



April 22, 2009

**CHICAGO** – McCracken & Frank LLP and TiE Midwest are co-sponsoring a special event, *The Trends in Social Media*, on Tuesday, April 28, 2009, at 5:00 p.m. hosted at the Chicago offices of Google, located at 20 W. Kinzie, Floor 17. The event will feature a panelist presentation moderated by Ted Souder, head of Google's Chicago office, and will include panel experts Daniel Honigman, Lead Social Media Strategist of Tribune Interactive, Ross Kimbarovsky, co-founder of CrowdSpring, and Eric Olson, co-founder of TECH Cocktail. The event will offer an opportunity for questions and answers and is open to business leaders, technology executives, technology experts, venture capitalists, investors, innovators, and entrepreneurs. Reservations are strongly suggested to attend.

McCracken & Frank LLP is a Chicago-based full-service intellectual property law firm that provides legal counsel and services to Fortune 500 companies, international companies, and local companies with international business objectives regarding the development, protection, assertion, and transfer of legal rights in patents, trademarks, copyrights, and trade secrets. McCracken & Frank attorneys include recognized leaders in complex intellectual property litigation and have technical specialties ranging from electrical, computer, and e-commerce technologies, to chemical, petrochemical, and biomedical technologies, to mechanical, construction, and industrial technologies. With clients in diverse and wide-ranging fields of innovation and business, McCracken & Frank understands the needs of entrepreneurs and their businesses at all stages of the business cycle, and is there to help its clients capitalize on their intellectual property to help meet their business objectives.

TiE Midwest is the Midwest Chapter of TiE Global, the largest not-for-profit entrepreneurial organization in the world. Featured recently in *The Economist* magazine, TiE Global has 48 Chapters in 11 countries worldwide with over 12,000 members drawn from the world's leaders in business, entrepreneurship, and technology. As a result of TiE's international reach, TiE Midwest offers unparalleled connectivity to a global organization of senior level business leaders and leading entrepreneurs. The mission of TiE Midwest is to expand advances in technology, innovation, and entrepreneurship in the Midwest by creating opportunities to better link entrepreneurs with the knowledge resources to sustain viable companies. TiE Midwest maintains a global focus, creating linkages to national and international entrepreneurial networks. TiE Midwest is committed to partnership with other organizations to create a vibrant Midwest entrepreneurial community.

For more information about the event or to request reservations to attend, please contact:

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