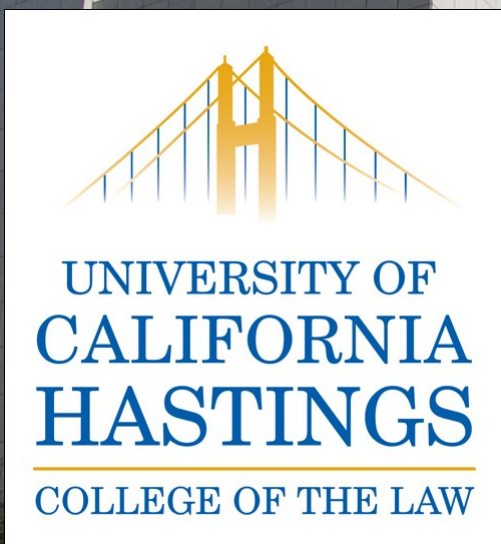




ODR 2014 June 21 - 27, 2014 | SF/Silicon Valley



Sponsorship Opportunities



ODR 2014 June 21 - 27, 2014 | SF/Silicon Valley

The growth of the internet is threatened by a legacy justice system ill equipped to handle the variety of issues that can arise online: eCommerce disputes, privacy, intellectual property, reputation, and harassment, to name only a few. These issues are low value and cross-jurisdictional. They arise quickly online, and should be resolved quickly online as well. It is clear the internet needs its own justice system in order to be able to respond.

The answer is Online Dispute Resolution, or ODR. We would like your assistance and involvement in sponsoring the 13th Annual international Online Dispute Resolution Forum at the University of California Hastings College of the Law and Stanford Law School From June 21-27, 2014.

This will be the first Forum in the United States. Host regions of the past have ranged from Beijing to Buenos Aires, Haifa to Chennai. Now it's our turn to host the world's ODR leaders. No location could be more perfect than the Bay area and Silicon Valley, but we need your help.

We need your support to make this historic event happen. Your sponsorship will allow participants from developing nations to participate, will bring new tools into the hands of people globally, and will demonstrate your commitment to fast and fair online resolution. Sponsors will be honored and featured before the many high level representatives from law, technology, academia, and top internet companies.

This year is also the debut of the Tech for Justice Hackathon, where law students and coders from all over the world will build innovative ODR prototypes in competition for cash prizes put up by public and private organizations. We are convening a prestigious panel of venture investors and industry experts to evaluate and pick the winners.

We appreciate your review of this Sponsorship packet and look forward to working together on making this cutting edge gathering possible. We can't do it without your help.



Janet Martinez
Director, Gould Negotiation
and Mediation Program
Stanford Law School



Sheila Purcell
Director and Clinical Professor,
Center for Negotiation and
Dispute Resolution
UC Hastings College of Law



Colin Rule,
COO, Modria
ODR2014 Co-Organizer



Jeff Aresty
President, InternetBar
ODR2014 Co-Organizer

"ODR is the most important development in conflict resolution today. The ODR2014 conference, merging the resources of Silicon Valley with the expertise of the ODR field, will be the most interesting law and technology meeting this year. Don't miss it!"

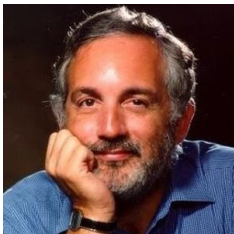
- Prof. Ethan Katsh, Founder of the National Center for Technology and Dispute Resolution at UMass-Amherst (odr.info), and author of *Online Dispute Resolution* (2001).

Confirmed Keynote Speakers



James R. Silkenat, President, American Bar Association

James R. Silkenat, a partner in the New York office of the national law firm of Sullivan & Worcester and a member of its Corporate Department, is President of the American Bar Association. Silkenat served as Chair of the ABA Section of International Law (receiving its Lifetime Achievement Award in 2007). Silkenat is a member of the Council on Foreign Relations and the American Law Institute, and served as Chair of the Lawyers Committee for International Human Rights (now Human Rights First). He was also Chair of the Commission on the World Justice Project and of the Council of New York Law Associates (now the Lawyers Alliance for New York). Silkenat is the recipient of the Diversity Champion Award of the Association of the Bar of the City of New York. He is a former Legal Counsel at the International Finance Corporation of the World Bank Group in Washington, D.C.



Mitch Kapor, Partner, Kapor Capital

Mitchell Kapor is a pioneer of the personal computing industry and has been at the forefront of information technology for more than 30 years as an entrepreneur, software designer, and investor. He is widely known as founder of Lotus Development Corporation and the designer of Lotus 1-2-3, the "killer application" which made the personal computer ubiquitous in the business world in the 1980s. Other pioneering organizations in which Mr. Kapor has played an important role include: as founding investor, UUNET, the first commercial Internet Service Provider; as co-founder, Electronic Frontier Foundation, which protects freedom and privacy on the Internet; as founding investor Real Networks, the first company to offer streaming media over the Internet; as founding chair, the Mozilla Foundation, maker of the open source web browser Firefox; and as founding investor and Chair, Linden Research, the creator of the first successful virtual world, Second Life. Mr. Kapor is currently active as a startup investor through Kapor Capital, which has made more than 50 investments in the past three years. In 1997, Mr. Kapor endowed the Mitchell Kapor Foundation, a private foundation which works to ensure fairness and equity, particularly for low-income communities of color.



India Johnson, CEO, American Arbitration Association

India Johnson is the Chief Executive Officer of the American Arbitration Association (AAA), a not-for-profit, public service organization founded in 1926 which is committed to the resolution of disputes through the use of arbitration, mediation, conciliation, negotiation, democratic elections and other voluntary procedures. Ms. Johnson joined the AAA in 1974, and previously oversaw the organization's Commercial and Construction Divisions, as well as Marketing and Strategy. She is an authority on arbitration and mediation, and in addition to leading business and administrative operations she has also led and taught many of AAA's education and training initiatives. Ms. Johnson is the first female CEO in AAA's 86 year history. Through 22 offices in the United States, Mexico, and Singapore, the AAA provides a forum for the hearing of disputes, rules and procedures and a roster of impartial experts to resolve cases.

Other confirmed speakers include: Grande Lum, Director, Community Relations Service, US Department of Justice; Geoff Brigham, General Counsel, Wikimedia; Demetrios Eleftheriou, EMC; Brian Levey, GC eLance/odesk; Rob Chesnut, GC Chegg; Erin Gleason Alvarez, AIG; Mireze Phillipe, International Chamber of Commerce; Darin Thompson, Ministry of Justice, British Columbia; Manjit Bains, Consumer Protection British Columbia; Beth Trent, CPR Institute for Dispute Resolution; Jin Ho Verdonchot, Hague Institute for the Internationalization of Law, The Netherlands; Sanjana Hattotuwa, Groundviews, Sri Lanka; Mohamed Wahab, Cairo Arbitration Center, Egypt; Orna Rabinovich-Einy, Professor, University of Haifa; Alberto Elisavetsky, ODR latinoamerica, Buenos Aires, Argentina.

Sponsorship Opportunities

ODR2014 will offer sponsors:

- The opportunity to promote your organization to a high profile audience of international lawyers, inside
- General Counsel, and leading academics – as well as up and coming startups and young leaders.
- Repeated exposure in the meeting invitations, programs, websites, and course book materials, as well as prominent signage at the events.
- Opportunities to meet and network with the key global players who are leading the development of ODR. Advanced programming from legal experts, public sector leaders, and corporate General Counsel addressing legal and practical issues around the development and expansion of ODR.
- Leadership in advancing trust and safety on the Internet, and a clear demonstration of commitment to providing online users fast and fair resolutions to the problems they encounter.



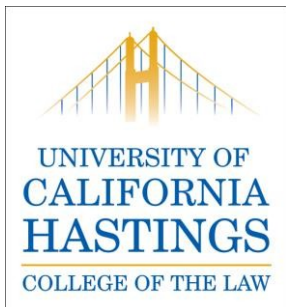
June 21-22, 2014

Tech for Justice Hackathon

@ Code for America, San Francisco

Teams of law students, coders, designers, and ODR experts will work together over two days to brainstorm tools and solutions to a variety of different online and offline dispute types.

Sponsorship opportunities: Title sponsorship for the full Hackathon; Prizes for the winners; Bounties for solutions to certain types of problems; Food and drinks for participants; Sponsorship of venue and hardware.



June 25, 2014

Best Practices for Consumer Resolutions in the Collaborative Economy

@ UC Hastings College of the Law, San Francisco

In partnership with the Startup Garage at UC Hastings, this one day summit will convene GCs and heads of community and customer support from dozens of startups to learn about best practices in resolution systems drawn from leading companies in the collaborative economy: AirBNB, TaskRabbit, Elance/odesk, eBay, and more. Hackathon projects will be presented TED- style and winners announced, with prizes distributed by ABA President Jim Silkenat.

Sponsorship opportunities: Diamond, Platinum, Gold, and Silver (as well as Individual and Academic); Hosting the Reception in the UC Hastings Skyroom (with 360 degree views of San Francisco); Meal Sponsorships (Breakfast, Lunch, and Coffee Breaks); Meeting Bags, Flash Drives, Name Badge Lanyards



June 26-27, 2014

ODR 2014 Conference

@ Stanford Law School, Palo Alto, CA

This two day conference will address the key topics in ODR: Commercial Arbitration, Consumer Protection, Privacy, Intellectual Property, and eDemocracy, as well as the role of ODR in the future of legal education and practice. Keynotes, plenary panels, and breakout sessions from global experts. Leading GCs and legal practitioners will discuss the implementation of ODR in areas like insurance, debt, user generated content, and eCommerce.

Sponsorship opportunities: Diamond, Platinum, Gold, and Silver (as well as Individual and Academic); Hosting the Final Reception at the Computer History Museum in Mountain View; Meal Sponsorships (Breakfast, Lunch, and Coffee Breaks); Meeting Bags, Flash Drives, Name Badge Lanyards, and Transportation.

Sponsorship Levels and Benefits

Diamond Sponsorship (\$50,000) "Title Sponsor"

- Recognition on the conference websites
- Front cover recognition as Title Sponsor in all pre-conference marketing materials
- Prominent recognition on all e-blasts including name, logo and full page color profile/advertisement in promotional emails and program brochure
- Prominent signage and recognition throughout the meeting
- Representative will make welcoming remarks
- 3 complimentary conference registrations (value of \$2000)
- 3 complimentary corporate guests (value of \$2000)
- Special invitation for 6 to attend private events including Skyroom Reception and VIP breakfast with Keynote Speakers
- Recognition in post event press release and media outreach

Platinum Sponsorships (\$25,000)

- Recognition on the conference website
- Prominent recognition on all e-blasts including name, logo and profile/advertisement in promotional emails
- Prominent signage throughout the meeting
- 2 complimentary conference registrations (value of \$1200)
- 2 complimentary corporate guest registrations (value of \$1,200)
- Special invitation for 4 to attend private events including Skyroom Reception and VIP breakfast with Keynote Speakers
- Recognition in post event press release and media outreach

Gold Sponsorships (\$10,000)

- Recognition on the conference website
- Prominent recognition on all e-blasts including name, logo and profile/advertisement in promotional emails
- Prominent signage throughout the meeting
- 1 complimentary conference registrations (value of \$1200)
- 1 complimentary corporate guest registrations (value of \$1,200)
- Special invitation for 2 to attend private events including Skyroom Reception and VIP breakfast with Keynote Speakers
- Recognition in post event press release and media outreach

Event Sponsorship (e.g. Hastings Skyroom Reception, Final Reception at Computer History Museum) (\$5,000 per event)

- Sponsor's name and logo will appear in all promotional materials
- Exclusive sponsorship option available – ask for details
- Prominent Signage with Logo/Name at Hosted Event, with optional display table
- Announcement of Sponsorship made during the Annual Meeting
- Opportunity to address guests at Event

Conference Agenda

SATURDAY, JUNE 21ST-JUNE 22ND | TECH FOR JUSTICE HACKATHON, CODE FOR AMERICA, SAN FRANCISCO

The first ever dispute resolution hackathon, where participants will spend the weekend of June 21-22nd tackling problems within 4 thematic areas, and produce prototypes that will be curated and presented to audiences at ODR2014's UC Hastings event.

TUESDAY, JUNE 24TH

Tours of Facebook, eBay, Google, and Apple
Informal non-hosted dinner, Palo Alto

WEDNESDAY, JUNE 25TH | SOLVING CONSUMER PROBLEMS IN THE COLLABORATIVE ECONOMY, UC HASTINGS, SAN FRANCISCO

8:30am	Breakfast/Registration
9:00am	Conference Welcome - Sheila Purcell, Dean Frank Wu
10:00am	<i>Best Practices for Resolving Customer Issues</i> Colin Rule, CEO, Modria
10:30am	Hackathon Presentations #1 TED-style 8 minute presentations
11:00am	<i>Increasing Trust through Resolving Issues</i> Monroe Labouisse, Director of Customer Service and Trust and Safety, AirBnB Nicolas Waldmann, Head of Trust & Safety, TaskRabbit
11:30am	<i>Managing Reputation and Resolving Issues</i> Brian Burke, Director of Feedback, eBay
12:00pm	Lunch
	Keynote Conversation: Mitch Kapor (interviewed by Leah Wing)
1:00pm	Hackathon Presentations #2 TED-style 8 minute presentations
1:30pm	<i>Resolving Employer/Freelancer Disputes</i> Denise Aptekar, Elance/odesk
2:15pm	<i>Resolving Buyer/Seller Disputes</i> John McDonald, Poshmark.com
3:00pm	<i>Bullying, Harrassment, and Customer Satisfaction</i> Dave Steer, Director of Public Policy, Mozilla
4:00pm	Hackathon Presentations #3 TED-style 8 minute presentations
5:00pm	Hackathon Winners Announced Awards Presented by Jim Silkenat, President of the ABA

**CENTER FOR
NEGOTIATION
AND DISPUTE
RESOLUTION**
UC Hastings College of the Law

Evaluators for the Tech for Justice Hackathon
Steve Baloff, Advanced Technology Ventures (and Founder of Travelocity)
Jason Mendelson, Foundry Ventures
David Beyer, Amplify Partners

5:30pm-7pm Speaker & Hackathon Winner Reception, UC Hastings Skyroom

THURSDAY, JUNE 26TH | ODR 2014, STANFORD UNIVERSITY

8:30am	Breakfast/Registration
9:00am	Welcome (Prof. Jan Martinez, Dean Mary Elizabeth Magill)
9:15am	<i>State of the Field: Online Dispute Resolution</i> Ethan Katsh, Director, National Center for Technology and Dispute Resolution
9:45am	Future of ODR Open Discussion Facilitated by Dan Rainey, Chief of Staff, National Mediation Board
10:15am	Keynote: India Johnson, CEO Am. Arb. Assn. (interviewed by Colin Rule)
10:45am	Platform demo
11:00am	ODR and Commercial Arbitration
12:00pm	Lunch Keynote: Jim Silkenat, President of the ABA Platform demo: Hackathon Winner
1:30pm	Resolving Privacy Issues
2:30pm	Patent/IP disputes
3:30pm	Breakout Sessions: Employer/Freelance Online Arbitration Designing ODR Systems ODR and Debt Collection Resolving Insurance Disputes Student Research Panel
4:30pm	Platform demo
5:00pm	ODR and the Future of Legal Education and Practice Moderated by Jeff Aresty, President of the Internet Bar Organization
7:00pm	Offsite Dinner



FRIDAY, JUNE 27TH

9:00am	Welcome to Day Two (Jan Martinez)
9:15am	Cross Border Consumer Disputes, Facilitated by Pablo Cortes Platform Demo
10:15am	ODR and Government (Local, State, and Federal Agencies)
11:15pm	ICT and Environmental/Multiparty Disputes
12:00pm	Using ODR in the Courts
12:30pm	Lunch
1:30pm	Keynote Interview: Geoff Brigham, GC Wikimedia (interviewed by Rob Chesnut) Platform Demo
2:15pm	Breakout Sessions Cyberbullying/Harassment Teaching, Training & Research in ODR Reputation / Review Disputes and the Communications Decency Act ODR and Mobile Applications
3:15pm	ICT and Peacebuilding
3:45pm	Using ODR Across Multiple Cultures
4:15pm	The State of International ODR
5:00pm	Conference Wrap Up
7:00pm	Final reception: Computer History Museum

Testimonials on ODR

"We are fortunate to be involved in the early stages — the dawn of the ODR era. Spontaneous flowering in recent years of private ODR initiatives like eBay and ICANN, development of private networking information technology by organizations like NCTDR and governmental national, regional (EU, OAS) and global (UNICTRAL) initiatives bodes well for the future for creation of ODR systems to resolve fairly, efficiently, and economically a wide spectrum of disputes."

- ***Lou Del Duca, Edward N. Polisher Distinguished Faculty Scholar, Penn State Law School***

"ODR brings together the best of the lessons of trends and discoveries in computer science, networks, mediation, conflict resolution, judicial processes and communication to meet a growing need. In several decades, it will be unheard of for anyone to not

have participated in an online dispute resolution process. ODR offers a new path that empowers businesses and others to solve their own problems quickly, efficiently and fairly."

- ***Tom Fee, former Executive VP & President National Institute for Dispute Resolution***

"The need for effective conflict work continues to grow, but our effectiveness in addressing this need will only be realized if we continue to grow in terms of our thinking, our skills, and our imaginative use of new opportunities. Nowhere is this clearer than in the potential and the challenge of adapting to an online environment. As the use of online technologies continues to grow exponentially, so will the potential and the need to develop effective online approaches to dealing with conflict. This is a n enormous growth area for the conflict intervention field which I hope we will have the imagination and wisdom to realize."

- ***Bernard Mayer, Professor, Werner Inst. for Negotiation & Dispute Resolution at Creighton Univ.; Partner at CDR Associates***

"Contrary to the types of legal evolution of the past, it is not the same marketplace that is to be regulated in a different way, but a changed marketplace that needs a corresponding new legal response. Online dispute resolution is a necessary component of the legal response. In the new online trading environment, it represents the backbone to support the application and protection of parties' rights and responsibilities on a global scale, in a fair, transparent and expeditious manner."

- ***Vikki Rogers, Director, Institute of International Commercial Law, Pace Law School, New York***

"Ten years ago, when Boston Law Collaborative was founded, we received approximately 5% of our new cases from web searches, and the rest from personal referrals. Now it's close to 50%... the public has become increasingly sophisticated about how to use these tools -- to the point where on-line communication can handle much of the work in even the most emotional of cases."

- ***David Hoffman, founding member, Boston Law Collaborative, LLC; John H. Watson, Jr. Lecturer on Law at Harvard Law***

"I believe the most important shift in human consciousness required for our survival, as well as the Earth's, is our ability to communicate more skillfully through learning how to listen and learn from our differences. Given that millions of us are spending increasing amounts of time online, the growth of development of dispute resolution is crucial to this shift in consciousness. Online dispute resolution can teach us how to communicate with care and attention in individual disputes as well as large group disputes."

- ***Daniel Bowling, ADR Program Staff Attorney, US District Court for Northern California***

ODR 2014 Sponsorship Application

Company/Firm Name: _____

Address: _____

Phone: _____

Contact Person: _____

Email: _____

We are interested in the following sponsorship level(s):

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Diamond (\$50,000) | <input type="checkbox"/> Platinum (\$25,000) | <input type="checkbox"/> Gold (\$10,000) | <input type="checkbox"/> Silver (\$5,000) |
| <input type="checkbox"/> Hastings Skyroom Event | <input type="checkbox"/> Computer History Event | <input type="checkbox"/> Breakfast (\$5,000) | <input type="checkbox"/> Lunch (\$5,000) |
| <input type="checkbox"/> Meeting Bag (\$3,000) | <input type="checkbox"/> Flash Drives (\$3,000) | <input type="checkbox"/> Individual (\$2,500) | <input type="checkbox"/> Academic (\$1,250) |

Payment Method

- ☐ Check enclosed, payable to ODR2014

Please charge my:

- ☐ Visa ☐ MasterCard ☐ American Express

Card Number: _____

Security Code: _____

Expiration Date: _____

Billing Address: _____

Signature: _____

By submitting this application, you confirm that you have carefully reviewed and fully understand the terms of the ODR2014 Annual Meeting Sponsorship Program as outlined in this document.

Sponsor logo (high resolution - 300dpi) must be submitted as soon as possible to:crule@odr2014.org

Please return your response to: Colin Rule • 100 W San Fernando, Suite 300 • San Jose, CA 95113

You may also e-mail your response to crule@odr2014.org

An invoice will be generated for your convenience.