



2009 IPO ANNUAL MEETING

SEPTEMBER 13-15

CHICAGO, ILLINOIS • USA
CHICAGO HILTON HOTEL



KEYNOTE SPEAKERS

Greg Brown
President & Co-CEO
Motorola, Inc.

Hon. Timothy B. Dyk
U.S. Court of Appeals
for the Federal Circuit

10-14
CLE
CREDITS

REGISTER ONLINE
www.ipo.org/AM2009

ADDITIONAL
ONE-DAY
PROGRAM ON
**GLOBAL PATENT
STRATEGIES**
WEDNESDAY,
SEPTEMBER 16



Steven W. Miller
Procter & Gamble Co.



Dear IPO Members and Colleagues:

It is my pleasure to invite you to the 2009 IPO Annual Meeting at the Hilton Hotel in Chicago, Illinois. The program committee, chaired by Jonathan Meyer of Motorola, Inc., has created an excellent event.

The Chicago 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 Reception & Dinner at Chicago's Art Institute. Enjoy the newly renovated Impressionist Gallery, the second largest in the world, during cocktails and hors d'oeuvres. Dinner will follow on the top level of the newly constructed Modern Wing, with views of the downtown Chicago skyline, Grant Park and Lake Michigan.

We are pleased to have **Greg Brown**, President and Co-CEO of Motorola, Inc., as Monday's luncheon speaker. Tuesday's luncheon speaker will be **Hon. Timothy B. Dyk**, 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.

New this year, IPO is offering an additional one-day CLE conference on *"Aligning Your Patent Strategy with Your Global Corporate Business Plan."* This program will take place on September 16 at the Chicago Hilton, the day after the Annual Meeting. See page 12 for program details.

Chicago in the fall is a delightful place for you and your family to visit, full of museums, historical sites and attractions. I hope you will join us for two outstanding programs!

Cordially,

A handwritten signature in blue ink that reads 'Steven W. Miller'. The signature is fluid and cursive, matching the printed name below it.

Steven W. Miller
IPO President



2009 IPO ANNUAL MEETING

SEPTEMBER 13-15

CHICAGO, ILLINOIS • USA

CHICAGO HILTON HOTEL

ADDITIONAL ONE-DAY PROGRAM*

Aligning your **PATENT STRATEGY**
with your **GLOBAL CORPORATE**
BUSINESS PLAN

WEDNESDAY, SEPTEMBER 16

*Separate registration required to attend

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SPECIAL EVENT

Reception & Dinner *at the Art Institute of Chicago*

Join us during a private event
at the stunning new Modern Wing
of Chicago's Art Institute

About the Chicago Hilton Hotel



When it opened in 1927, the Stevens Hotel (now Chicago Hilton) was the largest hotel in the world. It measured 28 stories, boasted 3,000 guest rooms, an 18-hole roof-top golf course with real grass, its own hospital and a 1,200-seat theatre with "talking motion picture" equipment.

Conrad Hilton purchased the facility in 1945. Since then, the hotel has seen many renovations, making it one of the best examples of traditional Grand Hotel architecture today.

Its ideal location on renowned Michigan Avenue is just steps away from Grant Park, the Art Institute, Field Museum, Auditorium Theatre, Orchestra Hall, and more.

REGISTER AT www.ipo.org/AM2009
OR www.ipo.org/Sept2009
or see registration form on page 17



CHICAGO 2009




REGISTER AT www.ipo.org/AM2009
or see registration form on page 17

ONE-DAY PROGRAM: www.ipo.org/Sept2009

IPO ANNUAL MEETING
PROGRAM AT-A-GLANCE

	SUNDAY SEPTEMBER 13	MONDAY SEPTEMBER 14	TUESDAY SEPTEMBER 15	WEDNESDAY SEPTEMBER 16	
Registration Desk	NOON-8:00PM	7:30AM-6:00PM	7:30AM-6:00PM	ONE-DAY PROGRAM* ON GLOBAL PATENT STRATEGIES	
IP EXPO Hall	-	7:30AM-4:30PM	7:30AM-4:30PM		
AM 7:00				*Separate Registration Required to Attend the One-Day Program	
:30		CONTINENTAL BREAKFAST, IP EXPO & INTERNET CAFÉ	CONTINENTAL BREAKFAST, IP EXPO & INTERNET CAFÉ		
8:00		WELCOME REMARKS		Registration & Continental Breakfast	
:30		Building, Protecting and Getting the Most Out of Your IP Portfolio	Patent Litigation Post-Seagate	IPOEF Board Meeting (8:00AM-11:00AM)	WELCOME REMARKS
9:00			Proposed New gTLDs		
:30				Work Sharing Efforts	
10:00		COFFEE BREAK, IP EXPO & INTERNET CAFÉ	COFFEE BREAK, IP EXPO & INTERNET CAFÉ	Coffee Break	
:30				Intl. Developments in Compulsory Licensing	
11:00		Remedies	Bilski - What the Future Holds for Business Method Patents	Intl. Developments in Standard Setting	
:30		Fraud on the PTO	Cutting Edge Copyright Issues		
NN 12:00					
:30	IPO Board of Directors Meeting (Members and Alternates)	LUNCHEON Address by Greg Brown	LUNCHEON Address by Hon. Timothy B. Dyk	LUNCHEON Address by Manny W. Schecter	
1:00					
:30		IPO Committee CLE Presentations (Select One of Six)	Venue and Forum Shopping	Trademark Law in Asia	What the Economic Downturn Means for Your Patent Strategy
2:00				Coffee Break	
:30		COFFEE BREAK, IP EXPO & INTERNET CAFÉ	COFFEE BREAK, IP EXPO & INTERNET CAFÉ	Software and Business Method Patents in the Three Leading Economies	
3:00		Re-examination Process, Strategy and Outcomes	Ethics and Professionalism	Conflicts of Interest and Other Ethical Issues	
:30		New Frontiers in Marketing and Advertising			
4:00	IPO Committee Business Meetings			CLOSING REMARKS	
:30			Meeting Adjournment	Program Adjournment	
5:00				See the full one-day program on page 12	
:30	Welcome Reception				
6:00					
:30					
7:00					
:30					
8:00					
:30					
9:00					
:30					
10:00					

KEY TO ANNUAL MEETING SESSIONS & EVENTS

- Breaks, Meals and Social Events
- CLE & Business Meetings

Concurrent Sessions:

- Patent
- Trademark
- Copyright

2009 IPO ANNUAL MEETING

SEPTEMBER 13-15
CHICAGO, ILLINOIS • USA
CHICAGO HILTON HOTEL



PROGRAM

SUNDAY, SEPTEMBER 13

- 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**
- 6:00PM – 8:00PM **WELCOME RECEPTION**
Sponsored by **Kenyon & Kenyon LLP**
- 8:00PM – 10:00PM **IPO BOARD OF DIRECTORS & SPECIAL GUESTS DINNER** (*By Invitation Only*)

MONDAY, SEPTEMBER 14

- 7:00AM – 8:00AM **REGISTRATION ■ CONTINENTAL BREAKFAST ■ IP EXPO**
Breakfast Sponsored by **Leydig, Voit & Mayer, Ltd.**
- 8:00AM – 8:15AM **WELCOME REMARKS**
Steven W. Miller, *Procter & Gamble, Co., Cincinnati, OH*
- 8:15AM – 9:45AM **BUILDING, PROTECTING AND GETTING THE MOST OUT OF YOUR IP PORTFOLIO
IN TODAY'S ECONOMIC CLIMATE: A NEW QUALITY-AND-COST PARADIGM**
The importance of well-defined processes, sound judgment and senior-level engagement in making the many thousands of individual decisions required to build and maintain valuable portfolios, as well as opportunities to exploit the current economy by finding bargain-priced assets and services, and mistakes to avoid.
Moderator: **Casey Hill**, *Research in Motion, Ltd., Rolling Meadows, IL*
John J. Cheek, *Caterpillar Inc., Peoria, IL*
Jonathan E. Retsky, *Howrey LLP, Chicago, IL*
Pradip "Pete" Sahu, *USG, Chicago, IL*
J. Bruce Schelkopf, *Cummins, Inc., Indianapolis, IN*
- 9:45AM – 10:30AM **COFFEE BREAK ■ IP EXPO ■ INTERNET CAFE ■ IT CENTER**
Coffee Break Sponsored by **Leydig, Voit & Mayer, Ltd.**
Internet Cafe Sponsored by **Fitzpatrick, Cella, Harper & Scinto**
IT Center Sponsored by **Baker & McKenzie LLP**

Deadlines

- JULY 31 2009**
EARLY
REGISTRATION
DISCOUNT
- AUGUST 14, 2009**
HOTEL
RESERVATIONS
- AUGUST 28, 2009**
REGISTRATION
CANCELLATION

CHICAGO 2009

MONDAY, SEPTEMBER 14 > *continued*

10:30AM – 12:00NN CONCURRENT SESSIONS

PATENT

REMEDIES: Damages and Injunctive Relief from Various Perspectives

Insights on questions such as: What damages themes resonate most with the judge and jury? How to use the *Georgia-Pacific* factors to your advantage? How to address the “Entire Market Value Rule”? How to approach injunctions in a post-*eBay* world? And, how about compulsory licenses a la *Paice LLC*?

Moderator: **Karen Vogel-Weil**, *Knobbe Martens Olsen & Bear, LLP, Los Angeles, CA*

The Patentee’s Point of View

Morgan Chu, *Irell & Manella LLP, Los Angeles, CA*
Gary L. Griswold, *3M Innovative Properties Co., St. Paul, MN*

The Defense Point of View

Paul H. Berghoff, *McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL*
BJ Watrous, *Hewlett-Packard Co., Palo Alto, CA*

Damages Expert Point of View

Jon Putnam, *CRA International, Chicago, IL*

TRADEMARK

Fraud on the PTO

An overview of recent case law including *Zanella v. Nordstrom*, the *G & W Laboratories* case, *Bose v. Hexawave*, and *Grand Canyon West Ranch v. Hualapi Tribe*. Additionally, outcomes of the *Medinol* case will be addressed, including how the decision has changed practice, preventing future problems, and what to do about old registrations that might be problematic.

Elisabeth Roth Escobar, *Marriott International, Inc., Bethesda, MD*

Linda McLeod, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

12:15PM – 1:45PM. LUNCHEON



Address by: **Greg Brown**, *President and Co-CEO, Motorola, Inc.*

Greg Brown is president and co-chief executive officer of Motorola, Inc. and chief executive officer of Motorola's Broadband Mobility Solutions business, which consists of the Home & Networks Mobility and Enterprise Mobility Solutions businesses. Mr. Brown joined Motorola in 2003 and was elected to its Board of Directors in 2007. Mr. Brown oversees the strategic and operational direction of the Illinois based, \$30 billion telecommunications and enterprise company. With more than 64,000 employees, Motorola is a global company whose portfolio of technologies, solutions and services includes wireless handsets, wireless accessories, digital entertainment devices, wireless access systems, voice and data communications systems, and enterprise mobility solutions. Prior to joining Motorola, he was chairman and CEO of Micromuse Inc., a network management software company. Before that, he was president of Ameritech Custom Business Services and Ameritech New Media Inc.

2:00PM – 3:30PM. CONCURRENT SESSIONS

■ Corporate IP Management Committee

IPO Corporate IP Management Benchmarking Survey:

An overview of the data collected in IPO's 2009 Benchmarking Survey and trends in corporate management practice.

■ Discovery Committee

Local Model Patent Rules: Review of which jurisdictions are adopting local patent rules, as well as an overview of rules under discussion, and recommendations for Model Rules being considered by the IPO Board of Directors.

Continued >

MONDAY, SEPTEMBER 14 > *continued*

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

■ **IP Licensing Committee**

Consequences to Indemnification in View of *Quanta Computer v. LG Electronics*: How *Quanta* changes the litigation landscape through a mock negotiation.

■ **Patent Office Practice (U.S.) Committee**

Tips for “After-Final” Patent Practice: What is Your Strategy After a Final Rejection is Received?

Best practices and a framework for deciding whether appeal or RCE is appropriate, the likelihood of getting amendments entered after-final, whether pre-appeal conferences are helpful, how to effectively interview an examiner after-final, and strategies for prosecution after RCE.

■ **Trade Secrets & Litigation Committees**

Using Clean Rooms to Support Litigation and Prove Independent Development: How do You Guard Against Trade Secret Misappropriation?

Clean Rooms and practical considerations used by corporate managers to prepare for challenging questions often raised in litigation.

■ **Trademark Office Practice (U.S.) Committee**
Trademarks, Recessions and Bankruptcy:

Trademark valuation issues, trademark application trends during recessions, and trademarks and bankruptcy.

3:30PM – 4:15PM. **COFFEE BREAK ■ IP EXPO ■ INTERNET CAFE ■ IT CENTER**

Coffee Break Sponsored by **Leydig, Voit & Mayer, Ltd.**

Internet Cafe Sponsored by **Fitzpatrick, Cella, Harper & Scinto**

IT Center Sponsored by **Baker & McKenzie LLP**

4:15PM – 5:45PM. **CONCURRENT SESSIONS**

PATENT

Re-Examination Process, Strategy and Outcomes

The impact of recent case law, the uptrend in the number of filings, and re-examination strategies and insights into the process.

Moderator: **Taraneh Maghame, Tessera, Inc., San Jose, CA**

Prof. Dennis D. Crouch, University of Missouri School of Law, Columbia, MO

Robert Sterne, Sterne, Kessler, Goldstein & Fox, PLLC, Washington, DC

Debbie K. Wright, Kraft Foods, Northfield, IL

TRADEMARK

New Frontiers in Marketing and Advertising

Trademark issues created by social networking and virtual world websites, keyword advertising issues, new CAN-SPAM Act marketing issues, and minimizing liability for online faux-pas.

Alexis E. Payne, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, Chicago, IL

Prof. Alice Tybout, Northwestern’s Kellogg School of Business, Chicago, IL

Douglas R. Wolf, Wolf, Greenfield & Sacks, PC, Boston, MA

7:00PM – 9:30PM. **RECEPTION & DINNER AT THE ART INSTITUTE OF CHICAGO – Modern Wing**

Co-Sponsored by **Brinks Hofer Gilson & Lione** and **McDonnell Boehnen Hulbert & Bergoff LLP.**

Transportation to the reception sponsored by **Roberts Mlotkowski Safran & Cole, P.C.**

Enjoy the newly renovated Impressionist Gallery, the second largest in the world, during cocktails and *hors d’œuvres*. Dinner will follow on the top level of the newly constructed Modern Wing, with views of the downtown Chicago skyline, Grant Park and Lake Michigan.



CHICAGO 2009

TUESDAY, SEPTEMBER 15

7:30AM – 8:15AM **REGISTRATION ■ CONTINENTAL BREAKFAST ■ IP EXPO**

8:00AM – 11:00AM **IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING**
Board Members and Alternates

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

PATENT
<p>Patent Litigation Post-Seagate – What’s Changed and What Hasn’t</p> <p>The practical impact of the <i>Seagate</i> decision that redefined the standard for a finding of willful infringement, post-<i>Seagate</i> decisions and tips for handling pre-litigation claims from both the plaintiff’s and defendant’s perspectives.</p> <p>Moderator: Nicky Espinosa, <i>Dechert LLP</i>, <i>Mountain View, CA</i></p> <p>Bart Eppenauer, <i>Microsoft Corp.</i>, <i>Redmond, WA</i> Roderick R. McKelvie, <i>Covington & Burling LLP</i>, <i>Washington, DC</i> Thomas V. Miller, <i>Motorola, Inc.</i>, <i>Schaumburg, IL</i></p>

TRADEMARK
<p>Proposed New gTLDs and Their Consequences for Brand Owners</p> <p>Proposed new generic top level domain names and problems that could arise with cybersquatters and enforcement strategies.</p> <p>Tiki Dare, <i>Sun Microsystems</i>, <i>Menlo Park, CA</i> Paul D. McGrady, Jr., <i>Greenberg Traurig</i>, <i>Chicago, IL</i> William J. Morris, III, <i>Under Armour, Inc.</i>, <i>Baltimore, MD</i></p>

9:45AM – 10:30AM **COFFEE BREAK ■ IP EXPO ■ INTERNET CAFE ■ IT CENTER**
Internet Cafe Sponsored by Fitzpatrick, Cella, Harper & Scinto
IT Center Sponsored by Baker & McKenzie LLP

10:30AM – 12:00NN **CONCURRENT SESSIONS**

PATENT
<p>Bilski – What is the Future for Business Method Patents</p> <p>Possible outcomes and implications of what promises to be one of the most important patent decisions in modern times.</p> <p>Moderator: Barry Grossman, <i>Foley & Lardner, LLP</i>, <i>Milwaukee, WI</i></p> <p>Meredith Martin Addy, <i>Brinks Hofer Gilson & Lione</i>, <i>Chicago, IL</i> John Squires, <i>Chadbourne & Park</i>, <i>New York, NY</i></p>

COPYRIGHT
<p>Cutting Edge Copyright Issues</p> <p>Discussion of <i>Gatehouse v. New York Times</i> and <i>Boston.com</i> and other copyright infringement cases. In addition, fair use issues that arise when artists license works in one format and the works are then used by others in another format. The <i>National Geographic</i> case, <i>Jackson Brown</i>, <i>Shepard Fairley</i> and <i>Coldplay</i> cases will be discussed.</p> <p>R. Scott Feldman, <i>Crowell & Moring, LLP</i>, <i>Irvine, CA</i> Prof. David Nimmer, <i>University of California</i>, <i>Los Angeles, CA</i></p>

TUESDAY, SEPTEMBER 15 > *continued*

12:15PM – 1:45PM LUNCHEON



Address by Hon. Timothy B. Dyk, *U.S. Court of Appeals for the Federal Circuit, Washington, DC*

Timothy Dyk was appointed by President Clinton in 2000. Prior to his appointment, Judge Dyk was Partner and Chair, Issues and Appeals Practice Area, at Jones, Day, Reavis and Pogue. He was Adjunct Professor at Yale Law School, University of Virginia Law School, and Georgetown University Law Center. Judge Dyk was Associate and Partner, Wilmer Cutler and Pickering. He served as Special Assistant to Assistant Attorney General Louis F. Oberdorfer. He also served as Law Clerk to Chief Justice Burger and to Justices Reed and Burton (retired). Judge Dyk received an A.B. from Harvard College and an LL.B. from Harvard Law School.

2:00PM – 3:30PM CONCURRENT SESSIONS

PATENT

Venue and Forum Shopping
New popular jurisdictions, ITC Practice Developments, changes in remedy and timing expectations, and local rules.

Moderator: **Daralyn J. Durie**, *Keker & Van Nest LLP, San Francisco, CA*

Michael Falk, *Wisconsin Alumni Research Foundation, Madison, WI*
Hon. James F. Holderman, *US District Court for the Northern District of Illinois, Chicago, IL*
Philip S. Johnson, *Johnson & Johnson, New Brunswick, NJ*

TRADEMARK

Trademark Law in Asia
Trademark enforcement in China, Chinese character equivalent marks, pros and cons of clearance searches, issues in the flow of goods among Asian countries, domain name disputes and web-based infringement in China, and differences between Chinese and US trademark laws.

Ted Marr, *Allens Arthur Robinson, Hong Kong and Beijing, People's Republic of China*
Carl J. Roof, *Procter & Gamble, Cincinnati, OH*

3:30PM – 4:15PM COFFEE BREAK ■ IP EXPO ■ INTERNET CAFE ■ IT CENTER

Internet Cafe Sponsored by **Fitzpatrick, Cella, Harper & Scinto**
IT Center Sponsored by **Baker & McKenzie LLP**

4:15PM – 5:45PM CONCURRENT SESSIONS

PATENT ETHICS

Ethics and Professionalism
Practical tips for ethical compliance and current hot topics in professional responsibility.

Moderator: **Bernard J. Graves**, *Eastman Chemical Co., Kingsport, TN*

Michelle Galloway, *Cooley Godward Kronish LLP, Palo Alto, CA*
Prof. John P. Sahl, *University of Akron, Akron, OH*
Cameron K. Weiffenbach, *Miles & Stockbridge, McLean, VA*

TRADEMARK ETHICS

Conflicts of Interest and Other Ethical Issues
Common ethical issues faced by in-house and outside counsel, including conflicts of interest, the ethics of pre-text investigations, and relationships between U.S. counsel and foreign counsel acting as their local associates.

William Freivogel, *Independent Consultant, Chicago, IL*
Tom Mason, *Zuckerman Spaeder, LLP, Washington, DC*
Robert Puglisi, *M. Morgan Cherry & Assoc. Group, Fairfax, VA*

5:45PM ADJOURNMENT



Reception & Dinner at the Art Institute of Chicago

**MONDAY
SEPTEMBER 14**
7:00PM – 9:30PM

Co-sponsored by **Brinks Hofer Gilson & Lione**
and **McDonnell Boehnen Hulbert & Bergoff LLP**.
Transportation to the reception sponsored by
Roberts Mlotkowski Safran & Cole, P.C.

The Art Institute of Chicago was founded in 1879 as both a museum and school. The Art Institute's new Modern Wing, designed by Pritzker Prize-winning architect Renzo Piano, provides a home for the museum's collection of 20th- and 21st-century art. This 264,000 square-foot building, which opened in

May 2009, makes the Art Institute the second largest art museum in the United States.

The Modern Wing employs green design and technology to

protect and preserve the art works, as well as the environment. The "flying carpet" roof is designed to transform harsh, direct sunlight into soft, less harmful diffused light while saving electricity.

Guests will enter the Art Institute through the Modern Wing where they will enjoy cocktails and hors d'oeuvres in Griffin Court. During the reception, guests can view the Impressionist and Post-Impressionist collections in the original museum's renovated galleries.

After the reception, guests will be led to the Sculpture Terrace at the top of the Modern Wing for dinner by award-winning chef Tony Mantuano. The Architecture and Design Collection will be open for guests to view during dinner.



Impressionist and Post-Impressionist Collections:

View paintings and sculptures by Gustave Caillebotte, Jean Carriès, Paul Gauguin and Emile Bernard, Edgar Degas, Claude Monet, and Pierre Auguste Renoir.

Architecture and Design Collection: Guests will encounter works dating from the 1910s. Starting with historically rich works, including objects by Frank Lloyd Wright, and then moving to a selection of contemporary architecture objects. The space is punctuated by several works of post-1970s design. Guests will then move to a second gallery featuring contemporary works of design, including chairs, stools, lighting, and textiles.

The Sculpture Terrace: The Terrace features commissions of new, site-specific contemporary sculpture, as well as some of the most breathtaking views of Millennium Park, the city skyline, and Lake Michigan.



*

Transportation will be provided between the Art Institute and the Hilton Hotel. Buses will depart promptly at 6:50PM. Please meet at the 8th Street Entrance, located on the lobby level, at 6:40PM. The Art Institute is less than three blocks away. Guests may choose to walk to the event. For guests arriving on their own, please use the Monroe Street Entrance to The Modern Wing.

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2009 IPO ANNUAL MEETING

SEPTEMBER 13-15

CHICAGO



IPO 2009 ANNUAL MEETING PROGRAM COMMITTEE

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MEETING INFORMATION

ANNUAL MEETING REGISTRATION FEE

- IPO Member \$ 950
- IPO Inventor/Author Member . . . \$ 500
- Non-Member \$ 1,450

The registration fee includes the Sunday Welcome Reception; Monday Breakfast and Reception & Dinner at the Art Institute of Chicago; Tuesday Breakfast; and conference materials on CD-ROM.

OPTIONAL EVENTS: MONDAY & TUESDAY LUNCHEONS

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

Guest Pass

**GUESTS OF ANNUAL MEETING
REGISTRANTS MAY PURCHASE A
GUEST PASS FOR \$150 PER PERSON.**

Fee allows your guest or spouse to accompany you to the Sunday evening reception, continental breakfasts on Monday and Tuesday, and the Reception & Dinner at Chicago's Art Institute on Monday evening.

Admit One



2009 IPO ANNUAL MEETING SPONSORS

Monday Dinner Reception



Sunday Welcome Reception



Meeting CD-ROM



Monday Luncheon



"IT" Center



Internet Café



Reusable Water Bottles



Monday Breakfast; Morning & Afternoon Breaks



Meeting Pocket Program



Transportation (for Monday Reception & Dinner at the Chicago Art Institute)



Pens



Hotel Room Key Cards



ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE!

If you would like to become a sponsor for this conference, please email cstanfield@ipo.org or call 202-507-4500

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PATENT AWARDS

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Law & Business

Aligning your PATENT STRATEGY with your GLOBAL CORPORATE BUSINESS PLAN

An international conference organized by the Patent Law Practice (Intl.); International Agreements and Trade; Standards Setting; Asian Practice; and Software and Business Methods Committees

ONE-DAY PROGRAM

OPTIONAL EVENT

ADDITIONAL ONE-DAY PROGRAM WEDNESDAY, SEPTEMBER 16

8:00AM – 8:30AM **REGISTRATION & CONTINENTAL BREAKFAST**

8:30AM – 8:45AM **WELCOME REMARKS**

Samson Helfgott, *Katten Muchin Rosenman LLP, New York, NY*

8:45AM – 10:15AM **WORK SHARING EFFORTS TO REDUCE BACKLOGS AND EXPEDITE PROSECUION**

Moderator: Larry T. Welch, *Eli Lilly and Co., Indianapolis, IN*

Available and Proposed Solutions – The Patent Prosecution Highway, Strategic Use of PPH, and Success Rate Around the World

Mark Guetlich, *Sammamish, WA*

Deferred Examination for U.S. – Good or Bad Idea?

Brian P. Barrett, *Eli Lilly and Co., Indianapolis, IN*

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

Using the PCT and Proposed New PCT Road Map – Strategic use of PCT for U.S. applicants, international activities to raise confidence level of international search and examination, use of supplemental international search programs

Matthew Bryan, *World Intellectual Property Organization (WIPO), Geneva, Switzerland*

10:15AM – 10:30AM **COFFEE BREAK**

10:30AM – 11:15AM **INTERNATIONAL DEVELOPMENTS IN COMPULSORY LICENSING: WHAT IT MEANS FOR YOUR GLOBAL PATENT PORTFOLIO**

Moving Beyond “Pharmaceuticals”: Assessing the push for “technology transfer” of climate change and other technologies and what it means for IP owners. What is a “compulsory license” and why it is important: Considering the eBay decision and the impact of recent developments in Thailand, Brazil and Taiwan on the TRIPS Agreement and global patent practice.

Moderator: Jon Santamauro, *Sidley Austin LLP, Washington, DC*

Greg S. Slater, *Intel Corp. Santa Clara, CA*

Paul Coletti, *Johnson & Johnson, New Brunswick, NJ*

WEDNESDAY, SEPTEMBER 16 > *continued*

11:15AM – 12:00NN **INTERNATIONAL DEVELOPMENTS IN STANDARD-SETTING:
WHAT IT MEANS FOR YOUR GLOBAL PATENT PORTFOLIO**

The intersection of international standard-setting and patents: A survey of practices and lessons for IP owners.

Moderator: Jon Santamauro, *Sidley Austin LLP, Washington, DC*

Latonia Gordon, *Motorola, Inc., Schaumburg, IL*

Michele Herman, *Woodcock Washburn, Seattle, WA*

12:15PM – 1:45PM. **LUNCHEON**



Address by **Manny W. Schecter**, *IBM Corp., Armonk, NY*

Manny W. Schecter is Associate General Counsel and Managing Attorney, Intellectual Property Law, at IBM. In his current position, Mr. Schecter advises on IBM intellectual property legislation, strategy, and policy and guides IBM's worldwide intellectual property law organization on all budget, personnel, and management matters. He has been employed by IBM for over 20 years. Mr. Schecter has organized several patent quality initiatives, one of which became the Peer-to-Patent initiative, and he serves on the Steering Committee for Peer-to-Patent. Mr. Schecter recently served on the IPO Patent Quality Metrics Task Force. He is a graduate of Cornell University and the George Washington University Law School.

2:00PM – 3:30PM. **WHAT THE ECONOMIC DOWNTURN MEANS FOR YOUR PATENT STRATEGY
(FILING, PROSECUTION, ENFORCEMENT)**

Panelists involved in international patent protection and enforcement will discuss: (1) the changes in international patent strategy (if any) brought about by the current economic downturn, including: cost containment techniques, changes in numbers of applications being filed, foreign filing strategy, patent maintenance, and patent enforcement; (2) prospects for the future, including potential strategies for next year; and (3) lessons learned from having to deal with these issues.

Moderator: Christopher E. Chalsen, *Milbank, Tweed, Hadley & McCloy, LLP, New York, NY*

Kevin Luo, *Microsoft Corp. Redmond, WA*

Brenda J. Panichi, *Procter & Gamble, Kobe, Japan*

Frank Landgraff, *General Electric Co., Atlanta, CA*

3:30PM – 3:45PM. **COFFEE BREAK**

3:45PM – 5:15PM. **SOFTWARE AND BUSINESS METHOD PATENTS: WHERE WE ARE AND
WHERE WE MIGHT BE HEADING IN THE THREE LEADING ECONOMIES**

A comparative look at the present practice and developments in the U.S., Europe and Japan.

Moderator: Erika Amer, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Reston, VA*

U.S. Bilski and the trends at the USPTO, Federal Circuit and Supreme Court

Brett Alten, *Apple, Inc., Cupertino, CA*

Europe Questions on software patents before the Enlarged Board of Appeal; UK on an island: Aerotel

Georg Siegert, *Hoffmann-Eitle, Munich, Germany*

Japan Practice and trends

Yoshikazu Tani, *Tani & Abe, Japan*

5:15PM – 5:30PM. **CLOSING REMARKS**

Samson Helfgott, *Katten Muchin Rosenman LLP., New York, NY*

5:30PM **ADJOURNMENT**

Sept. 16 Program Registration Fees:

- IPO Member \$550
 - Non-Member \$800
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Many of IPO's Standing IP Committees will be holding business meetings on **SUNDAY, SEPTEMBER 13**, preceding the annual meeting opening reception. To find out which committees will be hosting meetings, contact the IPO Office at committees@ipo.org.

(*) Thank you to the Standing IP Committees that are organizing CLE sessions on **MONDAY, SEPTEMBER 14**, 2:00PM–3:30PM. See pages 4–5 for more information about these sessions.

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SEPTEMBER 16

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Reservations: 1-877-865-5320

IPO has reserved a block of rooms at the Chicago Hilton. To be assured of a room at the group rate, you must make your reservation directly with the hotel and reference "Intellectual Property Owners Association (IPO)". This rate is available until the room block is sold out, or until August 14, 2009, whichever comes first.

IPO Group Rate: \$272 single/double per night plus current sales taxes and fees.

Note: The hotel has a 7-day cancellation policy. Any reservation that is cancelled within 7 days of check-in will be charged one nights deposit.

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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.

Annual Meeting: IPO expects most states will award 10 to 14 credit hours, including 1-2 hours for ethics.

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Any cancellation received by **August 28, 2009** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after August 29. 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 August 29. 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.

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In order to be listed on the Attendee Lists, you must be registered as of **Friday, September 4, 2009**. Anyone who registers after this time will be listed on the Final Attendee Lists, which will be available on our conference websites after the meetings.

WEATHER AND DRESS

The average temperature for Chicago in September is 75°F during the day and 60°F in the evenings. 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.

CHICAGO

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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 sites, www.ipo.org/AM2009 and www.ipo.org/Sept2009, for updates and additional details.

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The Annual Meeting registration fee includes the Sunday Welcome Reception; Monday breakfast and Reception & Dinner at Chicago's Art Institute; Tuesday breakfast; and conference materials on CD-ROM.

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

Annual Meeting Guest Pass: Guests of registrants may purchase the Guest Pass for **\$150** per guest. This fee allows you guest to accompany you to the Sunday evening reception, continental breakfasts on Monday and Tuesday, and the Monday Reception & Dinner.

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- IPO Member \$550
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- Contact IPO for Student and Government rates

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- Monday Committee CLE Sessions • 2:00PM–3:30PM (select one):**
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 - Trade Secrets & Litigation Committees
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