

Fall 2007

1. SVCE Speaker Event- Nov 7, 2007

Topic:	"How to protect your business idea"
Where:	College of Engineering - Room 189
Time:	6:00 p.m. to 8:00 p.m.
Speaker:	- Fred Greguras , Of Counsel, Fenwick & West LLP - Thomas Schneck , Managing Partner, Schneck & Schneck - Monica Zent , President & Managing Attorney, Zent Law Group
Moderator:	Jeff Gordon , Senior Director, Program Development and External Partnership, SJSU Research Foundation
Guest Speaker's Bio:	<p>Fred Greguras focuses on strategic legal issues for software, semiconductor-related and life sciences companies. His practice includes start-up issues and financing in both domestic and international transactions. He has represented a wide range of companies in financing, M&A, licensing and other commercial transactions, from privately held start-ups to publicly traded companies. He has also been a venture capitalist and a general counsel and CFO for a startup. His current employment position is "Of Counsel". He also served in the United States Marine Corps as a Captain from 1969 to 1970.</p> <p>Thomas Schneck received a B. A. (Physics) degree in 1961 from the University of California (Berkeley) and a J. D. degree from Santa Clara University School of Law in 1971. He worked for several years as a patent engineer for the University of California Lawrence Radiation Laboratory. He has been in private practice as a patent attorney since 1971, working as an associate for Rosenblum, Parish & Bacigalupi of San Francisco/Palo Alto (1971 1974) and then in private practice. He served as the chairman of an ABA sub committee on automated patent information retrieval and also served as co-chair of the Santa Clara County Bar Association Education Committee. He is a former U.S. Air Force officer (1962 1966), a former trustee of Presentation High School in San Jose, and is on the Board of Visitors of Santa Clara University School of Law. He served for one year (2001) as the public member of the Santa Clara County Parole Commission under appointment by the presiding judge of the Santa Clara County Superior Court. He has been on the faculty of Lincoln Law School of San Jose as adjunct professor of intellectual property law since 2000. His current employment position is Managing Partner at Schneck & Schneck.</p> <p>Monica Zent is an experienced intellectual property and business attorney specializing in software, Internet and technology law and licensing, music, entertainment and media law, commercial law, and data security. She is a highly effective drafter and negotiator, closing up to \$3.4 Billion in outbound client licensing transactions in software, technology, media and product-based industries, and closing up to \$1.9 Billion in inbound licensing transactions and over \$2 Billion in commercial transactions over the past few years alone. She is also a versatile manager capable of maximizing resources, minimizing costs and achieving successful results. In addition to her effective communication she also has exemplary legal drafting skills in any</p>

context.

2. Silicon Valley Neat Ideas Fair-Nov 29, 2007

Topic: "PRESENT YOUR IDEAS IN THIS FAIR"

Where: Barrett Ballroom, Student Union Building

Time: 9:00 a.m. to 5:00 p.m.

Event: 4th Annual Silicon Valley Neat Ideas Fair <http://www.cob.sjsu.edu/svnif>

3. SVCE Eminent Speaker Event- Oct 8, 2007

Topic: "How to sell your business idea: Lessons for becoming a successful entrepreneur"

Where: MLK Library Room 225 & 229

Time: 6:00 p.m. to 8:00 p.m.

Speaker: **Vivek Ranadivé**, Founder, Chairman & CEO, TIBCO Software Inc. (Co-Sponsored by the Lucas Graduate School of Business)

Guest Speaker's Bio:

Vivek Ranadivé, President, Chairman, and CEO of TIBCO Software, founded TIBCO in 1985 with the vision of bringing real-time technology into the mainstream. His acclaimed New York Times business bestseller 'The Power of Now: How Winning Companies Sense and Respond to Change Using Real-time Technology' (McGraw-Hill, 1999) has been widely used in academia and been the subject of numerous interviews. Mr. Ranadivé has appeared as a featured expert on real-time computing on CNBC and in publications such as the Economist, Fast Company and Red Herring. Mr. Ranadivé has consistently been recognized as a visionary for the future of business integration, securing him a place in InfoWorld's 2002 Top Ten Technology Innovators. He was also recognized by Ernst & Young as a 2002 Software Entrepreneur of the Year.

Prior to founding TIBCO, Mr. Ranadivé was president and founder of Teknekron Software Systems, Inc., a UNIX consulting company. Previously, he held management and engineering positions with Ford Motor Company, M/A-Com Linkabit and Fortune Systems. Mr. Ranadivé is a frequent presenter on such topics as the future of integration, enabling real-time business, and unleashing the power of information across enterprises to become more competitive. Mr. Ranadivé earned an MBA from Harvard Business School, where he was a Baker Scholar. He received both a Master's and Bachelor's Degree in Electrical Engineering from the Massachusetts Institute of Technology.

4. SVCE Eminent Speaker Event- Sep 18, 2007

Topic:	" The right business idea"
Where:	MLK Library Room 225 & 229
Time:	6:00 p.m. to 8:00 p.m.
Speaker:	Stuart Skorman , Founder and former Chairman & CEO, Elephant Pharmacy, HungryMinds.com, Reel.com, & Empire Video
Guest Speaker's Bio:	Stuart Skorman is a self-described "serial entrepreneur". He has 35 years of retail industry experience and is a pioneer in information-rich retailing. His first book, Confessions of a Serial Entrepreneur, was published in the Spring 2007 by Jossey-Bass/Wiley. He was founder and CEO of Elephant Pharmacy, which takes an innovative approach to pharmacy retailing. He served as CEO of Hungry Minds, Inc., an online education site that he sold to IDG Books nearly three years ago. He also founded and served as CEO of Reel.com, an e-commerce retailer, based in Berkeley, CA, which was sold to Hollywood Video for 100 million dollars in 1998. Skorman pioneered his movie recommendation system as founder and CEO of Empire Video, which he sold to Blockbuster Video. Prior to working in the retail video industry, Skorman served at Bread & Circus in a variety of operating and board roles.