



HULSEY^{IP}

INTELLECTUAL PROPERTY LAWYERS
—IP Professionals for Entrepreneurship's New Golden Age—

IC² Institute Global Classroom

2815 San Gabriel, Austin, Texas

Friday, July 16, 2010, 11:30 a.m. to 1:30 p.m.

Invites You to

***THE U.S. SUPREME COURT'S
BILSKI v. KAPPOS DECISION:
CROSS-INDUSTRY & CROSS-BORDER RAMIFICATIONS***

On June 28, 2010 the Supreme Court rendered the decision in Bilski v. Kappos to affirm the U.S. Patent & Trademark Office's denying patent protection for a business method, while confirming that certain business methods could receive U.S. patent protection. In doing so, the Court emphasized the importance of time-honored practices in quality patent preparation. This decision has broad application to many industries, as well as to international patent procurement.

Central Texas companies and institutions need to know that . . .

BILSKI IS BIGGER THAN BUSINESS METHODS!

(AND, FAILING THE BILSKI DECISION TESTS RENDERS A PATENT INVALID)

Join the Patent Professionals of

HULSEY^{IP}

at the University of Texas'

IC² (Innovation, Creativity & Capital) Institute
for a

Special Business Briefing

to learn . . .

Briefing Leader

William N. Hulsey III

Principal, HULSEY, P.C.
Intellectual Property Lawyers



- Practicing Patent Attorney; Registered to Practice before the USPTO
- Drafted & Prosecuted over 1300 (300+ Software) Patent Applications
- Specialist in Emerging Growth Company IP Assets—Patents, Trademarks, Copyrights, Licensing & Related Legal & Business Matters
- Fellow, IC² (Innovation, Creativity & Capital) Institute, University of Texas—Austin
- National & International Judge, *IDEA-2-PRODUCT® COMPETITIONS*
- Author, *Creating, Managing, And Licensing Intellectual Property Assets*

- How the Bilski Decision Applies to —
 - Business Method, Social Media & Software Patents
 - Life Sciences, Green Tech & Energy Tech Patents
 - Issued Patents & Pending Applications
 - International Patent Applications
 - Patent Asset Values & Risks
- Strong & Practical Patent Strategies in Response to The Bilski Decision