
- Ulrich Wuermeling – Partner, Latham, Frankfurt

### Session 3B. Crossing the Border: Enforcement of IP Rights at the US and European Borders

- US International Trade Commission (ITC) – Is it an effective barrier?
- As the world globalizes, the US ITC has become a particularly popular forum for excluding goods containing infringing products at the US border
- European Border Detention Orders – How do they compare to the ITC?
- New risks for ISPs and internet traders in Europe; Grey goods, adwords, exhaustion of rights create new liabilities from international trade

#### Panelists:

- Larry Cohen – Partner, Latham, London
- Bert Reiser – Partner, Latham, Washington, D.C.
- Bob Steinberg – Partner, Latham, Los Angeles

12:20 p.m. –  
1:30 p.m.

### Lunch. Keynote

Safra Catz – President and Chief Financial Officer, Oracle Corporation

#### Moderator:

Dan Wall – Latham, Partner, San Francisco

### MCLE:

Latham & Watkins certifies that this activity has been approved for MCLE credit by (i) the State Bar of California in the amount of 3.50 hours of general credit, (ii) the MCLE Board of the Supreme Court of Illinois in the amount of 3.50 hours of general credit, (iii) the Board on Continuing Legal Education of the Supreme Court of New Jersey for 4.20 hours of total CLE credit and (iv) the State Bar of New York in the amount of 4.00 hours of areas of professional practice credit and is appropriate for both newly admitted and experienced attorneys. An application for approval for this program will be submitted to the MCLE Committee of the State Bar of Texas and the Virginia Mandatory Continuing Legal Education Board after the program.