



APRIL 2007
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Attorneys at Law

FEATURED MEETING

AN OPEN INVITATION TO ATTEND

GLOBAL STANDARD SETTING 2007: AN INTERACTIVE DISCUSSION

Hosted by Gesmer Updegrove LLP
40 Broad Street, Third Floor
Boston, MA 02109
617-350-6800

June 20, 2007, 8:30 am – 4:00 pm

On June 20, the third in a series of annual events focused on bringing together leaders of both accredited and non-accredited standards developers will be held, sponsored by the American National Standards Institute (ANSI).

ANSI represents U.S. interests in a number of important global standards organizations, and accredits those traditional standards development organizations (SDOs) that are formed to primarily benefit U.S. interests. Consortia, on the other hand, are not accredited by any national or international authority, and seek to set global standards, and many are headquartered in the United States. Since SDOs are formed to represent national interests, while consortia are created to serve the interests of an international membership, the paths of these two communities cross constantly in the trenches, but almost never in a formal fashion, except through the many one-on-one liaison relationships established between SDOs and consortia that address the same or adjacent technical areas.

Despite these differences, SDOs and consortia have far much in common, including the fact that their memberships characteristically overlap heavily. They also share common concerns relating to intellectual property rights management, governance, member recruitment and retention, and promotion of their work product. At the same time, each has competencies that the other usually lacks, and experience that its peers of both types could benefit from sharing. The goal of this year's event will be to not only gain from another exchange of ideas, but also to explore avenues for ongoing communication in a more structured and frequent basis.

This year's event has been designed to be highly interactive, and will feature brief panel presentations analyzing problems faced by all types of standard setting organizations (SSOs), followed by lengthier, facilitated discussions involving all attendees. A final discussion period has been set aside to discuss ways in which consortia and accredited organizations can engage more frequently and productively to address matters of common concern.

Attendance: Participation is limited to senior management, Board members and other qualified representatives of both accredited and non-accredited SSOs, to ensure a high-level peer-to-peer exchange of issues and ideas. There is no charge to attend, but space is limited and will be allocated on a first-come, first-served basis.

Invitations: If you would like to attend this meeting, please reply to andrew.updegrove@gesmer.com with your name, title and the name of your organization, or visit the event Web site, at [URL to come](#).

Location: 40 Broad Street, Boston (ten minutes from Logan Airport and South Station).

Agenda: The agenda for the event is under continuing development and subject to changes.

8:00	Registration/Continental Breakfast	
8:30	Welcome, Meeting Purpose and Objectives	Andrew Updegrave Partner, Gesmer Updegrave LLP; Chair, ANSI Consortium Outreach Group and Meeting Host
8:55	ANSI Welcome	Joe Bhatia, CEO, ANSI
9:00	Self-introduction of participants; reasons for attending and expectations	All
9:15	Discussion Topic One: Intellectual Property Rights and Global Standards Setting Standard setting today is increasingly impacted by intellectual property issues that are common to both accredited and non-accredited SSOs. The panel chair will review the range of IPR issues now facing SSOs, after which the panel will examine one of key issues under discussion today: <i>ex ante</i> disclosure of terms during the standard setting process.	Panel Chair: Earl Neid, Intel Corporation
9:25	Panel Presentation <i>Ex ante</i> disclosure: The Current Debate	Presenters:
9:55	General Discussion	Panel; Attendees
10:45	Coffee Break	
11:00	Discussion Topic Two: The Business of Standard Setting and Best Practices	Panel Chair: Karl Best, Director of Strategic Consulting, Kavi

	Standards need SSOs to develop them, and SSOs need members, money, and more. The panel chair will review some of the challenges SSO face today as businesses, after which a range of SSO managers (small, medium and large), both dedicated and outsourced, will discuss how they are facing those challenges	
11:10	Panel Presentation	Presenters:
11:40	Open/General Discussion	Panel; Attendees
12:30	<i>Lunch and One-on-One Discussion</i>	
	Thoughts on Collaboration (during lunch)	Bob Noth, John Deere and ANSI Chairman
1:15	Discussion Topic Three: Managing Convergence SDOs like IEEE and ASTM are going global; consortia are introducing more standards through the PAS process; new organizations are developing "metastandard." What does it all mean? Where is it all going? The panel chair will review some of these trends, after which individual panelists will share some of their solutions and adaptations	Panel Chair: Ron Silletti, IBM and ANSI Ex. Com
1:25	Panel Presentation	Panelists
1:55	General Discussion	Panel Facilitator; Attendees
2:45	<i>Coffee Break</i>	
3:00	Topic Four: Next Steps A general discussion among all attendees on how all types of SSOs and ANSI can work together most productively	Facilitator: Andrew Updegrove
3:45	Summary of Significant Insights from Day's Discussion	Joe Bhatia, CEO, ANSI

4:00	Adjourn	
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Comments? updegrove@consortiuminfo.org

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