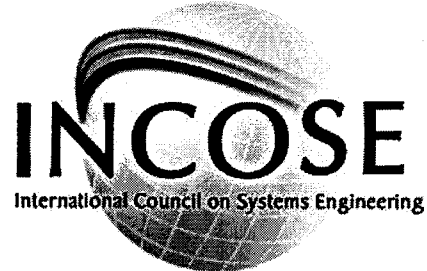


Tuesday Evening Monthly Program – March 9, 2010

5:30 pm Board of Directors Meeting, Social Half-Hour and Snack.
6 - 7:00 pm Presentation followed by questions.



Place: Santa Clara University
Bannan Engineering
Building 403, Bannan Engineering Multipurpose Conference Room

Santa Clara University Campus Map Directions, including Transit information

<http://www.scu.edu/map/index.cfm?i=32> <http://www.incose.org/sfbac/Directions-to-SCU.html>

From the main campus entrance on El Camino Real in Santa Clara, CA, stop at the visitors entrance booth and ask for a "Visitors" parking permit. Say you are here for a meeting and that you are an invited guest of the Dean of Engineering. Park in the parking garage in the visitor's parking spaces or in any other available "Visitors" parking space.

If you have any questions about SCU, you may contact Campus Security at 408-554-4441.

Food Donation: FREE for members; \$4 for non-members.

For more information, contact:

Dave Mason, 408-742-0688, (david.mason@incose.org) or
Chin-An Cheng, 650-354-5913, (chinan.cheng@incose.org) or

Danny Hahn, 650-966-2107, (danny.hahn@incose.org) or

Dorothy McKinney, 408-742-8790, (dorothy.mckinney@incose.org).

For information about this mailing list please visit <http://www.incose.org/sfbac/mail.html>

The mission of the International Council on Systems Engineering (INCOSE), a non-profit professional society, is to "foster the definition, and practice of World Class Systems Engineering in industry, academia, and government."

The SF Bay Area Chapter presents thought-provoking monthly programs for its members and their guests. Learn about INCOSE at <http://www.incose.org>.



Speaker: Richard Cauley

Wang, Hartmann, Gibbs & Cauley, P.L.C

Topic: What Systems Engineers Need To Know About The Latest Developments Affecting Patent Licensing.

Biography:

Richard F. Cauley is an experienced trial attorney, specializing in complex intellectual property and antitrust matters and has particular expertise in matters requiring economic and financial analysis. He also recently authored *Winning the Patent Damages Case, A Litigator's Guide to Economic Models and Other Damage Strategies* which was published by the Oxford University Press.

As a former partner at the law firm of McDermott Will & Emery, LLP, based in Palo Alto, California. Mr. Cauley has over 20 years of trial experience in complex patent infringement and other trademark and copyright litigation. He has successfully represented clients in the semiconductor, semiconductor equipment, computer and disk drive industries. He has prevailed in numerous important cases for major industrial clients throughout the U.S. Mr. Cauley has received recognition for his skill in patent litigation and has been featured in a number of publications, including the *European Regulatory Affairs News* and *Intellectual Property Today*. He is the author of *Defending Your Turf: A Battle Plan for Strategic Patent Development*, a guide for attorneys in strategic patent enforcement.