

Join your colleagues at this premier event. IPO's Annual Meeting offers a mix of educational programs led by distinguished presenters, committee meetings, exhibits, and networking functions.



42ND ANNUAL MEETING OF THE INTELLECTUAL PROPERTY OWNERS ASSOCIATION



Philip S. Johnson IPO President

Dear IPO Members and Colleagues:

It is my pleasure to invite you to the 2014 IPO Annual Meeting at the Convention Center in Vancouver, BC, Canada. The program committee, chaired by **Hildy Bowbeer**, 3M Innovative Properties Co., has created an excellent event.

The Vancouver IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities and exhibits. Renew acquaintances and make new friends by attending the Monday Dinner Reception at the "Peak of Vancouver." **Grouse Mountain** is Vancouver's highest mountain. Guests will be greeted at the base of the mountain by First Nations performers. Guests will then travel via skyride, an aerial cable car, up 4,000 feet to the Chalet while enjoying spectacular views of the entire lower mainland area.

We are very pleased to have **Dr. Nathan Myhrvold**, Founder and CEO, Intellectual Ventures, as our luncheon speaker on Monday. Tuesday's luncheon speaker will be **Hon. Mr. Justice Marshall Rothstein**, Supreme Court of Canada. Parallel sessions on Patent and Trademark/Copyright topics are offered throughout the meeting, including a presentation on professionalism for both patent and trademark attorneys. Program details begin on page 3.

Vancouver is nestled in a spectacular natural environment with majestic mountains, sparkling ocean, rainforests and beautiful foliage year round. It is easily accessible from all North American origins, and is halfway between Europe and Asia. The city boasts world class shopping, one-of-a-kind outdoor adventures, water sports, gourmet meals, live entertainment, sporting events, theatre, and outstanding sights and attractions, with scenic views around every corner. Vancouver offers quick and easy access to Whistler, the Canadian Rockies, Victoria, and Vancouver Island, and is the home port for cruises to Alaska.

I hope you will join us for what promises to be an outstanding program!

Cordially,

Philip S. Johnson IPO President



Atop Ground Mountain & Manda Reception Atop Ground Mountain & Manda Reception



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About Vancouver Convention Center

Vancouver is a vibrant, cosmopolitan city nestled between the Pacific Ocean and the soaring peaks of the North Shore Mountains. Located in the heart of this dynamic city is the Vancouver Convention Center where everything is easily accessible - hotels, an exciting variety of restaurants, shopping and cultural attractions.

The Convention Center is also connected by a scenic seawall to a multitude of green spaces including Stanley Park, one of North America's largest urban parks. The Center's waterfront location has breathtaking views of the harbor and dramatic mountain backdrop.





					10-14
	Sunday, September 7	Monday, September 8		Tuesday, September 9	
REGISTRATION DESK	Noon-8:00pm	7:00am	-6:00рм	7:00ам-	-6:00рм
IP EXPO Hall	_	7:00am	-4:30рм	7:00am-	-4:30рм
AM 6:00	42ND DANIEL WEETING				
:30	SEOLERIA OMVENT	IPO Fun I	Run/Walk		
7:00					Chief IP Counsel
:30 —		Continental Bred	ıkfast & IP EXPO	Continental Breakfast & IP EXPO	Breakfast
8:00	l'arconver	Welcome Remarks	Welcome Remarks	*	(By invitation)
:30 —	SEPTEMBER 7-9, 2014 VANCOUVER CONVENTION CENTER	U.S. Supreme Court	Canada & U.S.	Views from the Bench at the Canada—U.S.	Advertising & Marketing
9:00		Patent Case Law Updates	Trademark/Copyright Case Law Updates	Border	Issues
:30 —		Coffee Brea	k & IP EXPO	Coffee Breal	ε & IP EXPΩ
10:00	IPO Education Foundation Board Meeting	*	*	*	*
:30	(Board members only)	AIA Trial	Protection and	Protect and Enforce	Endangered
11:00 :30	Women in IP	Proceedings	Enforcement of National and Municipal Symbols	Your Trade Secrets	Trademarks
.30 NN 12:00	Networking Brunch (All registered women attendees				
:30	are welcome)	★ Luncheon	6	★ Luncheon	
PM 1:00		Address by: Dr. Nathan Myhrvold		Address by: Hon. Mr Marshall Rothste	in Name of the last of the las
:30		Founder & CEO, Intellect	ual Ventures	Supreme Court of Canad	
2:00	IPO Board of Directors Meeting	IDO C		*	*
:30	(Board members & alternates only)	CLE Pres	mmittee entations	Cost Management Issues	Views from the Bench at the
3:00	IPO Committee	(Select one of six)		133003	Canada—U.S. Border
:30 —	Business Meetings (All registered attendees are welcome)	Coffee Brea	k & IP EXPO	Coffee Breal	k & IP EXPO
4:00	(All legisleted differences die welconie)	*	*	JOINT ETHIC	CS SESSION
:30	IPO Committee	Corporate IP	#UnauthorizedTweets!	Professiono	
5:00	Business Meetings (All registered attendees are welcome)	Management		Digital/Mi	llenial Age
:30	Pre-Reception (New and prospective members are welcome)				
6:00	(non and prospective members are necessary			Key to	Annual Meeting
:30 —	Annual Meeting				aks, Meals & Social Events
7:00	Welcome Reception		ECEPTION E AAOUNITAINI	_	Sessions
:30 — 8:00 —		ATOP GROUSE MOUNTAIN Optional Luncheons Concurrent Breakouts			
:30				★ Pat	ent
9:00	IPO Board of Directors Dinner			* Trac	lemark/Copyright
:30	(By invitation)	- Alexander		R	egister NOW at v.ipo.org/AM2014

10:00



★ IMPORTANT DATES IN 2014 ★

Early Registration Discount Ends

August 11 **Hotel Reservations Deadline**

Registration Cancellation Deadline August 25

Sunday, September 7

		ĬĬIIII	
12:00NN - 8:00PM	EARLY REGISTRATION	ШШ	
9:00am – 12:00nn	IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING (BOARD MEMBERS ONLY)	★ The following	
11:00am – 12:30pm	WOMEN IN IP NETWORKING BRUNCH (All registered women attendees are welcome). Co-Sponsored by: ★ Bereskin & Parr LLP ★ Harness, Dickey & Pierce, P.L.C. ★ Intellectual Ventures ★ Oyen Wiggs Green & Mutala LLP	will hold concur. All registered at Antitrust & Competition Asian Practice	
12:00NN - 4:00PM	IPO BOARD OF DIRECTORS MEETING (Board Members & Alternates only)	Corporate IP Manageme Damages & Injunctions Discovery	
3:00PM - 4:00PM	IPO COMMITTEE BUSINESS MEETINGS* (All registered attendees are welcome)	Domain Names & Socia Emerging Technologies	
4:30рм – 5:30рм	IPO COMMITTEE BUSINESS MEETINGS* (All registered attendees are welcome)	GS* European Practice International Patent Law International Trademark	
5:30PM - 6:00PM	PRE-RECEPTION (New & prospective members are welcome)	Practice	
6:00рм – 8:00рм	WELCOME RECEPTION Sponsored by Kenyon & Kenyon LLP	IP Licensing	
8:00рм — 10:00рм	IPO BOARD OF DIRECTORS & SPECIAL GUESTS DINNER (By invitation only)		



★ The following IPO Standing IP Committees will hold concurrent business meetings on Sunday. All registered attendeees are welcome to attend.

Antitrust & Competition Law Latin American Practice Asian Practice Litiaation Corporate IP Management Open Source Damages & Injunctions Discovery Issues

Emerging Technologies European Practice International Patent Law & Practice

Domain Names & Social Media

International Trademark Law &

Pharmaceutical & Biotechnology

Software & Business Methods Standards Settina

US International Trade Comission

US Patent Law US Patent Office Practice

US Post-Grant Patent Office Practice

US Trademark Law

Monday, September 8

6:00am – 7:15am	IPO FUN RUN/WALK – 5K RUN OR 3K WALK (See details on p. 9) Sponsored by Banner & Witcoff, Ltd.
7:00am – 8:00am	REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO Breakfast Sponsor: Leydig, Voit & Mayer, Ltd.
8:00am – 9:30am	BREAKOUT SESSIONS — CONCURRENT

* PATENT

Recent U.S. Supreme Court Patent Case Law Update

This has been a banner year with a record-setting number of patent cases before the U.S. Supreme Court on issues such as indirect infringement, exhaustion, burdens of proof, reverse payment agreements, indefiniteness, standards relating to fee shifting, and patentable subject matter. This panel will discuss recent judicial developments in patent law and what the outcomes will mean in the long run.

Moderator: Herbert Wamsley, Intellectual Property Owners Association, Washington, DC

Prof. Dennis Crouch, University of Missouri, Columbia, MO Speakers:

David Howard, Microsoft Corp., Redmond, WA

Denise Kettelberger, Sunstein Kann Murphy & Timbers LLP, Boston, MA

Joseph Re, Knobbe, Martens, Olson & Bear, LLP, Irvine, CA

* TRADEMARK/COPYRIGHT

Recent Trademark/Copyright Case Law Update

This session will address key trademark and copyright cases in the U.S. Federal Courts and the international courts during the past year, including new trends, developments and global impli-

Moderator: Valerie Verret, Exxon Mobil Corp., Irving, TX

Speakers: Prof. Christine Haight Farley, American University Washington

College of Law, Washington, DC

Anthony Prenol, Blake, Cassels & Graydon LLP, Toronto, ON, Canada

Katherine Spelman, K&L Gates, Seattle, WA

9:30AM - 10:15AM COFFEE BREAK / IP EXPO

Coffee Break Sponsor: Leydig, Voit & Mayer, Ltd.

10:15AM - 11:45AM

BREAKOUT SESSIONS — CONCURRENT

* PATENT

America Invents Act (AIA) Trial Proceedings

This session will address the fundamental issues and perceptions in U.S. Patent and Trademark Office's (USPTO) Patent Trial and Appeal Board (PTAB) trial proceedings, taking into account case law, implementation of the America Invents Act (AIA), and proposed legislation. These issues and perceptions will be discussed in view of the effect of PTAB proceedings on the myriad of stakeholders including corporations, individuals, universities, NPE's, PAE's, trade associations, and professional organizations.

Moderator: David Kappos, Cravath, Swaine & Moore, New York, NY

Speakers: Hon. Scott Boalick, Acting Vice Chief Judge, Patent Trial & Appeal Board,

U.S. Patent & Trademark Office, Alexandria, VA

Henry Hadad, Bristol-Myers Squibb Company, Princeton, NJ Nancy Linck, Rothwell, Figg, Ernst & Manbeck, Washington, DC

Manny Schecter, IBM Corp., Armonk, NY

* TRADEMARK

Rally Around the Flag – Protection and Enforcement of National and Municipal Symbols and What it Means to the Rest of Us

Are Seal Team 6, the Eagle, the Maple Leaf, or the Red Cross registrable? This session will explore, from a U.S. and Canadian perspective, the impact prohibitions of registration of flags, coat of arms and other insignia have on brand owners and Government Agencies, States and Cities. Panelists will discuss the risks of incorporating a national or city symbol in a mark, prosecution issues relating to registration of these marks, the pending petition to the U.S. Supreme Court filed by the City of Houston to determine whether its official seal is registrable, pending legislation to amend the Lanham Act to provide for registration of such marks, how to handle citations of Official Marks in Canada and enforcement strategies resulting from these issues.

Moderator: Linda McLeod, Kelly IP, LLP, Washington, DC

Speakers: Bruce Green, Oyen Wiggs Green & Mutala LLP, Vancouver, BC, Canada

Philip Greene, U.S. Marine Corps Trademark Licensing Office, Washington, DC Sharon Marsh, Deputy Commissioner for Trademarks, U.S. Patent &

Trademark Office, Alexandria, VA

Michael O'Neill, Gowling Lafleur Henderson LLP, Ottawa, ON, Canada

12:00NN - 1:30PM

LUNCHEON

ADDRESS BY: Nathan Myhrvold, Founder & CEO, Intellectual Ventures



To Nathan Myhrvold founded Intellectual Ventures (IV) in 2000 after retiring from his position as chief strategist and chief technology officer of Microsoft Corporation. Nathan Myhrvold is focused on building a market for invention, where inventors realize the value of their ideas. Under his leadership, IV manages one of the largest and fastest growing intellectual property portfolios in the world, with more than 40,000 assets and over S6 billion in total committed capital. IV's investors include many of the world's most innovative companies and renowned academic and research institutions. Dr. Myhrvold is also an avid inventor himself and holds hundreds of issued patents.

1:45PM - 3:15PM

IPO COMMITTEE BREAKOUT SESSIONS — CONCURRENT (SELECT ONE OF SIX)

Intellectual Property Valuation - A Case Study

Organizing Committee: Corporate IP Management

This panel will discuss key issues involved with IP valuation. The discussion will build off of a case study illustrating ways in which to explore the value of an IP portfolio (including patents, patent applications, trademarks and trade secrets) and will include issues around topics such as valuation purposes, contexts, approaches, methodologies, and analyses, as well as assessment and quantification of risk and uncertainty.

Moderator: Harry Gwinnell, Greenblum & Bernstein, P.L.C., Reston, VA
Speakers: Michael Dever, Buchanan Ingersoll & Rooney, Pittsburg, PA
Jason Houser, Bridgestone Americas, Indianapolis, IN
Julie VanDerZanden, Jarden Corp., Seattle, WA
Scott Weingust, Stout Risius Ross, Chicago, IL

Implementation of Section 101:

Alice v. CLS Bank, Myriad, Mayo and More

Organizing Committees: Pharmaceutical & Biotechnology Issues /

Software & Business Methods / U.S. Patent Law

A panel of experts representing different industries will discuss the implications of the U.S. Supreme Court decisions and U.S. Patent & Trademark Office guidelines, including identifying any further developments (before the USPTO, courts, and/or legislation) that may occur in the next few years with regards to section 101.

Moderator: Ognian "Oggie" Shentov, Jones Day, New York, NY Speakers: Michael Chernoff, MDB Capital Group, LLC, Dallas, TX

Michael Kiklis, Oblon, Spivak, McClelland, Maier & Neustadt, LLP,

Alexandria, VA

Deborah Martin, Pfizer, Inc., South San Francisco, CA

Thinking Outside (and About) the "3D Printed" Box: 3D Printing and The Intersection of Patent, Trademark, and Copyright Law

Organizing Committees: Emerging Technologies / Industrial Designs / U.S. Trademark Law The panel will discuss the potential impact of 3D printing on copyright, patent, and trademark rights of stakeholders. Enforcement strategies will be recommended and debated based on various case studies.

Moderator: Bryan Vogel, Robins, Kaplan, Miller & Ciresi L.L.P., New York, NY

Speakers: John Cheek, Caterpillar Inc., Peoria, IL

Elizabeth Ferrill, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP,

Washington, DC

Alison Mages, General Electric Co., Shelton, CT Jonathan Moskin, Foley Lardner, LLP, New York, NY

Patent Pro's Ideal Patent — Or, Why We Can Never Be Happy

Organizing Committee: U.S. Patent Office Practice

Experts in patent prosecution, licensing, and litigation, along with the U.S. Patent & Trademark Office will discuss their top items they wish to see (or not see) in a patent they are respectively examining, prosecuting, licensing, litigating, on behalf of clients who are relying upon fast, high quality, predictable, and low cost patent protection as the basis for the start up of their next break-through business. The panelists will discuss the issues as they affect their respective clients' needs, their own practices, and the public interest.

Moderator: William Smith, BakerHostetler, Scottsdale, AZ

Speakers: John Cabeca, Director of Silicon Valley Office, U.S. Patent & Trademark

Office, Alexandria, VA

Jennifer Knight, Eastman Chemical Co., Kingsport, TN

Manny Schecter, IBM Corp., Armonk, NY

Committee Breakout Sessions continued >

1:45PM - 3:15PM

COMMITTEE BREAKOUT SESSIONS — CONCURRENT (continued)

Antitrust & Competition Law Landmines for IP Licensing Practitioners

Organizing Committees: Antitrust & Competition Law / IP Licensing

Although IP practitioners often have significant freedom when structuring licenses to meet a client's business objectives, it is critical for practitioners to understand that antitrust and competition law imposes certain constraints on various aspects of IP licenses. Panelists will discuss the following topics in light of antitrust and competition law issues, including case law and regulatory developments, that can be landmines for the unwary practitioner: (i) Comparative competition law and IP licensing restrictions in US, Europe, and China; (ii) Licensing in the context of dispute resolution between competitors; (iii) Interplay between patent exhaustion doctrine and competition law, and the impact on downstream sale of products; and (iv) Antitrust risks associated with collective efforts in licensing transactions.

Moderator: Daniel Enebo, Cargill Incorporated, Wayzata, MN

Speakers: Mark Nelson, Cleary Gottlieb Steen & Hamilton LLP, Washington, DC

Greg Sivinski, Microsoft Corp., Redmond, WA Erin Thomson, Vinson & Elkins LLP, Austin, TX

Joshua Wright, Commissioner, Federal Trade Commission, Washington, DC

3:15PM – 4:00-PM COFFEE BREAK / IP EXPO

Coffee Break Sponsor: Leydig, Voit & Mayer, Ltd.

4:00PM - 5:30PM

BREAKOUT SESSIONS — CONCURRENT

* PATENT

Corporate IP Management

Corporate IP management continually increases in complexity, which presents new risks and opportunities to multinational corporations. In this session, Chief IP Counsel will discuss new trends and attendant complexities in corporate IP management and offer practical tips.

Moderator: James Trussell, BP America, Inc., Naperville, IL
Speakers: Lisa Jorgenson, STMicroelectronics, Coppell, TX

Douglas Luftman, NetApp, Sunnyvale, CA William Miller, General Mills, Inc., Minneapolis, MN Kevin Rhodes, 3M Innovative Properties Co., St. Paul, MN

Legal & Brand Protection Issues in Social Media for IP Owners

Organizing Committee: Domain Names & Social Media

This session will walk through various issues facing IP owners in the social media space, including a review of various applicable Federal agencies, laws, and regulations; trademark clearance, search and enforcement strategies; use of third party content, including issues relating to communications with and about celebrities; and employee use of and employment issues in social media. Speakers will focus on practical implications and actions, as well as providing tips and best practices for operating in this space.

Moderator: Jake Feldman, Johnson & Johnson, New Brunswick, NJ

Speakers: Matthew Chung, IBM Corp., Endicott, NY

Joshua Jarvis, Foley Hoag LLP, Boston, MA

Anne Naffziger, Leydig, Voit & Mayer, LLP, Walnut Creek, CA

Dennis Prahl, Ladas & Parry LLP, New York, NY

* TRADEMARK

#UnauthorizedTweets! The Intersection of Social Media, the Rights of Publicity, Privacy and Intellectual Property

In our new interconnected world, where does communication through social media end and violations of the rights to publicity and privacy and other rights begin? In this animated discussion, speakers will explore recent activities in this quickly developing space.

Moderator: Jonathan Jennings, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP,

Chicago, IL

Speakers: Chris Bennett, Davis LLP, Vancouver, BC, Canada

L. Marisia Campbell, QNX Software Systems Limited, Kanata, ON, Canada

Prof. David Franklyn, McCarthy Institute, San Francisco, CA

7:00PM - 9:30PM

DINNER RECEPTION ATOP GROUSE MOUNTAIN



ttend the Monday Dinner Reception at the "Peak of Vancouver." Grouse Mountain is Vancouver's highest mountain. Upon arrival at the base of the mountain, guests will be greeted by First Nations performers. Guests will then travel via skyride to the mountaintop Chalet while enjoying spectacular views of the entire lower mainland area including downtown Vancouver. Guests can take advantage of great photo opportunities from the Chalet's many vantage points; visit Grinder and Coola, the two resident Grizzly Bears; learn interesting facts about local birds of prey during a private interactive experience; watch champion performers showcasing their skills in a live lumberjack show; and enjoy Canadian cuisine available at the food stations throughout the venue.

Suggested attire is casual. Wear comfortable shoes if you plan to explore the wildlife refuge and catch a glimpse of the grizzly bears. Temperatures at the peak of the mountain are lower than in the city. Plan accordingly and bring a jacket or sweater. Transportation between Grouse Mountain and the Convention Center will be provided. See page 8 for more details.









42ND ANNUAL MEETING

Tuesday, September 9

7:00am – 8:00am	CHIEF IP COUNSEL BREAKFAST (BY INVITATION ONLY)	
7:00am – 8:00am	8:00AM REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO Breakfast Sponsor: Vinson & Elkins, LLP	
8:00am – 9:30am	BREAKOUT SESSIONS — CONCURRENT	

* PATENT

Views from the Bench at the Canada-U.S. Border

This is a unique opportunity to gain insight from both sides of the Canada-U.S. border. Judges will discuss issues related to claim construction, case and cost management, and patentable subject matter including similarities and differences between Canadian and U.S. law.

Moderator: Hon. James Holderman, District Judge, U.S. District Court,

Northern District of Illinois, Chicago, IL

Speakers: Hon. Faith S. Hochberg, District Judge, U.S. District Court of New

Jersey, Newark, NJ

Hon. Roger Lafrenière, Federal Court of Canada, Vancouver, BC, Canada Hon. Michael Manson, Justice, Federal Court of Canada, Ottawa, ON Hon. James Robart, District Judge, Western District of Washington,

Seattle, WA

* TRADEMARK

Advertising & Marketing Related Trademark Issues

Trademark use, enforcement and infringement matters often arise in advertising and marketing activities. Topics to be covered includs issues related to fair use, false advertising, comparative advertising, and ambush marketing programs.

Moderator: Brian Isaac, Smart & Biggar/Fetherstonhaugh, Toronto, ON, Canada

Speakers: Emily Burns, Google Inc., Mountain View, CA

Richard McKewen, Federal Trade Commission, Seattle, WA

Lindsey Mohle, Intel Corp., Santa Clara, CA

Douglas Rettew, Finnegan, Henderson, Farabow, Garrett & Dunner,

LLP, Washington, DC

9:30am - 10:15am	COFFEE BREAK / IP EXPO		
	Coffee Break Sponsor: Vinson & Elkins, LLP		

10:15AM - 11:45PM BREAKOUT SESSIONS - CONCURRENT

* PATENT

How to Effectively Protect and Enforce Your Company's Trade Secrets

Panelists will offer tips on how to identify and protect against your company's biggest IP threats. The session will include discussions on proactive measures, enforcement options and crisis management responses.

Moderator: Charles Ossola, Vinson & Elkins, LLP, Washington, DC
Speakers: Scott Allison, General Electric Co., Shelton, CT
Kurt Calia, Covington & Burling LLP, Redwood City, CA

William Coughlin, Ford Global Technologies LLC, Dearborn, MI

* TRADEMARK

Endangered Trademarks: How to Save Your Brand

Panelists will discuss a variety of topics related to protecting your brand. When do you know your mark is generic? And what can you do to avoid this? Speakers will present strategies to retain rights knowing changes are inevitable and discuss potential risks of licensing a legacy mark. Finally, panelists will discuss modernizing your brand and protecting fluid marks.

Moderator: Erin Hennessy, Bracewell & Giuliani LLP, Seattle, WA

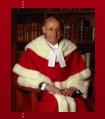
Speakers: Olivia Maria Baratta, Kilpatrick Townsend & Stockton LLP, Atlanta, GA

Janice Bereskin, Bereskin & Parr, Toronto, ON, Canada Alison Tan, Procter & Gamble Co., Cincinnati, OH Margaret Walker, Xerox Corporation, Norwalk, CT

12:00NN - 1:30PM

LUNCHEON

Co-Sponsors: Perry+Currier Inc. ★ Stockwoods LLP



ADDRESS BY: Hon. Mr. Justice Marshall Rothstein, Supreme Court of Canada

ustice Rothstein was appointed to the Trial Division of the Federal Court of Canada on June 24, 1992; while a judge of the Trial Division, he also served as a member ex officio of the Appeal Division, a judge of the Court Martial Appeal Court of Canada and a judicial member of the Competition Tribunal. He was elevated to the Federal Court of Appeal on January 21, 1999, and, finally, to the Supreme Court of Canada on March 1, 2006.

1:45PM - 3:15PM

BREAKOUT SESSIONS — CONCURRENT

* PATENT

Cost Management Issues

Panelists will address cost management issues and will present a variety of effective cost management strategies including what works and what doesn't. The panel will discuss budget matters, what they look for in budget proposals, and how they handle changes in the scope of work due to altered circumstances. Panelists will also address when alternative fee arrangements are appropriate.

Moderator: William McCabe, Ropes & Gray LLP, New York, NY Speakers: Ken Korea, Samsung Electronics, Menlo Park, CA Roy Waldron, Pfizer, Inc., New York, NY

Brian Way, Dolby Laboratories, San Francisco, CA

* TRADEMARK

Views from the Bench at the Canada-U.S. Border

This is a unique opportunity to gain insight from both sides of the Canada-U.S. border. Judges will discuss issues related to (a) the use of survey evidence and linguistic evidence; (b) case management; (c) scope of injunctive relief; (d) the disclosure of information identifying persons who conduct infringing activities through the internet; and (e) damages. The panel will discuss similarities and differences between Canadian and U.S. law.

Moderator: Hon. James Holderman, District Judge, U.S. District Court, Northern

District of Illinois, Chicago, IL

Hon. Faith S. Hochberg, District Judge, U.S. District Court of New Speakers:

Jersey, Trenton, NJ

Hon. Roger Lafrenière, Federal Court of Canada, Vancouver, BC, Canada Hon. Michael Manson, Justice, Federal Court of Canada, Ottawa, ON Hon. James Robart, District Judge, Western District of Washington,

Seattle, WA

3:15PM - 4:00PMCOFFEE BREAK / IP EXPO

Coffee Break Sponsor: Vinson & Elkins, LLP

4:00PM - 5:30PM ETHICS: Professionalism in the Digital/Millennial Age

> This session will address evergreen issues in professionalism as well as the challenges in adhering to these principles in today's social media driven environment.

Moderator: Christina Hieber, Associate Solicitor, U.S. Patent & Trademark Office, Alexandria, VA

Speakers: Tanya Forsheit, BakerHostetler, Los Angeles, CA

Prof. David Hricik, Mercer University School of Law, Macon, GA

5:30pm **ADJOURNMENT**



Chair Hildy Bowbeer 3M Innovative Properties, Co., St. Paul. MN

Vice Chair - Patents Darryl Frickey Dow Chemical Co., Midland, MI

Vice Chair - Trademarks John Hurley EMC Corporation, Hopkinton, MA

Officer in Charge Carl Horton

General Electric Co., Fairfield, CT

Committee Members

Danny Awdeh

Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC

Mukundan Chakrapani Borden Ladner Gervais, LLP, Ottowa, Canada

Latonia Gordon Microsoft, Corp., Chicago, IL

Erin Hennessy Bracewell & Giuliani, Seattle, WA

Hon. James Holderman U.S. District Court, Northern District of Illinois, Chicago, IL

Jonathan Jennings Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, Chicago, IL

George Jonas BP America, Inc., Naperville, IL

Hanna Kim Wm. Wrigley Jr. Company, Chicago, IL

William McCabe Ropes & Gray, New York, NY

Linda McLeod Kelly IP, Washington, DC

Kelsey Milman Caterpillar, Peoria, IL

Robert O'Connell Qualcomm Inc., San Diego, CA

Charles Ossola

Vinson & Elkins, LLP, Washington, DC

Anthony Prenol Blake, Cassells & Graydon LLP, Toronto, ON

Alison Tan

Procter & Gamble Co., Cincinnati, OH

Valerie Verret Exxon Mobil Corp., Irving, TX

Karen Vogel Weil Knobbe Martens Olson Bear, LLP,

Los Angeles, CA



Dinner Reception Atop GROUSE MOUNTAIN

Monday, September 8 ***** 7:00™ – 9:30™





TRANSPORTATION & ATTIRE

Transportation between Grouse Mountain and the Convention Center will be provided. Buses will depart the Convention Center every 15 minutes beginning at 6:30PM. The last bus will depart promptly at 7:15PM. Please meet at the main entrance of the Convention Center to board buses.

Guests who wish to drive or take a taxi may park at the base of Grouse Mountain. The address is **6400 Nancy Greene Way, North Vancouver.** Driving time is about 20–25 min.

Suggested attire is casual. Wear comfortable shoes if you plan to explore the wildlife refuge and catch a glimpse of the grizzly bears. Temperatures at the peak of the mountain are lower than in the city. Plan accordingly and bring a jacket or sweater.

enew acquaintances and make new friends by attending the **Monday Dinner Reception** at the "Peak of Vancouver." Grouse Mountain is Vancouver's highest mountain. Upon arrival at the base of the mountain, guests will be greeted by First Nations performers.



Guests will then travel via Skyride, an aerial cable car, up 4,000 ft to the Chalet while enjoying spectacular views of the entire lower mainland area including downtown Vancouver, Mount Baker in Washington State, and the rugged logging country of the Sooke Mountains on Vancouver Island.

Upon arrival at the top of the mountain, guests can take advantage of the great photo opportunities from the Chalet's many vantage points; visit Grinder and Coola, the two resident grizzly bears; learn interesting facts about local birds of prey during a private interactive experience; watch champion performers showcasing their skills in a live lumberjack show; and enjoy Canadian cuisine available at the food stations throughout the venue.



Appetites appeased, guests will descend from this mountaintop refuge and retrace their route across the harbor via the picturesque Lions Gate Bridge to their hotel.



Grouse Mountain was named by the first recorded hikers to reach the summit in 1894. In those days, climbing Grouse Mountain was a three or four day epic journey—there was no road to the base. The hikers slogged through snow, scrambled over rock and up through the dense forest. Along the way, they hunted a Blue Grouse and honored the plentiful game bird by calling the Peak "Grouse Mountain".

In addition to being an attraction, the mountain serves as a wilderness sanctuary where endangered animals can explore and play, while being kept safe and secure. Grouse Mountain's Refuge for Endangered Wildlife is home of Grinder and Coola, the two resident Grizzly Bears. Alpha, another resident of Grouse Mountain, is a timber wolf (grey wolf). He is a retiree from the movie industry. Originally born into captivity and hand raised, Alpha was unable to be released into the wild. Now he makes his home within a large protected habitat at the base of the Mountain, where he can roam freely and explore his surroundings. Alpha can often be spotted from the parking lot or as you travel up the Skyride. Additionally, the Mountain has a Remarkable Raptors program that helps the presence and reverence of birds of prey. As a result, owls and other birds of prey can be spotted.



oin your colleagues on a guided **5K Run** or **3K Walk** along the scenic Seawall, a path that lines Vancouver's waterfront that was designed for walking, jogging and cycling. There is direct access to the Seawall from the Pan Pacific Hotel.

This is not a race, although all runners/walkers will win the admiration of other conference goers who slept in. The 2nd Annual IPO Fun Run/Walk is open to all registered Annual Meeting attendees — all skill levels are welcome. Simply indicate on your registration form if you would like to join either the 5K run or the 3K walk. A healthy grab-and-go breakfast will be available for participants.

Runners/walkers will assemble at 6:00AM at the Pan Pacific Hotel where they will be greeted by their guides. Guides will ensure that everyone returns to the hotel by 7:15AM.



Women in IP Networking Brunch

Sunday, September 7 ★ 11:00^{AM} - 12:30^{PM}

Open to all women registered for the IPO Annual Meeting. Join your colleagues for this exclusive networking opportunity.

Co-Sponsored by

Bereskin & Parr LLP ★ Harness & Dickey ★ Intellectual Ventures ★ Oyen Wiggs Green & Mutala LLP

For those who seek to explore on their own, we suggest the following



Capilano Suspension Bridge & Park: Make your way across the swaying suspension bridge, which stretches 137 meters (450 ft) across a canyon and the Capilano River 70 meters (230 ft) below. Then explore the beautifully lush firand fern-carpeted forests via a series of elevated suspension bridges in the Treetops Adventure.

Science World: Ignite your mind and discover the wonders of science. Popular, hands-on interactive displays, inspirational feature exhibitions, jaw-dropping science demonstrations on Centre Stage, immersive films in the domed OMNIMAX® Theatre and awesome shows in the Science Theatre.

Harbor Air Seaplanes: Travel like a local and experience a true West Coast tradition with Harbour Air. Offering daily scheduled flights between downtown Vancouver, downtown Victoria, Nanaimo, Sechelt, Comox, Whistler and the Gulf Islands. Take a day trip to Victoria or enjoy a Vancouver Panorama flight featuring spectacular views of the city and surrounding mountains. A variety of exciting tours await you!

Whistler: Travel along the Sea-to-Sky corridor (Highway 99) and discover scenic ocean views, soaring mountains and dramatic waterfalls. While in Whistler enjoy whitewater rafting, mountain biking, glacier skiing and much more.

Victoria Island: Go on a whale watching adventure, explore the 55 acre Butchart Gardens or enjoy high tea at the Fairmont Empress Resort.

Granville Island: Located 1 mile from the Convention Center is a vibrant arts and culture mecca easily explored on foot. Discover local delicacies and Vancouver's rich artist culture. From market fresh foods to glass blown sculptures, everyone should take pleasure in this dynamic landmark destination.

Vancouver Aquarium: Located 5 min from downtown in world-famous Stanley Park, is home to over 70,000 fascinating creatures from the Arctic to the Amazon. Be sure to catch daily beluga whale, dolphin and sea otter shows, and for an unforgettable extra try a hands-on animal encounter.

2014 IPO ANNUAL MEETING

Guest Package

IPO is offering a convenient Social Events Pass exclusively for spouses/guests of the Annual Meeting attendees.

The package fee of \$150 includes:

Admission to the **Welcome Reception** on Sunday

Admission to the **Dinner Reception Atop Grouse Mountain** on Monday

Continental Breakfast Monday and Tuesday.

Spouses/guests may be registered for the Social Events Pass online at www.ipo.org/AM2014 or on the registration form on page 15.





For more recommendations on tours, museum passes, places of interest, and attractions, please visit the **Tourism Vancouver Visitor Center** located on the Plaza Level at 200 Burrard Street, directly across the street from the Convention Center.

To make arrangements in advance, call 604-683-2000 or visit www.tourismvancouver.com/ipo2014



Welcome Reception

Tuesday Luncheon







Meeting Bag

Monday Breakfast & AM/PM Breaks

Tuesday Breakfast & AM/PM Breaks





Vinson&Elkins LLP

Meeting Pocket Programs

Monday General Session Room Drops

Tuesday General Session Room Drops



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Women in IP

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MURGITROYD

Limited Exhibit Space Remains!

To become an exhibitor for this meeting, please email cstanfield@ipo.org or call +1 (202) 507-4500 ❖



Attendees who visit all exhibit booths will be entered to Win an iPad Mini!

Details will be provided upon check-in.





Weather

Vancouver boasts a comfortable climate. Average temperatures in September are 66°F/19°C during the day and $55^{\circ}F/13^{\circ}C$ at night. Please check the weather conditions before you depart to help you pack for the meeting.

The preferred dress for all conference and networking functions is Business Attire. As meeting room temperatures and personal comfort zones vary widely, it is recommended that you bring a sweater or jacket to the sessions.

Suggested attire for Monday's Dinner Reception on Grouse Mountain is CASUAL. Some activities are outside so be sure to bring a jacket or sweater.

Registration Fees

In U.S. Dollars/Per Person

• IPO Member	. \$975
• Non-Member	\$1,475
Government Employees & Academics	\$500

- Students. Contact IPO for student rates

Registration Fee Includes: Welcome Reception on Sunday; Dinner Reception on Grouse Mountain on Monday; Breakfast and Coffee Breaks on Monday and Tuesday; and access to conference materials via the Annual Meeting mobile app.

Early Registration Discount: Meeting registrations received or postmarked by July 31, 2014, with accompanying payment, will receive a discount of \$100 USD off the conference fee. All registrations received or postmarked after July 31 are subject to the standard fee.

Monday & Tuesday Luncheons: In order to attend the optional luncheons on Monday or Tuesday, separate tickets must be purchased for \$50 USD per person, per day. Space is limited.

Women in IP Brunch on Sunday: Women registered for the Annual Meeting may sign up to attend the brunch - FREE!

IPO Fun Run/Walk on Monday: Attendees may register for a 5K run or 3K walk - FREE!

Annual Meeting Social Events Guest Pass: Guests of registrants may purchase a Guest Pass for \$150 USD per person. Fee includes access to the Sunday Welcome Reception; continental breakfast on Monday and Tuesday; and the Dinner Reception Atop Grouse Mountain on Monday.



Three Easy Ways to Register

Advance registration is required. Registrations will be accepted online, via fax or mail.

Online: www.ipo.org/AM2014

Fax: 202-507-4501

Mail: 1501 M Street NW, Suite 1150 Washington, DC 20005 USA

Registrations will not be processed until full payment is received. Space is limited so please register early. Any employee of a company, university, or law firm is entitled to register at the IPO member rate if the employer belongs to IPO. A person is not entitled to the member rate, however, merely because she or he is employed in the same organization as an IPO individual member.

All registrations will be confirmed by e-mail. If you register online you will immediately receive an electronic confirmation from meetings@ipo.org. If you register via fax, mail or email and do not receive a confirmation within 10 business days, prease contact meetings@ipo.org.

IPO recommends bringing a copy of your registration confirmation to the meeting. Please note that the meeting program is subject to change. For updates and additional details please visit our meeting website at www.ipo.org/AM2014.

Location

Vancouver Convention Center

999 Canada Place Vancouver, British Columbia, Canada

Note: Some functions will take place at the Pan Pacific Hotel, located directly above the Convention Center.

IPO ANNUAL MEETING FREE MOBILE APP

The 2014 IPO Annual Meeting Mobile App will offer access to the attendee list, the meeting schedule and speaker materials; a full listing of exhibitor and sponsor information; floor plans; and local information about Vancouver. The IPO Annual Meeting Mobile App is FREE for all registered attendees.

Sponsored by Dimock Stratton LLP



Accommodations

IPO has reserved a block of rooms at three hotels surrounding the Vancouver Convention Center. The Convention Center is located beneath the **Pan Pacific Hotel; The Fairmont Waterfront** is directly across the street; and **The Fairmont Pacific Rim** is less than one block away.

In order to receive the IPO group rate, reservations must be made directly with the hotel by Monday, August 11, or until the room block is sold out, whichever comes first.

PLEASE NOTE: IPO is NOT using a housing agent — you must reserve directly with each hotel. If you are contacted by someone representing the IPO room block, do NOT give out your information.

The Fairmont Waterfront

900 Canada Place Way, Vancouver, BC V6C 3L5 Reservations: (800) 441-1414* Room rate: \$245 CAD + taxes per night

The Fairmont Pacific Rim

1038 Canada Place Way, Vancouver, BC V6C 0B9 Reservations: (800) 441-1414* Room rate: \$272 CAD + taxes per night

Pan Pacific Hotel

Suite 300-999 Canada Place, Vancouver, BC V6C 3B5 Reservations: (800) 937-1515* Room rate: \$257 CAD + taxes per night

*If you reserve by phone be sure to reference "Intellectual Property Owners Association" to receive the IPO group rate.

TO RESERVE ONLINE VISIT www.ipo.org/AM2014

Transportation

Vancouver International Airport (YVR) is one of the largest international gateways on the west coast of North America, providing direct routes to and from most major destinations. Getting downtown to the Convention Center takes less than 30 minutes by taxi or the Canada Line rapid transit system. Visit www.ipo.org/AM2014 for more travel tips.

CLE Credit

Continuing Legal Education (CLE) credit is being requested in every state in which attendees are licensed to practice that has a mandatory CLE requirement. The number of credit hours will vary depending on the requirements of the individual state. IPO's Hardship Policy is available upon request. IPO expects most states will award 10–14 CLE hours, including 1–2 hours for professionalism.

Attendee Lists

In order to be listed on the Attendee List, you must be fully registered as of **Monday**, **August 25**, **2014**. Anyone who registers after this time will be listed on the Final Attendee List, which will be available on our conference website after the meeting.

JOIN US!

If the IPO Annual Meeting topics interest you, consider joining IPO. Apply online at www.ipo.org/joinipo or call (202) 507-4500 for more information.



Consent to Use Photographic Images

Registration and attendance at, or participation in, IPO meetings and other activities constitutes an agreement by the registrant for IPO to use and distribute (both now and in the future), the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

Cancellation Policy

Cancellations received by **August 25, 2014** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after **August 26, 2014.** These deadlines for cancellation apply to all registrants. Course materials via the mobile app will be available to those unable to attend, but who cancel on or after August 26. IPO regrets that **refunds will not be given for no-shows.** If a registrant is unable to attend, another person may substitute upon written request. Please note that fees are not transferable to another IPO meeting. Name badge sharing or splitting is strictly prohibited.

IPO reserves the right to cancel this event without liability, and the total amount of any and all liability of the organizers will be limited to a refund of the registration fee. Any fees associated with cancellation of travel or housing reservations is the exclusive responsibility of conference attendees.

Scholarships

IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics and other attendees during the 2014 IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. To learn more contact meetings@ipo.org. **

IPO COMMITTEES



nommittees play an integral role in policy development at IPO by researching and providing Uanalysis on current IP issues and producing recommendations for the Board of Directors. For more information visit www.ipo.org/committees.

IPO STANDING IP COMMITTEES

Antitrust & Competition Law Division

Antitrust & Competition Law*

Standards Setting

Business Issues Division

Anti-Counterfeiting & Anti-Piracy

Corporate IP Management*

IP Licensing*

Open Source

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U.S. Patent Law*

U.S. Patent Office Practice*

U.S. Post-Grant Patent Office Practice

Trademark Division

Domain Names & Social Media*

U.S. Trademark Law*

U.S. Trademark Office Practice

any of IPO's Standing IP Committees will hold business meetings on **Sunday, September 7** (3:00PM-4:00PM and 4:30PM-5:30PM), preceding the Annual Meeting Opening Reception. A list of those committees hosting meetings is on page 3 of the program. Annual Meeting attendees are welcome to attend these committee meetings.

IPO thanks the Standing IP Committees (indicated by the "★" symbol above) that are organizing CLE sessions on Monday, September 8 (1:45PM-3:15PM). See pages 4-5 of the program for more details about these sessions.

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☐ B. IP Valuation — A Case Study

☐ E. Implementation of Section 101

☐ F. Patent Pro's Ideal Patent

 $\ \square$ C. Legal and Brand Protection Issues in Social Media

☐ D. 3-D Printing and the Intersection of Patents, Trademarks and Copyrights

42M ANNUAL MEETING REGISTRATION FORM

Please register early.
Space is limited.

REGISTER ONLINE NOW AT WWW.ipo.org/AM2014

VANCOUVER CONVENTION CENTER

Name		
Title		
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Address		
City	_ State Zip	Country
Phone Fax	E-mail	
List state(s) for CLE credit:		
Bar number(s) for each state:		
FEES		
1. ANNUAL MEETING REGISTRANT — Fee covers Breakfast on Monday and Tuesday; and Meeting Materials. Fee does not		ner Reception Atop Grouse Mountain; Per Person
		· · · · · · · · · · · · · · · · · · ·
APPLICABLE RATE Non-member		
	ees & Academics	
 □ Early Registration Discount*		er person) Deduct \$100 $\$ < $ $> $ 100 from the applicable rate above
2. OPTIONAL LUNCHEONS		Per Person
□ Monday Address by: Dr. Nathan Myhr	vold	\$
□ Tuesday Address by: Hon. Mr. Justice <i>I</i>	Marshall Rothstein	\$
3. GUEST(S) OF THE ANNUAL MEETING REG	ISTRANT	Per Person
Includes admission to the Sunday Welcome Reception; Continental Br	eakfast on Monday & Tuesday; and the Mond	\$150 USD\$ay Dinner Reception Atop Grouse Mountain.
Guest Name(s):		
ANNUAL MEETING REGISTRANTS:		TOTAL AMOUNT DUE: \$
Please check below if you plan to attend the following (Included in your registration fee; for planning purpo.		
☐ Sunday – Women in IP Brunch☐ Sunday – Welcome Reception☐ Monday – Dinner Reception on Grouse Moun	tain Check (Pa	OF PAYMENT Tyable to Intellectual Property Owners Association)
General Session Breakout Tracks (Select one):		rd (Registrations sent by fax or email MUST edit card account information)
□ PATENT □ TRADEMARK		can Express O MasterCard O Visa
Monday IPO Fun Run/Walk (6:00AM-7:15AM) (Select 0		•
□ 5K Run □ 3K Walk	Card #	Exp. Date
Monday Committee CLE Sessions (1:45PM-3:15PM) (Se	lect one): Signature	
☐ A. Antitrust & Competition Law Landmines for IP Licensing		

Registrations will not be processed until full payment is received. All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting.

QUESTIONS? Visit www.ipo.org or call +1 (202) 507-4500

ADVANCE REGISTRATION IS REQUIRED. For faster service register online at ▶ www.ipo.org/AM2014



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