NewEconomyPatents.org

MEDIA ADVISORY
July 22, 2008

CONTACT: Ana Escudero
(202) 530-4626

Business Method Patent Critics Take Note:
New Economy IP Advocate to Address Myths and Realities about Business Method Patents
At the 5th Annual Patents and Financial Services Industry Conference

Wayne P. Sobon, founder of New Economy Patents and Director of Intellectual Property for Accenture, will take on many of the myths – and the realities – skewing the current debate over business method patents, in a speech to the 5th Annual Patents and the Financial Services Industry Conference. Mr. Sobon will contrast misperceptions about business method patents with the reality of historical practice, judicial thought and congressional intent, and will argue for maintaining a common-sense, technology-neutral patent system that embraces the innovations powering our global economy.

WHO: Wayne P. Sobon, Founder of New Economy Patents and Director of IP for Accenture

WHEN: Tuesday, July 29, 2008
3:45 PM

WHERE: 5th Annual Patents and the Financial Services Industry Conference
Millennium UN Plaza Hotel
New York, NY

INTERVIEWS: Mr. Sobon will be available for interviews in New York on July 29 and 30. For scheduling, please contact Ana Escudero at (202) 530-4626.

Members of the media may register for the conference by emailing Jon Stock at jon.stock@wchnet.com.

About the Issue
In a post-industrial global economy, the United States' competitiveness is increasingly dependent on information, knowledge and services. However, in this new economy, the U.S. Patent and Trademark Office (USPTO) **threatens to eliminate an entire class of innovation from eligibility for patenting — i.e. business processes. A decision on the *In re Bilski* case, pending in the U.S. Court of Appeals for the Federal Circuit,** could profoundly influence the patentability of such processes.

New Economy Patents, an alliance advocating an open and subject-neutral patent system, was founded to protect continued U.S. leadership in innovation in the new economy.

To learn more about *In re Bilski* and why American innovation and its global competitiveness is at risk, please visit www.NewEconomyPatents.org.

###