

Digital Law Forum - Consumers on the Cloud: A Force to Be Reckoned With

Kellogg Auditorium at Silicon Valley Bank
07.26.2012

This program is intended for director-level and above executives from Silicon Valley public and private companies.

The first of our three part 2012 Cloud Computing Series will focus on consumer-facing cloud-based services. Consumers are living their lives in the cloud, accessing video and music, storing and sharing files, photos, and documents, and using and sharing their calendars. "P-Cloud" services will likely become a \$12 billion dollar market by 2016 (Forrester Research). The panel will address the emerging business models that are disrupting personal computing and traditional media and examine the attendant legal issues.

Topics will include:

- Emerging business models for consumer services
- Virtualization
- Mobile Applications
- Privacy
- IP and Compliance

When

Thursday, July 26, 2012

6:00 - 7:00 p.m. Mixer & MCLE Registration

7:00 - 8:15 p.m. Program

Where

Kellogg Auditorium at Silicon Valley Bank
3005 Tasman Drive
Santa Clara, CA 95054

Speakers

Eileen Evans, *Vice President & Associate General Counsel, Open Source Strategy and Intellectual Property*, Hewlett-Packard Company

Charlotte Falla, *VP, Legal and General Counsel*, Shutterfly, Inc.

Mark Kahn, *Corporate Counsel*, Evernote

Moderator

Brian Pass, *Partner*, Sheppard Mullin

Save the Date for our Additional Cloud Computing Series:

- **Negotiating in the Cloud: Key Issues in Enterprise Cloud Service Agreements**, Thursday, September 20, 2012
- **Storm Clouds: Managing Security Breaches**, Thursday, November 15, 2012

Questions? Please contact Ann Cheney acheney@sheppardmullin.com or 415.774.2975

Produced by:

Sheppard, Mullin, Richter & Hampton LLP and Silicon Valley Bank

MCLE

This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.0 hour of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.