

## **Exhibit C**

### **Speaking Engagements**

July 1, 2002 to September 30, 2007

### **ACADEMIC PRESENTATIONS**

Telecommunications Policy Research Conference (TPRC), George Mason University Law School (Arlington, VA), September 2007 (*Brand Spillovers*)

Trademark Workshop, University of Minnesota Law School, September 2007 (*Brand Spillovers*)

Law, Science & Technology Colloquium, Stanford Law School, April 2007 (*Brand Spillovers*)

I Think I Can, I Think ICANN, University of the Pacific, McGeorge School of Law, February 2007 (*Keyword Regulation and Domain Name Exceptionalism*)

The Law of Search Engines, Haifa Center of Law & Technology (Israel), December 2006 (*Search Engines & Transaction Costs*)

Works in Progress Intellectual Property (WIPIP) Colloquium, University of Pittsburgh School of Law, October 2006 (*Online Word of Mouth and Its Trademark Implications*)

Intellectual Property Scholars Conference, UC Berkeley Law School (Boalt Hall), August 2006 (*Brand Spillovers*)

From Creator to Consumer: Working Together in the Digital World, University of Denver Law School, May 2006 (*Working Within the Legal Framework*)

Bloggership: How Blogs Are Transforming Legal Scholarship, Harvard Law School, April 2006 (*Co-Blogging Law*)

14th Annual Conference on International Intellectual Property Law and Policy, Fordham University School of Law, New York, April 2006 (*Criminal Copyright Infringement*)

Attack of the Blog: Legal Horrors in the Workplace, University of North Carolina School of Law, April 2006 (*Employee Risks from Blogging and Symposium Closing Remarks*)

McCarthy Institute for Intellectual Property and Technology Law, University of San Francisco Law School, March 2006 (*A Coasean Analysis of Marketing*)

Teaching Writing and Teaching Doctrine: A Symbiotic Relationship?, Brooklyn Law School, February 2006 (*Teaching Drafting Skills in a Specialized Context*)

Regulating Search?, Yale Law School, December 2005 (*Search Engines and Public Regulation*)

Midwestern Law and Economics Association Annual Meeting, Northwestern University School of Law, Chicago, October 2005 (*A Coasean Analysis of Marketing*)

Internet Research 6.0: Internet Generations, Association of Internet Researchers, Chicago, October 2005 (*Search Engines and Relevancy*)

Third-Party Liability in Intellectual Property Law, Santa Clara University School of Law, October 2005 (*Keyword Advertising and Trademark Law*)

National Conference on Teaching Contract Drafting, Northwestern University School of Law, Chicago, July 2005 (*Teaching Transactional Drafting to Upper Level Students*)

Law & Society Association Annual Meeting, Las Vegas, June 2005 (*Trademark Adjacency*)

2nd Conference on Online Deliberation: Design, Research, and Practice / DIAC-2005, Stanford University, May 2005 (*Media Regulation and Deliberative Democracy*)

Bay Area Law School Technology Conference, Stanford Law School, April 2005 (*Trademark Fair Use Online*)

W(h)ither the Middleman: The Role and Future of Intermediaries in the Information Age, Michigan State University College of Law, East Lansing, April 2005 (*Online Service Providers*)

Spyware: The Latest Cyber-Regulatory Challenge, UC Berkeley Law School (Boalt Hall), April 2005 (*Regulatory Challenges*)

Intellectual Property & Communications Law and Policy Scholars Roundtable, Michigan State University College of Law, East Lansing, February 2005 (*Lexicon Law*)

Rules & Borders: Regulating Digital Environments, Santa Clara University School of Law, February 2005 (*Regulating Content*)

Symposium: Privacy and Identity: The Promise and Perils of a Technological Age, DePaul University College of Law, Chicago, October 2004 (*Data Mining, Unwanted Marketing and Attention Consumption*)

Intellectual Property Scholars Conference, DePaul University College of Law, Chicago, August 2004 (*Attention Scarcity*)

Law and Society Association Annual Meeting, Chicago, May 2004 (*Propertization of Attention*)

Symposium: Evolving Responses to Spam, Marquette University Law School, Milwaukee, February 2004 (*Harms of Spam*)

Intellectual Property Scholars Conference, UC Berkeley Law School (Boalt Hall), August 2003  
(*Deregulating Relevancy: Consumer Confusion on the Internet*)

Institute of Legal Studies, University of Wisconsin (Madison) Law School, October 2002  
(*Regulating Relevancy: Initial Interest Confusion and the Internet*)

University of Dayton School of Law Scholarly Symposium on the Constitutionality of Protecting  
Factual Compilations, October 2002 (*The Role of the First Amendment*)

## **PRESENTATIONS TO LEGAL PRACTITIONERS**

Blogging, Scholarship, and the Bench and Bar, Santa Clara University School of Law,  
September 2007

ABA National Institute on Computing and the Law, San Francisco, June 2007 (*Web  
Developments and Controversies*)

Fourth Annual Ecommerce Best Practices Conference, Stanford Law School, June 2007  
(*Navigating the Shoals of State Regulation*)

International IT Law Summit 2007, Southwestern Law School (Los Angeles), June 2007 (*On-  
line Marketing Issues and What to Do About Them*)

20th Annual Technology and Computer Law Conference, University of Texas School of Law,  
May 2007 (*Internet Advertising and Click Fraud*)

California State Bar, Business Law Section, Cyberspace Committee meeting, Palo Alto, May  
2007 (*Click Fraud*)

Emerging Issues in Computer and Technology Law, SMU Dedman School of Law, April 2007  
(*Keyword Law*)

Litigating “Click Fraud” Cases, Stanford Law School, November 2006

Oregon State Bar Intellectual Property Section, Portland, November 2006 (*Keyword Law: The  
Latest Legal Developments Regarding Buying & Selling Keywords Online*)

Oregon State Bar Computer and Internet Law Section, Portland, November 2006 (*Blog Law*)

2006 IP and the Internet Conference, California State Bar IP Section, Beverly Hills, September  
2006 (*Internet Law Updates*)

American Bar Association Annual Meeting, Business Law Section, Honolulu, August 2006  
(*Real Writing for Real Lawyers: Training Business Lawyers to Draft*)

A Comprehensive Tour of Key Issues for Corporate Counsel (Law Seminars International), San Francisco, July 2006 (*Common Mistakes on E-Commerce Sites*)

Milwaukee Bar Association, May 2006 (*Blogs and Intellectual Property*)

CCH Computer Law Advisory Council Symposium, Chicago, April 2006 (*Blog Law*)

2005 Midwest Intellectual Property Institute, Minneapolis, September 2005 (*Trademark and Copyright Infringement on the Internet: Infringing Goods and Keyword-Based Advertising*)

2005 Midwest Intellectual Property Institute, Minneapolis, September 2005 (*IP Blogs, Websites and Technology*)

American Bar Association Annual Meeting, Intellectual Property Law Section, Chicago, August 2005 (*Keyword Disputes*)

Intellectual Property Law Association of Chicago, June 2005 (*Internet Search and the Doctrine of Initial Interest Confusion*)

International IT Law Conference, Southwestern University School of Law (Los Angeles), June 2005 (*Secondary Liability for ISPs and Websites: Latest Developments on Defamation, Copyright Infringement and the DMCA*)

Legal Ethics 2004: Representing Intellectual Property and Technology Clients, Milwaukee Bar Association, December 2004 (*Ethics of Licensing Transactions*)

Wisconsin Intellectual Property Law Association, Milwaukee, November 2004 (*Nondisclosure Agreements*)

Intellectual Property Fundamentals—What You Need to Know, Madison, October 2004 (*Basics of Copyright Law*)

Milwaukee Bar Association, October 2004 (*Hardware, Software, and Service Contracts – Drafting, Negotiating, and Counseling Considerations*)

American Bar Association Annual Meeting, Cyberspace Law Committee, Atlanta, August 2004 (*Current Developments in Adware and Spyware*)

Managing Legal Risks in a Technology-Driven World, Corporate Counsel Forum, Milwaukee, May 2004 (*Educating Employees About Compliance with Technology-Related Legal Risk Management Procedures*)

Ethical and Moral Challenges Encountered in Everyday Practice, St. Thomas More Society of Wisconsin, Milwaukee, December 2003 (*Doing Business Transactions with Clients*)

Intellectual Property Fundamentals—What You Need to Know, event of the Wisconsin State Bar IP Section, Appleton, WI, October 2003 (*Basics of Copyright Law*)

Business Bar Leaders Conference, Chicago, May 2003 (*Bar Association Activities for E-commerce Law*)

American Bar Association Business Law Section Spring Meeting, Intellectual Property Subcommittee, Cyberspace Law Committee, Los Angeles, April 2003 (*Legislative Efficacy: No Electronic Theft Act*)

American Bar Association Business Law Section Spring Meeting, Los Angeles, April 2003 (*IP and Commercial Law: Quicksand, Mirages and Oases*)

Wisconsin Intellectual Property Law Association, Milwaukee, February 2003 (*State of Initial Interest Confusion After Promatek v. Equitrac*)

Chicago Bar Association Computer Law Committee, February 2003 (*Protecting and Licensing Internet Content Databases*)

American Bar Association Annual Meeting, Intellectual Property Subcommittee, Cyberspace Law Committee, Business Law Section, Washington DC, August 2002 (*Regulating Relevancy: Initial Interest Confusion and the Internet*)

## **PRESENTATIONS TO NON-LAWYERS**

IT Security World, San Francisco, September 2007 (*Blog Law*)

Search Engine Strategies, San Jose, August 2007 (*Copyrights & Trademarks: What Every Search Marketer Should Know*)

Bronco Entrepreneur Group Meeting, Santa Clara University Center for Innovation and Entrepreneurship, March 2007 (*Entrepreneurship & IP*)

Anti-Spyware Coalition Public Workshop: Defining the Problem, Developing Solutions, Washington DC, February 2006 (*Fighting Spyware Through Industry Self-Regulation*)

Search Engine Strategies, San Jose, August 2005 (*Copyright & Trademarks*)

Search Engine Strategies, San Jose, August 2005 (*Auditing Paid Listings & Click Fraud Issues*)

Search Engine Strategies, Chicago, December 2004 (*Legal Protection Issues & Tactics*)

Search Engine Strategies, San Jose, August 2004 (panelist on *Moot Court: Trademark Protection on Trial*)

DEF CON 11, Las Vegas, August 2003 (*Criminal Copyright Infringement and Warez Trading*)

Black Hat USA 2003 Briefings, Las Vegas, July 2003 (*Criminal Copyright Infringement and Warez Trading*)

### **MODERATOR**

Cross-Border Legal Challenges in High Tech Law, Santa Clara University School of Law, January 2007 (panel moderator, *Legal Limits of IP Technical Protection Measures*)

Patent Policy in the Supreme Court and Congress, Santa Clara University School of Law, October 2006 (panel moderator, *Claim Construction and Infringement*)

Sixteenth Conference on Computers, Freedom and Privacy, Washington DC, May 2006 (moderator, *Spyware*)

Command Lines: The Emergence of Governance in Global Cyberspace, University of Wisconsin-Milwaukee, April 2005 (panel chair, *Governance of the Interface*)

American Bar Association Annual Meeting, Business Law Section, Atlanta, August 2004 (moderator, *Search Engines, Adware and Trademark Law: What Your Clients Can Do and Can't Do in Online Advertising*)

American Bar Association Annual Meeting, Business Law Section, San Francisco, August 2003 (organizer and moderator, *Can Technology and New Business Models Substitute for Copyright Law on the Internet?*)

Marquette Law School Intellectual Property Issues in Sports, Milwaukee, October 2002 (panel moderator, *Scope of Protectable Rights in Sports Events and Game Accounts and Scope of Protection for Methods/Styles of Play and Playing Equipment*)

### **GUEST LECTURES**

Chinese University of Hong Kong, MBA Technology Field Study, Summer 2007 (*Overview of US IP Law*)

John Marshall Law School, Spam Seminar, Summer 2003 (*Policy Considerations*)

Marquette Business School, Internet Marketing, Fall 2002 (*Web Marketing Legal Issues*)

## **IN-HOUSE LAW FIRM PRESENTATIONS**

Kaye Scholer, New York, August 2007 (*Ethical Issues in Contract Drafting and Negotiation*) (compensated)

Dorsey & Whitney, Minneapolis, May 2006 (*Ethical Issues in Contract Drafting*)

Godfrey & Kahn, Milwaukee, October 2004 (*Non-disclosure Agreements*)

U.S. Department of Treasury, Washington DC, September 2004 (*Training on Software License Agreements*) (compensated)

U.S. Department of Treasury, Washington DC, June 2004 (*Training on IP and Contracts*) (compensated)

Cooley Godward Technology Transactions Group, Palo Alto, March 2003 (*Protecting and Licensing Internet Content Databases*)

Quarles & Brady IP Group Meeting, Milwaukee, January 2003 (*Online Privacy in the US*)

Michael Best & Friedrich IP Group Meeting, Milwaukee, October 2002 (*Online Privacy in the US*)

Foley & Lardner TM Group Meeting, Milwaukee, September 2002 (*Initial Interest Confusion*)

Foley & Lardner IP Group Meeting, Milwaukee, August 2002 (*Online Privacy in the US*)

## **MISCELLANEOUS ON-CAMPUS PRESENTATIONS (selected examples)**

Presentation on blogging at SCU Media Relations' end-of-the-year lunch, May 2007

Moderator, Social Justice Monday, November 2006 (*Social Justice and Cyber Liberties*)

Guest lecture, Sports Law seminar, Marquette University Law School, January 2006 (*How to Write an Academic Paper*)

Panelist, Wisconsin Bar Applications, Marquette University Law School, November 2005

Tips for Taking Law School Exams, Marquette University Law School, November 2004

Moderator, The Role of Faith in the Legal Profession, Marquette University Law School, November 2004

Panelist, Wisconsin Bar Applications, Marquette University Law School, November 2004

Faculty Workshop on Technology and Teaching, Marquette University Law School, October 2003