

**The Intellectual Property/Technology Business Section,
In-House Counsel & Corporate Law Section,
and Civil Litigation Section
of the Santa Barbara County Bar Association present:**

Pre-filing Considerations in Intellectual Property Litigation

Intellectual property cases can be among the most interesting and complex in civil litigation. A careful factual and legal investigation at the front end -- before the complaint is filed -- can increase your chances of success and reduce the cost of litigation. The speakers will highlight pre-filing investigation tips for internet-related claims and patent litigation, and will touch upon similar considerations for trademark, copyright, and trade secret litigation.

Speakers: Scott R. Hansen, Esq. and Craig E. Holden, Esq.

Scott Hansen is a partner in the Los Angeles firm Fulwider Patton LLP, where he specializes in intellectual property litigation, prosecution, and licensing. He is co-author of *California Causes of Action*, for which he contributed chapters on trademark infringement and dilution, trade dress infringement, and unfair competition. Mr. Hansen earned a master's degree in engineering at UCSB and worked as a research engineer in the field of engineering design optimization prior to his law career. He is a past editor-in-chief of *New Matter*, the quarterly journal of the I.P. Section of the California State Bar.

Craig Holden heads up intellectual property licensing and litigation matters for MGA Entertainment and its subsidiaries. Based in Van Nuys, MGA is a global manufacturer and distributor of popular children's products lines (Bratz, Moxie Girls, Shrek, Spiderman). Mr. Holden gained experience in complex litigation and transactions with Mitchell Silberberg & Knupp and other firms, was a member of the American Lawyer's 2004 IP Litigation Department of the Year, and was named Advocate of the Year in 2007 by Public Counsel. He serves as a Judge Pro-Tem of the Los Angeles Superior Court.

Mr. Hansen and Mr. Holden have both served as members of the executive committee of the California State Bar Intellectual Property Section. Mr. Hansen is currently chair of the Section's standing committee on litigation. Mr. Holden serves that committee as vice chair, and is chair of the Section's diversity standing committee.

Date and Time

Monday, June 21, 12 noon

Location

Santa Barbara College of Law, Room 1, 20 East Victoria Street, Santa Barbara

Reservations

Reserve via email to Chris Kopitzke,
Chair of Intellectual Property/Technology Business Section,
by Wednesday, June 16, ipcounsel@cox.net

Cost and Payment

\$25.00 – includes lunch

Mail checks by Wednesday, June 16,
payable to Betty Jeppesen, Chair of In-House Counsel & Corporate Law Section,
800 Garden Street, Suite K, Santa Barbara, CA 93101

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One hour general credit applied for