



**Dale D. Achabal, Ph.D.**  
**L.J. Skaggs Distinguished Professor**  
**Executive Director, Retail Management**  
**Institute (RMI)**  
**Chairman, Department of Marketing**  
**Santa Clara University**

Dale Achabal is the L.J. Skaggs Distinguished Professor and Executive Director of the Retail Management Institute at Santa Clara University. He was also the founder of the Retail Workbench Research & Education Center, sponsored by a consortium of leading retailers from around the world. Professor Achabal has published numerous articles and reports in leading academic and industry journals focusing on multi-channel retail strategies and the use of advanced analytics in decision making. He is a member of the National Retail Federation CIO Council, the Editorial Board of the *Journal of Retailing* and recipient of three national awards for his research.

Professor Achabal is a regular lecturer, consultant, and expert witness to a variety of organizations globally in the areas of multi-channel retailing strategies, decision support systems and marketing analytics. He serves on the Board of Directors and advisory boards of several retail and Silicon Valley information technology firms, and has taught at leading universities in the U.S., Europe and throughout Asia.

**Dr. Irene Calboli,**  
**Associate Professor of Law**  
**Marquette University Law School**



Irene Calboli is an Associate Professor at Marquette University Law School and a Senior Lecturer for the LL.M. in Intellectual Property Rights offered by WIPO at the University of Turin, Italy. Professor Calboli has written numerous articles and a doctoral dissertation on topics related to Intellectual Property, and has extensively spoken at conferences and workshops in the United States and abroad. Prior to joining Marquette University, Professor Calboli was a Research Fellow at the University of Bologna Law School, Italy, and a Visiting Scholar at the King's College, University of London. She has also been a Visiting Researcher at the Boalt Hall, School of Law, UC Berkeley, the University Complutense of Madrid, Spain, and the Max-Planck-Institute for Foreign and International Patent, Copyright and Competition Law, Munich, Germany.

**Brian Carver**  
**Assistant Professor**  
**UC Berkeley School of Information**



Brian Carver is Assistant Professor at UC Berkeley's School of Information where his primary research interest is in the laws and policies governing technology and information, particularly in understanding the technical, economic, social, and legal frameworks that best promote progress and access to information. Brian received his J.D. from the UC Berkeley School of Law (Boalt Hall) and was previously in private practice focused on copyright, trade secret, and trademark litigation. Brian teaches Intellectual Property and Cyberlaw and has an article on the first sale doctrine forthcoming entitled, Why License Agreements Do Not Control Copy Ownership: First Sales and Essential Copies - <http://ssrn.com/abstract=1586580>

**Neel Chatterjee, Partner**  
**Orrick, Herrington & Sutcliffe LLP**



Neel Chatterjee, a litigation and intellectual property partner in the Silicon Valley office, concentrates his practice on complex litigation for technology companies. Mr. Chatterjee is nationally recognized for his experience in patent litigation, Internet liability litigation, trade secrets litigation and technology transactions litigation. He has significant experience litigating and trying extremely complex disputes where simplifying difficult technical concepts and effective case management are keys to success. He has particular experience with Internet and computer software, computer networking and data storage technologies. He has been recognized by *Chambers* as a Top Lawyer under the age of 40, by *The Daily Journal* as one of the "Top 100 Lawyers in California" and also as a California "Super Lawyer."

**Vince Chiappetta**  
**Professor of Law**  
**Willamette University College of Law**



Vince is professor at the Willamette University College of Law in Salem, Oregon. His areas of expertise include intellectual property, antitrust and business law. Previous positions include serving as general counsel for Tektronix (Portland Oregon), as associate general counsel (trademarks) for Levi Strauss (San Francisco, California), as associate general counsel (Europe, Africa, Middle East) for Apple Computer (Paris, France) and as a partner in the Osborn & Maledon law firm (Phoenix, Arizona). He graduated from the University of Michigan Law School and has an undergraduate degree from the Massachusetts Institute of Technology (BSEE, computer science). In addition to the Arizona, California and Oregon State Bars, Vince is admitted to practice before the U.S. Patent Office.



**Colleen Chien**  
**Assistant Professor**  
**Santa Clara University School of Law**

Colleen Chien teaches and researches in the areas of patent law and international intellectual property law, with an emphasis on empirical research and access to technology issues. Her recent publications include in-depth empirical studies of patent litigation & NPEs and litigation at the International Trade Commission. She frequently speaks at national conferences on patent law policy issues.

Prior to Professor Chien's academic appointment, she prosecuted patents at Fenwick & West LLP in San Francisco, California, where she remains Special Counsel, and was a Fellow at the Center for Law and the Biosciences at Stanford Law School. She worked as an investigative journalist at the Philippine Center for Investigative Journalism as a Fulbright Scholar.



**Daniel Chow**  
**Joseph S. Platt – Porter Wright Morris &**  
**Arthur Professor of Law,**  
**The Ohio State University**  
**Moritz College of Law**

Daniel Chow is the Joseph S. Platt - Porter Wright Morris & Arthur Professor of Law at the Ohio State University College of Law. He writes and teaches in the areas of international business and trade, international intellectual property, and the law of China. He is the author of numerous books and articles including several popular casebooks: *International Business Transactions* (Aspen 2d ed. 2010) and *International Trade Law* (Aspen 2008) (both with Thomas Schoenbaum); *International Intellectual Property* (West 2006) (with Ed Lee) and is completing a casebook, *Doing Business in China* (West forthcoming 2011) (with Anna Han). Chow received his BA and JD from Yale University.



**Mary Huser**  
**Partner, Bingham McCutchen**  
**Former VP Deputy General Counsel, eBay**

Mary T. Huser is a litigation partner in the Silicon Valley office of Bingham McCutchen. She specializes in litigation for technology and internet companies, including intellectual property, patent, unfair competition, privacy, financial institutions regulatory matters, antitrust, securities litigation and consumer class actions. Mary joined Bingham (and its predecessor McCutchen Doyle) in 1988 and previously served as the managing partner of the Silicon Valley office, co-chair of the firm's global intellectual property practice group, and co-chair of the firm's national securities litigation group. From 2008-2010, Mary was the Vice-President, Deputy General Counsel for eBay Inc. overseeing the company's global intellectual property, litigation, regulatory and privacy practices. Mary also served as a business ethics officer, a member of the enterprise risk management committee and the VP lead for the company's global brand protection and anti-counterfeiting committee and outside counsel management committee. Mary graduated from Stanford Law School and the University of Wisconsin Madison.

**Ariel Katz**  
**Associate Professor and Innovation Chair**  
**Electronic Commerce,**  
**Faculty of Law, University of Toronto**  
**Director, Centre for Innovation Law and**  
**Policy**



Ariel Katz joined the Faculty of Law in 2004 and holds the Innovation Chair in Electronic Commerce. He was appointed Director of the Centre for Innovation Law and Policy in 2009. He received his LL.B. and LL.M from Faculty of Law at the Hebrew University of Jerusalem and his SJD from the Faculty of Law, University of Toronto. His general area of research involves economic analysis of competition law and intellectual property law, with allied interests in electronic commerce, the regulation of international trade and particularly the intersection of all these fields.

Professor Katz came to the University of Toronto after practicing competition law for 4 years at the Israeli Antitrust Authority. While there, he litigated several merger appeals and restrictive arrangements cases before the Antitrust Tribunal and negotiated regulatory settlements. Professor Katz currently teaches courses on intellectual property, cyber law, and the intersection of competition law and intellectual property.

**Anne Layne-Farrar, Director  
LECG**



Anne Layne-Farrar is a Director with LECG. She received her BA in economics with honors, summa cum laude, from Indiana University (Bloomington), her master's and her PhD in economics from the University of Chicago.

Dr. Layne-Farrar specializes in matters where the core issues involve the intersection of intellectual property economics and antitrust. Her advisory work for industry leading clients has included: analyzing RAND licensing practices; assessing economic incentives and firm behavior within standard setting organizations; providing economic analysis of regulatory and legislative issues within the US; and assessing the antitrust implications of global mergers and acquisitions in numerous industries.

**Mark A. Lemley  
William H. Neukom Professor  
Stanford Law School  
Director, Stanford Program in Law, Science  
and Technology  
Partner, Durie Tangri LLP**



Mark Lemley is the William H. Neukom Professor of Law at Stanford Law School, the Director of the Stanford Program in Law, Science and Technology, and the Director of Stanford's LLM Program in Law, Science and Technology. He teaches intellectual property, computer and Internet law, patent law, and antitrust. He is the author of seven books (most in multiple editions) and more than 100 articles on these and related subjects, including the two-volume treatise *IP and Antitrust*. His works have been reprinted throughout the world, and translated into Chinese, Japanese, Korean, Spanish, and Italian. He has taught intellectual property law to federal and state judges at numerous Federal Judicial Center and ABA programs, has testified seven times before Congress and numerous times before the California legislature, the Federal Trade Commission and the Antitrust Modernization Commission on patent, trade secret, antitrust and constitutional law matters, and has filed numerous amicus briefs before the U.S. Supreme Court, the California Supreme Court, and the federal circuit courts of appeals. He has been named California Lawyer's Attorney of the Year (2005), Best Lawyers' San Francisco IP Lawyer of the Year (2010), and a Young Global Leader by the Davos World Economic Forum (2007). In 2009 he received the California State Bar's inaugural IP Vanguard award. In 2002 he was chosen Boalt's Young Alumnus of the Year. He has been recognized as one of the top 50 litigators in the country under 45 by the American Lawyer (2007), one of the 100 most influential lawyers in the nation by the National Law Journal (2006), one of the top intellectual property lawyers in California (2003, 2007, 2009) and one of the 100 most influential lawyers in California (2004, 2005, 2006, and 2008) by the Daily Journal, among other honors.

Mark is a founding partner of Durie Tangri LLP. He litigates and counsels clients in all areas of intellectual property, antitrust, and Internet law. He has argued six Federal appellate cases and numerous district court cases, and represented clients including Comcast, Genentech, Google, Grokster, Hummer Winblad, Impax, Intel, Netflix, Palm, TiVo, and the University of Colorado Foundation in 75 cases in nearly two decades as a lawyer.

After graduating from law school, Mark clerked for Judge Dorothy Nelson on the United States Court of Appeals for the Ninth Circuit, and has practiced law in Silicon Valley with Brown & Bain and with Fish & Richardson and in San Francisco with Kecker & Van Nest. Until January 2000, he was the Marrs McLean Professor of Law at the University of Texas School of Law, and until June 2004 he was the Elizabeth Josslyn Boalt Professor of Law at the Boalt Hall School of Law, University of California at Berkeley.

**Lee Ann Lockridge**  
**Associate Professor of Law**  
**Louisiana State University Law Center**



Lee Ann Lockridge is an Associate Professor of Law at the Louisiana State University Law Center, where she teaches a range of intellectual property courses, including a survey course, advanced trademark and copyright courses, advertising law, and international intellectual property law. Her research interests are primarily in trademark and copyright law, with a particular focus on the intersection of First Amendment and intellectual property rights. She joined the LSU faculty in 2005 after beginning her academic career as a visiting assistant professor at the University of Cincinnati College of Law.

**Mark P. McKenna**  
**Associate Professor**  
**Notre Dame Law School**  
**Visiting Professor, Stanford Law School**



Mark P. McKenna is an Associate Professor at the Notre Dame Law School and a Visiting Professor at the Stanford Law School in the Fall of 2010. He teaches Trademarks and Unfair Competition, Survey of Intellectual Property, Copyright, Advanced Topics in Trademark Law, and Torts. Professor McKenna is widely recognized as a leading scholar in the trademark area, and he has also written about copyright, the right of publicity, and the intersection of intellectual property regimes. Before entering the academy in 2003, Professor McKenna practiced with the intellectual property firm of Pattishall, McAuliffe, Newbury, Hilliard & Geraldson, where he litigated trademark and copyright cases and advised clients on a variety of intellectual property matters. He has also taught at the University of Notre Dame and the University of Virginia School of Law.



**Raymond T. Nimmer**  
**Dean, University of Houston Law Center**  
**Distinguished Chair in Residence, UCP**

Raymond Nimmer is the Dean and Leonard Childs Professor of Law at the University of Houston Law Center and co-director of the Houston Intellectual Property and Information Law Institute. He is the author of over twenty books and numerous articles, his most recently published books are *Modern Licensing Law* (2008, West Publishing), *The Law of Electronic Commercial Transactions* (Pratt & Sons, 2003) and *The Law of Computer Technology* (4<sup>th</sup> edition, West 2009). Professor Nimmer is a frequent speaker at programs worldwide, in the areas of intellectual property, business and technology law. He was the co-Reporter of the Drafting Committee on Revision of U.C.C. Article 2 and the reporter of the Uniform Computer Information Transactions Act (UCITA).

He has been a consultant to the National Science Foundation and the office of the Legal Advisor of the U.S. State Department. He is listed in the *International Who's Who of Internet and E-Commerce Lawyers*, *Who's Who in Law*, and as one of the *Best Lawyers in America*. In addition to his expertise in technology and licensing issues, he is an expert in areas of business law. He is the author of a four volume treatise on Commercial Asset Based Financing and a Contributing Editor for a leading multi-volume treatise on bankruptcy law and one on commercial law. He is admitted to practice in Illinois and Texas as well as the United States Supreme Court.



**Tyler T. Ochoa**  
**Professor of Law**  
**Santa Clara University School of Law**

Tyler T. Ochoa is a Professor with the High Technology Law Institute at Santa Clara University School of Law in Santa Clara, California. Professor Ochoa is a co-author (with Craig Joyce, Marshall Leaffer and Peter Jaszi) of *COPYRIGHT LAW* (LexisNexis 8th ed. 2010), and a co-author (with David Welkowitz) of *CELEBRITY RIGHTS: RIGHTS OF PUBLICITY AND RELATED RIGHTS IN THE UNITED STATES AND ABROAD* (Carolina Academic Press 2010). His article, *Patent and Copyright Term Extension and the Constitution: A Historical Perspective*, 49 J. Copyr. Soc'y U.S.A. 19 (2001), was cited by the U.S. Supreme Court in *Eldred v. Ashcroft*, 537 U.S. 186 (2003). He has written numerous articles on intellectual property law and two amicus briefs submitted to the U.S. Supreme Court. Prior to joining the faculty at Santa Clara, he was a Professor and Co-Director of the Center for Intellectual Property Law at Whittier Law School in Costa Mesa, California.



**John A. Rothchild**  
**Associate Dean and Associate Professor**  
**Wayne State University Law School**

John Rothchild has been a member of the Wayne State University Law School faculty since 2001, and has been associate dean since 2008. From 1991 to 2001, he was an attorney at the Federal Trade Commission's Bureau of Consumer Protection, specializing in law enforcement efforts addressing Internet-based fraud and online compliance issues. For several years he led the Commission's international consumer protection program. From 1987 to 1991, he was an associate in the Washington, D.C., law firm of Bredhoff & Kaiser, representing labor unions and pension plans. He was a law clerk for the Hon. Arlin M. Adams, U.S. Court of Appeals for the Third Circuit, from 1986 to 1987. He is a co-author of *Internet Commerce*, a law school casebook published by Foundation Press.



**Catherine Sandoval**  
**Associate Professor of Law**  
**Santa Clara University**

Professor Sandoval's research focuses on the intersection of communications law, antitrust law, and contracts. She has written several articles about antitrust law issues including pharmaceutical reverse settlement payments, antitrust market definition and market-entry, and the implications of the Federal Trade Commission Act for the net neutrality debate. Her communications law scholarship analyzed Internet Service Provider promises and practices, developing a theory for Federal Communications Commission (FCC) and Federal Trade Commission (FTC) jurisdiction and enforcement action to protect consumers, competition, the Internet's open character, and close the digital divide. She has also published research on broadcasting, analyzing the status of minority broadcast ownership and their contributions to content diversity. She has testified before the FCC on Internet and Broadcast law and policy, addressed the Congressional Internet Caucus conferences on the State of the Net, and spoken at many academic and public interest organization conferences.

Professor Sandoval teaches Antitrust law, Communications law, and Contracts. She directed SCU Law's summer program in Costa Rica in 2008 and 2010, teaching classes on Freedom of Expression and the Inter-American System of Human Rights. She was honored with Santa Clara Law School's 2010 Public Interest and Social Justice Achievement Award in recognition of her legal scholarship at the intersection of Public Interest and High-Tech Law.



**Jason M. Schultz**  
**Assistant Clinical Professor of Law;**  
**Director, Samuelson Law, Technology & Public**  
**Policy Clinic**



Jason M. Schultz is an Assistant Clinical Professor of Law and Director of the Samuelson Law, Technology & Public Policy Clinic at the UC Berkeley School of Law (Boalt Hall). Before joining Boalt Hall as a faculty member in the Samuelson Clinic, he was a Senior Staff Attorney at the Electronic Frontier Foundation (EFF), one of the leading digital rights groups in the world. Prior to EFF, he practiced intellectual property law at the firm of Fish & Richardson, P.C. and served as a clerk to the Honorable D. Lowell Jensen of the Northern District of California. While a student at Boalt Hall, he managed the Berkeley Technology Law Journal and interned for the Honorable Ronald M. Whyte of the Northern District of California.

At EFF, Schultz handled numerous high-profile intellectual property and technology matters affecting the public's interests in free expression, fair use, and innovation with an emphasis on issues of copyright law, reverse engineering, digital rights management, and patent law reform. Representative cases include *DirecTV v. Huynh*, 503 F.3d 847 (9th Cir. 2007), *Jib Jab v. Ludlow Music*, *Lenz v. Universal Music*, and *Chicago Auto Show v. Autoshowshutdown.org*. Schultz was also responsible for numerous amicus briefs filed on behalf of EFF and its clients at the Supreme Court and various Federal Courts of Appeal.

He also founded EFF's Patent Busting Project, an effort to protect innovation and the public domain by filing reexamination requests at the U.S. Patent Office on overly-broad software and Internet patents. In addition to litigation and counseling, Schultz worked with educators, policy-makers, and industry associations to preserve the proper balance between intellectual property protection and the public interest. He also taught courses in cyberlaw and intellectual property at U.C. Berkeley School of Law and School of Information.

Schultz has presented at dozens of legal and academic conferences and is a regular contributor to news reports on intellectual property and technology matters, including articles in the *New York Times*, *Wall Street Journal*, *Los Angeles Times*, *Washington Post*, *Forbes*, *Fox News*, *ABC's Good Morning America*, *National Public Radio*, and other major media outlets. His writing primarily focuses on the ongoing struggle to balance intellectual property regimes with the public's interest in free expression, access to knowledge, and innovation in light of new technologies and the challenges they pose. Recent publications include: "Should Copyright Owners Have to Give Notice about Their Use of Technical Protection Measures?" with Pamela Samuelson, 6 *J. on Telecomm. & High Tech. L.* 41 (2007), "Protecting Traditional Knowledge and Expanding Access to Scientific Data: Juxtaposing Intellectual Property Agendas via a 'Some Rights Reserved' Model" with Eric Kansa and Ahrash Bissel, 12 *Int'l J. of Cultural Property* 285 (2005), "The False Origins of the Induce Act", 32 *N. Kentucky L. Rev.* 527 (2005), and "Neglecting the National Memory: How Copyright Terms Extensions Compromise the Development of Digital Archives" with Deirdre K. Mulligan, 4 *J. App. Prac. & Process* 451 (2002).



**Rahul Telang**  
**Associate Professor of Information**  
**Technology and Management**  
**Heinz College,**  
**Carnegie Mellon University**

Professor Telang's is an Associate professor at the Heinz College, Carnegie Mellon University. One of his key research domain is Digital Media Industry with a particular focus on how alternative channels of distribution affect traditional channel. In particular, he has examined the issue of online piracy and used markets and their impact on traditional music, movies and book sale. He was the recipient of Sloan Foundation Industry Study fellowship for his work in this domain and is a co-director of Digital Media Research Center at the Heinz College. He has published extensively in various top journals.



**Molly Shaffer Van Houweling**  
**Professor of Law**  
**University of California, Berkeley**

Molly Shaffer Van Houweling teaches and writes about both tangible and intellectual property at the University of California, Berkeley, where she has been on the Law School faculty since 2005. Before entering academia, she was the founding president of the non-profit Creative Commons and an early staff member at the Internet Corporation for Assigned Names and Numbers. She also clerked for Judge Michael Boudin of the U.S. Court of Appeals for the First Circuit and Justice David H. Souter of the U.S. Supreme Court. Her publications include "Author Autonomy and Atomism in Copyright Law" (Virginia Law Review, 2010), "The New Servitudes" (Georgetown Law Journal, 2008), and "Distributive Values in Copyright" (Texas Law Review, 2005). Van Houweling graduated from the University of Michigan and Harvard Law School.

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