



Intellectual
Property
Owners
Association

Join Us!

2008 ANNUAL MEETING

SEPTEMBER 21-23

*San Diego, California
Hotel del Coronado*

The must-attend event of the year for the intellectual property community.

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TRADE SECRETS



REGISTER NOW

www.ipo.org/AM2008

KEYNOTE SPEAKERS

Hon. Paul R. Michel
*U.S. Court of Appeals
for the Federal Circuit*

Gregory T. Lucier
CEO, Invitrogen Corp.



**10 TO 14
CLE CREDITS**



Dear IPO Members and Colleagues:



Steven W. Miller
Procter & Gamble Co.

It is my pleasure to invite you to the 2008 IPO Annual Meeting at the Hotel del Coronado in San Diego, California. The program committee, chaired by Suzanne Shema of ZymoGenetics, has created an excellent program.

The San Diego IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities, exhibits, and guest activities. Renew acquaintances and make new friends by attending the Monday Reception & Dinner at SeaWorld San Diego featuring a private Shamu Show and access to the Wild Arctic and Penguin Encounter exhibits while sampling a variety of beers.

We are pleased to have **Gregory T. Lucier**, CEO, Invitrogen Corp., as Monday's luncheon speaker. Tuesday's luncheon speaker will be The Honorable **Paul R. Michel**, Chief Judge, U.S. Court of Appeals for the Federal Circuit. Parallel sessions on patent and trademark/copyright topics are offered throughout the meeting, including ethics presentations for both patent and trademark attorneys. Program details begin on page 3.

San Diego in the fall is a delightful place for you and your family to visit. It is renowned for its idyllic climate and is surrounded by miles of pristine beaches on the west and mountains on the east. Registered guests will be able to take advantage of the guest breakfasts, a free shuttle to La Jolla or Balboa Park, and 25% off at the new Spa at the del. More information can be found on page 16.

I hope you and your family will join us in sunny San Diego!

Cordially,

Steven W. Miller
President



ADVOCATING EFFECTIVE RIGHTS . . .

REGISTER ONLINE: www.ipo.org/AM2008 or use registration form on page 17

2008

SEPTEMBER 21-23

IPO ANNUAL MEETING

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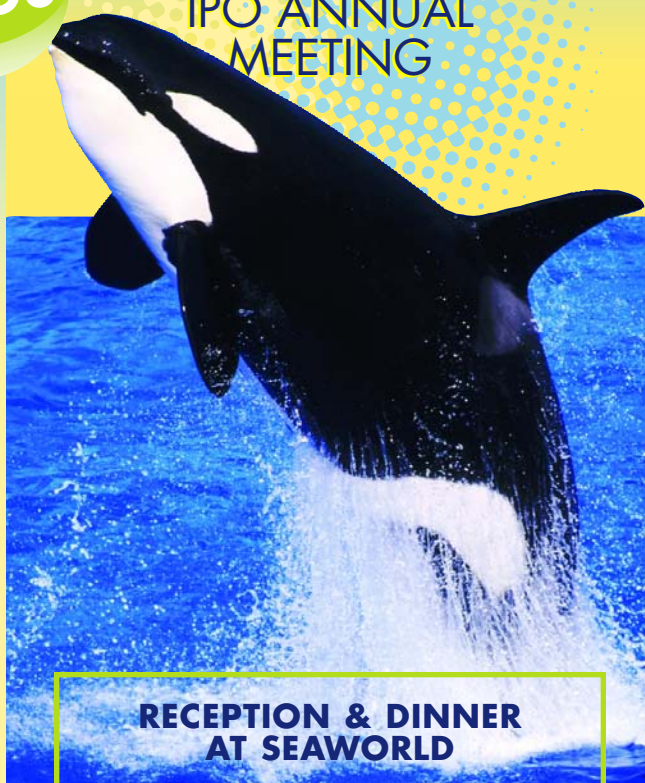
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RECEPTION & DINNER AT SEAWORLD

Join us during a private event at SeaWorld San Diego, the world's premier marine-life park located on beautiful Mission Bay.

*San Diego, California
Hotel del Coronado*

• • • PATENTS • TRADEMARKS • COPYRIGHTS • TRADE SECRETS




About the Hotel del Coronado

The legendary Hotel del Coronado is located on 28 oceanfront acres on Coronado Island. Built in 1888 and designated a National Historic Landmark in 1977, The Del has played host to celebrities, presidents and dignitaries from around the world. Learn more at www.hoteldel.com.



Conference-at-a-Glance



	SUNDAY SEPTEMBER 21	MONDAY SEPTEMBER 22	TUESDAY SEPTEMBER 23	
REGISTRATION DESK	NOON-8:00PM	7:30AM-5:30PM	7:30AM-5:30PM	
EXHIBIT HALL	-	7:30AM-4:30PM	7:30AM-4:30PM	
GUEST BREAKFAST	-	8:30AM-10:30AM	8:30AM-10:30AM	
7:00AM				
:30				
8:00	<p><i>Deadlines</i></p> <p>JULY 31, 2008 EARLY REGISTRATION DISCOUNT</p> <p>AUGUST 15, 2008 HOTEL RESERVATIONS</p> <p>SEPTEMBER 1, 2008 REGISTRATION CANCELLATION</p>	Continental Breakfast & IP EXPO		
:30				
9:00		Indefiniteness	Famous Marks Doctrine	Inequitable Conduct
:30				
10:00		Coffee Break, IP EXPO & Internet Café		Coffee Break, IP EXPO & Internet Café
:30				
11:00		Patent Exhaustion	Counterfeiting & Piracy	In-House IP Strategy
:30				
12:00 NN				
:30				
1:00	<p>IPO Board of Directors Meeting <i>(Members and Alternates)</i></p>	LUNCHEON Address by Gregory T. Lucier		
:30				
2:00		IPO Committee CLE Presentations <i>(Select One of Six)</i>	IP and Other Corporate Practices	Commercialization of IP in China
:30				
3:00		Coffee Break, IP EXPO & Internet Café		Coffee Break, IP EXPO & Internet Café
:30				
5:00		IPO Committee Business Meetings	Patentability Under §101	Hot Topics in Copyright Law
:30				
6:00				ETHICS: Trademark Practice Five Years After Medinol Case
:30				<i>Meeting Adjournment</i>
7:00	Welcome Reception			
:30				
8:00		Reception & Dinner at		
:30				
9:00	IPO Board of Directors Dinner <i>(By Invitation)</i>			
:30				
10:00				

- Breaks, Meals and Social Events
- CLE & Business Meetings
- Concurrent Sessions:
 - Patent
 - Trademark
 - Copyright





Intellectual
Property
Owners
Association

SEPTEMBER 21-23

2008

ANNUAL
MEETING

SAN DIEGO, CALIFORNIA
HOTEL DEL CORONADO

Conference Program

Sunday SEPTEMBER 21

- 12:00PM-8:00PM **Early Registration**
- 12:00PM-4:00PM **IPO Board of Directors Meeting** *(Board Members and Alternates)*
- 5:00PM-6:00PM **Committee Business Meetings** *(see page 14 for more information)*
- 6:00PM-8:00PM **WELCOME RECEPTION**
Sponsored by Kenyon & Kenyon LLP
- 8:00PM-10:00PM **IPO Board of Directors Dinner** *By Invitation*

Monday SEPTEMBER 22

7:30AM-8:15AM **Registration, Continental Breakfast & IP EXPO**
Internet Café Sponsored by Baker & McKenzie


Guest Breakfast
8:30AM-10:30AM

8:15AM-9:45AM **CONCURRENT SESSIONS**

SEE PAGE 9 FOR DETAILS

PATENT

Welcome & Introductions

Steven W. Miller, *IPO President,*
Procter & Gamble Co.,
Cincinnati, OH

Overview of Recent Patent Case Law

Don W. Martens, *Knobbe*
Martens Olson & Bear, LLP, Irvine, CA

Indefiniteness Before and After *Datamize*

Brian M. Buroker, *Hunton &*
Williams, Washington, DC

Corporate Speaker
To be announced

TRADEMARK

Welcome & Introductions

Herbert C. Wamsley,
IPO Executive Director,
Washington, DC

Famous Marks Doctrine: A Comparison of the Effects the Doctrine Has on Dilution in Various Countries

Speakers Paul Blanchard, *Gowlings,*
Ottawa, Canada

Theodore H. Davis,
Kilpatrick Stockton LLP, Atlanta, GA

Guy Heath, *Nabarro, London,*
England

9:45AM-10:15AM **Coffee Break, IP EXPO & Internet Café**
Coffee Break Sponsored by Leydig, Voit & Mayer, Ltd.
Internet Café Sponsored by Baker & McKenzie



PATENT

The Patent Exhaustion Landscape: *Quanta, McFarling, and More*

Moderator Ramsey M. Al-Salam,
Perkins Coie, LLP, Seattle, WA

Speakers Richard Evans, Agilent
Technologies, Inc., Santa Clara, CA

Thomas E. Kelley, Monsanto Co.,
Mystic, CT

Speaker
To be announced

TRADEMARK

Counterfeiting & Piracy: Strategies for Stopping Counterfeiting and Gray Market Goods

Moderator Neil A. Smith, Sheppard,
Mullin, Richter & Hampton, LLP,
San Francisco, CA

Speakers Bruce A. Hall, Pioneer Hi-Bred
International, Inc., Johnston, IA

George F. McCray,
U.S. Department of Homeland
Security, Washington, DC

Lucy Nichols, Nokia, Beijing,
People's Republic of China

Kim William Zerby, Procter &
Gamble Co., Cincinnati, OH

12:15PM-1:45PM **LUNCHEON**

Sponsored by DLA Piper

Address by Gregory T. Lucier, Chief Executive Officer, Invitrogen Corp., Carlsbad, CA



Gregory T. Lucier has served as Chief Executive Officer of Invitrogen Corp. and member of the board of directors since 2003. In 2004 he was appointed Chairman of the Board of Directors. From 2000 to 2003, he was the President and Chief Executive Officer of GE Medical Systems Information Technologies. Mr. Lucier was named a corporate officer of GE in 1999. Mr. Lucier is currently Chairman of BIOCUM and serves on the BIO Board of Directors as well as on the board of the Burnham Institute of Medical Research. He received his B.S. in Engineering from Penn State and an M.B.A. from Harvard Business School.

2:00PM-3:30PM CONCURRENT SESSIONS

**1. Asian Practice Committee:
Raising Validity in Patent Enforcement
Proceedings in China & Japan**

Until recently, legal systems in China and Japan considered issues of patent infringement and patent validity in separate proceedings. Changes in the law and practice in both countries may now create opportunities for a defendant to raise the issue of patent invalidity in the context of an infringement proceeding. The panel members will discuss these changes and their experiences litigating validity issues in these countries.

**2. Copyright Law and Practice Committee
Presentation on Copyright & Trademark
Issues in Virtual Worlds**

A panel discussion will address four distinct IP issues that arise from participation in virtual worlds: (1) copyright infringement, (2) interoperability of virtual worlds and the effect on enforcing copyrights, (3) foreign law impact on virtual worlds, and (4) branding issues.

**3. IP Licensing and Litigation Committees
Licensing and Litigation in the Wake of
Medimmune and Quanta Computer**

Intellectual property licensing is not just a hot topic in the IP community — it has recently been commanding the attention of the U.S. Supreme Court. Speakers will address issues stemming from *Medimmune* and *Quanta Computer*.

**4. Patent Search Committee
Patent Searching: Types, Scope, and
Definitions of Searches**

A high level primer that will provide the opportunity to learn about the many different categories of patent searches. This panel is the culmination of many months of detailed thought and discussion by experienced searchers on this IPO Committee.

continued ►



2:00PM–3:30PM **CONCURRENT SESSIONS** *continued*

5. Trade Secrets and Asian Practice Committees – International Protection of Trade Secrets: A Practical Approach

This panel will include speakers with on-the-ground experience in dealing with the day-to-day issues of protecting trade secrets. They will provide practical suggestions for protecting trade secrets while your company engages in world-wide activities – even in jurisdictions that may not provide reasonable legal recourse.

6. Trademark Office Practice (US) Committee Residual Goodwill: Can it be Used to Preserve or Extend Rights in a Mark?

This session will address the current status of TTAB case law and recent U.S. court cases addressing “residual goodwill.” Panelists will also discuss how this issue is treated by other common law jurisdictions and will provide practice tips to trademark owners claiming residual goodwill to attempt to extend rights in a mark.

3:30PM–4:15PM **Coffee Break, IP EXPO & Internet Café**
Coffee Break Sponsored by Leydig, Voit & Mayer, Ltd.
Internet Café Sponsored by Baker & McKenzie

4:15PM–5:45PM **CONCURRENT SESSIONS**

PATENT

The State and Future of Patentability Under §101

Moderator **George L. Graff**, Paul, Hastings, Janofsky & Walker LLP, New York, NY

Speaker **Prof. John F. Duffy**, George Washington University Law School, Washington, DC

Panel **Paul H. Berghoff**, McDonnell Boehnen, Hulbert & Berghoff LLP, Chicago, IL

Wayne Sobon, Accenture Global Services GmbH, San Jose, CA

Corporate Speaker
To be announced

COPYRIGHT

Hot Topics in Copyright Law

Moderator **Van H. Leichter**, DuPont, Wilmington, DE

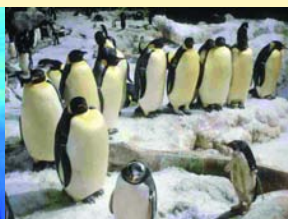
Speakers **James Nguyen**, Foley & Lardner, LLP, Los Angeles, CA

Speaker
To be announced

7:00PM–9:30PM **RECEPTION & DINNER AT SEAWORLD**

Join us during a private event at SeaWorld San Diego, the world’s premier marine-life park, located on beautiful Mission Bay. For more information about this event, see page 8.

Note: Buses will depart promptly at 6:30PM from the Thomas Lawn (by the clock tower) outside the Grande Hall.



Tuesday SEPTEMBER 23



7:30AM-8:15AM **Registration, Continental Breakfast & IP EXPO**
Internet Café Sponsored by Baker & McKenzie

8:00AM-11:00AM **IPO Education Foundation Board of Directors Meeting**
Board Members and Alternates

8:15AM-9:45AM CONCURRENT SESSIONS

PATENT

Inequitable Conduct: Which Standard? What Evidence?

Moderator **Anthony Fitzpatrick**, Duane Morris LLP, Boston, MA

Speakers **Robert A. Armitage**, Eli Lilly and Company, Indianapolis, IN

Prof. Lisa A. Dolak, Syracuse University, Syracuse, NY

Harry F. Manbeck, Jr., Rothwell, Figg, Ernst & Manbeck, Washington, DC

Michael D. Stein, Woodcock Washburn, LLP, Seattle, WA

TRADEMARK

Green Marketing

Moderator **Jeffrey Greenbaum**, Frankfurt Kurnit Klein & Selz, P.C., New York, NY

Speakers **Kathryn Barrett Park**, General Electric Co., Fairfield, CT

Mary Nickerson, Toyota Motor Sales, U.S.A., Inc., Torrance, CA

Gregor Pryor, Reed Smith, London, England

9:45AM-10:30AM **Coffee Break, IP EXPO & Internet Café**
Coffee Break Sponsored by Navigant Consulting
Internet Café Sponsored by Baker & McKenzie

10:30AM-12:00AM CONCURRENT SESSIONS

PATENT

The Real World: Insight on In-house IP Strategy

Moderator **Richard F. Phillips**, Exxon Mobil Corp., Houston, TX

Speakers **Dawn Palmer**, AOL LLC, Dulles, VA

Russ Slifer, Micron Technology, Inc., Boise, ID

Jennifer B. Wuamett, Freescale Semiconductor, Inc., Austin, TX

TRADEMARK

Trade Dress Protection

Moderator **Tracy-Gene Durkin**, Sterne, Kessler, Goldstein & Fox PLLC, Washington, DC

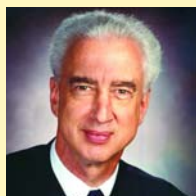
Speakers **Andrew Ehard**, Merchant & Gould, Minneapolis, MN

Georg A. Jahn, Nörr Stiefenhofer Lutz, Munich, Germany

Christine M. Pallotta, Bereskin & Parr, Toronto, Canada

12:15PM-1:45PM LUNCHEON *Sponsored by Buchanan Ingersoll & Rooney PC*

Address by **The Honorable Paul R. Michel**
Chief Judge, U.S. Court of Appeals for the Federal Circuit, Washington, DC



Paul R. Michel was appointed as a Circuit Judge to the U.S. Court of Appeals for the Federal Circuit by President Ronald Reagan in 1988. On December 25, 2004, after 16 years on the court, he assumed the duties of Chief Judge. Chief Judge Michel has written over 300 opinions in patent, trademark, takings, contract, tax, international trade, veterans' rights, and government personnel cases. Since 2005, he has been a member of the Judicial Conference of the U.S., the governing body of the Judicial Branch, and its Executive Committee.



2:00PM–3:30PM

CONCURRENT SESSIONS

PATENT

The Intersection of IP and Other Corporate Practices

IP Law and Employment Law

Speakers Heinz Goddar, *Boehmert & Boehmert, Munich, Germany*

Eiji Katayama, *Abe, Ikubo & Katayama, Tokyo, Japan*

IP Law and Securities

Speaker Jeffrey W. Guise, *Wilson Sonsini Goodrich & Rosati, San Diego, CA*

Bankruptcy; Taking a Security Interest in IP; Collecting Judgements on IP

Speakers Robert L. Eisenbach III, *Cooley Godward Kronish, LLP, San Francisco, CA*
Prof. Peter S. Menell, *Berkeley Center for Law & Technology, Berkeley, CA*

TRADEMARK

Commercialization of IP in China – Trademark Enforcement, Protection Strategies and Domain Names in China

Moderator Dave Fleming, *Brinks Hofer Gilson & Lione, Chicago, IL*

Speakers Tingxi Huo, *Pekung Intellectual Property Ltd., Beijing, People's Republic of China*

Bai Tao, *Jun He Law Offices, Beijing, People's Republic of China*

Corporate Speaker
To be announced

3:30PM–4:15PM

Coffee Break & IP EXPO & Internet Café

Coffee Break Sponsored by Navigant Consulting
Internet Café Sponsored by Baker & McKenzie

4:15PM–5:45PM

CONCURRENT ETHICS SESSIONS

PATENT

Patent Quality: Defining It, Managing It

Moderator John K. Williamson, *K&L Gates, Pittsburgh, PA*

Speakers Bart Eppenauer, *Microsoft Corp., Redmond, WA*

Pryor A. Garnett, *IBM Corp., Beaverton, OR*

Michael Walker, *DuPont, Wilmington, DE*

Patent Practitioners' Duties and Liabilities

James Toupin, *U.S. Patent and Trademark Office, Alexandria, VA (invited)*

TRADEMARK

How the Law Continues to Evolve Five Years After the Medinol Case and the Consequences on Trademark Practice

Speakers Alan S. Cooper, *Howrey LLP, Washington, DC*

Tiki Dare, *Sun Microsystems, Inc. Menlo Park, CA*

J. David Sams, *U.S. Patent and Trademark Office, Alexandria, VA (invited)*

Paul W. Vapnek, *Townsend & Townsend & Crew, San Francisco, CA*

5:45PM

Adjournment



2008

SEPTEMBER 21-23
ANNUAL
MEETING



Intellectual
Property
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Association

Reception & Dinner at SeaWorld



MONDAY,
SEPTEMBER 22

Reception & Dinner at SeaWorld

7:00PM-9:30PM

Dress is business casual

NOTE: Buses will depart promptly at 6:30PM from the Thomas Lawn (by the Clock Tower) outside the Grande Hall



Guests will receive a personalized itinerary, map and ticket to SeaWorld as they board the buses at the Hotel del Coronado. As guests arrive at the park, they will be greeted by a parade of pink flamingos that will lead them to Shamu Stadium. Enjoy cocktails and hors d'oeuvres during a spectacular private Shamu show. After the show, attendees will enjoy a buffet dinner in the Nautilus Pavilion. Adjacent to the Nautilus Pavilion is SeaWorld's Wild Arctic and Penguin Encounter. Guests can explore these exhibits at their leisure or partake in a private beer tasting. Dessert will be served on the patio outside the Wild Arctic and Penguin Encounter.

Children are welcome to attend the Monday Reception & Dinner at SeaWorld. In order to provide an accurate head count to SeaWorld, **please register all children and guests.** For children age 12 and under, e-mail the full names and ages to meetings@ipo.org — there will be no charge. For children over 12, purchase the Guest Social Events Package (see page 9 for more details or page 17 to register).

SeaWorld San Diego: The IPO Monday evening reception and dinner is a private event at SeaWorld, the world's premier marine-life park, located on beautiful Mission Bay. SeaWorld's first park opened in San Diego on March 21, 1964. Anheuser-Busch Company, the current park owners, purchased the park in 1989.

Shamu Show: See one of the world's most famous killer whales during a private Shamu show. SeaWorld's main attraction is its Orcas (killer whales), which are housed in a 7-million-gallon habitat known as Shamu Stadium. Shamu was the name of the first Orca brought to SeaWorld San Diego in the early 1960s. 'Shamu' is now used as a stage name in performances at SeaWorld parks.

Beer Tasting: Guest will be able to sample a variety of beers. Taste your favorite Anheuser-Busch products and receive background information and pairing tips.

Penguin Encounter:

The Penguin Encounter offers viewing of eight species of penguins frolicking in their sub-zero environment. SeaWorld's penguin collection is the most extensive exhibit of Antarctic birds in the world.



Wild Arctic:

Begin the arctic voyage by boarding one of two jet helicopter simulators for a thrilling and perilous flight to a remote research station called Base Station Wild Arctic. As the jet reaches its far away land of snowy ice floes and rocky glaciers, enjoy the spectacular beauty of the Arctic. Observe graceful beluga whales, powerful polar bears and massive walrus. An education guide will be available to answer questions.



Guest Social Events Package

IPO is offering a special Social Events Package for spouses and guests of attendees at the IPO Annual Meeting. The package fee of **\$250** includes admission to the Sunday Welcome Reception, the Monday Evening Reception & Dinner at SeaWorld, and the Guest Breakfasts on Monday and Tuesday. In addition, guests registered for the Social Events Package will receive 25% off at the Spa at the del and access to a private shuttle to La Jolla and Balboa Park.

Register for the guest social events package online at www.ipo.org/AM2008 or on the registration form located on page 17 of the brochure. For recommendations on tours, museum passes, places of interest, and other local attractions, visit the Hotel del Coronado's concierge and hospitality office located in the main lobby. Representatives are available to assist you between the hours of 7:00AM to 9:00PM every day.

The Guest Social Events Package includes:

Annual Meeting Welcome Reception

Sunday, September 21

6:00PM–8:00PM

Windsor Lawn, Hotel del Coronado

Join us on the opening evening of the Annual Meeting at the Hotel del Coronado. Overlook the Pacific Ocean while enjoying cocktails and *hors d'oeuvres* on the Windsor Lawn. Dress is business casual.

Guest Breakfasts

Monday, September 22 and

Tuesday, September 23

8:30AM–10:30AM

Windsor Complex, Hotel del Coronado

Mingle with other guests for breakfast while you plan your day. The Hotel del Coronado offers shopping, dining, pools, miles of beach, and a new World-class Spa at the del and state-of-the-art fitness center.

Spa at the del

Each guest registered for the Special Events Package will receive a **25% discount** at the spa. The new spa includes 21 treatment rooms, hydrotherapy, relaxation areas for men and women, and steam rooms. We recommend booking your spa appointment early, as space is limited. For a menu of treatments offered or to book an appointment, visit www.hoteldel.com/spa.

Monday Reception & Dinner at SeaWorld

Monday, September 22

7:00PM–9:30PM

SeaWorld San Diego

Join conference attendees and guests during a private event at SeaWorld San Diego, the world's premier marine-life park located on beautiful Mission Bay. Dress is business casual.

NOTE: Buses will depart promptly at 6:30PM from the Thomas Lawn (by the Clock Tower) outside the Grande Hall.

Shuttles to La Jolla & Balboa Park

For guests who would like to explore San Diego neighborhoods off of Coronado Island, shuttles will be available on Monday, September 22 (see schedule at right) to the following locations:

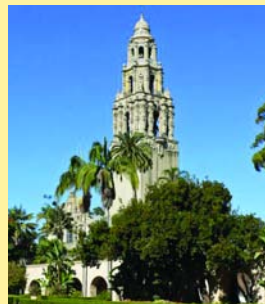
The Village of La Jolla:

Enjoy a day in the Village of La Jolla. Prospect and adjacent streets of downtown La Jolla are alive with the world's shopping elite.

The range of storefronts is dazzling. From high-end galleries to charming boutiques, you'll be tempted by countless opportunities to bring a piece of La Jolla home with you.



Balboa Park: Visit the 1200-acre Balboa Park, the nation's largest urban cultural park. Originally erected for the 1915–1916 Pan-American Exposition, the beautiful Moorish-style buildings were intended merely as temporary housing for the fair's exhibits. Now these elegant facades, foyers and fountains welcome visitors to a variety of permanent museums and attractions. Home to 15 major museums, renowned performing arts venues, beautiful gardens and the San Diego Zoo, the park has an ever-changing calendar of exhibitions, plays, musicals and concerts. Admittance to the park grounds, the Botanical Building, outdoor gardens and some additional attractions is free of charge. Admission is charged to access the museums and the San Diego Zoo. More information is available at www.balboapark.org.



MONDAY, SEPTEMBER 22

SHUTTLE SCHEDULE

Shuttles will depart from the Thomas Lawn (by the Clock Tower), outside the Grande Hall.

Village of La Jolla

DEPART	ARRIVE
Hotel del Coronado	La Jolla Visitor Center
9:00AM	9:45AM
11:00AM	11:45AM

DEPART	ARRIVE
La Jolla Visitor Center	Hotel del Coronado
1:30 PM	2:15PM
3:30 PM	4:15PM

Balboa Park

DEPART	ARRIVE
Hotel del Coronado	Balboa Park Visitor Center
9:30AM	10:00AM
11:00AM	11:30AM

DEPART	ARRIVE
Balboa Park Visitor Center	Hotel del Coronado
2:00PM	2:30PM
3:30PM	4:00PM



2008 Annual Meeting Sponsors

THANK YOU FOR YOUR SUPPORT!

Additional sponsorship opportunities are available! If you would like to become a sponsor for this conference, please contact Clara Stanfield at cstanfield@ipo.org or 202-521-6738.

Sunday
Welcome
Reception



Monday
Luncheon



Tuesday
Luncheon



Meeting
CD-ROM



Internet
Café



Monday
Breaks



Tuesday
Breaks



Web
Casting



Web
Casting



Meeting
Pocket
Programs



Pens



Badge
Holders



Bottle Water



IP EXPO

Exhibitors

The 2008 IPO Annual Meeting will feature an exhibit area that will be open 7:30AM-4:30PM on Monday and Tuesday in the Crown Room.



Membership

Intellectual Property Owners Association (IPO), established in 1972, is a trade association for owners of patents, trademarks, copyrights, and trade secrets. IPO is the only association in the U.S. that serves all intellectual property owners in all industries and all fields of technology.

The association advocates effective and affordable IP ownership rights and provides a wide array of services to members.

IPO concentrates on:

- supporting member interests relating to legislative and international issues;
- analyzing current IP issues;
- providing information and educational services; and
- disseminating information to the general public on the importance of intellectual property rights.

“IPO is the only association in the U.S. that serves all intellectual property owners in all industries and all fields of technology.”

GOVERNMENT AFFAIRS

Promoting the interests of the IP owner

IPO advocates reforms to provide cost effective and reliable intellectual property protection. IPO positions are communicated to Congress, the U.S. Patent and Trademark Office, the U.S. Trade Representative, and other agencies.

Current initiatives include:

- Promoting legislation to reform U.S. patent and trademark laws
- Permanently ending the government’s practice of diverting user fee collections from the USPTO
- Filing amicus briefs with courts
- Working to harmonize the world’s patent laws
- Combating counterfeiting and piracy

MEMBER EDUCATION

Building knowledge and relationships

With more than 220 corporations and 250 law firms worldwide, IPO provides a unique forum to connect its corporate executives and IP practitioners on a wide variety of IP-related business issues. Individual attorneys, executives, inventors and authors also have a voice in IPO’s work. This network of over 10,000 people continually pushes IPO toward success. IPO promotes professional development and networking opportunities through an extensive offering of conferences and social events.

- IPO’s meetings bring together experts from the U.S. and abroad to discuss recent trends and developments in IP law. Visit www.ipo.org for a calendar of events.
- IPO’s 28 Standing IP Committees address six areas of IP policy, law, and practice. Read more about IPO committees on page 14.

SOURCE OF IP INFORMATION

A unique resource — www.ipo.org

The IPO website is a leading IP research tool, containing over 7,000 web pages including summaries of all precedential Federal Circuit patent and trademark rulings for the last ten years.

- The emailed *IPO Daily News™* provides timely summaries of patent and trademark opinions of the U.S. Court of Appeals for the Federal Circuit and is a source for latest information on legislative and international events.
- www.ipo.org features a searchable membership directory; *IPO Daily News™* archives; IPO’s Federal Circuit Summaries™ archives; IP articles and reports; Top 300 Patent Owners; archived IPO Amicus Briefs; and IPO’s Events Calendar.
- IP Career Bank allows IPO members to advertise corporate and law firm positions without charge.

PUBLIC AWARENESS

Leading the IP rights information campaign

IPO informs the public and government policy makers about the increasing importance of intellectual property systems to the national economy.

- IPO’s Education Foundation is a non-profit organization devoted to broadening the public understanding and appreciation of intellectual property rights. This year, the foundation plans to launch a public awareness campaign in pursuit of this mission.
- For more information on the Foundation, go to page 13 of this brochure or visit www.ipof.org

Join IPO

If the 2008 IPO Annual Meeting interests you, consider joining IPO. For information about becoming a member contact the IPO office at 202/466-2396 or apply online at www.ipo.org/joinipo.



IPO Education Foundation Board of Directors

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Promoting IP Education and Awareness

IPO Education Foundation was established in 2005 to educate the public on the importance of intellectual property rights to the national and global economy. IPO Education Foundation activities:

CONFERENCES

- **PTO Day** (December 1, 2008) – Cosponsored with the U.S. Patent and Trademark Office, this conference brings together experts from the Office and the private bar to discuss current developments.
- **Patent Interferences Conference** (December 2, 2008) – This Patent conference is designed to teach corporate counsel and private practitioners what needs to be considered during proceedings before the Board of Patent Appeals and Interferences.
- **International Judges Conference** (April 19–21, 2009) – This conference will bring together more than 85 internationally recognized judges who decide patent cases and patent attorneys in corporate and private practice to discuss new issues in IP law around the world.
- **Foundation Awards Dinner** – Awards are presented to:

Distinguished IP Professional: Given to an individual who has demonstrated extraordinary leadership in the intellectual property community and a lifetime commitment to invention and innovation.

Inventor of the Year: This award recognizes America's most outstanding recent inventors. Its purpose is to increase public awareness of current inventors and how they benefit the nation's economy and quality of life.

PUBLIC RELATIONS

- **"Spotlight On – The U.S. Patent System"** (coming soon) – A short educational video aired on PBS addressing the importance of the intellectual property system to the U.S. economy and our quality of life.

SCHOLARSHIPS

- **Donald W. Banner Corporate Intern Scholarship** – Two \$10,000 scholarships awarded to outstanding law students who have completed an internship in a corporate intellectual property law department.
- **IPO Annual Meeting Scholarships** – Providing students the opportunity to interact with corporate and private practice attorneys, academics and other attendees during the IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. Contact meetings@ipo.org for more information.

IPO Education Foundation is a non-profit subsidiary of Intellectual Property Owners Association. Donations to the Foundation by individuals are tax deductible to the extent allowed by law.

To find out more about IPO Education Foundation programs visit www.ipoeff.org. To make a donation go to page 17.

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IPO Committees

Cornerstone of the Association

Committees provide IPO members the opportunity to contribute their talent and experience to advancing the goals of the association. The IPO committee structure includes 28 Standing IP Committees addressing six issue areas, with more than 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 and providing analysis on current IP issues and producing recommendations for the Board of Directors. For a description of IPO committees, visit www.ipo.org/committees.

IPO STANDING IP COMMITTEES

Many of IPO's Standing IP Committees will be holding business meetings on **SUNDAY, SEPTEMBER 21**, preceding the annual meeting opening reception.

To find out which committees will be hosting meetings, contact the IPO Office at committees@ipo.org.

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Counterfeiting & Piracy
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Open Source
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Software and Business Methods

Trademark Division

Trademark Law (U.S.)
Trademark Law & Practice (International)
Trademark Office Practice (U.S.)*

**Thank you to the Standing IP Committees that are organizing CLE sessions on Monday, September 22, 2:00PM-3:30PM. See pages 4-5 for more information about these sessions.*

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Annual Meeting Registration

Hotel Information

Hotel del Coronado
1500 Orange Avenue
Coronado, CA 92118
www.hoteldel.com

Reservations
800/468-3533

IPO has reserved a limited number of rooms at a reduced rate at the Hotel del Coronado. You must make your reservations directly with the hotel by calling 800/468-3533 and referencing the group name "Intellectual Property Owners Association." This rate is available until the room block is sold out or until **August 15**, whichever comes first.

IPO Group Rate
\$275 single/double

In addition to the room rate, the hotel has an Automatic Daily Resort Charge of \$20 per room, per night. The resort charge covers the following services and amenities: high speed Internet access; fitness center access; fitness classes; daily newspaper delivery (Mon-Sat); in room coffee and tea; local, 800, and credit card calls; and \$20 discount off greens fees at La Costa Golf Course. In addition, this charge entitles guests to discounted attraction tickets to Legoland and Disneyland.

THREE EASY WAYS TO REGISTER: Advance registration is required. Registrations will be accepted online, via fax or mail. Registrations will not be processed until full payment is received.

Online: www.ipo.org/AM2008

Fax: IPO is moving offices this summer. To ensure that IPO receives your fax, visit www.ipo.org for the current fax number. Send your registration and credit card information to the number listed on the website.

Mail: IPO is moving offices this summer. To ensure that IPO receives your registration form and check or credit card information, make sure your mail is sent to the correct address:

If postmarked on or before August 15:

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

If postmarked after August 15:

Intellectual Property Owners Association (IPO)
1501 M Street NW, Suite 1150
Washington, DC 20005

Please register early. Space is limited. All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting. The program is subject to change. Please visit our web site, www.ipo.org/AM2008, for updates and additional details.

FEES: The Annual Meeting registration fee is: • **IPO Member** \$950
• **IPO Inventor/Author Member** \$500
• **Non-Member** \$1450

The registration fee includes the Sunday Welcome Reception; Monday breakfast and Reception & Dinner at SeaWorld; Tuesday breakfast; and conference materials on CD-ROM.

In order to attend the Monday and/or Tuesday Luncheons, separate tickets can be purchased for \$50/day. Space is limited.

Guests of registrants may purchase the **Guest Social Events Package** for \$250. This fee includes the Sunday evening reception, guest breakfasts on Monday and Tuesday, and the Monday Reception & Dinner at SeaWorld.

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.

EARLY REGISTRATION DISCOUNT: Register early and save! All registrations postmarked by **July 31, 2008**, with accompanying payment, receive the early registration discount of \$100 off the conference fee. All registrations postmarked after July 31 are subject to the standard fee.

CANCELLATION POLICY: Any cancellation received before **September 1, 2008** will be subject to a \$100 processing fee. **No refunds will be given for cancellations received on or after September 1.** These deadlines for cancellation apply to all registrants. Course materials on CD-ROM will be sent to those unable to attend, but who cancel on or after September 1.

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 expects most states will award 10 to 14 credit hours for this program. IPO's Hardship Policy is available upon request.

ATTENDEE LIST

In order to be listed on the Attendee List, you must be registered as of **Friday, September 5, 2008**. Anyone who registers after this time will be listed on the Final Attendee List, which will be available on our website after the meeting.

WEBCAST

Webcasting will be available for portions of the Annual Meeting after the event. For more information, visit www.ipo.org/AM2008.



Registration Form



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SEPTEMBER 21-23

2008

SAN DIEGO, CALIFORNIA
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ANNUAL MEETING

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I. ANNUAL MEETING REGISTRANT — Fee covers the Welcome Reception, Monday Reception & Dinner at SeaWorld, breakfasts, and meeting materials. Fee does **not** include luncheons or Guest Package.

SUBTOTAL

APPLICABLE RATE:

<input type="checkbox"/>	IPO Member	\$950 per person	} \$ _____
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<input type="checkbox"/>	Non-member	\$1,450 per person		

MONDAY LUNCHEON – Address by Gregory T. Lucier
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II. GUEST(S) OF MEETING REGISTRANT

Guest Name(s): _____

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Includes admission to the Sunday Welcome Reception; the Monday Reception & Dinner at SeaWorld; Guest Breakfasts on Monday and Tuesday; and the Monday Shuttle to either La Jolla or Balboa Park.*

**Please choose one of the following if you plan to take the shuttle to: La Jolla OR Balboa Park*

III. OPTIONAL IPO EDUCATION FOUNDATION CONTRIBUTION

Thank you for your support! (Read about IPO Education Foundation on page 13)

\$5,000 \$1,000 \$Other
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PLEASE CHECK IF YOU PLAN TO ATTEND THE FOLLOWING FUNCTIONS:
(Included in your registration fee; for planning purposes only)

General Sessions (select one): Patent Trademark/Copyright

Monday Committee CLE Sessions • 2:00PM–3:30PM (select one):

Asian Practice Committee
 Copyright Law and Practice Committee
 IP Licensing and Litigation Committees
 Patent Search Committee
 Trade Secrets and Asian Practice Committees
 Trademark Office Practice (U.S.) Committee

Sunday Welcome Reception
 Monday Reception & Dinner at SeaWorld

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