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Program at-a-Glance .................................... Back cover
SUNDAY, SEPTEMBER 7  (continued)

IPO COMMITTEE MEETINGS  Pan Pacific > Restaurant Level
Open to all registered attendees; committee business will be discussed.

<table>
<thead>
<tr>
<th>3:00PM–4:00PM (concurrent)</th>
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<tbody>
<tr>
<td>Asian Practice ................ Pacific Rim 2</td>
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<tr>
<td>European Practice ............ Oceanview 2</td>
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<tr>
<td>Industrial Designs ............ Oceanview 3</td>
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<tr>
<td>International Trade Commission (ITC) .... Gallery Boardroom</td>
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<tr>
<td>International Trademark Law &amp; Practice .... Oceanview 8</td>
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<tr>
<td>Latin American Practice ...... Atrium Boardroom</td>
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<tr>
<td>Litigation ...................... Oceanview 6</td>
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<td>Trade Secrets ................ Oceanview 7</td>
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<tr>
<td>US Patent Law ................. Pacific Rim 1</td>
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<tr>
<td>US Patent Office Practice .... Oceanview 1</td>
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<td>US Trademark Law ............ Oceanview 4</td>
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<tr>
<td>Antitrust &amp; Competition Law ... Atrium Boardroom</td>
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<tr>
<td>Corporate IP Management ...... Oceanview 1</td>
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<td>Damages and Injunctions ...... Oceanview 3</td>
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<td>Domain Names and Social Media .... Gallery Boardroom</td>
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<td>Emerging Technologies ......... Oceanview 4</td>
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<td>International Patent Law and Practice ........ Oceanview 2</td>
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<td>IP Licensing ........................ Oceanview 5</td>
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<td>Open Source ..................... Oceanview 8</td>
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<td>Pharmaceutical and Biotechnology Issues .... Oceanview 6</td>
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<td>Post-Grant ........................ Pacific Rim 2</td>
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<td>Software and Business Methods .... Pacific Rim 1</td>
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<tr>
<td>Standards Setting ............. Oceanview Suite 7</td>
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<th>5:30PM–6:00PM</th>
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<tr>
<td>Pan Pacific &gt; Lobby Lounge</td>
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PRE-RECEPTION
New and prospective members are welcome.

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<th>6:00PM–8:00PM</th>
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<td>Pan Pacific &gt; Lobby Lounge</td>
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WELCOME RECEPTION
Sponsored by ★ Kenyon & Kenyon LLP

<table>
<thead>
<tr>
<th>8:00PM–10:00PM</th>
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<tbody>
<tr>
<td>IPO BOARD OF DIRECTORS &amp; SPECIAL GUESTS DINNER</td>
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</table>
By invitation only.

MONDAY » SEPTEMBER 8

<table>
<thead>
<tr>
<th>6:00AM–7:15AM</th>
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<tr>
<td>Pan Pacific &gt; Cypress Suite</td>
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IPO FUN RUN/WALK  Advance registration required; this event is full.
Sponsored by ★ Banner & Witcoff, Ltd.
A guided 5K-Run or a 3K-Walk in scenic Vancouver. A healthy grab-and-go breakfast will be available for all participating runners/walkers.

<table>
<thead>
<tr>
<th>7:00AM–6:00PM</th>
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<tr>
<td>VCC East &gt; Lobby</td>
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IPO REGISTRATION DESK

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<tr>
<th>7:00AM–8:00AM</th>
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<tbody>
<tr>
<td>VCC East &gt; Ballroom</td>
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CONTINENTAL BREAKFAST / IP EXPO
Breakfast Sponsor ★ Leydig, Voit & Mayer, Ltd.

<table>
<thead>
<tr>
<th>8:00AM–9:30AM</th>
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<tr>
<td>VCC East &gt; Meeting Room 11/12</td>
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</table>

BREAKOUT SESSIONS (concurrent)

★ PATENT ...................................... VCC East > Exhibit Hall A
Recent U.S. Supreme Court Patent Case Law Update
Prof. Dennis Crouch, University of Missouri, Columbia, MO
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 .... VCC East > Meeting Room 11/12
Recent Trademark/Copyright Case Law Update
Moderator: Valerie Verret, Exxon Mobil Corp., Irving, TX
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

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<th>9:30AM–10:15AM</th>
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<tr>
<td>VCC East &gt; Ballroom</td>
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COFFEE BREAK / IP EXPO
Coffee Break Sponsor ★ Leydig, Voit & Mayer, Ltd.
MONDAY, SEPTEMBER 8 (continued)

10:15AM—11:45AM

BREAKOUT SESSIONS (concurrent)

★ PATENT ........................................... VCC East > Exhibit Hall A
America Invents Act (AIA) Trial Proceedings
Moderator: David Kappos, Cravath, Swaine & Moore, New York, NY
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 ..................................... VCC East > Meeting Room 11/12
Rally Around the Flag — Protection and Enforcement of National
and Municipal Symbols and What It Means to the Rest of Us
Moderator: Linda McLeod, Kelly IP, LLP, Washington, DC
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, Gowlings Lafleur Henderson LLP, Ottawa, ON, Canada

12:00NN—1:30PM

LUNCHEON

Address by: Nathan Myhrvold
Founder & CEO, Intellectual Ventures

1:45PM—3:15PM

IPO COMMITTEE BREAKOUT SESSIONS (continued)

Thinking Outside (and About) the “3D Printed” Box:
3D Printing and the Intersection of Patent,
Trademark, and Copyright Law ........... VCC East > Meeting Room 11/12
Organizing Committees: ★ Emerging Technologies ★ Industrial Designs
★ U.S. Trademark Law
Moderator: Bryan Vogel, Robins, Kaplan, Miller & Ciresi L.L.P., New York, NY
Elizabeth Ferrill, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC
Allison 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 ......................... VCC East > Meeting Room 2
Organizing Committee: ★ U.S. Patent Office Practice
Moderator: William Smith, BakerHostetler, Scottsdale, AZ
John Cabeca, Director of Silicon Valley Office, U.S. Patent & Trademark Office,
Alexandria, VA
Jennifer Knight, Eastman Chemical Co., Kingsport, TN
Joseph Mallon, Knobbe, Martens, Olson & Bear, LLP, San Diego, CA
Manny Schecter, IBM Corp., Armonk, NY

Antitrust and Competition Law Landmines for
IP Licensing Practitioners ..................... VCC East > Meeting Room 8/15
Organizing Committees: ★ Antitrust & Competition Law ★ IP Licensing
Moderator: Daniel Enebo, Cargill Incorporated, Wayzata, MN
Greg Sivinski, Microsoft Corp., Redmond, WA
Erin Thomson, Vinson & Elkins LLP, Austin, TX
Joshua Wright, Commissioner, Federal Trade Commission, Washington, DC

Legal and Brand Protection Issues in Social Media
for IP Owners ................................. VCC East > Meeting Room 3
Organizing Committee: ★ Domain Names & Social Media
Moderator: Jake Feldman, Johnson & Johnson, New Brunswick, NJ
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

3:15PM—4:00PM

COFFEE BREAK / IP EXPO
Coffee Break Sponsor: ★ Leydig, Voit & Mayer, Ltd.
MONDAY, SEPTEMBER 8 (continued)

| 4:00PM—5:30PM |

BREAKOUT SESSIONS (concurrent)

★ PATENT .................................................. VCC East > Exhibit Hall A
Corporate IP Management
Moderator: James Trussell, BP America, Inc., Naperville, IL
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

★ TRADEMARK ............................................. VCC East > Meeting Room 11/12
#UnauthorizedTweets! The Intersection of Social Media, the Rights of Publicity, Privacy and Intellectual Property
Moderator: Jonathan Jennings, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, Chicago, IL
Chris Bennett, Davis LLP, Vancouver, BC, Canada
L. Marisia Campbell, QNX Software Systems Limited, Kanata, ON, Canada
Prof. David Franklyn, McCann Institute, San Francisco, CA

SPECIAL EVENT

DINNER RECEPTION ATOP GROUSE MOUNTAIN

7:00PM—9:30PM

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

Casual attire is suggested. 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.

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.

TUESDAY » SEPTEMBER 9

| 7:00AM—6:00PM |

IPO REGISTRATION DESK

Pan Pacific > Lobby

★ PATENT .................................................. Pan Pacific > Oceanview 5–6
CHIEF IP COUNSEL BREAKFAST — Chief IP Counsel only
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 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 ............................................. VCC East > Meeting Room 11/12
#UnauthorizedTweets! The Intersection of Social Media, the Rights of Publicity, Privacy and Intellectual Property
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 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

★ PATENT .................................................. VCC East > Exhibit Hall A
How to Effectively Protect and Enforce Your Company’s Trade Secrets
Moderator: Charles Ossola, Vinson & Elkins, LLP, Washington, DC
Scott Allison, General Electric Co., Shelton, CT
Kurt Calia, Covington & Burling LLP, Redwood City, CA
William Coughlin, Ford Global Technologies LLC, Dearborn, MI

★ TRADEMARK ............................................. VCC East > Meeting Room 11/12
Endangered Trademarks: How to Save Your Brand
Moderator: Erin Hennessy, Bracewell & Giuliani LLP, Seattle, WA
Olivia Maria Baratta, Kilpatrick Townsend & Stockton LLP, Atlanta, GA
Janice Bereskin, Bereskin & Parr, Toronto, ON, Canada
Margaret Walker, Xerox Corporation, Norwalk, CT
TUESDAY, SEPTEMBER 9 (continued)

| 12:00NN—1:30PM | VCC East > Exhibit Hall B |

**LUNCHEON**

Co-Sponsored by ★ Perry+Curry Inc. ★ Stockwoods LLP  
Address by: Hon. Mr. Justice Marshall Rothstein, Supreme Court of Canada

| 1:45PM—3:15PM (concurrent) |

**BREAKOUT SESSIONS**

★ **PATENT**......................... VCC East > Exhibit Hall A  
**Cost Management Issues**  
*Moderator:* William McCabe, Ropes & Gray LLP, New York, NY  
Ken Korea, Samsung Electronics, Menlo Park, CA  
Roy Waldron, Pfizer Inc., New York, NY  
Brian Way, Dolby Laboratories, San Francisco, CA

★ **TRADEMARK**.................... VCC East > Meeting Room 11/12  
**Views from the Bench at the Canada-U.S. Border**  
*Moderator:* Hon. James Holdeman, District Judge, U.S. District Court, Northern District of Illinois, Chicago, IL  
Hon. Faith S. Hochberg, District Judge, U.S. District Court of New 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—4:00PM |

**COFFEE BREAK / IP EXPO**  
Coffee Break Sponsor ★ Vinson & Elkins, LLP

| 4:00PM—5:30PM | VCC East > Exhibit Hall A |

**JOIN SESSION**

**Ethics: Professionalism in the Digital/Millennial Age**  
*Moderator:* Christina Hieber, Associate Solicitor, U.S. Patent & Trademark Office, Alexandria, VA  
Tanya Forsheit, BakerHostetler, Los Angeles, CA  
Prof. David Hricik, Mercer University School of Law, Macon, GA

| 5:30PM |

**ADJOURNMENT**
### Sponsors

**Welcome Reception**
- Kenyon

**Tuesday Luncheon**
- Perry & Currier, Patent & Trademark Agents
- Currier & Koelner, LLP

**Tuesday Luncheon**
- Stoel Ruhlen, Smart Ligation

**Meeting Bag**
- mbh
donald Bachman
- Hubert & Bergdoll LLP

**Monday Breakfast & AM/PM Breaks**
- Leydig

**Tuesday Breakfast & AM/PM Breaks**
- Vinson & Elkins LLP

**Meeting Pocket Programs**
- Hogan Lovells

**Monday General Session Room Drops**
- Winston & Strawn LLP

**Tuesday General Session Room Drops**
- Fitzpatrick

**Wireless Internet**
- Competition Dynamics

**Hotel Room Key Cards**
- Clairvoyant

**IPO Fun Run/Walk**
- Banner & Witcoff, LTD

### Note Pads
- SPG
- IP Office

### Pens
- LexOrbis

### Mobile App
- Dimock Stratton LLP

### Technology Centers
- Akin Gump Strauss Hauer & Feld LLP

### Charging Stations
- Finnegan

### Women in IP Networking Brunch
- Bereskin & Parr
- Harness Dickey

### Social Events & Hospitality Suites
- Dinsmore
- RMSC
- Ropes & Gray

### Media Partners
- IAM
- Intellectual Property Frontline

### Thank You!
**Black Hills IP**
**Chipworks**
**Computer Packages Inc.**
**CPA Global**
**Darts-ip**
**Dennemeyer & Co.**
**Dolcera**
**E-merge Tech**
**European Patent Office**
**HC Language Solutions**
**Innography, Inc.**
**Inovia**
**IP Korea Center Inc.**
**IP.com**
**IPO Education Foundation**
**iRunway**
**Lecorpio**
**LexisNexis**
**Morningside Translations**
**MultiLing**
**Murgitroyd**
**Nordic Patent Institute**
**Ocean Tomo, LLC**
**Park IP Translations**
**Scintillation**
**TechPats**
**Thomson Reuters**
**TPR International**
**TT Consultants**
**Valipat**
**WIPS, Inc.**

Visit 20 booths for a chance to win fabulous prizes including an iPad Mini, 2015 IPO Annual Meeting registration, and IPO’s IP Chat Channel registrations!
Find details in your attendee packet.

Renew acquaintances and make new friends during our Monday Dinner Reception at the “Peak of Vancouver.” Grouse Mountain is Vancouver’s highest mountain. Upon arrival at the mountain’s base, guests will be greeted by First Nations performers. Guests will then ascend via skyride to the mountaintop Chalet while enjoying spectacular views of the lower mainland 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 at the food stations throughout the venue.

**Transportation & Attire**
Transportation between Grouse Mountain and the Convention Center will be provided. Please assemble at the main entrance of the Convention Center’s EAST Building to board buses. Buses will depart the Convention Center every 15 minutes, beginning at 6:30 PM. The last bus will depart promptly at 7:15 PM.

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.

**Casual attire is suggested.** 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.
SOcial Events Guest Pass
Registered guests will receive a special name badge granting them access to select events. Badges are required for admission to the following functions:

Sunday, Sept. 7 • Welcome Reception
6:00 PM–8:00 PM | Pan Pacific Hotel > Lobby Lounge

Monday & Tuesday, Sept. 8–9 • Continental Breakfast
7:00 AM–8:00 AM | VCC East > Ballroom

Monday, Sept. 8 • Dinner Reception
Atop Grouse Mountain
7:00 PM–9:30 PM | Meet by 6:30 PM at VCC East > Main Entrance

For those who seek to explore on their own, we suggest the following Vancouver & British Columbia attractions:

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

Gravel 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.

Harbour 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!

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

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

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

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

For more recommendations on tours, museum passes, places of interest and attractions, please visit the Tourism Vancouver Visitor Center located across the street from the Convention Center at 200 Burrard St., Plaza Level. To make arrangements in advance, call 604-683-2000 or visit www.tourismvancouver.com/ipo2014.
PAN PACIFIC HOTEL

RESTAURANT LEVEL

Gallery Boardroom
IPOEF Board Meeting

Oceanview 5–6
Women in IP Networking Brunch
Chief IP Counsel Breakfast

IPO COMMITTEE BUSINESS MEETINGS

3:00PM—4:00PM
Asian Practice
European Practice
Industrial Designs
Intl. Trade Commission (ITC)
Intl. Trademark Law and Practice
Latin American Practice
Litigation
Trade Secrets
U.S. Patent Law
U.S. Patent Office Practice
U.S. Trademark Law

Pacific Rim 2
Oceanview 2
Oceanview 3
Gallery Boardroom
Oceanview 8
Atrium Boardroom
Oceanview 6
Oceanview 7
Pacific Rim 1
Oceanview 1
Oceanview 4

4:30PM—5:30PM
Antitrust and Competition Law
Corporate IP Management
Damages and Injunctions
Domain Names and Social Media
Emerging Technologies
International Patent Law and Practice
IP Licensing
Open Source
Pharmaceutical and Biotechnology Issues
Post-Grant
Software and Business Methods
Standards Setting

Atrium Boardroom
Oceanview 1
Oceanview 3
Gallery Boardroom
Oceanview 4
Oceanview 2
Oceanview 8
Oceanview 5
Oceanview 6
Pacific Rim 2
Pacific Rim 1
Oceanview Suite 7

Cypress Suite
IPO Fun Run/Walk
VANCOUVER CONVENTION CENTER EAST BUILDING

VCC EAST
CONVENTION LEVEL

Lobby
IPO Registration Desk

Ballroom
Breakfasts & Coffee Breaks & IP EXPO

Exhibit Hall A
Patent Breakout Sessions
Committee Breakout: Intellectual Property Valuation – A Case Study
Ethics Session

Exhibit Hall B
Luncheons (optional)

LOBBY AREA ENLARGED FROM BELOW

LOBBY AREA DETAILED ABOVE
VCC EAST
MEETING LEVEL

Meeting Room 1
Committee Breakout: Implementation of Section 101

Meeting Room 2
Committee Breakout: Patent Pro’s Ideal Patent

Meeting Room 3
Committee Breakout: Legal & Brand Protection Issues in Social Media

Meeting Room 6
Speaker Ready Room

Meeting Rooms 8/15
Committee Breakout: Antitrust & Competition Law Landmines

Meeting Rooms 11/12
Committee Breakout: Thinking Outside (and About) the “3D Printed” Box
Trademark/Copyright Breakout Sessions