



Challenges  
*for* IP Owners  
*in the Shrinking World*

*Addresses by:*

**John M. Walker, Jr.**  
Chief Judge  
U.S. Court of Appeals  
for the Second Circuit

**Nicholas P. Godici**  
Acting Director  
U.S. Patent and  
Trademark Office

CLE Credit Requested

15 New York CLE  
Credits Approved

**2001**

**ANNUAL MEETING**

**NEW YORK MARRIOTT MARQUIS • NOV. 4 – 6**

## Dear IPO Members and Colleagues:



We invite you to join us in New York City for the 2001 IPO Annual Meeting “Challenges for IP Owners in the Shrinking World.” Our planning committee has created a spectacular program with timely topics including *Trademarks – The Super IP*

*Asset*, and *What Do You Do? The First 48 Hours After an Industrial Espionage Theft*, just to name two.

The program this year is designed particularly for the corporate IP counsel and the private counsel who advise in today’s global environment. Our speakers are world class. They are experts on their subjects and bring many perspectives. We are honored to have as our Tuesday keynote luncheon speaker the Honorable **John M. Walker Jr.**, Chief Judge of the United States Court of Appeals for the Second Circuit. The Monday luncheon speaker is **Nicholas P. Godici**, Acting Director of the U.S. Patent and Trademark Office and well-known to many of you.

On Tuesday morning, IPO committees will present programs on innovative topics that will be announced in advance. These committee sessions will be open to everyone attending the annual meeting and will provide CLE credit.

The meeting has many networking opportunities including a Sunday evening welcome reception atop the Marriott Marquis, overlooking Times Square, and an elegant Monday evening dinner at the famed Russian Tea Room on 57th Street, which remains one of the world’s most celebrated restaurants.

I hope to see you at this outstanding two-day program.

Cordially,

A handwritten signature in black ink, appearing to read "Ronald E. Myrick". The signature is fluid and cursive, written in a professional style.

Ronald E. Myrick  
President, Intellectual Property Owners Association

## 2001 ANNUAL MEETING

NEW YORK MARRIOTT MARQUIS • NOV. 4 – 6

# Challenges for IP Owners in the *Shrinking World*

## CONFERENCE PROGRAM

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### Sunday, November 4

**12:00NN – 4:30PM BOARD OF DIRECTORS MEETING**  
*Board members and alternates only*

**6:00PM – 8:00PM WELCOME RECEPTION & EARLY REGISTRATION**  
*Sponsored by the law firm of Clifford, Chance, Rogers & Wells LLP*

### Monday, November 5

**7:30AM – 8:30AM REGISTRATION & CONTINENTAL BREAKFAST**  
*Breakfast sponsored by the law firm of Morgan & Finnegan, LLP*



**SPECIAL TOUR: A Brush with the Chelsea Art Scene**  
**10AM–2PM** See page 7 for details

**8:30AM – 12:30PM IP COUNSELING IN A WORLD OF IP POLICY DISCORD**  
(Segments I, II, III)  
*Avoiding traps in procuring and enforcing IP rights worldwide.*

**8:30AM I. CHALLENGES IN INTERNATIONAL IP PROCUREMENT**  
*Avoiding prejudice in procuring IP outside the U.S. Dealing with the idiosyncrasies of U.S. law. Reducing costs of a worldwide IP portfolio.*

#### Moderator:

- **John Richards**  
*Ladas & Parry  
New York, NY*

#### Speakers:

- **Lawrence T. Welch**  
*Eli Lilly and Co.  
Indianapolis, IN*
- **Alexander Tognino**  
*IBM Corp.  
Armonk, NY*
- **T. David Reed**  
*Procter & Gamble Co.  
Cincinnati, OH*
- **Dennis S. Prahl**  
*Ladas & Parry  
New York, NY*

*Monday, continued*

9:45AM

## II. PATENT AND TRADEMARK LAW HARMONIZATION: IN YOUR LIFETIME?

*What are the prospects for reform? Preparing for changes in the global IP environment.*

**Moderator:**

- **Robert A. Armitage**  
*Eli Lilly & Co.  
Indianapolis, IN*

**Speakers:**

- **Q. Todd Dickinson**  
*Howrey, Simon, Arnold & White, LLP  
Washington, DC*
- **Clark W. Lackert**  
*King & Spalding  
New York, NY*

10:45AM

## COFFEE BREAK

*Sponsored by the law firm of Darby & Darby, LLC*

11:00AM

## III. GLOBAL ENFORCEMENT: PRACTICAL EXPERIENCES AROUND THE WORLD

*Strategies for multinational IP enforcement to win and to reduce costs.*

**Moderator:**

- **Jacobus C. Rasser**  
*Howrey, Simon, Arnold & White, LLP  
London, England*

**Speakers:**

- **Richard S. Willoughby**  
*Howrey, Simon, Arnold & White, LLP  
London, England*
- **Duck Soon Chang**  
*First Law Office of Korea  
Seoul, Korea*
- **Harley I. Lewin**  
*Greenberg Traurig, LLP  
New York, NY*
- **Daisy Wang**  
*Lee and Li Attorneys  
at Law  
Taipei, Taiwan*
- **Willem A. Hoyng**  
*Linklater & Alliance  
Amsterdam, The Netherlands*

12:45PM – 2:00PM

## LUNCHEON

*Sponsored by the law firm of Howrey, Simon, Arnold & White, LLP*

**Address by:**

- **The Honorable Nicholas P. Godici**  
*Acting Director, U.S. Patent and Trademark Office  
Washington, DC*

*Monday, continued*

2:15PM – 3:30PM

**TRADEMARKS – THE SUPER IP ASSET**

*Appreciating the value of a trademark. Licensing strategies to capitalize on the goodwill of a trademark.*

**Moderator:**

- **Harry J. Gwinnell**  
*Cargill, Inc.*  
*Wayzata, MN*

**Speakers:**

- **David J. Gould**  
*E.I. DuPont de Nemours & Co.*  
*Wilmington, DE*
- **James V. Forte**  
*E.I. DuPont de Nemours & Co.*  
*Wilmington, DE*
- **Kimberly S. Neible**  
*Caterpillar Inc.*  
*Peoria, IL*

3:30PM – 3:45PM

**COFFEE BREAK**

*Sponsored by the law firm of Darby & Darby, LLC*

3:45PM – 4:15PM

**DIGITAL RIGHTS: HOW FAR DO YOU GO?**

*What are digital rights? Protecting your client's digital rights.*

**Speaker:**

- **Parry Aftab**  
*Darby & Darby, LLC*  
*New York, NY*

4:15PM – 5:15PM

**WHAT DO YOU DO? THE FIRST 48 HOURS AFTER AN INDUSTRIAL ESPIONAGE THEFT**

*Will the Economic Espionage Act benefit your client? Hear from the front lines.*

**Moderator:**

- **Victoria A. Cundiff**  
*Paul Hastings, Janofsky & Walker LLP*  
*New York, NY*

**Speakers:**

- **Robert R. Strang**  
*Assistant U.S. Attorney*  
*New York, NY*
- **Larissa L. Mentzer,**  
*Special Agent, Federal Bureau of Investigation, Computer Hacking and IP Violations*  
*New York, NY*

7:00PM – 10:00PM

**RECEPTION AND DINNER:  
THE RUSSIAN TEA ROOM**



*Reception sponsored by Delphion  
See page 6 for details.*

## Tuesday, November 6

### 7:00AM – 8:00AM CONTINENTAL BREAKFAST

*Sponsored by the law firm of Burns, Doane, Swecker & Mathis, LLP*

### 8:00AM – 9:45AM MANAGEMENT OF IP LITIGATION: WHAT'S WORKING?

*Selecting litigation counsel. Teaming to reduce costs and enhance litigation outcomes. Who should do what and who should set the ground rules?*

#### Moderator:

- **John B. Pegram**  
*Fish & Richardson P.C.*  
*New York, NY*

#### Speakers:

- **John F. Sweeney**  
*Morgan & Finnegan, LLP*  
*New York, NY*
- **Thomas H. Beck**  
*Fitzpatrick, Cella, Harper & Scinto*  
*New York, NY*
- **Vernon R. Rice**  
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- **M. Andrea Ryan**  
*Genetics Institute, Inc.*  
*Cambridge, MA*
- **Philip A. Johnson**  
*Johnson & Johnson*  
*New Brunswick, NJ*

### 9:45AM – 10:00AM COFFEE BREAK

*Sponsored by the law firm of Orrick, Herrington & Sutcliffe LLP*

### 10:00AM – 12:00NN COMMITTEE MEETINGS

*During this 2-hour period, several IPO committees will present topics to be announced prior to the IPO Annual Meeting. These concurrent sessions will be open to all those attending the meeting. Presenters will be a mix of committee members and guest speakers. Topics will relate to issues the committees have addressed over the past year. Handout materials will be available. Committees may reserve a portion of their allotted time for regular committee business.*

## IPO

## COMMITTEES

Committees provide IPO members the opportunity to contribute their talent and experience to advancing the goals of the association. The IPO committee structure was revitalized and expanded in 2000 to include 39 standing committees in 6 divisions with nearly 600 members. A wide range of topics is covered including numerous aspects of patents, trademarks, copyrights, and trade secrets. Committees play an integral role in policy development at IPO by researching current intellectual property issues and producing reports for Board of Directors review. For a complete listing of IPO divisions and committees and their charters, visit [www.ipo.org](http://www.ipo.org) and click on the committees button.

*Tuesday, continued*

**12:15PM – 1:30PM LUNCHEON**

*Sponsored by the law firm of Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

**Address by:**

- **The Honorable John M. Walker, Jr.**  
*Chief Judge, U.S. Court of Appeals for the Second Circuit  
New York, NY*

**1:45PM – 3:15PM LAW UPDATES – PATENTS, TRADE SECRETS AND TRADEMARKS**

*Pithy reviews of the most significant IP cases during the past year with commentary on implications for IP procurement and enforcement.*

**Moderator:**

- **Charles E. Van Horn**  
*Finnegan, Henderson, Farabow, Garrett & Dunner, LLP  
Washington, DC*

**Speakers:**

- **William G. Barber**  
*Fulbright & Jaworski LLP  
Austin, TX*
- **Ronald E. Coolley**  
*Jenkins & Gilchrist, P.C.  
Chicago, IL*

**3:15PM – 3:30PM COFFEE BREAK**

*Sponsored by the law firm of Orrick, Herrington & Sutcliffe LLP*

**3:30PM – 4:30PM ETHICS – IS THE IN-HOUSE IP COUNSEL CANON FODDER?**

*Can the corporate IP counsel meet the expectations of his or her employer and still meet professional and ethical obligations? The implications of “moonlighting”.*

**Moderator:**

- **Norman L. Balmer**  
*IPO Immediate Past President  
Ridgefield, CT*

**Speakers:**

- **Lisa A. Dolak**  
*Syracuse University  
College of Law  
Syracuse, NY*
- **Philip Furgang**  
*Furgang & Adwar, LLP  
New York, NY*
- **Anthony K. Greene**  
*Herbert L. Jamison & Co. LLC  
West Orange, NJ*

**4:30PM ADJOURNMENT**

## MONDAY NIGHT DINNER

*Monday, 7pm to 10pm – All meeting registrants*

The Russian Tea Room has long enjoyed a unique place in New York life as a veritable stomping ground for New York's cultural and literary communities. It was founded in 1927 by members of the Russian Imperial Ballet who fled to America following the Revolution. It

### RUSSIAN TEA ROOM

then expanded to full-service dining during World War II. In 1995, visionary Warner LeRoy of Maxwell's Plum, Great Adventure, and Tavern on the Green revitalized the restaurant with a multi-million dollar renovation.

IPO's guests will enjoy the Fabergé-inspired Venetian glass eggs and 15-foot revolving bear aquarium to be found on the second floor reception room. The private dining room, Bear Ballroom, is adorned with a Tiffany stained-glass ceiling, playful brass bears, frolicking rabbits and silver leaf stag heads. All are treasures preserved from the original Maxwell's Plum restaurant. IPO's Monday night dinner will truly be a night to remember!

**Transportation will be provided for all meeting registrants and their paid guests.**





## TOUR

*Monday, 10am to 2pm*



### A BRUSH WITH THE CHELSEA ART SCENE

Chelsea, named after an old Soldier's Home in London, was originally one family's country estate in the 1830s. As the city spread northward, it was sub-divided into street after street of graceful row houses. The innovative developer of this neighborhood was Clement Clarke Moore, better known as the author of "*A Visit from St Nicholas.*" Moore frequently visited his grandfather's farm which once thrived in this area.

Chelsea was a quiet residential neighborhood for years and currently is being transformed by an influx of artists who were priced out of other areas. Trend-setting galleries, boutiques and restaurants have recently opened in the area. Nabisco's 85-year old factory has been transformed into a thriving marketplace for chefs and gourmets.

While strolling tree-lined side streets, IPO guests will have the opportunity to pass some of New York City's most elegant 19<sup>th</sup> century townhouses. Chelsea's character quickly changes from block to block, from stately townhouses to a bustling revitalized shopping district. Along "Ladies' Mile," as this section of Avenue of the Americas was known in the 19<sup>th</sup> Century, the classic old cast iron department stores, once used for manufacturing, have been returned to their original use. As a result, this district has become a shopping mecca for New Yorkers. IPO guests will have the opportunity to stroll by the landmark Chelsea Hotel, home to many artists, writers and rock stars. The lobby boasts a quirky private collection donated by past and current residents. Touring Chelsea is an excellent way to experience authentic New York City culture.

**The tour of the Chelsea art scene will take place on Monday, November 5, from 10AM to 2PM. Registration for the tour must be made in advance and should be indicated on the registration form. The cost is \$50.00.**



# GENERAL INFORMATION

## CONFERENCE REGISTRATION

Advance registration is required. Registrations will be accepted via **mail, fax or on-line**.

**To register by mail**, send your registration with your check or credit card information to:

**Intellectual Property Owners Association (IPO)**  
1255 Twenty-Third Street NW, Suite 200  
Washington, DC 20037

**To register by fax**, send your form and credit card information to **202/466-2893**.

**To register on-line**, visit IPO's web site at [www.ipo.org](http://www.ipo.org). Click on the Annual Meeting banner at the top of the page. Follow the instructions for registration.

Please reserve early. Space is limited. IPO will confirm all registrations by mail. The program is subject to change. Please visit our website, [www.ipo.org](http://www.ipo.org), for additional details.

## FEES

The registration fee is:

- \$700 per person for IPO members;
- \$350 per person for IPO inventor/author members; and
- \$800 per person for non-members.

The fee includes the Sunday evening reception, Monday's breakfast, luncheon, and dinner, and Tuesday's breakfast and luncheon, and conference materials.

Guests of the registrant may purchase Monday evening dinner tickets for \$100, and attend the Sunday evening reception on a complimentary basis, but are not permitted to attend any other portions of the meeting.

Any employee in a company, university, or law firm is entitled to register at the IPO member rate if the employer belongs to IPO as a company, university, or law firm member. A person is not entitled to the member rate, however, on the basis that she or he is employed in the same organization as another person who belongs to IPO as an individual member.

## EARLY REGISTRATION DISCOUNT

**Register early and save!** All registrations postmarked by **October 5, 2001**, with accompanying payment, receive the early registration discount of \$75 off the conference fee.

All registrations postmarked after **October 5** are subject to the standard fee pricing.

## CANCELLATION POLICY

A full refund will be made if notice of cancellation is received by **Friday, October 19, 2001**. Cancellations received **after October 19** and **before October 31** are subject to a \$100 fee. No refunds will be given for cancellations received **on or after October 31**.

## CLE CREDIT

IPO will assist attendees who wish to obtain continuing legal education (CLE) credit. Credit is being requested in every state that has a mandatory CLE requirement. The number of credit hours will vary depending on the requirements of the individual state. IPO expects most states will award 11.75 to 15 credit hours for this program. **The New York State Continuing Legal Education Board has awarded the IPO Annual Meeting 15 substantive CLE credit hours.**

## HOTEL INFORMATION

**Location:** The Marriott Marquis Hotel  
1535 Broadway  
New York, NY 10036

**Rates:** Single.....\$289.00  
Double.....\$309.00

**Reservations:** (800) 228-9290

To be assured of a room at the reduced rate, you must make your reservation directly with The Marriott Marquis Hotel by **October 12, 2001** and identify yourself as a participant in the IPO Annual meeting. After October 12, 2001, reservations can only be made according to space/rate availability.

## AIRLINE DISCOUNTS

US Airways is the official air carrier for the IPO Annual Meeting in New York, NY. US Airways is offering a 12% discount off unrestricted coach fares for travel between November 1 and 9, 2001. This special discount is valid with 7 days advance reservation and ticketing required. To take advantage of this special discount, registrants may call the US Airways Group and Meeting Reservation Office toll free at (877) 874-7687. Refer to Gold File #39132129.

## THEATRE TICKET INFORMATION

Tickets to a wide selection of Broadway shows can be obtained through Ticketmaster at 212/307-7171 or [www.ticketmaster.com](http://www.ticketmaster.com).

## MARQUIS THEATRE INFORMATION

Located on the 3<sup>RD</sup> floor of the Marriott Marquis Hotel, the Marquis Theatre currently features the Broadway musical *Annie Get Your Gun*. Crystal Bernard (of TV's *Wings*) now stars as legendary sharp-shooter Annie Oakley in this revised version of the 1946 musical comedy. Reservations to this show can be made through the Marquis box office by calling 212/398-1900, ext. 6541. Tickets range in price from \$70-125.

# JOIN IPO

If the 2001 IPO Annual Meeting interests you, consider joining IPO. With membership categories for companies, law firms, small businesses, universities, and individual attorneys, independent inventors and authors, IPO serves all who own or are interested in patents, trademarks, copyrights and trade secrets. Members receive not only discounted registration fees to IPO meetings and events, but also:

- Representation of IP policy interests in the U.S. and abroad through the influential IPO government affairs program
- Opportunities to develop relationships with peers in a wide variety of industries
- Information and educational services designed for IP professionals, such as the popular IPO DAILY NEWS™
- Membership in one of 39 standing committees concerned with current IP issues
- Invitation to participate in programs to educate the public concerning IP rights

For more information, contact the IPO office at 202/466-2396 or [info@ipo.org](mailto:info@ipo.org), or visit the IPO web site, [www.ipo.org](http://www.ipo.org).

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### OFFICER-IN-CHARGE:

**John K. Williamson**, *PPG Industries, Inc.*

### COMMITTEE MEMBERS:

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**Harry J. Gwinnell**, *Cargill, Inc.*

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**2002**

**ANNUAL MEETING IN L.A.**



*Mark your calendar:*

**IPO Annual Meeting  
November 3–5, 2002  
The Century Plaza Hotel  
Los Angeles, CA**

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*IPO would like to recognize and thank the following sponsors:*

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Monday Continental Breakfast

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Tuesday Continental Breakfast

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Monday Coffee Breaks

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Tuesday Coffee Breaks

## EXHIBITORS

*The meeting will include an exhibition area that will be open from 7:30 am to 6 pm on Monday. Be sure to visit the exhibit booths:*

Aurigin Systems

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# REGISTRATION FORM

## New York Marriott Marquis • Nov. 4-6

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### Fees

#### I. MEETING REGISTRANT

All-Inclusive Fee. . . . . \$ \_\_\_\_\_

*Rates are:* IPO Member . . . . . \$700  
IPO Inventor/Author Member . . . . . \$350  
Non-member. . . . . \$800

Early Registration Discount . . . . . - \$ 75

*To receive the \$75 early registration discount, submit registration form and payment postmarked on or before Oct. 5, 2001. Subtract discount from the rate listed above.*

*Fee covers all events, meals, and materials for registrant. Does not include tour.*

#### II. GUEST(S) OF MEETING REGISTRANT

Guest Name(s): \_\_\_\_\_  
\_\_\_\_\_

Guest of Registrant – Dinner on 11/5 (\$100 per person) . . . . . \$ \_\_\_\_\_

Chelsea Tour – 11/5 (\$50 per person) . . . . . \$ \_\_\_\_\_

**TOTAL DUE (I & II)** . . . . . \$ \_\_\_\_\_

### Method of Payment: *(Check or Credit Card)*

- Check *(Make checks payable to: IPO—Intellectual Property Owners Association)*
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For more information, call 202/466-2396



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November 4-6, 2001***

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