



## Calgary Chapter Luncheon Meeting: 2012 SME Series

# Software Licensing: The Good, The Bad and the Virtual

*Richard Stobbe, Field LLP*

Developments in the IT industry have led to an expansion of cloud computing and the use of mobile applications. These developments require changes to traditional software licensing models. In this new model, software and data is hosted remotely, in the public or private cloud, mobile applications are often located on personal devices, and applications are accessed by users from multiple locations. When reviewing or negotiating software licenses in this environment, several unique issues arise.

What do licensing professionals, counsel, advisors, SMEs and software vendors need to know about software licensing in 2012? The LES luncheon session will address the following topics:

- **Virtual licenses – hot topics**
- **The status of online licenses in Canada**
- **Changing online terms – good and bad practices**
- **Licensing of mobile applications – tips and traps**
- **Licensing of APIs – what, how and when?**
- **Private vs. Public Licensing**
- **Data – how to address issues of data hosting and storage; and tips for when the cloud goes down**

**Richard Stobbe** is the current Chair of the Calgary Chapter of the Licensing Executives Society, and is a licensing lawyer with Field Law. He has spoken to numerous groups on the topics of intellectual property, software licensing and cloud-computing law, including the 3<sup>rd</sup> Cloud Computing Law Conference, the Vancouver iPhone Forum, the University of British Columbia Faculty of Law and at the "Masters of Biotechnology" class at the University of Calgary. His articles have appeared in the Lawyers Weekly and he has been interviewed on IP topics by CTV, the National Post, the Montreal Gazette, Maclean's magazine and BioBusiness Magazine. Richard publishes a popular blog at [ipblog.ca](http://ipblog.ca).

**Date:** Thursday, May 31, 2012

**Time:** 12:00 noon (informal lunch, 40 minute presentation followed by questions)

**Location:** Field Law  
400 The Lougheed Building  
604 – 1st Street SW, Calgary  
Main: 403-260-8500

### Registration:

Members: Free

Non-Members: \$10.00

**Please Pre- Register** by May 28, 2012

Via Email to [VKiselyova@fieldlaw.com](mailto:VKiselyova@fieldlaw.com) or Fax 403-264-7084

Hosted by the Intellectual Property &  
Technology Group at:

**F I E L D L A W**