

UBIC TOKYO CONFERENCE 2009

Event Information

Sponsored by UBIC, Inc.

The Largest Japanese Domestic Conference on American Litigation Support

UBIC TOKYO CONFERENCE 2009

Examine the newest precedents and practice for dealing with US Litigation & Antitrust Law from Seven well known American (US) Attorneys

Five of the most prominent US Law Firms present 7 US Attorney and 2 Japanese Attorney Speakers

Greenberg Traurig, LLP
Simpson Thacher & Bartlett LLP
Gibson Dunn & Crutcher LLP
Sughrue Mion PLLC
Orrick, Herrington & Sutcliffe LLP

- Simultaneous translation will be provided for every presentation by the US Attorneys
- During Lunch, time is provided for attendees to network with Attorneys
- During the Closing Reception, time is provided for attendees to network with Attorneys

Date: September 18, 2009 (Friday)

Time: 10:00 ~ 19:00 (Reception open from 9:20 AM)

Location: Belle Salle Yaesu 3rd Floor
Yaesu First Financial Building
Yaesu 1-3-7
Chuo-ku, Tokyo 103-0028
TEL: +81-(0)3-3346-1396

Capacity: 150 people
(Advance registration: Registration will be closed when we reach capacity)

Cost: Free

Attendees: Legal Department Personnel
Intellectual Property Department Personnel
Business Personnel Engaged in Litigation

Summary:

In recent years a new challenge has emerged confronting the legal and intellectual property departments of Japanese corporations - the investigation and support of increasingly complex US civil litigation and antitrust laws. As an unavoidable part of global expansion, Japanese corporations face increased international competition in various forms.

In order to help “protect company value” and “control litigation costs” and to help strengthen international litigation response for Japanese corporations, UBIC has organized an opportunity for companies dealing with these kinds of matters to participate in an educational seminar taught by well known US attorneys with practical experience specializing in every field of international litigation.

The conference will include presentations on ITC patent investigations, product liability litigation, and antitrust law investigations and support by attorneys who specialize in representing Japanese corporations. Each presentation will contain the newest case precedents and support techniques, followed by face-to-face time between sessions to directly speak with the attorneys. This conference is unprecedented for the scale and scope of presentation for Japanese corporations, bringing together leading attorneys in each area of specialization.

We invite Legal Department and Intellectual Property Department personnel, and anyone dealing with such matters to attend this leading edge international litigation conference.

	Schedule	
9:20 ~ 10:00	Reception	40 minutes
10:00 ~ 10:05	Opening Address	5 minutes
10:05 ~ 11:05	Session 1 - Greenburg Traurig, LLP The Discovery of Electronically Stored Information <i>Speaker</i> Mr. Adam Landa, US Attorney	60 minutes
11:05 ~ 12:05	Session 2 - Simpson Thacher & Bartlett LLP Managing the Burden of Responding to Discovery for Japanese Companies Involved in a U.S. Investigation <i>Speakers</i> Mr. Arman Oruc, US Attorney, Washington DC office Ms. Kathryn McCarthy, US Attorney, New York office Noritaka Kumamoto, JP Attorney, Tokyo office Ikuko Horikawa, JP Attorney, Tokyo office	60 minutes
12:05 ~ 13:15	Networking Lunch	70 minutes

	<i>A Light Meal will be provided in which the speakers will attend</i>	
13:15 ~ 13:45	Sponsor Session <i>UBIC</i>	30 minutes
13:45 ~ 14:45	Session 3 - Greenburg Traurig, LLP Defending Japanese Companies in Class Action and Other Major Litigation in the United States <i>Speaker</i> Mr. Phillip Sellinger, US Attorney, New Jersey office	60 minutes
14:45 ~ 14:55	Short Break	10 minutes
14:55 ~ 15:55	Session 4 - Gibson Dunn & Crutcher LLP Adapting to the New Era of International Antitrust Enforcement: Practical Considerations for an Effective Compliance Program <i>Speaker</i> Mr. Chris Wood, US Attorney	60 minutes
15:55 ~ 16:10	Short Break	15 minutes
16:10 ~ 17:10	Session 5 - Sughrue Mion PLLC Making and Defending Against Patent Infringement Charges in the U.S. International Trade Commission <i>Speaker</i> Mr. Michael Dzwonczyk, US Attorney, Washington, DC office	60 minutes
17:10 ~ 18:10	Session 6 - Orrick, Herrington & Sutcliffe LLP Improving the Cost-Effectiveness of U.S. Patent Litigation: How to Reduce or Limit Legal Fees and Still Improve Your Chances for Success <i>Speaker</i> Mr. Steven Routh, US Attorney, Washington DC office	60 minutes
18:10 ~ 18:20	Closing Remarks	10 minutes
18:20 ~ 19:00	Closing Reception Networking time with US Attorneys	40 minutes

Notifications

Electronic Recording Policy: No audio or video recording is permitted.

Competitor Associations: The sponsor reserves the right to refuse admittance to anyone.

Sponsoring Company Introduction

UBIC, Inc. provides comprehensive world class computer forensic and legal technology services.

Following notification of pending litigation, UBIC provides a One Stop Solution with complete legal technology services for everything from the preservation of digital information to analysis & investigative reports.

We have established the most advanced digital forensic lab in the Asia region with many certified computer forensic examiners on staff.

With a strong background in computer forensic skills, legal dispute and international litigation experience, UBIC provide legal services to process huge volumes of digital data for preservation, investigation, analysis, and evidence review in civil litigation cases. Our “One Stop” discovery support service helps to reduce the workload and increase the efficiency of operations for attorneys and corporate intellectual property departments dealing with international litigation matters.

UBIC was established on August 8, 2003.

Contact Us

TEL: 1-877-321-8242 (US Toll Free)
+1-650-654-7664 (Direct)
E-mail: seminar@ubicna.com
Attention: Mr. King

Directions: UBIC Tokyo Conference 2009
Belle Salle Yaesu 3rd Floor
Yaesu First Financial Building
Yaesu 1-3-7
Chuo-ku, Tokyo 103-0028
TEL: +81-(0)3-3346-1396

By Train:

- Tokyo Metro Subway (via the Ginza line or Tosei line) to the Asakusa line, Nihonbashi station, exit A7
- JR Line (Yamanote line, Kyohama Tohoku line, Chuo line, Tokaido line, Yokosuka line, etc.) to the Tokyo station Yaesu North exit, walk about 3 minutes

Session One

Greenberg Traurig, LLP

Session Title: The Discovery of Electronically Stored Information

Adam B. Landa, the chair of Greenberg Traurig's eDiscovery & eRetention practice group will speak about the obligation to identify, preserve, and potentially provide your electronically stored information in connection with US litigation.

Mr. Adam Landa of Greenberg Traurig, LLP

Adam B. Landa is a patent attorney and litigator and co-chairs Greenberg Traurig's national eRetention and Litigation Preparedness practice group. Adam has wide-ranging experience in large commercial litigation, principally in intellectual property matters, often with tens or hundreds of millions of dollars at issue. Adam also consults throughout the country on electronic document retention and security, and electronic discovery. In addition, he spends time prosecuting patent and trademark matters in the United States Patent and Trademark Office and coordinating international intellectual property portfolios. He has substantial experience as an advocate, successfully counseling clients in all aspects of the laws involving commercial and technology transactions and protection and exploitation of intellectual property. Adam has represented clients in many federal and state courts, the International Trade Commission, and in the United States Patent and Trademark Office.

Session Two

Simpson Thacher & Bartlett LLP

Session Title: Managing the Burden of Responding to Discovery for Japanese Companies Involved in a U.S. Investigation

Speakers: Mr. Arman Oruc, Partner – Washington D.C. office; Ms. Kathryn McCarthy, New York office, Noritaka Kumamoto and Ikuko Horikawa – Tokyo office; Simpson Thacher & Bartlett LLP

Synopsis: Attorneys from Simpson Thacher & Bartlett will discuss how Japanese companies involved with government investigations can most efficiently and cost effectively manage this discovery process in the United States. The presentation will outline a practical approach from document collection through document review, translation and production.

Mr. Arman Oruc of Simpson Thacher & Bartlett LLP

Arman Oruc is a Partner in the Firm's Litigation Department. He specializes in antitrust related issues, including not only complex antitrust litigation, but also regulatory approval of mergers and acquisitions, government investigations, and antitrust advice regarding strategic business practices. His recent engagements have included representing MasterCard in antitrust litigation

brought by American Express and Discover. Mr. Oruc has represented clients from numerous different industries in antitrust litigation brought by competitors, classes of purchasers and consumers, and the Department of Justice. He also represents clients in merger reviews and other investigations by the Federal Trade Commission and the DOJ. In addition to litigation and regulatory clearance, Mr. Oruc counsels clients on antitrust issues surrounding merger negotiations, alliances, joint ventures, and trade associations, as well as everyday business conduct. He has extensive experience in the payments systems industry (including credit and debit cards), retail, software and technology, communication, and defense industries.

Ms. Kathryn McCarthy of Simpson Thacher & Bartlett LLP

Admissions

New York 1996

U.S. District Court Southern District of New York 1999

U.S. District Court Eastern District of New York 1999

U.S. Supreme Court 2001

Education

Albany Law School Union University, 1995 J.D.

Cum Laude; Justinian Society; Albany Law Review, 1993 - 1995

Villanova University, B.A.

Session Three

Greenberg Traurig, LLP

Session Title: Defending Japanese Companies in Class Action and Other Major Litigation in the United States

Speaker: Philip R. Sellinger, Managing Shareholder, New Jersey office of Greenberg Traurig, LLP

Synopsis: Mr. Sellinger will discuss the unique challenges presented by putative class action suits and other complex or high-dollar litigation brought against Japanese companies and their subsidiaries in the United States, and optimal strategies for defending and managing such litigation. He will provide an overview of the United States litigation system, how class actions and other complex cases "work" and fit within the system, and the types of claim usually asserted and relief typically requested in such cases. Mr. Sellinger will pay particular attention to the discovery process as a source of information gathering by the parties and its breadth, focusing on efforts to seek documents and testimony from non-party parent and related corporations based in Japan. He will also discuss reducing the overall costs of litigation, and will survey a series of best practices designed to keep such costs under control. Mr. Sellinger will provide his insights on the most effective means to assure victory, and how early decisions in the litigation such as initial case analyses, choice of forum, and strategic use of motion practice can improve the chances for a successful outcome. He will conclude with a discussion of the

difficulties faced in U.S. litigation that are peculiar to non-U.S. companies, and will provide critical suggestions for avoiding litigation when a problem first presents itself to the company.

Mr. Phillip Sellinger of Greenberg Traurig, LLP

A former Assistant United States Attorney with more than 25 years of trial experience in a wide variety of complex cases around the country, Philip R. Sellinger is considered one of the preeminent litigators in New Jersey. He has been selected to serve as Chair of the Lawyers Advisory Committee to the New Jersey federal judiciary, and he has served on the New Jersey Supreme Court Civil Practice Rules Committee advising the state judiciary. Philip has won cases on behalf of the nation's largest telecommunication companies and one of New Jersey's largest law firms before the New Jersey Supreme Court. He has represented the American Corporate Counsel Association and the New Jersey Corporate Counsel Association in litigation, challenging the right of in-house counsel to appear in court. He has appeared as amicus counsel in the Supreme Court of the United States on behalf of 29 top-ranking former senior U.S. military officers and civilian Department of Defense officials. Philip appears on WNBC, Fox News, Scarborough Country, and other television shows on current legal topics.

Session Four

Gibson Dunn & Crutcher LLP

Session Title: Adapting to the New Era of International Antitrust Enforcement: Practical Considerations for an Effective Compliance Program

Speaker: Chris Wood, Gibson, Dunn & Crutcher LLP

Synopsis: Antitrust agencies around the world are taking an increasingly aggressive posture toward enforcement, with many recent examples of record-breaking fines and investigations focusing on core business activities such as discounting and licensing practices. This program will highlight recent enforcement trends and offer practical suggestions for in-house counsel in implementing antitrust compliance programs.

Mr. Chris Wood of Gibson Dunn & Crutcher LLP

John Christopher Wood is a partner in the Washington, D.C. office of Gibson, Dunn & Crutcher. He practices with the firm's International Trade Regulation and Compliance and Antitrust and Trade Regulation Practice Groups.

Mr. Wood has extensive experience in representing domestic and foreign clients in antidumping matters before the International Trade Commission and the Department of Commerce. His antidumping practice has encompassed a wide variety of industries, including lumber, chemicals, marine engines, and a range of steel products. Mr. Wood has briefed and argued antidumping cases for several clients before administrative agencies and the Court of Appeals for the Federal Circuit.

Session Five

Sughrue Mion PLLC

Session Title: Making and Defending Against Patent Infringement Charges in the U.S. International Trade Commission

Speaker: Michael Dzwonczyk, Partner, Washington D.C. office, Sughrue Mion PLLC

Synopsis: This session will highlight the differences between litigating patent infringement disputes in the United States District Courts and the United States International Trade Commission ("ITC"). The session will discuss: (1) how to choose whether to litigate in District Court or the ITC; (2) the strategic differences in defending against a claim of infringement in each court; (3) the unique remedies available at the ITC; and (4) the procedural differences between each forum, with an emphasis on efficiently managing discovery in each court.

Mr. Michael Dzwonczyk of Sughrue Mion PLLC

Mr. Dzwonczyk has over 18 years experience successfully representing multinational companies in patent litigation, including trials and appeals of patent cases and Section 337 cases at the International Trade Commission. His experience has encompassed technical areas that include recombinantly produced hormones, pharmaceuticals, protein synthesis and expression products, fibers, films, polymers, plastics and medical devices. His interference practice has included topics in chemistry and biotechnology including hormone and gene therapeutics, as well as anticholesterics. Mr. Dzwonczyk also counsels clients on intellectual property issues, including validity and infringement of intellectual property rights, licensing and contract matters and Hatch-Waxman issues.

Session Six

Orrick, Herrington & Sutcliffe LLP

Session Title: Improving the Cost-Effectiveness of U.S. Patent Litigation: How to Reduce or Limit Legal Fees and Still Improve Your Chances for Success

Speaker: Steven Routh, Partner Washington D.C, Orrick Herrington & Sutcliffe LLP

Synopsis: Particularly in light of the continuing growth in the volume of U.S. patent litigation initiated by patent trolls, it is essential that companies and their legal counsel make informed and intelligent decisions at a very early stage of each case concerning the strengths and weaknesses of the case and what strategy makes most sense for obtaining a successful outcome. A company can both save money and improve its likelihood of success if it is able to distinguish at the outset strong cases from weaker cases and to develop strategies that are well-matched to each new case. Mr. Routh will discuss how to evaluate a new case, establish objectives for a successful outcome,

and work with legal counsel to prepare a sound strategy for achieving those objectives in a cost-effective manner. He also will discuss options for reducing legal fees in multi-defendant litigation by coordinating efforts among parties that have the same or similar interests in the litigation. Finally, he will comment on how to work effectively with U.S. law firms to develop positive relationships and ensure excellent representation in U.S. patent litigation.

Mr. Steven Routh of Orrick, Herrington & Sutcliffe LLP

Steve Routh is a partner in Orrick's Intellectual Property Group resident in the firm's Washington D.C. office. He is a highly respected trial lawyer with over 25 years of experience handling complex litigation in a wide range of areas, including patent infringement, antitrust and unfair competition, and complex contract and tort claims. Mr. Routh's practice focuses on work for Japanese clients. He has served as first chair trial counsel for Japanese clients as both plaintiffs and defendants in patent infringement trials in federal district courts and in ITC Section 337 proceedings. Mr. Routh is a fellow of the American College of Trial Lawyers, widely considered the premier professional trial organization in America with membership limited to one percent or fewer of each state's practicing lawyers. He has been lead counsel in numerous federal and state court trials around the country. He has also been successful in getting many other cases dismissed or settled on favorable terms before trial. Mr. Routh has briefed and argued appeals before the Federal Circuit most other U.S. Courts of Appeals.

