



Intellectual[®]
Property
Owners
Association

2015

43RD ANNUAL MEETING

SEPTEMBER 27-29

HYATT REGENCY CHICAGO

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CHICAGO

10-14
CLE
CREDITS

Join your IP colleagues at this premier event. IPO's Annual Meeting offers a mix of educational programs led by distinguished presenters as well as committee meetings, exhibits, and networking functions.

FEATURED SPEAKERS



Hon. Sharon Prost
Chief Judge, U.S. Court
of Appeals for the
Federal Circuit



Herbert Wamsley
Executive Director,
Intellectual Property
Owners Association

| PATENTS | TRADEMARKS | COPYRIGHTS | TRADE SECRETS |



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2015

INTELLECTUAL PROPERTY
OWNERS ASSOCIATION
43RD ANNUAL MEETING
SEPTEMBER 27-29
HYATT REGENCY CHICAGO

Dear IPO members and colleagues,



Philip S. Johnson
IPO President

It is my pleasure to invite you to the 2015 IPO Annual Meeting at the Hyatt Regency Hotel in Chicago, Illinois. The program committee, chaired by Steven Miller, Procter & Gamble Co., has created an excellent event in the Windy City.

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 Dinner Reception at the Museum of Science and Industry (MSI). MSI is the largest science museum in the Western Hemisphere. The Museum is housed in the only remaining building from the 1893 World's Columbian Exhibition. Guests will be able to explore the Museum's many interactive exhibits while they enjoy Chicago cuisine throughout the venue.

We are pleased to have the Honorable Sharon Prost, Chief Judge, U.S. Court of Appeals for the Federal Circuit, as Monday's luncheon speaker. On Tuesday, Herbert Wamsley will give his final plenary address as Executive Director of IPO before retiring at the end of 2015. Parallel sessions on patent and trademark/copyright topics are offered throughout the meeting, including an ethics presentation for both patent and trademark attorneys. Program details begin on page 3.

Chicago in the fall is a delightful place to visit, full of museums, historical sites and attractions. I hope you and members of your family will join us in Chicago, and that you will sponsor and/or encourage others in the IP community to attend as well.

We promise that this will be a premier event that you won't want to miss!

Cordially,

A handwritten signature in dark ink, appearing to read "Phil Johnson".

Philip S. Johnson
IPO President



| PATENTS | TRADEMARKS | COPYRIGHTS | TRADE SECRETS |

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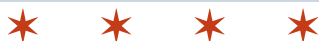
Contents

Program at-a-Glance	2
Preliminary Program	3
Dinner at the Museum of Science and Industry	8
IPO Fun Run/Walk • Women in IP Brunch • Guest Pass	9
Annual Meeting Sponsors	10
Annual Meeting Exhibitors	11
General Meeting Information	12
IPO Committees & Board of Directors	14
Annual Meeting Registration Form	15



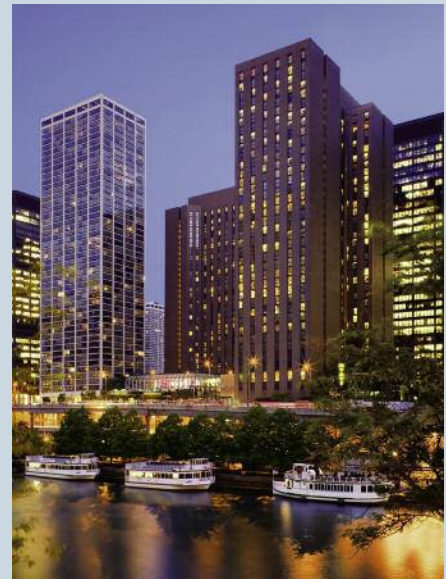
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About the Venue



The **Hyatt Regency Chicago** is located in the heart of downtown Chicago. Ideally situated near the Magnificent Mile and top Chicago attractions such as Navy Pier's Ferris Wheel, "The Bean" at Millennium Park, and Buckingham Fountain.

Mixed along the skyline full of architectural treasures are the historic Theater District and Museum Campus as well as art galleries, music clubs, cocktail lounges, a star-studded culinary scene and one incredible mile of shopping along Michigan Avenue.





	SUNDAY 27	MONDAY 28	TUESDAY 29
REGISTRATION DESK HOURS	11:00AM – 8:00PM	7:00AM – 6:00PM	7:00AM – 6:00PM
IP EXPO Hall	–	7:00AM – 4:30PM	7:00AM – 4:30PM
6:00 AM	PROGRAM AT A GLANCE 	IPO Fun Run/Walk	
7:00		Continental Breakfast & IP EXPO	Continental Breakfast & IP EXPO
8:00		PLENARY SESSION	
9:00		U.S. Supreme Court Cases that Every IP Attorney Should Know About	Utility & Patent Eligibility Standards
10:00	IPO Education Foundation Board Meeting (Board members only)	Coffee Break & IP EXPO	
11:00	Women in IP Networking Brunch (All registered women attendees are welcome)	Corporate IP Management Best Practices	First Amendment Concerns and How They Impact Your IP Department
12:00 PM		★ LUNCHEON ADDRESS BY Hon. Sharon Prost Chief Judge, U.S. Court of Appeals for the Federal Circuit 	
1:00	★ LUNCHEON ADDRESS BY Herbert Wamsley Executive Director, Intellectual Property Owners Association 		TTAB Update & Implications of <i>B&B Hardware, Inc. v. Hargis Industries, Inc.</i> for Corporations
2:00	IPO Board of Directors Meeting (Board members & alternates only)	IPO Committee CLE Presentations (Select one of six)	
3:00	IPO Committee Business Meetings (All registered attendees are welcome)	How to Recover Your Attorney Fees from Your (by Definition) Bad Faith Litigation Adversary?	
4:00		Copyright in Flux	
5:00	IPO Committee Business Meetings (All registered attendees are welcome)	Coffee Break & IP EXPO	
6:00		Coffee Break & IP EXPO	
7:00	Pre-Reception (New and prospective members are welcome)	PLENARY SESSION	
8:00		Ethics in Social Media Controversies	
9:00	Welcome Reception	Drafting an International Application	
10:00		IPO's Wide World of Trademarks & Copyrights: Bringing You What's New Around the Globe	
	IPO Board of Directors Dinner (By invitation)		

**Key to Annual Meeting
Sessions & Events**

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

Concurrent Breakouts

-  Patent
-  Trademark/Copyright

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July 31

Early
Registration
Discount Ends

September 2

Hotel
Reservations
Deadline

September 4

Registration
Cancellation
Deadline

PRELIMINARY PROGRAM

Sunday, September 27

8:00AM – 11:00AM	IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING BOARD MEMBERS ONLY
11:00AM – 8:00PM	EARLY REGISTRATION
11:00AM – 12:30PM	WOMEN IN IP NETWORKING BRUNCH ALL REGISTERED WOMEN ATTENDEES ARE WELCOME. CO-SPONSORED BY: • BakerHostetler • Fish & Richardson, PC • Harness, Dickey & Pierce, P.L.C. • Oyen Wiggs Green & Mutala LLP
12:00NN – 4:00PM	IPO BOARD OF DIRECTORS MEETING BOARD MEMBERS & ALTERNATES ONLY
3:00PM – 4:00PM	IPO COMMITTEE BUSINESS MEETINGS ★ ALL REGISTERED ATTENDEES ARE WELCOME
4:30PM – 5:30PM	IPO COMMITTEE BUSINESS MEETINGS ★ ALL REGISTERED ATTENDEES ARE WELCOME
5:30PM – 6:00PM	PRE-RECEPTION NEW & PROSPECTIVE MEMBERS ARE WELCOME
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)

★ The following IPO Standing IP Committees will hold concurrent business meetings on Sunday. All registered attendees are welcome to attend.

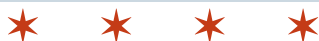
Asian Practice
Copyright Law & Anti-Piracy
Corporate IP Management
Damages & Injunctions
Domain Names & Social Media
Emerging Technologies & Trade
European Practice
Industrial Designs
International Patent Law &
Practice

International Trademark Law &
Anti-Counterfeiting
Litigation
Pharmaceutical & Biotechnology
Issues
Software & Business Methods
US Patent Office Practice
US Post-Grant Patent Office Practice
US Trademark Law

Monday, September 28

6:00AM – 7:15AM	IPO FUN RUN/WALK (See details on p. 9) SPONSORED BY Banner & Witcoff, Ltd.
7:00AM – 8:00AM	REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO BREAKFAST SPONSOR Leydig, Voit & Mayer, Ltd.
8:00AM – 9:30AM	PLENARY SESSION: U.S. Supreme Court Cases That Every IP Attorney Should Know About This has been another banner year with a record-setting number of intellectual property cases before the U.S. Supreme Court on issues such as software patentability, joint and induced infringement, issue preclusion, fee-shifting, burden of persuasion, indefiniteness, claim construction, standing to sue, the effect of FDA label approval in false advertising cases, questions of law vs. fact, and laches and limitations. MODERATOR Kevin Rhodes, 3M Innovative Properties Co., St. Paul, MN SPEAKERS Hon. James Holderman, Retired U.S. District Chief Judge; JAMS ADR Neutral, Chicago, IL William Jay, Goodwin Procter, LLP, Washington, DC Mark Partridge, Partridge IP Law P.C., Chicago, IL
9:30AM – 10:15AM	COFFEE BREAK / IP EXPO COFFEE BREAK SPONSOR Leydig, Voit & Mayer, Ltd.

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8:00AM – 9:30AM

BREAKOUT SESSIONS — CONCURRENT

● PATENT

Corporate IP Management Best Practices

Many corporate IP departments are striving to deliver better, more efficient service to their “clients”. Results of IPO’s Corporate IP Management Committee project to capture information regarding corporate best practices for managing intellectual property will be shared during this session. Speakers will discuss and react to the information obtained through interviews of in-house counsel at more than a dozen leading companies across various industries focusing on topics such as IP strategy, organizational structure, patent prosecution, software, metrics, and licensing.

MODERATOR: Scott Weingust, Stout Risius Ross, Chicago, IL

SPEAKERS: Themis Anagnos, Continental Automotive, Deer Park, IL

Sam Pace, Praxair, Inc., Danbury, CT

Additional speakers to be announced

● TRADEMARK

First Amendment Concerns and How They Impact Your IP Department

First Amendment concerns pervade many aspects of IP practice. Panelists will discuss recent First Amendment trademark and copyright related issues such as whether the First Amendment bars the USPTO from refusing registration based on scandalous, immoral or disparaging matter, including a discussion of the Redskins case, plain packaging legislation and their potential impacts, and the limits on use of celebrity images, products, and names in video games and other creative works.

MODERATOR: Brent Hawkins, McDermott Will & Emery LLP, Chicago, IL

SPEAKERS: Theodore Davis, Kilpatrick Townsend & Stockton LLP, Atlanta, GA

Prof. Bill Ford, John Marshall Law School, Chicago, IL

Max Yaouanc, Phillip Morris, New York, NY

12:00NN – 1:30PM

LUNCHEON

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ADDRESS BY **Hon. Sharon Prost**, Chief Judge, U.S. Court of Appeals for the Federal Circuit, Washington, DC



Hon. Sharon Prost was appointed by President George W. Bush in 2001 and assumed the duties of Chief Circuit Judge on May 31, 2014. Prior to her appointment, Judge Prost served as Minority Chief Counsel, Deputy Chief Counsel, and Chief Counsel of the Committee on the Judiciary, U.S. Senate from 1993 to 2001. Prior to her work on Capitol Hill, she served for fifteen years in five different agencies of the executive branch. Judge Prost received her B.S. from Cornell University, an M.B.A. from George Washington University, a J.D. from the Washington College of Law, American University, and an LL.M. in tax law from George Washington University School of Law.

1:45PM – 3:15PM

IPO COMMITTEE BREAKOUT SESSIONS — CONCURRENT (SELECT ONE OF SIX)

Invalid IP: I Know It When I See It

ORGANIZING COMMITTEES: Asian Practice / Canadian Practice / Intl. Patent Law & Practice
India, China and Canada are jurisdictions where patent owners often face burdensome patenting requirements and seemingly arbitrary hurdles when defending patent validity before domestic courts. Panelists will provide overviews of the respective requirements from each jurisdiction and will discuss recent decisions pertaining to issues of patentability, such as increased efficacy requirements under section 3(d) of the Indian Patent Act; sufficiency requirements under Article 26.3 of the Chinese Patent Law; and heightened utility requirements under Canada’s “promise doctrine.”

MODERATOR: Diane Yee, Janssen Inc., Toronto, Canada

SPEAKERS: Malathi Lakshmikumaran, Lakshmikumaran & Sridharan, New Delhi, India

Andrew Shaughnessy, Torsys LLP, Toronto, Canada

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

The Nagoya Protocol: Conserving Biodiversity or Withering the Fruits of Innovation?

ORGANIZING COMMITTEES: European Practice / Genetic Resources & Traditional Knowledge / Pharmaceutical & Biotechnology Issues

The Nagoya Protocol entered into force October 12, 2014, under the auspices of the UN Convention on Biological Diversity (CBD), and requires member countries to create national checkpoints aimed at monitoring use of genetic resources and associated traditional knowledge, with a view to ensuring prior informed consent and benefit sharing for their use. Speakers will examine the Nagoya Protocol, the Regulations currently being adopted by EU Member States, and the impact on research and development activities extending well beyond the traditional life sciences, including research and licensing scenarios that could be significantly affected.

MODERATOR: Bill Warren, Sutherland Asbill & Brennan LLP, Atlanta, GA

SPEAKERS: Andreas Hübel, Michalski Hüttermann & Partner, Düsseldorf, Germany

Matthew Madsen, Monsanto Co., St. Louis, MO

Donna Perdue, Perdue IP Law APC, San Diego, CA

Unconventional Trademarks: An International Survey of Shape Trademarks

ORGANIZING COMMITTEE: International Trademark and Anti-Counterfeiting

Protection for shape trademarks (a.k.a three-dimensional trademarks) is becoming a vital protection tool for intellectual property owners. Panelists will explore the relevant statutes, regulations and case law regarding shape trademarks in Europe, China, India, and the U.S. and provide practical tips and strategies for filing and protection.

MODERATOR: Elizabeth Houlihan, Houlihan² Patent & Trade Mark Attorneys, Melbourne, Australia

SPEAKERS: Danny Awdeh, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC

Sheja Ehtesham, ALG India Law Offices, New Delhi, India

Qiang Ma, Jun He Law Office, Beijing, China

Andreas Renck, Hogan Lovells, Alicante, Spain

Patent Issues in Latin America – Special Focus in Brazil, Mexico, and Colombia

ORGANIZING COMMITTEE: Latin American Practice

Given the growing importance of Latin America for multinational companies operating in various fields of highly complex technologies, speakers will provide a high-level strategic view of key patent related topics to successfully do business in Latin America, with emphasis in Brazil, Mexico and Colombia.

MODERATOR: Roberto Ribeiro, Sanofi, São Paulo, Brazil

SPEAKERS: Juan Pablo Cadena, Brigard & Castro, Bogotá, Colombia

Alejandro Luna, Olivares & Cia, San Angel, Mexico

Ricardo Nunes, Licks Attorneys, Rio De Janeiro, Brazil

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1:45PM – 3:15PM

COMMITTEE BREAKOUT SESSIONS — CONCURRENT (CONTINUED)

Best Practices in Patent Litigation: What Practitioners Need to Know Given Recent Procedural Changes**ORGANIZING COMMITTEE:** Litigation

Panelist will discuss best practices for securing just, speedy and inexpensive resolution of patent cases in light of recent developments in local patent rules, the Judicial Conference, patent legislation and proposals from the recent WG 10 reports of The Sedona Conference.

MODERATOR: David Long, Kelley Drye & Warren LLP, Washington, DC**SPEAKERS:** Eric Cohen, Katten Muchin Rosenman LLP, Chicago, IL

Gary Hoffman, Pillsbury Winthrop Shaw Pittman LLP, Washington, DC

Hon. James Holderman, Retired U.S. District Chief Judge; JAMS ADR Neutral, Chicago, IL

Eley Thompson, Foley & Lardner LLP, Chicago, IL

Double the Opportunity: Patent and Copyright Protection for Software after *Alice* and *Oracle***ORGANIZING COMMITTEES:** Software & Business Methods / Copyright & Anti-Piracy / IP Licensing

Courts, IP owners, and practitioners increasingly ask what intellectual property protection is available and preferable for software today. This session will take a holistic approach toward examining the pros and cons of the different IP frameworks in view of recent court decisions, and reflecting on the strategic considerations (including comparative remedies) when seeking protection under alternate or multiple IP disciplines. This session will attempt to answer the question of whether the potential reduction of patent protection for software is likely to result in an increased reliance on copyright law.

MODERATOR: Joshua Simmons, Kirkland & Ellis LLP, New York, NY**SPEAKERS:** Annette Hurst, Orrick, Herrington & Sutcliffe, LLP, San Francisco, CA (invited)

David Leichtman, Robins Kaplan LLP, New York, NY

Andrew Wojnicki, IBM Corp., Armonk, NY

3:15PM – 4:00PM

COFFEE BREAK / IP EXPO

COFFEE BREAK SPONSOR: Leydig, Voit & Mayer, Ltd.

4:00PM – 5:30PM

BREAKOUT SESSIONS — CONCURRENT

● PATENT

Drafting an International Application

So many companies outsource the drafting of patent applications, but very few US firms know much about foreign requirements and practices and thus only focus on US practice. This leads to a lot of additional global prosecution time and money. Panelists will discuss how best to draft a specification and claims most likely to meet U.S., EPO, Japanese, Chinese and Canadian requirements to minimize costs and increase enforcement opportunities.

MODERATOR: Darryl Frickey, Dow Chemical Co., Midland, MI**SPEAKERS:** Benjamin Bai, Allen & Overy, Shanghai, China

Geoffrey De Klein, Borden Ladner Gervais LLP, Vancouver, Canada

Gautier Engisch, Procter & Gamble Co., Strombeek-Bever, Belgium

Yoichi Watanabe, Seiwa Patent & Law, Tokyo, Japan

● TRADEMARK/COPYRIGHT

IP's Wide World of Trademarks & Copyrights: Bringing You What's New Around the Globe

Although we all now operate in a global economy, geographic borders still exist in the world of trademarks and copyrights. Politics, social policy, and the digital age have all played roles in recent developments in these areas, sometimes blurring these borders and sometimes reinforcing them. This panel will discuss hot topics from around the world and how to position yourself in response to the issues presented. Topics include strategies for entering Cuban market which may soon open to US businesses for the first time in nearly 50 years; the scope of protection for famous marks under Article 6b of the Paris Convention; changes in Canadian trademark law; and how "real" are fictional marks derived from film, TV, books, games and social media.

MODERATOR: Susan Weller, Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., Washington, DC**SPEAKERS:** Phil Barengolts, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, Chicago, IL

Anthony Prenol, Blake, Cassels & Graydon, Toronto, Canada

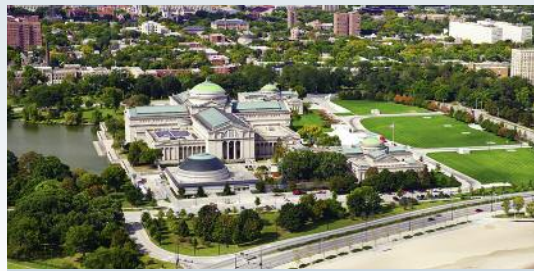
Additional speakers to be announced

7:00PM – 9:30PM

DINNER AT THE MUSEUM OF SCIENCE AND INDUSTRY**SPONSORED BY** McDonnell Boehnen Hulbert & Berghoff LLP

Renew acquaintances and make new friends by attending the Monday Dinner Reception at the Museum of Science and Industry (MSI). MSI is the largest science museum in the Western Hemisphere. The Museum is housed in the only remaining building from the 1893 World's Columbian Exhibition. Guests will be able to explore the Museum's many interactive exhibits, including Science Storms, Robot Revolution, Inventing the Future, Genetics and Yesterday's Main Street, while they enjoy Chicago cuisine throughout the venue.

Suggested attire is casual. Wear comfortable shoes if you plan to explore the many exhibits that will be open to attendees. **Transportation will be provided** between the Hyatt Regency Hotel and MSI. Buses will depart the Hyatt from 6:30PM to 7:15PM and return to the hotel from 9:00PM to 9:30PM. Guests who wish to drive or take a taxi will be able to park at the Museum. See page 8 for more details.



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7:00AM – 8:00AM CHIEF IP COUNSEL BREAKFAST (BY INVITATION ONLY)

7:00AM – 8:00AM REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO
BREAKFAST SPONSOR: Vinson & Elkins, LLP

8:00AM – 9:30AM BREAKOUT SESSIONS — CONCURRENT

PATENT

Utility & Patent Eligibility Standards

The recent Supreme Court decisions in *Myriad*, *Prometheus* and *Alice* have given rise to a good deal of speculation on where the lines between patent eligibility and ineligibility are drawn. Recent USPTO guidelines have issued, the Patent Office appears to be rejecting more and more applications on 35 U.S.C. §101 grounds and the Federal Courts are making findings on patent eligibility across technical sectors. This panel will address the level of uncertainty and challenges as seen not only in the court room but also by patent practitioners in the recent past. Topics will also include whether the trends in this area have affected the valuation of patents and licensing activity in the biotech and software sectors; and whether there are any legislative fixes for this area of jurisprudence.

MODERATOR: Michael Chernoff, Chief IP Officer, MDB Capital, Potomac, MD

SPEAKERS: Andrew Hirshfeld, U.S. Patent and Trademark Office, Alexandria, VA
Deborah Martin, Pfizer, Inc., New York, NY
Ognian "Oggie" Shentov, Jones Day, New York, NY
Matthew Weinstein, Accenture, Bethesda, MD

TRADEMARK

IP Issues in the Digital Age: Helping You Sleep at Night

Due to the rapid expansion of the Internet and increased utilization of social media, we have witnessed significant changes to the business landscape. The Internet has become a key source of consumer information, while offering new ways to communicate about brands and their owners. Unfortunately, we also have seen a rise in sophisticated online criminal activity and other negative developments for brand owners. This panel will review selected high-priority issues impacting the practice of in-house attorneys and their counsel, and will provide targeted advice on how to effectively protect IP owners' rights, including: enforcing trademark rights while balancing potential social media backlash; online brand protection; and the new gTLDs and their impact on brand owners.

MODERATOR: David Einhorn, BakerHostetler, New York, NY

SPEAKERS: Elisabeth Stewart Bradley, Bristol-Myers Squibb Company, Princeton, NJ
Jake Feldman, Johnson & Johnson, New Brunswick, NJ
Anne Naffziger, Leydig, Voit & Mayer, Ltd., Chicago, IL

9:30AM – 10:15AM COFFEE BREAK / IP EXPO
COFFEE BREAK SPONSOR: Vinson & Elkins, LLP

10:15AM – 11:45AM BREAKOUT SESSIONS — CONCURRENT

PATENT

Post Grant Proceedings at the USPTO

Patent Trial and Appeal Board proceedings have been accepting cases and issuing decisions for over two years now and enough data is now available to spell out some trends and to enable practitioners to tell us how well or not the system is working and some practical advice on dealing with the proceedings as they have developed. Topics will include issues that arise in post grant proceeding when there is concurrent, subsequent or precedent litigation on the same patent and the trends that are seen there.

MODERATOR: Henry Hadad, Bristol-Myers Squibb Company, Princeton, NJ

SPEAKERS: Denise DeFranco, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Boston, MA
Richard Rainey, General Electric Co., Fairfield, CT
Hon. James Smith, U.S. Patent & Trademark Office, Alexandria, VA
Matt Wade, Hewlett-Packard Co., Boise, ID

TRADEMARK

TTAB Update and Implications of *B&B Hardware, Inc. v. Hargis Industries, Inc.* for Corporations

The Trademark Trial and Appeal Board is contemplating general rule changes, along with the implications of the Supreme Court decision in *B&B Hardware, Inc. v. Hargis Industries, Inc.*, which held that a court should give preclusive effect to TTAB decisions if the ordinary elements of issue preclusion are met. These changes and this decision may have a profound impact on trademark litigation and strategy in the US. This session will cover TTAB rule changes, an overview of the B&B decision, the procedural differences between TTAB and federal court proceedings, the circumstances under which issue preclusion may apply, an analysis of how trademark enforcement may be impacted and strategic considerations in determining when to file and how to handle TTAB vs. federal court actions.

MODERATOR: Michael Metteauer, Norton Rose Fulbright, Austin, TX

SPEAKERS: Katherine Basile, Reed Smith LLP, Cupertino, CA
Matthew Owen, Caterpillar Inc., Peoria, IL
Hon. Gerard Rogers, U.S. Patent and Trademark Office, Alexandria, VA

12:00NN – 1:30PM

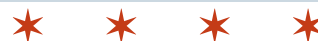
LUNCHEON – The U.S. Patent System: Past, Present and Future

ADDRESS BY Herbert Wamsley, Executive Director, Intellectual Property Owners Association



Herbert C. Wamsley is Executive Director of Intellectual Property Owners Association (IPO) in Washington, D.C. After 32 years of service to IPO, Herb will retire at the end of 2015. Before he came to IPO, he was with the U.S. Patent and Trademark Office for 18 years. He received a J.D. degree and an L.L.M. degree from George Washington University. His undergraduate degree was in electrical engineering from West Virginia University.

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1:45PM – 3:15PM

BREAKOUT SESSIONS — CONCURRENT

● PATENT

How to Recover Your Attorney Fees from Your (by Definition) Bad Faith Litigation Adversary?

In the wake of *Octane* and *Highmark*, panelists will discuss current trends in district court cases; what you can do to recover fees; what you can do to defeat a request for fees; the role of judicial discretion; and real world effects on the behavior of litigants.

MODERATOR: William Miller, General Mills, Inc., Minneapolis, MN

SPEAKERS: Alex Chachkes, Orrick, Herrington & Sutcliffe, LLP, New York, NY
 Hon. Rebecca Pallmeyer, U.S. District Court, Northern District of Illinois, Chicago, IL
 Leif Sigmond, McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL

● COPYRIGHT

Copyright in Flux

Copyright initially developed in response to the printing press and gradually evolved to encompass other methods of mechanically, and now digitally, storing and reproducing works of authorship, such as photography, video, and music. Recent case law has included some surprising results. This panel will discuss recent cases and whether there is a transformation of copyright law from a property rights orientation toward a regulatory regime.

MODERATOR: Katherine Spelman, K&L Gates, Seattle, WA

SPEAKERS: Pamela Fulmer, Arent Fox LLP, San Francisco, CA
 Terry Hart, Copyright Alliance, Washington, DC
 Karen Williamson, SAP SE, Palo Alto, CA

3:15PM – 4:00PM

COFFEE BREAK / IP EXPO

COFFEE BREAK SPONSOR: Vinson & Elkins, LLP

4:00PM – 5:30PM

PLENARY SESSION: Ethics in Social Media Controversies

Panelists will discuss ethical issues that arise when using social media including employees use of social media, data privacy, duty of confidentiality, etc.

SPEAKERS: Darren Cahr, Drinker, Biddle & Reath, LLP, Chicago, IL
 Matthew Chung, IBM Corp., Endicott, NY
 Evan Gourvitz, Ropes & Gray, LLP, New York, NY

5:30PM

ADJOURNMENT

**CHAIR**

Steven Miller
 Procter & Gamble Co.,
 Cincinnati, OH

VICE CHAIR — PATENTS

Roy Waldron
 Pfizer, Inc., New York, NY

VICE CHAIR — TRADEMARKS

Matthew Owen
 Caterpillar Inc., Peoria, IL

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 General Electric Co., Fairfield, CT

Paul Berghoff

McDonnell Boehnen Hulbert &
 Berghoff LLP, Chicago, IL

Elisabeth Stewart Bradley
 Bristol-Myers Squibb Company,
 Princeton, NJ

David Einhorn

BakerHostetler, New York, NY

Marco Gatti

Brooks Kushman P.C.,
 Southfield, MI

Hon. James Holderman

Retired U.S. District Chief Judge,
 JAMS ADR Neutral, Chicago, IL

Joe Lucci

BakerHostetler, Philadelphia, PA

William Miller

General Mills, Inc.,
 Minneapolis, MN

KaRan Reed

BP America, Inc., Houston, TX

Gary Ropski

Brinks Gilson & Lione,
 Chicago, IL

Robert W. Sacoff

Pattishall, McAuliffe, Newbury,
 Hilliard & Geraldson LLP,
 Chicago, IL

Kate Spelman

K&L Gates, Seattle, WA

Leslie Spencer

Ropes & Gray, LLP,
 New York, NY

Valerie Verret

Exxon Mobil Corp., Irving, TX

Margaret Walker

Xerox Corp., Norwalk, CT

Susan Weller

Mintz, Levin, Cohn, Ferris,
 Glovsky and Popeo, Boston, MA

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SPECIAL EVENT

Dinner at the MUSEUM OF SCIENCE & INDUSTRY

MONDAY, SEPTEMBER 28 ★ 7:00PM – 9:30PM

Renew acquaintances and make new friends by attending the **Monday**

Dinner at the Museum of Science

and Industry (MSI). MSI is

the largest science museum in the Western Hemisphere. The Museum is housed in the only remaining building from the 1893 World's Columbian Exhibition.

Upon arrival guests will enter the **Rotunda**, the heart of the Museum, which boasts a breathtaking 120 ft copper domed ceiling. Guests will be able to explore the Museum's many exhibits while they enjoy Chicago cuisine throughout the venue.



MSI EXHIBIT HIGHLIGHTS

- ★ **Science Storms** recreates seven iconic natural phenomena — lightning, fire, tornadoes, avalanches, tsunamis, sunlight and gravity and allows guests to explore the basic physics and chemistry within them.
- ★ Meet cutting-edge robots from all over the world in **Robot Revolution**, where guests can interact with robots that have rarely been shown to the public. Control an all-terrain crawling robot; go head to head with a tic-tac-toe-playing 'bot; watch a competitive game of robot soccer; feel a therapeutic baby seal robot react to your touch; and participate in a live drone show.
- ★ Discover all the most fascinating aspects of how humankind has flown, soared, chugged and sped throughout the years in the **Transportation Gallery**. Climb aboard the engine of the Empire State Express 999, the first machine to break the 100 mph barrier; walk through a real United 727, hanging from the Museum's balcony; take in the Spirit of America, the car that drove more than 530 miles per hour in 1965; or simply gaze in awe of the historic aircraft that fly above you.
- ★ **Fast Forward... Inventing the Future** showcases innovators from around the world, whose vision and initiative is reshaping the world. Learn more about these brilliant minds and discover a bit about who they are.
- ★ Enter the complex world of Genetics and watch as chicks peck out of their shells and take their first steps in the **Baby Chick Hatchery**; view cloned mice; learn about DNA from a real strand of President Abraham Lincoln's hair; and weigh in and vote on ethics and privacy issues surrounding DNA databases.
- ★ Walk away with a personalized gravitron toy top in the **ToyMaker 3000** exhibit where guests can watch the manufacturing process of creating a toy.
- ★ Stroll along the cobblestone and brick streets of **Yesterday's Main Street** to see what Chicago looked like

in 1910. Have your picture taken in the classic 1902 motor car with vintage clothing accessories and stop in **Finnegan's Ice Cream Parlor** for a delicious treat on your way out.

TRANSPORTATION & ATTIRE

Transportation will be provided between the Hyatt Regency Hotel and MSI. Buses will depart the hotel from 6:30PM to 7:15PM and return to the hotel from 9:00PM to 9:30PM. Guests who wish to drive or take a taxi will be able to park at the Museum. The address is 5700 South Lake Shore Drive, Chicago. Suggested attire is casual. Wear comfortable shoes if you plan to explore the many exhibits that will be open to attendees.

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www.ipo.org/AM2015

Women in IP NETWORKING BRUNCH

SUNDAY, SEPTEMBER 27 ★ 11:00AM-12:30PM

CO-SPONSORED BY: • BakerHostetler • Fish & Richardson, PC
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Brunch is open to all women registered for the IPO Annual Meeting. Join your colleagues for this exclusive networking opportunity.



3rd Annual IPO FUN RUN/WALK

MONDAY, SEPTEMBER 28 ★ 6:00AM-7:15AM

SPONSORED BY Banner & Witcoff, Ltd.

The Fun Run/Walk is open to all IPO Annual Meeting attendees. All skill levels are welcome. Join your peers on a guided **5K Fun Run** or a **3K Fun Walk**. This is not a race – although the participants will win the admiration of other conference attendees that slept in.

Runners and walkers will have a choice of running through Millennium Park or along the Lake Michigan Trail. When filling out your IPO Annual Meeting registration, indicate whether you'd like to participate in either the 5K run or the 3K walk.

Runners/walkers will meet at 6:00AM at the Hyatt Regency Hotel where they will be greeted by their guides. A healthy grab-and-go breakfast will be available for all registered participants. Guides will ensure that everyone returns the hotel by 7:15AM.

SOCIAL EVENTS GUEST PASS

IPO is offering a convenient **Social Events Pass for Spouses and Guests** of attendees at the 2015 IPO Annual Meeting. Register for the Guest Pass online at www.ipo.org/AM2015 or use the registration form on page 15.

Note: Guest Pass does not include access to educational sessions.

The Guest Pass fee of
\$150 per person includes:

Admission to the **Welcome Reception** on Sunday

Admission to Monday's
Dinner Reception at MSI

Continental Breakfast
on Monday & Tuesday

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For those who seek to explore on their own, we suggest the following

CHICAGO ATTRACTIONS

Explore the depths of the ocean at the Shedd Aquarium. Catch a fly ball at Wrigley Field. Take in a show at the Chicago Theatre. Ride the Ferris Wheel at Navy Pier. And that's just day one. Chicago boasts some of the best cuisine, attractions and entertainment, including several of the top 100 restaurants in the country, the tallest building in the U.S., and one of the best orchestras in the world in the Chicago Symphony Orchestra. From shopaholics and sports enthusiasts to thrill seekers and foodies, Chicago has something for everyone.



Museums: From the bottom of the sea to the tops of the stars, Chicago has it all on display. Start your adventures on the famous **Museum Campus** along Lake Michigan. Three world-renowned museums call it home: **The Adler Planetarium & Astronomy Museum**, **The Field Museum**, and **The Shedd Aquarium**, and all are filled with opportunities to stretch your mind. For art lovers, the Art Institute of Chicago offers masterpieces from ancient to ultra-modern, and our cultural institutions cover everything from famous historical events to current cultural issues.

Navy Pier: This 50-acre playground of entertainment, museums, activities, restaurants, and shops is the perfect place for some family fun time. Ride on the 150-foot **Ferris Wheel**, which offers great city and Lake Michigan views and is open year-round.

Millennium Park: With 25 acres of awe-inspiring landscape, breathtaking architecture and an iconic collection of public art, Millennium Park is Chicago's premier green space. Don't miss **"The Bean,"** an eye-catching favorite year round. Take a picture in front of Cloud Gate, the official name for this massive, stainless steel structure that's become Chicago's signature landmark. In its mirror-like surface you'll see not only your own reflection, but the magnificent downtown skyline.

And much more: For the Official Visitors Guide and information on what to do while in Chicago, visit the Convention and Visitors Bureau on the Web at www.choosechicago.com/things-to-do.



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SEPTEMBER 27-29
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EXHIBITORS

AT THE 2015 IP EXPO

INTELLECTUAL PROPERTY
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HYATT REGENCY CHICAGO

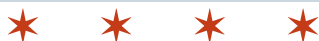


Attendees who visit all exhibit booths at the 2015 IP EXPO will be entered to win an Apple Watch Sport.
Details will be provided upon check-in.



Limited Exhibit Space Remains! To become an exhibitor at the IP EXPO please email cstanfield@ipo.org or call +1 (202) 507-4500

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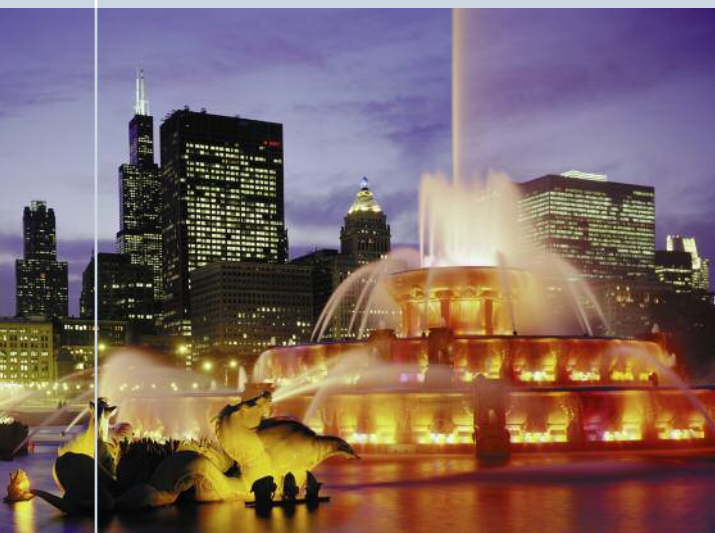


www.ipo.org/AM2015

43RD IPO ANNUAL MEETING | CHICAGO 2015

GENERAL INFORMATION

ABOUT THE 2015 IPO ANNUAL MEETING



Weather & Attire

Chicago boasts a comfortable climate in September. Temperatures average 70°F during the day and 50°F at night. Please check the weather conditions before you depart to help you pack for the meeting.

The preferred dress for conference 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 Reception at the Museum of Science and Industry is **Casual**.

Registration Fees

In U.S. Dollars/Per person

- IPO Member \$975
- Non-Member \$1,475
- Government Employees & Academics . . . \$500
- Students *Contact IPO for student rates*

Registration Fee Includes: Welcome Reception on Sunday; Dinner Reception at the Museum of Science and Industry on Monday; Breakfast and Coffee Breaks on Monday and Tuesday; and access to conference materials via the Annual Meeting mobile app.

Early Registration Discount: Meeting registrations received or postmarked by **July 31, 2015**, with accompanying payment, will receive **a discount of \$100 USD** off the conference fee. All registrations received or postmarked after July 31 are subject to the standard fee.

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

Women in IP Brunch on Sunday: Women registered for the Annual Meeting may sign up to attend the brunch – **FREE!**

IPO Fun Run/Walk on Monday: Attendees may register for a 5K run or 3K walk – **FREE!**

Annual Meeting Social Events Guest Pass: Guests of registrants may purchase a Guest Pass for **\$150 USD** per person. Fee includes access to the Sunday Welcome Reception; continental breakfast on Monday and Tuesday; and the Dinner Reception at the Museum of Science and Industry.

Four Easy Ways to Register

Advance registration is required. Registrations will be accepted online, via fax, email or mail.

Online: www.ipo.org/AM2015

Fax: **202-507-4501**

Email: meetings@ipo.org

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

Registrations will not be processed until full payment is received. Space is limited so please register early. 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.

All registrations will be confirmed by e-mail.

If you register online you will immediately receive an electronic confirmation from meetings@ipo.org. If you register via fax, mail or email and do not receive a confirmation within 10 business days, please contact meetings@ipo.org.

IPO recommends bringing a copy of your registration confirmation to the meeting. Please note that the meeting program is subject to change. For updates and additional details please visit our meeting website at www.ipo.org/AM2015.

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FREE ANNUAL MEETING MOBILE APP

SPONSORED BY Brinks Gilson & Lione

The **2015 IPO Annual Meeting Mobile App** will offer access to the attendee list, the meeting schedule and speaker materials; a full listing of exhibitor and sponsor information; floor plans; and local information about Chicago. The IPO Annual Meeting Mobile App is **FREE** for all registered attendees.



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 10–14 CLE hours, including 1–2 hours for professionalism.

Attendee Lists

In order to be listed on the Attendee List, you must be fully registered as of **Friday, September 4, 2015**. Anyone who registers after this time will be listed on the Final Attendee List, which will be available on our conference website after the meeting.

Consent to Use Photographic Images

Registration and attendance at, or participation in, IPO meetings and other activities constitutes an agreement by the registrant for IPO to use and distribute (both now and in the future), the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

Cancellation Policy

Cancellations received by **September 4, 2015** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after **September 5, 2015**. These deadlines for cancellation apply to all registrants. Course materials via the mobile app will be available to those unable to attend, but who cancel on or after September 5. IPO regrets that **refunds will not be given for no-shows**. 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. Name badge sharing or splitting is strictly prohibited.

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 2015 IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. To learn more contact meetings@ipo.org.

Meeting Venue & Accommodations

Hyatt Regency Chicago

151 East Wacker Drive, Chicago, IL 60601
www.chicagoregency.hyatt.com

Central Reservation Line: 888-421-1442

Group Rate: IPO has reserved a block of rooms at the Hyatt Regency Chicago, where the conference is taking place. In order to receive the IPO group rate, **reservations must be made directly with the hotel by Wednesday, September 2**, or until the room block is sold out, whichever comes first. Reference the "2015 IPO Annual Meeting" when making your reservation to obtain the group rate of **\$249/night** plus taxes.

Please Note: IPO is **NOT** using a housing agent – you **MUST** reserve directly with the hotel. If you are contacted by someone claiming to represent the IPO room block, do not give out your information.

Transportation

Chicago O'Hare Intl. Airport (ORD) is about 30–45 minutes from the Hyatt Regency Hotel.

Chicago Midway Intl. Airport (MDW) is about 30 minutes from the Hyatt Regency Hotel. For more travel tips visit www.ipo.org/AM2015.



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JOIN US!

If the IPO Annual Meeting topics interest you, consider joining IPO. Apply online at www.ipo.org/joinipo or call **(202) 507-4500** for more information.



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.



IPO Standing IP Committees

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Antitrust & Competition Law
Standards Setting

Business Issues Division

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IP Licensing ★
Open Source
Trade Secrets

Copyright Division

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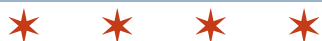
Trademark Division

Domain Names & Social Media
U.S. Trademark Law
U.S. Trademark Office Practice

Many of IPO's Standing IP Committees will hold **Business Meetings** on **SUNDAY, SEPTEMBER 27** (3:00PM–4:00PM and 4:30PM–5:30PM), preceding the Annual Meeting Opening Reception. A list of those committees hosting meetings is on page 3 of the program. All registered Annual Meeting attendees are welcome to attend these committee meetings.

IPO thanks the Standing IP Committees (indicated by the "★" symbol above) that are organizing **CLE Sessions** on **MONDAY, SEPTEMBER 28** (1:45PM–3:15PM). See pages 4–5 of the program for more details.

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REGISTRATION FORM

 For faster service register online at www.ipo.org/AM2015

Please register early. Space is limited.

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

List state(s) for CLE credit: _____

Bar number(s) for each state: _____

FEES (Enter applicable rate and fees in the column at right and total below)

SUBTOTAL

- 1. ANNUAL MEETING REGISTRANT** — Fee covers the Sunday Welcome Reception; Monday Dinner at the Museum of Science & Industry; Breakfast on Monday and Tuesday; and Meeting Materials. **Fee does NOT include Luncheons or Guest Pass.**

APPLICABLE RATE	<input type="checkbox"/> IPO Member \$975 <input type="checkbox"/> Non-member \$1,475 <input type="checkbox"/> Government Employees & Academics \$500	Per person . . . \$ _____
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☐ **Early Registration Discount*** (ends 7/31/15) Per person: **Deduct \$100** \$ < _____ >

 *To receive the discount, submit registration and payment postmarked on or before **JULY 31, 2015**. Subtract \$100 from the applicable rate above

2. OPTIONAL LUNCHEONS

<input type="checkbox"/> Monday Address by Hon. Sharon Prost	Per person \$50 \$ _____
<input type="checkbox"/> Tuesday Address by Herbert Wamsley	\$50 \$ _____

3. GUEST(S) OF THE ANNUAL MEETING REGISTRANT

<input type="checkbox"/> 2015 Annual Meeting Social Events Guest Pass	Per person \$150 \$ _____
--	--

Includes the Sunday Welcome Reception; Continental Breakfast on Monday & Tuesday; and the Monday Dinner at the Museum of Science & Industry

Guest Name(s): _____

ANNUAL MEETING REGISTRANTS:

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

- ☐ Sunday – Women in IP Brunch
☐ Sunday – Welcome Reception
☐ Monday – Dinner at Museum of Science & Industry

General Session Breakout Tracks (Select one):

- ☐ PATENT ☐ TRADEMARK

Monday IPO Fun Run/Walk (6:00AM–7:15AM) (Select one):

- ☐ 5K Run ☐ 3K Walk

Monday Committee CLE Sessions (1:45PM–3:15PM) (Select one):

- ☐ A. Invalid IP
☐ B. The Nagoya Protocol
☐ C. An International Study of Shape Trademarks
☐ D. Patent Issues in Latin America
☐ E. Patent Local Rules
☐ F. Patent and Copyright Protection for Software

TOTAL AMOUNT DUE: \$ _____

METHOD OF PAYMENT

- ☐ **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 or call +1 (202) 507-4500

ADVANCE REGISTRATION IS REQUIRED. For faster service register online at ► www.ipo.org/AM2015

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

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



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