

ADVOCATING EFFECTIVE RIGHTS | PATENTS | TRADEMARKS | COPYRIGHTS | TRADE SECRETS



1972 - 2012

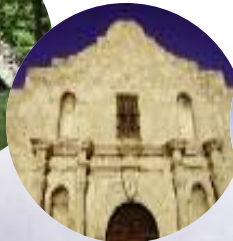
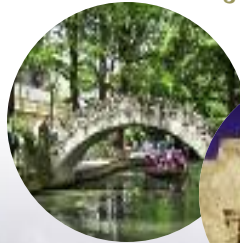


# 40<sup>TH</sup> ANNUAL MEETING

**SEPTEMBER 9-11, 2012**

**SAN ANTONIO ★ TEXAS, USA**

JW MARRIOTT HILL COUNTRY



## KEYNOTE SPEAKERS



**Hon. Randall R. Rader**  
Chief Judge  
U.S. Court of Appeals  
for the Federal Circuit



**Neil K. Warma**  
President and CEO  
Opexa Therapeutics, Inc.

**REGISTER NOW!**  
[www.ipo.org/AM2012](http://www.ipo.org/AM2012)

**10-14  
CLE  
CREDITS**

IPO is the only association that serves all intellectual property owners worldwide in all industries and all fields of technology.



**Richard F. Phillips**  
*Exxon Mobil Corp.*

Dear IPO Members and Colleagues:

It is my pleasure to invite you to the 2012 IPO Annual Meeting at the JW Marriott in San Antonio, Texas, from September 9–11. The Program Committee, chaired by Daniel J. Staudt of Siemens Corp., has created an excellent event.

The San Antonio IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities and exhibits. Renew acquaintances and make new friends by attending the Monday Dinner & Rodeo at Knibbe Ranch. Attendees will experience a live rodeo, tour a working ranch, enjoy authentic Texas barbeque and get their photo taken with a Texas Longhorn. The Knibbe Ranch, founded in 1852, is a working cattle ranch and is one of the few remaining Century Heritage Ranches in Texas.

We are pleased to have the Honorable Randall R. Rader, Chief Judge, U.S. Court of Appeals for the Federal Circuit, as Monday's luncheon speaker. Tuesday's luncheon speaker will be Neil K. Warma, President and CEO, Opexa Therapeutics, Inc. Parallel sessions on patent and trademark/copyright topics are offered throughout the meeting, including an "Ethics in IP" presentation for both patent and trademark attorneys. Program details begin on page 3.

San Antonio, located in the heart of Texas, is a unique destination. Golf, shop, dine, and explore the historic Alamo, world famous River Walk, art museums, SeaWorld and much more. I hope you will join us for what promises to be an outstanding program!

Cordially,

Richard F. Phillips  
IPO President

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# 40<sup>TH</sup> ANNUAL MEETING

**SEPTEMBER 9-11, 2012**

**SAN ANTONIO ★ TEXAS, USA**

**JW MARRIOTT HILL COUNTRY**



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### ★ SPECIAL EVENT ★



#### **TEXAS DINNER & RODEO AT KNIBBE RANCH**

Join us for a private event featuring a real Texas rodeo, authentic Texas barbeque with all of the fixings, ranch activities and live contemporary country music!



#### **ABOUT THE JW MARRIOTT HILL COUNTRY**

The JW Marriott offers the beauty of Texas Hill Country combined with nearby city and resort luxury conveniences.

On-site amenities include Lantana Spa, two PGA Tour TPC Network golf courses, River Bluff water experience including a river ride and slides, restaurants, and shopping. See all that awaits you at:

[www.jwsanantonio.com](http://www.jwsanantonio.com)





10-14  
CLE CREDITS



# 40<sup>TH</sup> ANNUAL MEETING

SEPTEMBER 9-11, 2012  
SAN ANTONIO ★ TEXAS, USA  
JW MARRIOTT HILL COUNTRY



SUNDAY SEPTEMBER 9	MONDAY SEPTEMBER 10	TUESDAY SEPTEMBER 11
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Registration Desk

Noon-8:00PM

7:00AM-6:00PM

7:00AM-6:00PM

IP EXPO Hall

-

7:00AM-4:30PM

7:00AM-4:30PM

AM 7:00

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Continental Breakfast & IP EXPO

WELCOME REMARKS WELCOME REMARKS

Patent Case Law Updates U.S. Trademark Dilution

Coffee Break & IP EXPO

The America Invents Act New gTLDs, UDRPs and .xxx

Continental Breakfast & IP EXPO Chief IP Counsel Breakfast (By invitation)

Emerging Market Strategies Descriptive Marks

Coffee Break & IP EXPO

Settlement Licenses in Litigation Derivative Works

IPO Education Foundation Board Meeting (Board members only)

Luncheon Address by Hon. Randall R. Rader

Luncheon Address by Neil K. Warma

IPO Board of Directors Meeting (Board members & alternates only)

IPO Committee CLE Presentations (Select one of six)

Trade Secret Protection Recent NAD Cases

Coffee Break & IP EXPO

Coffee Break & IP EXPO

Invalidity Rates Around the World Trademark Licensing

Ethics in IP

IPO Committee Business Meetings (Open to all 2012 Annual Meeting attendees)

Adjournment

Welcome Reception



IPO Board of Directors Dinner (By invitation)

**Key to Annual Meeting Sessions & Events**

- Breaks, Meals & Social Events
- CLE & Business Sessions
- Optional Luncheons

**Concurrent Breakouts:**

- Patent
- Trademark

PROGRAM AT A GLANCE



★ IMPORTANT DATES IN 2012 ★

July 31 Early Registration Discount Ends

August 10 Hotel Reservations Deadline

August 27 Registration Cancellation Deadline

**REGISTER NOW!**  
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Or fill out the registration form on page 15

★ SUNDAY, SEPTEMBER 9

12:00NN – 8:00PM . . . . EARLY REGISTRATION

12:00NN – 4:00PM . . . . IPO BOARD OF DIRECTORS MEETING (Board Members and Alternates only)

5:00PM – 6:00PM . . . . COMMITTEE BUSINESS MEETINGS (All registered attendees are welcome)

- / Arbitration and Mediation / Asian Practice / Copyright / Corporate IP Management /
- / Discovery / European Practice / Green Technology Innovation / Internet Domain Names /
- / International Patent Law / International Trade Commission / Litigation /
- / Pharmaceutical and Biotechnology Issues / Patent Office Practice / Standards Setting /
- / U.S. Patent Law / U.S. Trademark Law / Trademark Office Practice

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 10

7:00AM – 8:00AM . . . . REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO

Breakfast sponsored by **Leydig, Voit & Mayer, Ltd.**

8:00AM – 9:30AM . . . . BREAKOUT SESSIONS (Concurrent)

**PATENT**

**Welcome & Introductions**

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

**Patent Case Law Update**

Decisions over the past year from both the Supreme Court and the U.S. Court of Appeals for the Federal Circuit are having a far reaching impact on the practice of patent law. Panelists will discuss the effect of key cases, including *Prometheus* and *Akamai*, on different industries and offer insights on how to respond.

**Speakers:**

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

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

Suzanne Michel, *Google Inc., Washington, DC*

Roy F. Waldron, *Pfizer, Inc. New York, NY*

**TRADEMARK**

**Welcome & Introductions**

Herbert C. Wamsley, *Intellectual Property Owners Association, Washington, DC*

**U.S. Trademark Dilution – A Six-Year Check-up**

Trends in dilution cases since the passage of the Trademark Dilution Revision Act. Discussion topics include a Circuit-by-Circuit analysis of recent dilution decisions, the treatment of dilution claims by the Trademark Trial and Appeal Board, and a discussion on whether there is a need to amend the Trademark Dilution Revision Act.

**Moderator:** Monica Riva Talley, *Sterne, Kessler, Goldstein & Fox, PLLC, Washington, DC*

**Speakers:**

Michael Cicero, *Womble, Carlyle, Sandridge & Rice, LLP, Atlanta, GA*

Aaron Fennimore, *Cooley LLP, Palo Alto, CA*

Ronald M. Nabozny, *Brooks Kushman P.C., Southfield, MI*

9:30AM – 10:15AM. . . COFFEE BREAK / IP EXPO

Coffee break sponsored by **Leydig, Voit & Mayer, Ltd.**

10:15AM – 11:45AM. . . BREAKOUT SESSIONS (Concurrent)

**PATENT**

**The America Invents Act – What Should Your Company or Client be Doing?**

Implications for your company's or client's patent practices as a result of the America Invents Act. A panel of in-house speakers will discuss issues related to first-inventor-to-file and post-grant and *inter partes* review. Panelists will answer questions including: What are the budget implications? Have companies changed their strategic approach? What is happening abroad and how does it affect the U.S.?

**Moderator:** James J. Trussell, *BP America, Inc., Naperville, IL*

**Speakers:**

Philip S. Johnson, *Johnson & Johnson, New Brunswick, NJ*

Kevin H. Rhodes, *3M Innovative Properties Co., St. Paul, MN*

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

**TRADEMARK**

**The Quickly Changing Domain Name Environment: Upcoming gTLDs, Domain Name Disputes, and Trademark Protection in the New Regime**

Hot topics related to domain name issues including actions trademark owners should take to address issues raised by the introduction of new top-level domain names, the effectiveness of the UDRP and other current and future rights protection mechanisms in protecting trademark rights, and overarching strategies for protecting brands in the new Internet age.

**Moderator:** Dee Ann Weldon-Wilson, *Exxon Mobil Corp., Irving, TX*

**Speakers:**

Sally Abel, *Fenwick & West LLP, Mountain View, CA*

Dennis A. Browne, *Capital One Services, LLC, Richmond, VA*

Josh Jarvis, *Foley Hoag LLP, Boston, MA*

12:00NN – 1:30PM. . . LUNCHEON

Sponsored by **StoneTurn Group**



**Address by: Hon. Randall R. Rader, Chief Judge, U.S. Court of Appeals for the Federal Circuit, Washington, DC**  
Randall Rader was appointed to the U.S. Court of Appeals for the Federal Circuit by President George H. W. Bush in 1990 and assumed the duties of Chief Judge on June 1, 2010. He was appointed to the U.S. Claims Court (now the U.S. Court of Federal Claims) by President Ronald Reagan in 1988. Chief Judge Rader has taught courses on patent law and other advanced intellectual property courses at universities in the U.S. and abroad. He has won acclaim for leading dozens of government and educational delegations to other countries, teaching rule of law and intellectual property law principles. Before appointment to the bench, he served as Minority and Majority Chief Counsel to Subcommittees of the U.S. Senate Committee on the Judiciary.

1:45PM – 3:15PM . . . . COMMITTEE BREAKOUT SESSIONS (Concurrent – Select one of six)

■ **IPO's Corporate IP Benchmarking Survey: A Trend Analysis**

*Corporate IP Management Committee*

Key findings of IPO's 2011 Corporate IP Management Benchmarking Survey and noteworthy trends from the 2006, 2009, and 2011 surveys. Chief IP Counsel representing diverse industries will comment on the analysis of the survey results and offer their insights on its implications for future changes in corporate IP management.

■ **Happy Birds: Mobile App**

*Design Rights & Damages and Injunctions Committee*

A case study on how to protect a mobile app using copyright, trademark, trade dress, and design patent strategies. The overlap and differences will be discussed at both the protection procurement and enforcement stages. Panelists will also discuss issues related to injunctive relief and monetary remedies that arise from the case study.

■ **What's New at the ITC**

*International Trade Commission Committee*

Recent developments in Section 337 law and practice, with a focus on: the evolution of the domestic industry requirement, the increased role of "public interest," the potential growth in the ITC's docket as it relates to the America Invents Act, potential e-discovery rules, and the ITC's mediation program.

■ **International Issues in IP Transactions**

*IP Licensing Committee*

Cross-border intellectual property transactions raise a number of challenges not present in purely domestic agreements. Learn about how to manage risks associated with: foreign bankruptcy law that may allow a bankrupt licensor to claw back licensed rights (with a focus on the recent *Qimonda* case); imputed transfer of employment; foreign government control over newly developed rights; taxation of cross-border royalty flows; and other potential traps for the unwary.

*Committee Breakout Sessions continued ►*

1:45PM – 3:15PM . . . . COMMITTEE BREAKOUT SESSIONS (Concurrent) / *continued*

■ **Clean Tech Reality Check: Are Green Patents the Red Herring of International Climate Change Policy?**

*Green Technology Innovation Committee*

Analyzing policy proposals put forth in the United Nations Framework Convention on Climate Change (UNFCCC) treaty negotiations to weaken or eliminate IP rights in clean technologies. Panelists will discuss the relevant history and players to place these proposals in context and will provide a window into the current state of international clean tech transfer by critically examining instances in which patents have been alleged to block international transfer of green technologies.

■ **Linsanity, Blue Ivy Carter, and Pretzel Crisps: What Brand Owners Can Learn From the Pages of *The New York Times*, Facebook, and Twitter**

*U.S. Trademark Law Committee*

In this animated discussion, panelists will cover the most recent trademark issues to hit the presses and consider the impacts of social media on trademark law and why main-stream and alternative media are devoting more time to branding issues.

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

Coffee break sponsored by **Leydig, Voit & Mayer, Ltd.**

4:00PM – 5:30PM . . . . BREAKOUT SESSIONS (Concurrent)

**PATENT**

**Invalidity Rates Around the World**

Patent invalidity rates vary widely among countries, with some countries having surprisingly high rates of patent invalidation. Understanding this data is important to the formulation of any multi-national patent strategy. The panel will compare these rates in several major countries, and will suggest factors which may be affecting these rates (e.g. nationality of the parties, nature of the technology, procedural route selected, etc.).

*Moderator: Ronald A. Bleeker, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC*

*Speakers:*

*Aloys Huttermann, Michalski Huttermann & Partner, Dusseldorf, Germany*

*Soonhee Jang, DuPont, Palo Alto, CA*

*Lawrence T. Welch, Eli Lilly and Co., Indianapolis, IN*

**TRADEMARK**

**Trademark Licensing – Managing this Important Asset**

Key business considerations when embarking on a licensing program, managing a licensing program, and best practices in drafting a license and quality control considerations. Other topics will include gray market issues in the context of exclusive distribution arrangements; situations in which a “no objection” letter maybe more beneficial than a license; and case law developments that may affect how a trademark owner balances the advantages and disadvantages of licensing its marks.

*Moderator: Michael J. Mlotkowski, Roberts Mlotkowski Safran & Cole, PC, McLean, VA*

*Speakers:*

*Thomas W. Brooke, Holland & Knight, Washington, DC*

*Paul W. Reidl, Law Office of Paul W. Reidl, Half Moon Bay, CA*

*Ed Smith, Caterpillar, Inc., Mossville, IL*

7:00PM – 9:30PM . . . . **TEXAS DINNER & RODEO AT KNIBBE RANCH**



**R**egistered guests will be transported to an authentic, working Texas ranch. The evening will begin with a traditional Texas rodeo where American cowboys wrestle steers and hang onto broncos. Following the rodeo guests may enjoy ranch activities, dine on authentic Texas barbeque with all of the fixings, and listen to live contemporary country music.

Transportation sponsored by **Andrews Kurth LLP**

Longhorn photo booth sponsored by **Schwegman, Lundberg & Woessner, P.A.**

Cigars by the campfire sponsored by **Cardinal Intellectual Property**



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## ★ TUESDAY, SEPTEMBER 11

7:00AM – 8:00AM. . . . REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO

Breakfast sponsored by **Vinson & Elkins LLP**

7:00AM – 8:00AM. . . . CHIEF IP COUNSEL BREAKFAST (By invitation only)

8:00AM – 11:00AM. . . . IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING (Board Members only)

8:00AM – 9:30AM. . . . BREAKOUT SESSIONS (Concurrent)

### PATENT

#### Emerging Market Strategies/Export Control

What companies are doing to implement emerging market strategies (tech transfer; licensing strategies; patenting strategies; etc.) to protect their investments. Panelists will discuss issues that arise within multi-national companies in developing and transferring technology across borders, including IP ownership, attorney client privilege and export control issues.

##### Speakers:

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

**Larry E. Christensen**, *Miller & Chevalier, Washington, DC*

**Daniel J. Staudt**, *Siemens Corp., Iselin, NJ*

### TRADEMARK

#### Navigating Uncertainty in the Face of Descriptive Marks

The registrability of descriptive marks around the world and what to do about them, including whether to file and how to proceed when you encounter descriptive marks registered by your competitor.

**Moderator:** *Tara Rosnell, Procter & Gamble Co., Cincinnati, OH*

##### Speakers:

**Margarita Garate**, *Von Wobeser y Sierra, S.C., Mexico City, Mexico*

**João Miranda de Sousa**, *Garrigues, Madrid, Spain*

**Alison Tan**, *Procter & Gamble Co., Cincinnati, OH*

9:30AM – 10:15AM. . . . COFFEE BREAK / IP EXPO

Coffee Break Sponsored by **Vinson & Elkins LLP**

10:15AM – 11:45PM . . . BREAKOUT SESSIONS (Concurrent)

### PATENT

#### Tips and Tactics for Drafting and Using Settlement Licenses in Litigation Post-ResQNet

Explore the expanding use of patent infringement settlement licenses in determining the reasonable royalty in ongoing patent infringement litigations. The panel will discuss decisions addressing when settlement licenses and underlying negotiations may be discoverable, when they are relevant and admissible, and tips and tactics for drafting agreements with a view towards their discovery and admission (or preventing same), as well as to preventing or successfully discovering and admitting such agreements at trial. The panel will also explore the impact on the application of the entire market value rule and consideration of the lowest salable unit.

**Moderator:** *Alan Ratliff, StoneTurn Group, Houston, TX*

##### Speakers:

**Alan Albright**, *Bracewell & Giuliani LLP, Austin, TX*

**Chris Northcutt**, *Chevron Corporation, Houston, TX*

**Karen Vogel Weil**, *Knobbe Martens Olson & Bear, LLP, Los Angeles, CA*

### TRADEMARK

#### At the Intersection of Copyrights, Standard Setting and Open Source: Derivative Works and Fair Use in Action

Where copyright law, standards setting and the use of open source software overlap in various ways: (1) issues arising from the fact that standards are copyrighted works including how copyright law accommodates various uses of standards in commerce and by governments; (2) use of copyrighted works in petitioning the government (e.g., in patent procurement); and (3) the implementation of copyrighted works in standards and open source software with a particular emphasis on the derivative works right under copyright law. Practical information such as licensing and company software guidelines will be explored.

**Moderator:** *David Leichtman, Robins, Kaplan, Miller & Ciresi L.L.P., New York, NY*

##### Speakers:

**Kenneth R. Corsello**, *IBM Corp., Yorktown Heights, NY*

**Keith Kupferschmid**, *Software & Information Industry Association (SIIA), Washington, DC*

**Amy A. Marasco**, *Microsoft Corp., Redmond, WA*

**Wayne Serra**, *Ulmer & Berne, LLP, Cleveland, OH*





12:00NN – 1:45PM . . . . LUNCHEON

Co-sponsored by **Buchanan Ingersoll & Rooney PC** and **DLA Piper LLP**



Address by **Neil K. Warma**, *President and CEO, Opexa Therapeutics, Inc., The Woodlands, TX*

Neil Warma has more than 18 years of executive level experience in the life sciences industry. Prior to joining Opexa, he served as President and CEO and a member of the Board of Directors of Viron Therapeutics Inc.; was co-founder and President of MedExact USA, Inc.; and held several senior management positions at Novartis Pharmaceuticals. Mr. Warma obtained an honors degree from University of Toronto and an International M.B.A. from the Schulich School of Management at York University in Toronto.

1:45PM – 3:15PM . . . . BREAKOUT SESSIONS (Concurrent)

**PATENT**

**Trade Secret Protection: Trends, Developments and International Implications**

Recent and developing law on trade secrets including: 1) The balance between trade secret protection and patent protection in view of prior user rights under the America Invents Act; 2) The international reach of U.S. trade secret law in the ITC in light of *Tianrui Group Co. v. International Trade Commission* and suits under the USTA; and 3) Enforcement of U.S. judgments overseas. The discussion will also include the interplay between criminal prosecution under the Computer Fraud and Abuse Act and the Economic Espionage Act and parallel civil litigation with damage claims for trade secret misappropriation and how courts are handling evidence in hearings and trials.

**Moderator:** Christopher M. Turoski, *Cargill, Inc., Wayzata, MN*

**Speakers:**

R. Mark Halligan, *Nixon Peabody LLP, Chicago, IL*

Carey Jordan, *McDermott Will & Emery, Houston, TX*

Paula S. Ruhr, *Dow Chemical Co., Midland, MI*

**TRADEMARK**

**Hot Topics — A Review of Recent National Advertising Division Cases**

Key advertising disputes decided at the NAD in the past year, including new trends and watch-outs.

**Moderator:** Dickerson M. Downing, *Crowell & Moring, LLP, New York, NY*

**Speakers:**

David G. Mallen, *National Advertising Division, Better Business Bureau, New York, NY*

Andrew B. Sacks, *TMobile USA, Inc., Bellevue, WA*

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

Coffee Break Sponsored by **Vinson & Elkins LLP**

4:00PM – 5:30PM . . . . ETHICS SESSION

Ethical issues related to intellectual property law including conflicts of interest; misconduct in IP litigation; outsourcing IP work; and duty of candor and disciplinary issues.

**Moderator:** Jennifer R. Knight, *Eastman Chemical Co., Kingsport, TN*

**Speakers:**

William Covey, *Director of Office of Enrollment and Discipline, U.S. Patent and Trademark Office, Alexandria, VA*

Prof. Lisa Dolak, *Syracuse University College of Law, Syracuse, NY*

Frank E. Quirk, *Miller Becker Center for Professional Responsibility at the University of Akron School of Law, Akron, OH*

5:30PM . . . . . ADJOURNMENT

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Or fill out the registration form on page 15





# SPECIAL EVENT AT KNIBBE RANCH TEXAS DINNER & RODEO

**Monday,  
September 10**  
7:00PM – 9:30PM

**D**ressed in Wranglers and boots, registered attendees will begin their evening with a traditional Texas Rodeo. American cowboys wrestle steers, and hang onto broncos.

Following the rodeo, guests can listen to the creek while sitting in a giant rocker on the porch; tour the ranch including pre-historic Indian digs, "tiger stripe" breed cattle and panoramic Hill Country views; feast on authentic Texas barbeque with all of the fixings; take a photo with a Texas longhorn; enjoy a cigar by the campfire; participate in the armadillo races and quick draw challenges; and listen to the Jody Jenkins Band play contemporary country music.



## ABOUT KNIBBE RANCH

**A** fifth generation descendant, Charles J. "Chuck" Knibbe and his wife Sharon and their children, Shannon and Chad, are the present managers of the 1,000 acre ranch. The land has been in continuous agricultural operation by the same family for over 150 years and is recognized as a Century Heritage ranch by the State.

The ranch is representative of the Texas Hill Country with rolling hills, beautiful meadows, the Guadalupe River as its southern boundary, and the Spring Branch Creek with its many springs flowing through the middle. Hundreds of beautiful, sprawling live oaks cover the hills, and cypress, sycamore, and pecan trees line the creek and river bottoms.

Wildlife is abundant on the ranch. You may see whitetail deer, Axis deer, feral hogs, wild turkeys, jack rabbits, cottontail rabbits, red fox, gray fox, armadillos, raccoons, ringtail, possums and even a few beavers have been sighted. Bird watchers may see hawks, blue herons, kingfishers, wood ducks, doves, cardinals, meadowlark, horned owl, barn swallows, blue birds, titmouse, and more.

Several sites of prehistoric Indian campgrounds have been found on the ranch aged from approximately 8,000 years before present to 500 years ago.



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[www.ipo.org/AM2012](http://www.ipo.org/AM2012)

*Or fill out the registration form on page 15*

### ★ TRANSPORTATION & ATTIRE ★

**T**ransportation will be provided between Knibbe Ranch and the JW Marriott. Buses will depart promptly at 6:30pm. Please meet at the Conference Center entrance (Level 1) by 6:20pm. Registered attendees must take the IPO chartered buses to the ranch.

**S**uggested attire for this event is casual — jeans and comfortable 'outdoor' shoes or boots are appropriate.

Transportation sponsored by  
**Andrews Kurth LLP**

Longhorn photo booth sponsored by  
**Schwegman, Lundberg & Woessner, P.A.**

Cigars by the campfire sponsored by  
**Cardinal Intellectual Property**







# SOCIAL EVENTS GUEST PASS

**I**PO is offering a Social Events Pass for spouses and guests of attendees at the 2012 IPO Annual Meeting. The package fee of **\$150** per person includes admission to the Sunday Welcome Reception; the Monday Evening Dinner & Rodeo at Knibbe Ranch; and the continental breakfasts on Monday and Tuesday.

Guests registered for the Social Events Pass will also receive discounts at Lantana Spa and the PGA Tour TPC Network golf courses, and access to a private shuttle to downtown San Antonio on Monday.

**Lantana Spa:** Mention "IPO" when making your spa appointment and you'll receive **10% off**. To make a spa reservation, call **(210) 276-2300**.

**TPC Golf:** Reserve your tee time **by August 7\*** to receive the special rate of **\$179 +tax per player**. Call the golf office at **(210) 491-5806** and mention "IPO".

\*The normal rates of **\$229/\$199** will be offered if starting times are booked **AFTER** August 7.



## ★ TOUR SAN ANTONIO ATTRACTIONS ★

**F**or registered guests who'd like to explore downtown San Antonio, a complimentary shuttle bus will be available on **Monday, September 10**. A few attractions located downtown are:

**The River Walk:** The San Antonio River is the heart of the country's oldest and most extensive Spanish-colonial water system, having supplied water for the construction of San Antonio's five historic missions. Today, the river still winds its way through the city, defining neighborhoods and offering a landscape of beauty and tranquility to behold from its shady banks. In the city center, the River Walk, or Paseo del Rio, is made up of cobbled walkways, bridges, cafés, shops, restaurants and bars along the river's edge. Its three miles of pathways are a full level below city streets, creating the ambiance of a secluded oasis.

**The Alamo:** The 300-year-old Mission San Antonio de Valero was the site of a pinnacle battle during the Texas Revolution in March of 1836. Here, 189 Texas defenders held off Mexican General Santa Anna's 4,000 soldiers for thirteen days.

**San Antonio Museum of Art:** Its 30,000 sq.ft. Nelson A. Rockefeller Center for Latin American Art houses the most comprehensive collection of Latin American art in the country. Its collection of Egyptian, Greek and Roman antiquities, European and American paintings, and Asian and contemporary art is the most extensive in the region. Events include tea ceremonies and meditation workshops. Plus, it's housed in the turn-of-the-century building that once was the Lone Star Brewery.

**Tower of the Americas:** Here's where to go for a panoramic view of San Antonio from 750 feet. Built for the 1968 World's Fair, the tower recently underwent a series of renovations to the observation deck and rotating restaurant at the top; the latter now features upscale dining and a sophisticated bar area. A glass elevator will take you up to the Flags Over Texas observatory, with heart-stopping views all the way. Also brand-new is the Skies Over Texas 4-D ride, a swooping, spectacular tour of life in the Lone Star State.



## GUEST SHUTTLE BUS SCHEDULE

MONDAY, SEPTEMBER 10	Depart	Arrive
From JW Marriott to S.A. Downtown Visitor Center	9:00 am 10:30 am 12:00 nn	9:30 am 11:00 am 12:30 am
From S.A. Downtown Visitor Center to JW Marriott	1:00 pm 2:30 pm 4:00 pm	1:30 pm 3:00 pm 4:30 pm

2012 IPO ANNUAL MEETING

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ADDITIONAL SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!

To become a sponsor for this meeting please email [cstanfield@ipo.org](mailto:cstanfield@ipo.org) or call 202-507-4500.

## Sunday Welcome Reception



### Monday Luncheon



### Tuesday Luncheon Co-Sponsor



### Tuesday Luncheon Co-Sponsor



### CD-ROM



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### Monday Breakfast and Breaks



### Tuesday Breakfast and Breaks



### Meeting Pocket Programs



Longhorn Photo Booth at Knibbe Ranch



Cigars by the Campfire at Knibbe Ranch



### Hotel Room Key Cards



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2012 IPO ANNUAL MEETING

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Attendees who visit all  
exhibit booths will be entered to  
**WIN AN iPad!** Details will  
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## 40<sup>TH</sup> ANNUAL MEETING

SEPTEMBER 9-11, 2012

SAN ANTONIO ★ TEXAS, USA

JW Marriott Hill Country

### MEETING INFORMATION



## WEATHER & ATTIRE

The average temperature for San Antonio in September is 90°F during the day and 70°F in the evening. Please check the weather conditions before you depart to help you pack for the meeting.

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

Suggested attire for Monday's Dinner & Rodeo at Knibbe Ranch is casual.

### Accommodations

IPO has reserved a block of rooms at the JW Marriott Hill Country. To reserve a room at the IPO group rate of \$288 (single/double) per night plus tax, you must **make your reservation with the hotel directly by August 10, 2012**, pending space availability. Call **+1 (866) 228-9290** and reference "Intellectual Property Owners Association (IPO)".

### JW Marriott Hill Country

23808 Resort Parkway  
San Antonio, Texas 78261, USA

**Toll Free Reservations: +1 (866) 228-9290**

### 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. Please register early. Space is limited.

**Online:** [www.ipo.org/AM2012](http://www.ipo.org/AM2012)

**Fax:** 202-507-4501

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

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.



### Registration Fees

- IPO Member . . . . . \$950
- Non-Member . . . . . \$1450
- Government Employees & Academics . . . \$500
- Students . . . . . Contact IPO for student rates

**Registration Fee Includes:** Welcome Reception on Sunday; Texas Dinner & Rodeo at Knibbe Ranch on Monday; Breakfast on Monday and Tuesday; and conference materials on CD-ROM.

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

**Early Registration Discount:** Meeting registrations received or postmarked by **July 31, 2012**, with accompanying payment, will receive a discount of **\$100 off the conference fee**. All registrations received or postmarked after July 31 are subject to the standard fee.

**Annual Meeting Social Events Guest Pass:** Guests of registrants may purchase a Guest Pass for **\$150 per person**. Fee includes access to the Sunday Welcome Reception; continental breakfasts on Monday and Tuesday; and the Monday Dinner & Rodeo at Knibbe Ranch.

All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting. The meeting program is subject to change. For updates and additional details please visit our meeting web site at [www.ipo.org/AM2012](http://www.ipo.org/AM2012).



### IPO ANNUAL MEETING FREE MOBILE APP

**T**he 2012 IPO Annual Meeting Mobile App will offer instant access to the attendee list with the ability to communicate through messaging with other attendees; access to the meeting schedule and speaker materials; a full listing of exhibitor and sponsor information; floor plans; and, local information about San Antonio. The IPO Annual Meeting Mobile App is free for all registered attendees.

**NEW!**

*Or fill out the registration form on page 15*

**REGISTER NOW!**  
[www.ipo.org/AM2012](http://www.ipo.org/AM2012)

**Golf:** Two TPC golf courses are located at the JW Marriott. 36 holes of golf designed by two of golf's most innovative architects: Pete Dye and Greg Norman. Situated on 2,800 rolling acres at the base of the San Antonio Hill Country, the course is host to the annual Valero Texas Open.



★ **AT&T Oaks Course:** Topographic subtleties of Hill Country terrain framed by mature live oaks. 18 holes, 7,522 yards; Par: 72. Designed by Greg Norman with player consultant Sergio Garcia. Golf carts required.

★ **AT&T Canyons Course:** Wide fairways, noble trees and panoramic views of the adjacent Cibolo Canyons. 18 holes, 7,406 yards; Par: 72. Designed by Pete Dye. Golf carts required.

To reserve your tee time before or after the Annual Meeting, call the golf office at (210) 491-5806. Receive a special rate of \$179 + tax per player if you reserve by August 7\* and mention "IPO".

\*The normal rates of \$229/\$199 will be offered if starting times are booked AFTER August 7.

**Lantana Spa:** Lantana features a 26,000 sq.ft. spa with thirty treatment rooms including two couples suites with fireplaces and two outdoor private treatment rooms. Lantana's fitness center offers the latest equipment in cardio training, weight training and free weights. To make a spa reservation during the Annual Meeting, call (210) 276-2300. Receive 10% off if you mention "IPO" at the time of reservation.

### CLE Credit

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

### Attendee Lists

In order to be listed on the Attendee Lists, you must be fully registered as of **Friday, August 31, 2012**. Anyone who registers after this time will be listed on the Final Attendee Lists, which will be available on our conference website after the meeting.

### Cancellation Policy

Any cancellation received by **August 27, 2012** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after August 28. 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 28. 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.

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

### Scholarships

IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics and other attendees during the 2012 IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. Contact [meetings@ipo.org](mailto:meetings@ipo.org) for more information.



## 2012 IPO ANNUAL MEETING PROGRAM COMMITTEE

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## JOIN US!

If the 2012 IPO Annual Meeting topics interest you, consider joining IPO. To learn more please contact IPO at **202.507.4500** or apply online at [www.ipo.org/joinipo](http://www.ipo.org/joinipo).



## IPO Committees

CORNERSTONE OF THE ASSOCIATION

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 more information visit [www.ipo.org/committees](http://www.ipo.org/committees).

### IPO STANDING IP COMMITTEES

#### Antitrust and Competition Law Division

Antitrust and Competition Law  
Standards Setting

#### Business Issues Division

Anti-counterfeiting and Piracy  
Corporate IP Management\*  
IP Licensing\*  
Open Source  
Trade Secrets

#### Copyright Division

Copyright Law and Practice  
Design Rights\*

#### International IP Law & Practice Division

Asian Practice  
European Practice  
Genetic Resources and Traditional Knowledge  
Green Technology Innovation\*  
Int'l Patent Law and Practice  
Int'l Trademark Law and Practice  
Latin American Practice

#### Litigation & Dispute Resolution Division

Amicus Brief  
Arbitration and Mediation  
Damages and Injunctions\*  
Discovery  
International Trade Commission\*  
Litigation

#### Patent Division

Patent Search  
Pharmaceutical and Biotechnology Issues  
Software and Business Methods  
U.S. Patent Law  
U.S. Patent Office Practice  
U.S. Post-Grant Patent Office Practice

#### Trademark Division

Internet Domain Names  
U.S. Trademark Law\*  
U.S. Trademark Office Practice

Many of IPO's Standing IP Committees will be holding business meetings on **SUNDAY, SEPTEMBER 9**, preceding the Annual Meeting opening reception. See the schedule on page 3 to view a list of those committees hosting meetings.

(\* ) Thank you to the Standing IP Committees that are organizing CLE sessions on **MONDAY, SEPTEMBER 10**, 1:45PM-3:15PM. See pages 4-5 for more information about these sessions.

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REGISTRATION FORM



40<sup>TH</sup> ANNUAL MEETING  
SEPTEMBER 9-11, 2012

JW Marriott Hill Country  
San Antonio, Texas, USA

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 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
 List state(s) for CLE credit: \_\_\_\_\_  
 Bar number(s) for each state: \_\_\_\_\_

FEES

SUBTOTAL

**I. ANNUAL MEETING REGISTRANT** — Fee covers the Welcome Reception; Monday Dinner & Rodeo at Knibbe Ranch; Breakfasts; and Meeting Materials. **Fee does not include luncheons or Guest Pass.**

<b>APPLICABLE RATE:</b>	{	<input type="checkbox"/> <b>IPO Member</b> . . . . . \$950 <input type="checkbox"/> <b>Non-member</b> . . . . . \$1,450 <input type="checkbox"/> <b>Government Employees &amp; Academics</b> . . . . . \$500	} . . . . \$ _____
<input type="checkbox"/> <b>Optional Monday Luncheon</b> — Address by Hon. Randall R. Rader . . . . . \$50 . . . . .			\$ _____
<input type="checkbox"/> <b>Optional Tuesday Luncheon</b> — Address by Neil K. Warma . . . . . \$50 . . . . .			\$ _____
<b>EARLY REGISTRATION DISCOUNT*</b> . . . . . Per person / <b>Deduct \$100</b> . . . . .			\$ < _____ >

\*To receive the early registration discount, submit registration form and payment postmarked on or before **JULY 31, 2012**. Subtract discount from the applicable rate listed above

**II. GUEST(S) OF THE ANNUAL MEETING REGISTRANT**

Guest Name(s): \_\_\_\_\_  
 **2012 Annual Meeting Social Events Guest Pass** . . . . . Per person / \$150 . . . . . \$ \_\_\_\_\_  
 Includes admission to the Sunday Welcome Reception; Continental Breakfast on Monday and Tuesday; and the Monday Dinner & Rodeo at Knibbe Ranch.

**ANNUAL MEETING REGISTRANTS -**

Please check below if you plan to attend the following functions:  
(Included in your registration fee; for planning purposes only)

- Sunday Welcome Reception**
- Monday Dinner & Rodeo at Knibbe Ranch**

**General Session Tracks** (Select one):

- PATENT
- TRADEMARK

**Monday Committee CLE Sessions** (1:45pm-3:15pm) (Select one):

- Corporate IP Benchmarking Survey
- Happy Birds*: Mobile App
- Clean Tech Reality Check
- What's New at the ITC
- Int'l Issues in IP Transactions
- Recent Trademark Issues in Media

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

**METHOD OF PAYMENT:** (Check or Credit Card)

- Check** (Payable to Intellectual Property Owners Association)
- Credit Card** (Registrations sent by Fax or Email **MUST** include credit card account information)
  - American Express     MasterCard     Visa
  - Diners Club             Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

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

**QUESTIONS?** Visit [www.ipo.org](http://www.ipo.org) or call +1 (202) 507-4500

**ADVANCE REGISTRATION IS REQUIRED.** For faster service register online at ► [www.ipo.org/AM2012](http://www.ipo.org/AM2012)

Or send us a registration form with payment via **Email:** [meetings@ipo.org](mailto:meetings@ipo.org), **Fax:** +1 (202) 507-4501

Or Mail to: Intellectual Property Owners Association, 1501 M Street NW, Suite 1150, Washington, DC 20005, USA



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40<sup>TH</sup> ANNUAL MEETING  
**SEPTEMBER 9-11, 2012**  
SAN ANTONIO ★ TEXAS, USA  
JW MARRIOTT HILL COUNTRY

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**10-14  
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