



## **AccessEN to Focus on How Savvy Companies Leverage Brand, Technology and IP Licensing to Leap Ahead of the Competition**

**COSTA MESA, Calif.—July 13, 2010**—Ron Vaisbort, managing director of Cloverfield Media, will share a few licensing basics as well as how America's top companies leverage brand, technology and IP licensing to leap ahead of the competition at AccessEN's monthly forum (<http://www.accessen.org>) on July 20, 2010 at 6:00 PM at the Center Club, 650 Town Center Drive, Costa Mesa, Calif.

Vaisbort will explain how Fortune 50 companies to garage-based startups are, more than ever before, leveraging licensed brands, core technologies and intellectual property rights to conserve capital, accelerate market entry, boost customer trust and acceptance and build enterprise value.

Vaisbort has 20 years of diverse entrepreneurial and Fortune 50 experience leading technology business strategy, media & entertainment programming & advertising, IP acquisition & licensing. He is the founder and serves as the managing director of Cloverfield Media, a company specializing in strategy and transactions for Internet, mobile, entertainment and technology concerns, helping launch and grow several venture-funded and early stage companies.

Previously, Vaisbort served as Intel Corporation's media & entertainment alliances director, in Intel's Corporate Licensing Group and as a senior investment manager for Intel Capital. Prior to Intel, Ron was the General Counsel and Corporate Secretary of Trillium Digital Systems. Ron received an A.B. from the University of California, Berkeley and a J.D., Order of the Coif, from Loyola Law School. For more information, go to <http://www.linkedin.com/in/ronvaisbort>.

## **Featured Business Case: “How To Take YouTern National and Global”**

The AccessEN forum’s business case will discuss how Mark Babbitt, CEO of YouTern, can take his company national and global. “The rules have changed for young talent entering the workforce,” Babbitt said. “Students don’t have jobs waiting for them at graduation and must now plan their career paths years in advance. In our new economy, a career-relevant internship is the key to success.”

YouTern is the first online resource for entrepreneurial driven students to obtain an intern position outside the Fortune 1000 arena. Over 100,000 start-ups created each year in the United States will now have an effective tool for engaging emerging talent for intern positions. YouTern helps students prepare for their professional careers by connecting them to start-up executives willing to serve as mentors in exchange for quality contributions from eager talent.

YouTern is launching its pilot program in California because the Golden State has the highest concentration of start-ups and start-up related investments. California is also familiar territory for the creators of YouTern, as executive team members have been instrumental in the rapid growth of online recruiting startups, including Silicon Valley’s WorkMetro, now a part of Jobing.com. Available now in California, YouTern plans to expand across the country over the next 12 months. For more information, go to <http://www.youtern.com>.

Admission to the event is \$45 for non-members and \$25 for students. As part of a special member drive, attendees may bring a guest for free. If bringing three guests, the total event cost is \$25.00. Space is limited; pre-registration may be required to ensure seating. Register online at <http://www.accessen.org>.

AccessEN sponsors include Stradling Yocca Carlson & Rauth; The Center Club; Daly-Swartz Public Relations (<http://www.dsprel.com>), SproutStart, Latisys, Sandler Training, BridgeGate and CyberianSoft.

## **About Access Executive Network**

Access Executive Network is dedicated to bringing together leaders and senior executives to enhance professional connections and give back to the community. AccessEN focuses on helping other entrepreneurs and executives by sharing knowledge and expertise. With strong ties to the community and a desire to not only support each other, but also to support the community at large, AccessEN has quickly grown to be a well-known presence in Orange County with an eye to expanding throughout Southern California.

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