



CPA GLOBAL CONFERENCE

2009

LEARN | SHARE | NETWORK

Hilton Arc de Triomphe
Paris, France
4-7 October



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You're invited to LEARN, SHARE & NETWORK in beautiful Paris, France, 4-7 October 2009.

The annual European CPA Global Conference

brings together leading IP professionals to enjoy three days of **product updates, workshops, best practices sessions and many networking opportunities**. All sessions are precisely selected to **increase your IP knowledge** and are created in collaboration with 10 organisations through the Client Advisory Board. There are many things to look forward to at this year's conference, and we'll also take this opportunity to celebrate **CPA Global's 40th Anniversary!**

What's new in 2009?

Five Business Solutions Sessions

The Business Solutions sessions are incorporated into the overall program, which allows you to participate in high-level IP industry discussions without missing any software sessions. Hear IP expert panelists address critical industry topics as they share and exchange their best practices through open dialogue with the audience.

Training Workshops

Back by popular demand. At this year's conference, we are providing thirteen training workshops all designed to help you make the best use out of your software. Our experts are more available to answer your specific questions in the Software Lab after each workshop.

Eight Software Best Practices

Get the inside scoop from your peers and colleagues as they share their experiences about various topics that are important to your organisation. Learn how leading law firms and corporations take on new business processes and use software to streamline their workflow. Engage in discussions with the panelists on a wide range of topics such as e-billing, invention submission, portfolio management, and much more.

Extended Day at the Software Lab

The lab is open on Sunday afternoon prior to the conference which provides one extra day to get one-on-one support from CPA Global experts. Set up your appointment prior to the conference with a CPA Global representative during your online registration or stop by the lab at any time during the conference.

Networking Opportunities & Conference Networking Guide

Get a head start on networking with other clients prior to the conference. You have the option of allowing other attendees to view your contact information after you complete your online registration. All participating attendees are included in the Conference Networking Guide which you are able to download prior to the conference.

The Press Club

Get involved and tell us your story! Share your CPA Global experience during the conference with us through short video-taped sessions. Sign up during registration to be a part of this valuable opportunity to share your achievements and showcase your accomplishments.

FoundationIP Demonstrations

With the launch of FoundationIP in Europe, we will make demonstrations of the product available during the conference. If you're interested to see a demo, please indicate it when you register online.

Register now for the 2009 CPA Global
Conference at www.cpaglobal.com/paris2009



Why should you attend?

- **Enhance your IP knowledge** and extend your system usage with thirteen interactive training workshops.
- **Stay abreast of IP best practices** and hot topics from IP industry experts that impact your bottom line.
- **Build new relationships** and rekindle old ones by networking with other IP professionals.
- **Get your questions answered**, one-on-one, by CPA Global experts in the Software Lab.
- **Mix like-minded people** and you're bound to get some new ideas and innovative practices to enhance your IP knowledge.

Who should attend?

Are you a new or experienced user of Memotech or Inprotech?

Recommended For: Docketing staff and managers, paralegals, trademark and patent professionals, IP administrators, attorneys, counsels, etc. This is the once-a-year event that you don't want to miss.

The 2009 CPA Global Conference sessions are designed to provide you with innovative solutions that help you increase productivity, enhance your software knowledge, and ultimately streamline the way you manage your IP.

LEARN: Expand your skills at our numerous training workshops and discover what's new and upcoming at CPA Global with our product and team updates. Stop by the Solution Showcase to learn more about CPA Global's broad range of technologies and services.

SHARE: Meet other IP professionals at the conference mixer and join us for insightful discussions as your peers share their best practices in a thought-leadership platform.

NETWORK: Start your pre-conference networking today by downloading the Conference Networking Guide from the website and get ready to continue networking at the conference through the conference mixer and all evening events. There are numerous channels to network in 2009!

What to look forward to at this year's conference?

CPA Global in 2009-10

Get an update on CPA Global in its 40th year! Peter Sewell, CEO of CPA Global, and CPA Global executives talk about the changes in the organisation over the past year and what you can expect from us in the coming year. Our rebranding from CPA to CPA Global is a sign of our continued business growth, further expansion into new international markets, and increased momentum in our business diversification strategy.

Conference Mixer

Attendees have the opportunity to reconnect and meet new users and CPA Global staff. This session gives you the opportunity to get useful tips from other users, which is an excellent networking starter. In the online registration form, you have the ability to ask a "how to" question to your peers. For example, if you would like to find out how another user is using a specific functionality in the software, this is your occasion to ask the question... and find out the answer at the conference!

Product Update: Recent Releases & Future Roadmap

Learn about the recent releases and future update plans for your CPA Global software. CPA Global runs through the various changes in the latest releases of the software products along with the timeline for future development plans and a summary of the enhancements of future releases.

Business Solutions

Come and listen to your peers and colleagues speak about their best practices on hot industry topics that are applicable to all IP practitioners including docketing, paperless portfolio management, outsourcing, and data management. Learn how these clients are using multiple solutions to address key business issues. Get the inside scoop from industry experts at one conference!

Independent User Group (IUG) Meeting

Calling all new and experienced software users! CPA Global gives you the opportunity to host your IUG meeting at the conference to share your software experience with other users. Take this opportunity to share best practices, tips and tricks, challenges and requests for software improvements. Work with other users to develop a "wish list" for CPA Global to address. All software users are welcome to participate in this peer-to-peer discussion.

If you have suggested topics to discuss during this meeting, please contact your IUG Chair listed below:

- **Memotech**
Donal O'Connell at Donal.OConnell@nokia.com
- **Inprotech**
Ian Loveless at Ian.Loveless@reddie.co.uk

Solution Showcase

CPA Global offers more than just software. Through the business solutions sessions, learn how CPA Global solutions can help your organisation, and to find out more, browse through a mini-exhibit area featuring information about all of our offerings. Stop by at your leisure and pick up information to take home.

Software Lab

The Software Lab is your once-a-year chance to meet one-on-one with the CPA Global support staff and consultants. Schedule your appointment prior to the conference through the registration website or stop by the lab anytime. The lab is open Sunday afternoon and each day during the conference until 6:00 PM.

CPA GLOBAL CONFERENCE 2009

Memotech sessions

Workshop: Building Basic Reports “On the Fly” (web only)

N When an attorney asks you for a report, find out how to produce it to his/her specifications. In this workshop the presenters create the reports in real time. No mystery, no canned demo, a reporting cooking show where you become the report requestor.


Monday, 5 October | 3:00 PM - 4:30 PM

Workshop: Understanding the Renewals Process

E Learn how to use the Electronic Interface to enhance your productivity by leveraging the automated features. CPA Global experts demonstrate and explain how the data is processed and managed within the renewals system. Walk away with a better understanding of the entire renewals cycle.

Monday, 5 October | 3:00 PM - 4:30 PM

Best Practices: Considerations for Bringing New Portfolios into your Practice

E  Whether you are transferring a new portfolio into Memotech due to a merger, acquisition or due to system changes, migrating data to a new system is an important consideration for smooth portfolio transfers. In this session clients share their experience with data conversion; highlighting do's and don'ts for sound data conversion.

Tuesday, 6 October | 1:30 PM - 2:30 PM

Workshop: Security and Screen Management

E Interested in implementing different security rules and screen layouts for various user groups? This session defines what users can do and what data they can view. Learn how to control the way information is displayed by making certain fields mandatory, hiding other fields from view, editing the display order, and even changing field labels to fit your requirements.


Tuesday, 6 October | 3:00 PM - 4:30 PM

Workshop: Tips & Tricks

E Learn valuable tips and tricks about the product through an interactive session. Come ready to answer questions about all aspects of Memotech as well as general IP practice and laws.

Tuesday, 6 October | 3:00 PM - 4:30 PM

Best Practices: v32-web Competition

E  Whether you use the client server or the web version of Memotech, this session is guaranteed to pique interest. Web users compete with client-server users as they share system best practices in real time. Who will be more efficient? Come and find out!

Tuesday, 6 October | 4:30 PM - 5:30 PM

Workshop: Building Advanced Reports “On the Fly” (web-only)

A Part 2 of our “on the fly” series. In this workshop, presenters tackle more challenging reports to include multiple data blocks, aggregation and sub reports. Walk through the development of reports that properly frame data including layout and design.

Wednesday, 7 October | 9:00 AM - 10:00 AM






Workshop: Law Update Tool 101

N Learn how to keep your law database up to date with the latest changes to patent, trademark, and design laws. This session introduces the Law Update Tool, which helps you compare your law database against the law updates and perform the changes manually or automatically.

Wednesday, 7 October | 9:00 AM - 10:00 AM

Best Practices: Invention Submission, Patent Committee, Inventor Award

E  Building upon last year's workshop on invention submission processes, clients share practical experience of how to manage the entire invention lifecycle in Memotech with real live examples delivered through the three modules.


Wednesday, 7 October | 10:00 AM - 11:30 AM

Workshop: Trademark Tips & Tricks

E Yes trademarks are different than patents. In this session, presenters highlight functionality in Memotech specifically geared for the nuances of managing your trademark portfolio, specifically focused on the docketing aspects.

Wednesday, 7 October | 10:00 AM - 11:30 AM

Best Practices: From Customising to Standardising your IP Practices in Memotech

E  In this session, hear first hand about the implications and advantages of moving from customised to standardised systems. A Memotech client, who's gone from a highly customised version of Memotech v32 to a highly standardised version of the web system, shares its experiences. You will get to learn what changes they've put in place, what impact it has had on their practice, and what advantages they benefit from along with do's and don'ts they've experienced along the way.

Wednesday, 7 October | 2:30 PM - 3:30 PM

WHAT DID THE 2008 CPA GLOBAL CONFERENCE ATTENDEES HAVE TO SAY?

. . .

“Well thought through topics, events and wonderful organisation. I will definitely be attending next year.”

Inprotech sessions

Workshop: WorkBench 101

E From Client to Professional to Clerical to CRM, there are many aspects of the various WorkBench modules that you have yet to discover. In this session we will give you practical examples of how to make the best use of these modules. During registration, you will have the option to choose which area of focus you would like us to address during this session. We will tailor the session to your specific needs.


Monday, 5 October | 3:00 PM - 4:30 PM

Workshop: Control and Security Tips & Tricks

E Create customised events and reminders, use automatic letter generation, and customise workflow. We show you how to use security groups to manage application availability and how to manage the type of access using security profiles and table-level security.

Monday, 5 October | 3:00 PM - 4:30 PM

Best Practices: A Strategy for a Successful Implementation

E  In September 2008 **Carpmaels & Ransford** went live with Inprotech's core and financial modules along with the renewals interface. In this session they share their experience of running a successful project in order to inform others embarking on a similar journey.

Monday, 5 October | 4:30 PM - 5:30 PM

Best Practices: Rolling out Inprotech over Multiple Offices

E  In this session **Marks & Clerk** present on the design and current progress of the "One-Firm" project, which is an initiative to consolidate the firm's eleven offices into a common practice management system to increase efficiency and enable work and people to move between offices. The firm shares their practical experience and provides lessons learned along the way.

Tuesday, 6 October | 1:30 PM - 2:30 PM

Workshop: Building Reports with Microsoft Reporting Services (WorkBench only)

E Build and deploy powerful enterprise level reports which deliver real-time information to support daily operations and drive decisions.

Tuesday, 6 October | 3:00 PM - 4:30 PM

Workshop: Tips & Tricks


E Learn valuable tips and tricks about the product through a fun and interactive session. Come ready to answer questions ranging from functionality, to laws, to database structure.

Tuesday, 6 October | 3:00 PM - 4:30 PM





Best Practices: Managing E-Billing Technology & Process

E  Learn how Inprotech can export files in e-bill formats. Hear about first hand experience on managing e-bills from **Reddie & Grose**.

Wednesday, 7 October | 9:00 AM - 10:00 AM

Workshop: Mastering the Financial Modules

E The financial suite is the ideal solution for firms wanting to take a complete integrated approach to their practice management. In this session, we focus on a few aspects of the financial modules to help you take full advantage of their functionality. At registration you will have the opportunity to select key aspects that you would like us to address during the session.


Wednesday, 7 October | 10:00 AM - 11:30 AM

Workshop: Setting Up and Managing Rules

E The rules are the backbone of the system and they can be challenging to manage - yet very rewarding if they are set up properly. In this session, we review how to set up your rules based on specific examples and how they are integrated into the law updates to make sure it fits with your workflow.

Wednesday, 7 October | 10:00 AM - 11:30 AM

Best Practices: System Integration Strategies

E  Learn how Inprotech can be integrated with various peripheral systems to help law firms manage their entire practice seamlessly. In this session, panelists speak on integration with document management systems, accounting systems, and others.

Wednesday, 7 October | 2:30 PM - 3:30 PM

WHAT DID THE 2008 CPA GLOBAL CONFERENCE ATTENDEES HAVE TO SAY?


. . .

“The conference was very well organised. The topics were excellent and I learned a great deal from your staff and other users.”

“Excellent job! Well done. Many thanks for making it so great! I look forward to bringing my entire team next year.”

Business Solutions sessions


Increasing Collaboration Between Law Firms and Corporations

 In this session law firms and corporations discuss how to increase collaboration between the corporate IP department and the outside IP counsel, covering the following aspects:

- Setting the right expectations, due diligence and trust: law firm and corporate perspectives
- How to leverage technology and services to improve communication
- Examples of effective strategies for creating and maintaining a successful relationship between law firms and corporate IP departments

Monday, 5 October | 9:00 AM - 10:00 AM


Docketing Best Practices

 In this discussion panelists share experiences around their docketing best practices covering the following aspects:

- Docketing do's and don'ts
- Risks of not having a proper docketing process in place
- Benefits good docketing has on your organisation
- How to leverage technology in the docketing process
- Centralising vs. Decentralising: what's best for your organisation?
- How to manage costs and control risks in the docketing process

Tuesday, 6 October | 9:00 AM - 10:15 AM

How Dirty is Your Data?

 In this panel discussion, representatives share their experiences around data management, specifically around detecting data inconsistencies and which implementation tools and processes you should consider for sound data management. These clients cover:

- The importance of having good data - what are the risks if you don't?
- How to identify and clean up "dirty" data
- Strategies for data management

Tuesday, 6 October | 10:45 AM - 12:00 PM





Strategies for a Paperless Environment

🔊 In this panel discussion, representatives from law firms and corporations reveal their strategies for moving their organisations to a paperless environment, looking at:

- Reasons for developing a paperless environment
- Strategies for going paperless
- Main benefits of being paperless
- Overcoming obstacles

Wednesday, 7 October | 12:00 PM - 1:00 PM

Outsourcing: Is It Right for You?

🔊 In this discussion, panelists share their outsourcing experiences with a focus on:

- How to determine if outsourcing is right for your organisation
- What types of projects to outsource
- When to outsource and how to leverage outsourcing in an unstable economy
- How to get buy-in from the decision makers
- Outsourcing do's and don'ts

Wednesday, 7 October | 12:00 PM - 1:00 PM

Register Early and Save!

Early Bird Registration

Deadline: July 31, 2009

www.cpaglobal.com/paris2009

Need a copy of your invoice

or conference schedule? Visit

the registration website and

download these forms prior to

the conference. Don't forget

to download your Conference

Networking Guide too!

WHAT DID THE 2008 CPA GLOBAL CONFERENCE ATTENDEES HAVE TO SAY?

• • •

"I have had a great time and have met so many wonderful people. The conference has definitely been worth it."

2009 Conference Agenda

SUNDAY, OCTOBER 4	
2:00 PM - 5:30 PM	Registration and Information Desk
2:00 PM - 5:30 PM	Software Lab
6:30 PM - 8:30 PM	Cocktail Reception & Welcome Address

MONDAY, OCTOBER 5			
8:00 AM - 6:00 PM	Registration and Information Desk		
8:00 AM - 6:00 PM	Software Lab		
8:00 AM - 6:00 PM	Solution Showcase		
8:00 AM - 6:00 PM	Press Club		
7:00 AM - 8:30 AM	Continental Breakfast		
8:30 AM - 9:00 AM	CPA Global Business Update		
9:00 AM - 10:00 AM	Business Solutions: Increasing Collaboration Between Law Firms and Corporations		
10:00 AM - 10:15 AM	Break		
	Memotech Track		Inprotech Track
10:15 AM - 11:00 AM	Conference Mixer		Conference Mixer
11:00 AM - 12:00 PM	Product Update: Recent Releases & Future Roadmap Part I		Product Update: Recent Releases & Future Roadmap Part I
12:00 PM - 1:30 PM	Lunch		
1:30 PM - 2:30 PM	Product Update: Recent Releases & Future Roadmap Part II		Product Update: Recent Releases & Future Roadmap Part II
2:30 PM - 3:00 PM	Break		
3:00 PM - 4:30 PM	Workshop: Building Basic Reports "on the fly"	Workshop: Understanding the Renewals Process	Workshop: WorkBench 101
4:30 PM - 5:30 PM	Independent User Group Meeting [4:30 PM - 6:00 PM]		Workshop: Control and Security Tips & Tricks
8:00 PM - 10:00 PM	Networking Dinner		

Register by July 31 and save!

Visit www.cpaglobal.com/paris2009

TUESDAY, OCTOBER 6				
8:00 AM - 6:30 PM	Information Desk			
8:00 AM - 6:00 PM	Software Lab			
8:00 AM - 6:00 PM	Solution Showcase			
8:00 AM - 6:00 PM	Press Club			
8:00 AM - 9:00 AM	Continental Breakfast			
9:00 AM - 10:15 AM	Business Solutions: Docketing Best Practices			
10:15 AM - 10:45 AM	Break			
10:45 AM - 12:00 PM	Business Solutions: How Dirty is Your Data?			
12:00 PM - 1:30 PM	Lunch			
	Memotech Track		Inprotech Track	
1:30 PM - 2:30 PM	Best Practices: Considerations for Bringing New Portfolios into Your Practice		Best Practices: Rolling out Inprotech Over Multiple Offices	
2:30 PM - 3:00 PM	Break			
3:00 PM - 4:30 PM	Workshop: Tips & Tricks	Workshop: Security & Screen Management	Workshop: Building Reports with Microsoft Reporting Services (WorkBench only)	Workshop: Tips & Tricks
4:30 PM - 5:30 PM	Best Practices: v32-web Competition		Independent User Group Meeting [4:30 PM - 6:00 PM]	
8:00 PM - 11:00 PM	Gala Reception			

WEDNESDAY, OCTOBER 7				
8:30 AM - 3:30 PM	Information Desk			
8:30 AM - 5:00 PM	Software Lab			
8:30 AM - 5:00 PM	Solution Showcase			
8:30 AM - 5:00 PM	Press Club			
8:00 AM - 9:00 AM	Continental Breakfast			
	Memotech Track		Inprotech Track	
9:00 AM - 10:00 AM	Workshop: Law Update Tool 101	Workshop: Building Advanced Reports "on the fly" (Web only)	Best Practices: Managing E-Billing - Technology & Process	
10:00 AM - 11:30 AM	Best Practices: Invention Submission, Patent Committee, Inventor Award	Workshop: Trademarks Tips & Tricks	Workshop: Setting Up and Managing Rules	Workshop: Mastering the Financial Modules
11:30 AM - 12:00 PM	Break			
12:00 PM - 1:00 PM	Business Solutions: Outsourcing: Is It Right for You?		Business Solutions: Strategies for a Paperless Environment	
1:00 PM - 2:30 PM	Lunch			
2:30 PM - 3:30 PM	Best Practices: From Customising to Standardising your IP Practices in Memotech		Best Practices: System Integration Strategies	
3:30 PM - 4:00 PM	Closing Remarks			

Registration

Where

Hilton Arc de Triomphe
51-57, rue de Courcelles
75008 Paris
France
www.hilton.com

When

4-7 October 2009

Conference Package

- Pass to All Conference Tracks and Sessions
- Pass to Software Lab
- Pass to Training Workshops (value of 1,250€)
- Face-to-Face Meet the Expert
- Solution Showcase
- Breakfast/Lunch
- Welcome Reception, Networking Dinner and Gala Reception
- Conference Materials

Conference Pricing

Register Early and Save!

<i>Please note that the pricing does not include hotel accommodation.</i>	DEADLINE	RATE
Early Bird Package	on or before 31 July	699€ per person
Early Bird Package (For two or more representatives*)	on or before 31 July	599€ per person*
Standard Package	1 August - 10 Sept	999€ per person
Standard Package (For two or more representatives*)	1 August - 10 Sept	899€ per person*

**Pricing applies for two or more representatives from the same organisation.*

Discount Policy for two or more representatives

Please contact Lisa Kertsos at lkertsos@cpaglobal.com to get the special rate code for all group discounts that you will need to apply in the online registration form. You need this special rate code in order to take advantage of the discount.

REGISTER NOW!

Register for the 2009 CPA Global Conference at www.cpaglobal.com/paris2009. The registration website requests that you set up a unique account to register.

This allows you to log in anytime to:

- Register for the 2009 CPA Global Conference
- Invite other users to register
- Pay online by credit card
- Print your invoice
- Upload your photo for the Conference Networking Guide
- Update and print your agenda prior to the conference
- Start networking prior to the conference
- Schedule a meeting online with the Software Lab experts
- Download maps and directions to the Hilton Arc de Triomphe
- Download the event to your calendar

Registration Deadlines

- Early Bird Registration Deadline: 31 July 2009
- Final Registration Deadline: 10 September 2009

Need a copy of your invoice or conference schedule? Visit the registration website and download these forms at any time prior to the conference. Don't forget to download your Conference Networking Guide too!

Payment Details

All payments must be received by 18 September 2009, to be guaranteed admittance into the 2009 CPA Global Conference. To make payment easier, you now have the option to pay online by credit card. If you prefer to pay by check, please print out a copy of your invoice from the website and mail it with your check to:

CPA Software Solutions SAS
60 route de Sartrouville
Parc des Grillons - Bâtiment 6
78232 LE PECQ Cedex
France

Please reference "2009 CPA Global Conference" on your check.

Cancellation Policy: After 10 September 2009, there will be no refunds available for cancellations. Cancellations must be made through the registration website on or before 10 September 2009.

If you have any questions, please contact Lisa Kertsos at +1-571-227-7034 or lkertsos@cpaglobal.com.

Register by 31 July 2009 and save 300€.
Get another representative from your company to register early and together you'll save 800€!

Hotel Accommodations

Hilton Arc de Triomphe. Reserve your room now at http://www.hilton.com/en/hi/groups/personalized/PARDTHI_CPAGC/index.jhtml

CPA Global has obtained preferential room rates for the nights of Sunday, 4 October through Tuesday, 6 October. Deluxe rooms are 270€ per night (255.15€ VAT) and King Rooms are an additional 70€. If you wish to come early or stay after the conference, this rate will be offered based on hotel availability, so make sure to book early! If you have questions please call the Hilton Arc de Triomphe at 33-1-5836-6700.

Planning Your Transportation

The hotel is conveniently located in central Paris. Just a ten minute walk from the Champs-Élysées. Taxis are available to take you directly to the Hilton Arc de Triomphe upon your arrival at Charles de Gaulle and Orly Airports. A taxi from Charles de Gaulle takes 30 minutes and is approximately 50€. Transportation from Orly to the hotel is 25 minutes and approximately 35€. If you arrive by train, the hotel is 20 minutes from the Gare du Nord and is around 20€ by taxi. The closest metro stations are Courcelles, Saint-Phillipe-du-Rouel, and Charles de Gaulle Étoile.

Parking

The hotel offers parking for 35€ for every 24 hours.

Translation Services

All sessions will be presented in English at the conference. However, in an effort to provide you with the best conference, we would like your input on translation services from English to French at the conference. In the online registration, we will ask you if you would like this service. Depending on the results, we may have this service available during the conference however we do not guarantee it.

Questions

Lisa Kertsos, +1-571-227-7034 or lkertsos@cpaglobal.com





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