



Intellectual
Property
Owners
Association

| PATENTS | TRADEMARKS | COPYRIGHTS | TRADE SECRETS |

44TH ANNUAL MEETING
SEPTEMBER 11-13, 2016

NEW YORK
NEW YORK HILTON MIDTOWN

**JOIN YOUR COLLEAGUES AT
THIS PREMIER IP EVENT**

IPO's Annual Meeting offers a mix of educational
programs led by distinguished presenters as well as
committee meetings, exhibit hall, and networking functions.

SPECIAL EVENT
**DINNER
RECEPTION
AT THE MUSEUM
OF MODERN ART**



KEYNOTE SPEAKERS



MONDAY
Hakeem Jeffries
U.S. Congressman
8th District of New York



TUESDAY
Benoît Battistelli
President
European Patent Office

**PATENTING
IN EUROPE?**

**ADDITIONAL
ONE-DAY PROGRAM
WEDNESDAY
SEPTEMBER 14**

IN COOPERATION WITH



SEE PAGE 15

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44TH ANNUAL MEETING
SEPTEMBER 11-13, 2016
NEW YORK HILTON MIDTOWN



2016

DEAR IPO MEMBERS AND COLLEAGUES,



It is my pleasure to invite you to the 44th Annual Meeting of the Intellectual Property Owners Association to be held in New York City at the New York Hilton Midtown. The program committee, chaired by **Roy Waldron**, Pfizer, Inc., has created an excellent event in the Big Apple.

The New York IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities, and exhibits. Join us on Monday evening for a private event at **The Museum of Modern Art (The MoMA)**. Founded in 1929 as an educational institution, The MoMA is dedicated to being the foremost museum of modern art in the world. Enjoy contemporary cuisine and cocktails and tour The MoMA's renowned galleries to see modern art masterworks such as Vincent van Gogh's *The Starry Night* and Gustav Klimt's *Adele Bloch Bauer II*.

We are pleased to have **U.S. Congressman Hakeem Jeffries**, 8th District of New York, as Monday's keynote speaker. Tuesday's keynote speaker will be **President Benoît Battistelli**, European Patent Office. 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.

New York 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 what promises to be an outstanding program!

Cordially,

Kevin H. Rhodes

IPO President

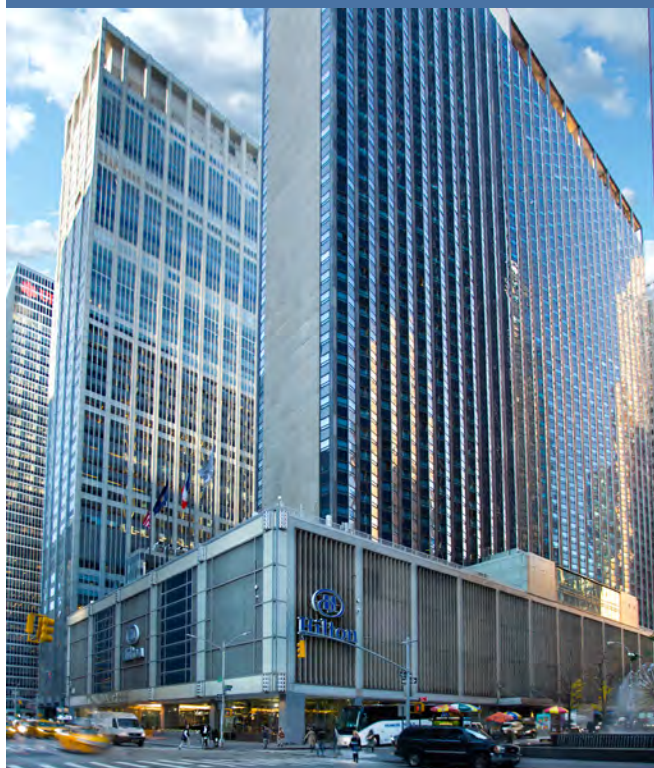


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IMPORTANT DATES IN 2016

JULY 31	AUG. 12	AUG. 26	SEPT. 11-13
Early Registration Discount Ends	Hotel Reservations Deadline	Registration Cancellation Deadline	44 TH IPO Annual Meeting



ABOUT THE VENUE

The New York Hilton Midtown is conveniently located in the heart of Midtown Manhattan, just steps away from New York City's most popular attractions and shopping destinations.

Both the geographic and symbolic center of Manhattan, Midtown features some of New York City's tallest buildings, busiest sidewalks, most recognizable attractions, finest restaurants, largest stores, and greatest cultural institutions.

The hotel is located a few blocks from Central Park, Times Square, Rockefeller Center, The Empire State Building, Grand Central Station, and Broadway.



	SUNDAY 11	MONDAY 12	TUESDAY 13
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		WELCOME REMARKS & KEYNOTE ADDRESS BY U.S. CONGRESSMAN HAKEEM JEFFRIES	Chief IP Counsel Breakfast (By invitation)
9:00		The U.S. Courts' Influence on Patent Law – Case Law Update	Corporate Patent Portfolio Strategies in Europe
10:00		Hot Topics in U.S. Copyright Law	Hot Topics in Trademark Law from Around the Globe
11:00		Coffee Break & IP EXPO	Coffee Break & IP EXPO
12:00 PM	Women in IP Networking Brunch	Protection of Trade Secrets and Cybersecurity	IPRs, CBMs, and the PTAB
1:00		TTAB Hearing	Brands Under Attack: How Brand Owners can Save Face
2:00	IPO Board of Directors Meeting (Board members & delegates only)	NETWORKING LUNCHEON	NETWORKING LUNCHEON
3:00		IPO Committee CLE Presentations (Select one of six)	KEYNOTE BY EPO PRESIDENT BENOÎT BATTISTELLI
4:00	IPO Committee Business Meetings (All registered attendees are welcome)	IPO Education Foundation Board Meeting (Board members only)	A Global Perspective on Patent Eligibility
5:00	IPO Committee Business Meetings (All registered attendees are welcome)	Coffee Break & IP EXPO	Is "Fair Use" Really Fair to IP Owners?
6:00		Patent Litigation Trends	Coffee Break & IP EXPO
7:00	WELCOME RECEPTION	Filing Strategies for an Increasingly Complex and International World	PLENARY SESSION: ETHICS
8:00			
9:00	IPO Board of Directors & Special Guests Dinner (By invitation)	IPO DINNER RECEPTION AT THE MUSEUM OF MODERN ART	
10:00			

Key to Annual Meeting Sessions and Events

- Breaks/Meals/Social Events
- CLE Sessions
- Optional Luncheons

Concurrent Breakouts

- Patent
- Trademark/Copyright

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PATENTING IN EUROPE?
Additional One-day Program
14 September 2016
See Page 15



PRELIMINARY PROGRAM

SUNDAY, SEPTEMBER 11

11:00AM-8:00PM EARLY REGISTRATION

11:00AM-12:30PM WOMEN IN IP NETWORKING BRUNCH (See page 9)
ALL REGISTERED ATTENDEES ARE WELCOME. BRUNCH CO-SPONSORED BY:
• BAKERHOSTETLER • FISH & RICHARDSON • OYEN WIGGS GREEN & MUTALA LLP
• PERRY + CURRIER • STOCKWOODS LLP
SPEAKER: Bismarck Myrick, U.S. Patent and Trademark Office, Alexandria, VA

12:00PM-4:00PM IPO BOARD OF DIRECTORS MEETING
BOARD MEMBERS AND ALTERNATES ONLY

3:30PM-4:30PM IPO COMMITTEE BUSINESS MEETINGS ★

5:00PM-6:00PM

6:00PM-8:00PM WELCOME RECEPTION
SPONSORED BY: KENYON & KENYON

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.

Antitrust & Competition Law	Int'l Trademark Law & Practice
Anti-Counterfeiting	IP Licensing
Asian Practice	Latin American Practice
Canadian Practice	Litigation
Copyright Law & Anti-Piracy	Pharmaceutical & Biotechnology Issues
Corporate IP Management	Software Related Inventions
Damages & Injunctions	Standards Setting
Domain Names & Social Media	Trade Secrets
Emerging Technologies & Trade	U.S. Patent Law
European Practice	U.S. Patent Office Practice
Genetic Resources & Traditional Knowledge	U.S. Post-Grant Patent Office Practice
Industrial Designs	U.S. Trademark Law
Int'l Patent Law & Practice	Women in IP Law
Int'l Trade Commission	

MONDAY, SEPTEMBER 12

6:00AM- 7:15AM IPO FUN RUN/WALK (See page 9)
SPONSORED BY: BANNER & WITCOFF, LTD.

7:00AM- 8:00AM REGISTRATION & CONTINENTAL BREAKFAST & IP EXPO
BREAKFAST SPONSORED BY: LEYDIG, VOIT & MAYER, LTD.

8:00AM-8:45AM WELCOME REMARKS & KEYNOTE ADDRESS

ADDRESS BY: **Hakeem Jeffries**, U.S. Congressman, 8th District of New York



Hakeem Jeffries represents the diverse Eighth Congressional District of New York, an area that encompasses large parts of Brooklyn and a section of Queens. Serving his second term in the U.S. Congress, Rep. Jeffries is a member of the House Judiciary Committee and House Education and the Workforce Committee. He is also Whip of the Congressional Black Caucus. Rep. Jeffries co-chairs the bipartisan Intellectual Property Caucus. Congressman Jeffries obtained his bachelor's degree in political science from the State University of New York at Binghamton. He then received his master's degree in public policy from Georgetown University. Thereafter, Rep. Jeffries attended New York University School of Law, where he graduated *magna cum laude* and served on the *Law Review*. Rep. Jeffries was born in Brooklyn and raised in Crown Heights. He currently lives in Prospect Heights with his family.

9:00AM-10:30AM CONCURRENT SESSIONS

● PATENT

The U.S. Courts' Influence on Patent Law – Case Law Update

Courts continue their activity in patent law that influences our practice in both procurement and enforcement. The panel will review cases decided by the U.S. Supreme Court and U.S. Court of Appeals for the Federal Circuit. Topics may include patent exhaustion, statutory subject matter, damages for patent and design patent infringement, PTAB and ITC issues, laches, and other issues decided in the last year.

MODERATOR: Paul Berghoff, McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL

SPEAKERS: Tina Chappell, Intel Corp., Washington, DC
Hon. Faith Hochberg, Phillips ADR, Corona Del Mar, CA
Charles Kinzig, GlaxoSmithKline, King of Prussia, PA (tentative)
Hon. Paul Michel, Alexandria, VA

● COPYRIGHT

Hot Topics in U.S. Copyright Law

From the happy birthday song to a dancing baby, our panel of experts will discuss the past year's most consequential copyright decisions and how those decisions affect your business.

MODERATOR: Anne Naffziger, Leydig, Voit & Mayer, Ltd., San Francisco, CA

SPEAKERS: David Leichtman, Robins Kaplan LLP, New York, NY
Prof. Kevin Parks, John Marshall Law School, Chicago, IL
Karen Williams, SAP SE, Palo Alto, CA

10:30AM–11:15AM

COFFEE BREAK & IP EXPO

COFFEE BREAK SPONSORED BY: LEYDIG, VOIT & MAYER, LTD.

11:15AM– 12:45PM

CONCURRENT SESSIONS

● PATENT

Protection of Trade Secrets and Cybersecurity

This panel will discuss best practices for protecting law firm and company data and communications from loss through hacking, employee theft, and other threats to the security and confidentiality of privileged communications and trade secrets. It will also explore steps to take in the event of a suspected intrusion or loss of important information and potential liability for such losses. The panel will also discuss U.S. and international criminal and civil remedies for the theft of information, including the passage of the Defend Trade Secrets Act of 2016.

MODERATOR: James Pooley, James Pooley PLC, Menlo Park, CA

SPEAKERS: Louis Bladel, Federal Bureau of Investigation, New York, NY
Thaddeus Burns, General Electric Co., Fairfield, CT
Stephen Ward, Pinkerton, New York, NY

● TRADEMARK

USPTO Trademark Trial and Appeal Board (TTAB) Hearing

Maximize your effectiveness before the TTAB through this dynamic session. The session will begin with a hearing before a panel of TTAB judges. The panel will then critique key elements of the hearing. Finally, we will discuss what to expect from the USPTO's currently pending "Miscellaneous Changes to Trademark Trial and Appeal Board Rules of Practice," which were published on April 4, 2016, and if finalized will significantly impact practice before the Board.

SPEAKERS: Hon. Michael Adlin, U.S. Patent and Trademark Office, Alexandria, VA

Hon. Marc Bergsman, U.S. Patent and Trademark Office, Alexandria, VA

Hon. Karen Kuhlke, U.S. Patent and Trademark Office, Alexandria, VA

12:45PM– 1:45PM

NETWORKING LUNCHEON

1:45PM–3:15PM

CONCURRENT COMMITTEE BREAKOUT SESSIONS (Choose one of six)

Best Practices for Combating Counterfeiting on the Global Front

ORGANIZING COMMITTEE: ANTI-COUNTERFEITING

Experienced practitioners from different industries and geographic markets will explore best practices for combating counterfeiting worldwide. The discussion will include insights on how to develop and utilize business and government relationships and other resources to foster effective enforcement efforts.

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

SPEAKERS: Elisabeth Stewart Bradley, Bristol-Myers Squibb Co., Princeton, NJ

Aslam Mohamed, RNA, IP Attorneys, Gurgaon, India

Leslie Skinner, Intel Corp., Santa Clara, CA

Philip Yu, DuPont, Shanghai, China

Are Patents Under Attack Using Competition Laws?

ORGANIZING COMMITTEES: ANTITRUST & COMPETITION LAW, ASIAN PRACTICE, CANADIAN PRACTICE, AND STANDARDS SETTING

Actual and proposed Antitrust/IPR Guidelines in Asia and Canada address potentially anticompetitive abuse of IPRs, including license terms, injunctions, excessive royalties, and compulsory licenses, covering both standard essential patents (SEPs) and non-SEPs. This panel will address the balance between patent holder rights and competition law goals, important differences between SEPs and non-SEPs from a competition law perspective, and how agencies and courts in Asia, Canada, Europe, and the U.S. differentiate in the application of laws condemning abuse of dominance to IPRs.

MODERATOR: Greg Sivinski, Microsoft Corp., Redmond, WA

SPEAKERS: Davit Akman, Borden Ladner Gervais, Toronto, Canada
Frances Marshall, U.S. Department of Justice/Antitrust Division, Washington, DC

Alvaro Ramos, Qualcomm Inc., San Diego, CA

Robert Siminski, Harness, Dickey & Pierce, P.L.C., Troy, MI

Using IP Portfolio Metrics to Demonstrate Value and Alignment to Internal Business Clients

ORGANIZING COMMITTEE: CORPORATE IP MANAGEMENT

The presentation will provide insight and perspectives on how to collect data, e.g., from a docketing system, and manipulate it into simple charts and graphs to frame a discussion with business executives to illustrate the value the IP department brings to the business as a whole. Portfolio metrics, such as geographic scope, age, volume, costs, and methods for collecting and presenting these metrics to demonstrate value and alignment of the IP portfolio with business strategy will be shared and discussed.

MODERATOR: KaRan Reed, BP America, Inc., Houston, TX

SPEAKERS: Thomas Clare, BakerHostetler, Philadelphia, PA

Shawn Foster, Exxon Mobil Corp., Spring, TX

David Shofi, CPA Global, Ridgefield, CT

Matthew Weinstein, Accenture, Arlington, VA

Functional Claiming in the United States: Evolving Law and Best Practice

ORGANIZING COMMITTEE: U.S. PATENT OFFICE PRACTICE

Patents for software and diagnostic methods are now subject to increased scrutiny under § 101, § 112(a), and § 112(b), both in the courts and at the USPTO. The panel will summarize developments in each of these areas as applied to functional claim language, including an overview of changes in patent eligibility, written description, enablement, definiteness, and means-plus-function interpretation, as well as provide suggested best practices for drafting, prosecution, and portfolio management as applied to functional technologies.

MODERATOR: Kaveh Rashidi-Yazd, Siemens Corp., Alpharetta, GA

SPEAKERS: Dave Easwaran, Alston & Bird LLP, Charlotte, NC

Aamir Haq, Hewlett Packard Enterprise Company, Plano, TX

Joseph Mallon, Knobbe, Martens, Olson & Bear, LLP, San Diego, CA

Continued ►

1:45PM–3:15PM SIX CONCURRENT COMMITTEE BREAKOUT SESSIONS (continued)

When One Is Not Enough: The Opportunities and Obstacles When Asserting Multiple Forms of IP in a Single Litigation

ORGANIZING COMMITTEES: DAMAGES & INJUNCTIONS, INDUSTRIAL DESIGNS, LITIGATION, AND U.S. TRADEMARK LAW

Having moved toward acquiring many different types of IP to protect their marquee products and services, right holders are now asserting diverse IP in a single lawsuit. This session will be divided into two parts — first, a discussion of available types of IP and choosing which IP to assert together; and second, a discussion of the details of asserting different types of IP together including forum selection, case management and scheduling, and theory of the case and remedies.

SPEAKERS: **Randall Kay**, Jones Day, San Diego, CA
Scott Miller, Sheppard, Mullin, Richter & Hampton LLP, Los Angeles, CA
Daniel Shanley, Kenyon & Kenyon, LLP, Washington, DC

Artificial Intelligence-Created Intellectual Property: Issues and Future Directions

ORGANIZING COMMITTEES: COPYRIGHT LAW & ANTI-PIRACY AND U.S. PATENT LAW

This panel will explore the interface between IP and the rapidly developing field of Artificial Intelligence (AI), with emphasis on patentability of AI-created inventions, ownership, licensing, and other issues, as well as future directions of related IP laws.

MODERATOR: **Ognian “Oggie” Shentov**, Jones Day, New York, NY
SPEAKERS: **Robert Craig**, BakerHostetler, Washington, DC
Leonora Hoicka, IBM Corp., Armonk, NY
Katherine Spelman, Lane Powell PC, Seattle, WA

2:00PM– 4:00PM IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING BOARD MEMBERS ONLY

3:15PM–4:00PM COFFEE BREAK & IP EXPO COFFEE BREAK SPONSORED BY: LEYDIG, VOIT & MAYER, LTD.

4:00PM–5:30PM CONCURRENT SESSIONS

● PATENT

Patent Litigation Trends: The Effects of PTAB Proceedings, Rules Amendments, and U.S. Supreme Court Decisions

Patent litigation continues to experience systemic change in view of the effects of the AIA, U.S. Supreme Court decisions, and the recent amendments to the Federal Rules of Civil Procedure. Panelists will discuss litigation trends, the effects of the Federal Rules amendments on pleading standards and discovery, early termination of cases on section 101-based motions to dismiss, and the likelihood that an unsuccessful litigant will be exposed to a fee award, among other issues.

MODERATOR: **Eric Cohen**, Brinks, Gilson & Lione, Chicago, IL
SPEAKERS: **Hon. Jeremy Fogel**, U.S. District Court, Northern District of California, San Jose, CA
Jim Sherwood, Google Inc., New York, NY
Michael Timmons, Johnson & Johnson, New Brunswick, NJ

● TRADEMARK

Pushing the Boundaries: Filing Strategies for an Increasingly Complex and International World

Well rounded IP protection can help brand owners protect their companies' valuable assets and combat increasingly savvy counterfeiters and infringers. In the first half of the session speakers will discuss strategies for pursuing trademarks, design patents, and copyrights together to build strong IP portfolios. The second half of the session will focus on the Madrid Protocol. Given that the global business economy continues to expand at a rapid pace, so too must trademark portfolios. Speakers will discuss how brand owners can become more comfortable with utilizing the Madrid Protocol as a cost-effective alternative to country-specific national filings.

MODERATOR: **Erica Fischer**, Hewlett Packard Enterprise Co., New York, NY
SPEAKERS: **Alan Datri**, IP Datri LLC, Memphis, TN
Tracy-Gene Durkin, Sterne, Kessler, Goldstein & Fox, PLLC, Washington, DC
Paul Lee, PepsiCo, Inc., Purchase, NY
Kathryn Barrett Park, General Electric Co., Fairfield, CT

7:00PM–10:00PM IPO DINNER RECEPTION AT THE MUSEUM OF MODERN ART SPONSORED BY: STONETURN GROUP

Renew acquaintances and make new friends by attending the **Monday Dinner Reception at The Museum of Modern Art (The MoMA)**. Founded in 1929 as an educational institution, The MoMA is dedicated to being the foremost museum of modern art in the world.

Upon arrival guests will enter the Agnes Gund Garden Lobby, where contemporary cuisine and cocktails will be served. Guests will be able to explore the Abby Aldrich Rockefeller Sculpture Garden (weather permitting); Contemporary Galleries and Special Exhibits on the 2nd Floor; and the Painting and Sculpture Galleries on the 5th Floor. While strolling through these renowned galleries, attendees can view modern art masterworks such as Vincent van Gogh's *The Starry Night*, Gustav Klimt's *Adele Bloch Bauer II*, and Claude Monet's *Water Lilies*.



TUESDAY, SEPTEMBER 13

7:00AM–8:00AM **CHIEF IP COUNSEL BREAKFAST** (By Invitation)

7:00AM–8:00AM **REGISTRATION & CONTINENTAL BREAKFAST & IP EXPO**

8:00AM–9:30AM **CONCURRENT SESSIONS**

● PATENT

Corporate Patent Portfolio Strategies in Europe

This session will look at European patent portfolio strategies in light of the current system and the changes proposed with the Unitary Patent and Unified Patent Court, highlighting the differences between the two regimes and their implications. Our cross-industry panel of in-house counsel will discuss the pros and cons of various factors relevant to portfolio management in Europe.

MODERATOR: Matthew Georgiou, Carpmaels & Ransford LLP, London, UK

SPEAKERS: Daniel Staudt, Siemens Corp., Orlando, FL
John Treangen, Dow Chemical Co., Philadelphia, PA
George Whitten, Qualcomm Europe, Inc., London, UK

● TRADEMARK

Hot Topics in Trademark Law from Around the Globe

The past year has been an exciting one in trademark law with issues that span the globe. From the explosion of medicinal marijuana and U.S. restrictions on registration, to plain packaging regulations in Australia and Japan and the impact on the pharmaceutical and tobacco industries, to recent Appeals Court decisions on scandalous marks and the evolution of trademarks to address current cultural norms — there is a lot to talk about in this jam-packed session on hot topics in trademarks.

MODERATOR: Rachelle Dubow, Morgan, Lewis & Bockius, Boston, MA

SPEAKERS: Minnie Alexander, Campbell Soup, Philadelphia, PA
Elizabeth Houlihan, Houlihan² Patent & Trade Mark Attorneys, Melbourne, Australia
Santiago O'Connor, O'Connor & Power, Buenos Aires, Argentina
Jennifer Visintine, Thompson Coburn, St. Louis, MO

9:30AM–10:15AM **COFFEE BREAK & IP EXPO**

10:15AM–11:45AM **CONCURRENT SESSIONS**

● PATENT

IPRs, CBMs, and the PTAB: Where Have We Been and Where Are We Going?

With another year of Patent Trial and Appeal Board (PTAB) and U.S. Court of Appeals for the Federal Circuit decisions in the books, this session will take a look back at the latest developments before the PTAB and what they mean for practitioners going forward. Specifically, the session will provide a discussion of the most recent case law concerning both substantive and procedural issues, including consideration of the latest developments related to *Cuozzo Speed Technologies v. Lee* before the U.S. Supreme Court. Panelists will also review statistics and trends based on the most recent data from proceedings before the Board, and discuss a strategy related to issues such as: (1) matters involving large numbers of patents/claims, and consequently a large number of post-grant proceedings; (2) relationship with pending litigation; and (3) addressing patents/claims not at issue in litigation.

MODERATOR: Steven Maslowski, Akin Gump Strauss Hauer & Feld, LLP, Philadelphia, PA

SPEAKERS: Frank Angileri, Brooks Kushman P.C., Southfield, MI
Scott Kamholz, Foley Hoag LLP, Washington, DC
Micky Minhas, Microsoft Corp., Redmond, VA
Hon. David Ruschke, U.S. Patent and Trademark Office, Alexandria, VA
Brian Zielinski, Pfizer, Inc., New York, NY

● TRADEMARK

Brands Under Attack: How Brand Owners Can Save Face

In the fast-paced business environment, brands are constantly under attack. Ambush marketing, product recalls, website hacking, and data breaches are just a few examples of events that can negatively impact a brand. Panelists will discuss how bad PR affects brand value, how brand owners can respond to attacks and how in-house and outside counsel can mitigate the damage. Lessons learned from the Rio Olympics and other major sporting and entertainment events, product recalls, website hacking, crisis management, and website and wearable technology privacy and data security issues will be addressed.

MODERATOR: Valerie Verret, Exxon Mobil Corp., Spring, TX

SPEAKERS: Jon Frankel, ZwillGen PLLC, Washington, DC
Jeffrey Greenbaum, Frankfurt Kernit Klein & Selz, P.C., New York, NY
TJ Winick, Solomon, McCown & Company, Boston, MA

12:00PM–1:00PM **NETWORKING LUNCHEON**

1:00PM–1:30PM **KEYNOTE SESSION – Address by Benoît Battistelli**, President, European Patent Office



Since July 2010, Benoît Battistelli has been President of the European Patent Office, an international organization with 38 member states, comprising all the members of the European Union, plus a number of further countries, including Norway, Switzerland, Turkey, and several Southeast European states. His mandate runs until 30 June 2018. A graduate of the Paris Institute of Political Studies (IEP) and the National School of Administration (ENA), Mr. Battistelli began his career as a senior civil servant in the French Ministry of the Economy and Finance. Mr. Battistelli, a French national born in Paris in 1950, is married with three children.

1:45PM– 3:15PM CONCURRENT SESSIONS

PATENT

A Global Perspective on Patent Eligibility

Recent Supreme Court decisions on subject matter eligibility have changed the landscape for patenting in the U.S., particularly for biotechnology, method of treatment, and software inventions. The new environment for patenting in the U.S. raises questions regarding the right policy for promoting innovation and how it relates to the scope of technology protected by the patent system. In this session panelists will compare the standards for subject matter eligibility in the U.S., Europe, and Asia, and explore how that standard can and should reflect the innovation and economic priorities of the jurisdictions they govern.

MODERATOR: David Kappos, Cravath, Swaine & Moore, New York, NY

SPEAKERS: Paul Golan, Bristol-Myers Squibb Company, Princeton, NJ
Johannes Lang, Bardehle Pagenberg Partnerschaft MbB, Munich, Germany
Michelle Shen, Medtronic, Inc., Minneapolis, MN
Marian Underweiser, IBM Corp., Armonk, NY

TRADEMARK

Is “Fair Use” Really Fair to IP Owners?

Should IP owners “accept the implied compliment in a parody?” Join us as our panel of experts from the fashion and broadcasting industries discuss when to turn the other cheek and when funny is nothing to be laughed at.

MODERATOR: Alison Tan, Procter & Gamble Co., Cincinnati, OH

SPEAKERS: Geri Lynn Elias, Charlotte, NC
Jered Matthyse, Pirkey Barber PLLC, Austin, TX
Judy McCool, HBO, New York, NY

3:15PM–4:00PM COFFEE BREAK & IP EXPO

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

Diverse ethical issues are presented in all facets of IP law practice. This panel will discuss a current potpourri of topics including: simultaneous prosecution for multiple clients in the same technology field; USPTO’s Office of Enrollment and Discipline process and case overview reflecting common mistakes that get people in trouble; and ethical issues related to big data such as e-discovery, lawyer and law firm evaluation, and privacy concerns presented by tracking from drones, government records, online activity, and social media.

MODERATOR: Meg Boulware, Boulware & Valoir, Houston, TX

SPEAKERS: Sarah Harris, U.S. Patent and Trademark Office, Alexandria, VA
Prof. Renee Knake, University of Houston, Houston, TX
Paul Stewart, Knobbe, Martens, Olson & Bear, LLP, Irvine, CA

5:30PM ADJOURNMENT



**2016 IPO ANNUAL MEETING
PROGRAM COMMITTEE**

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Pfizer, Inc.
New York, NY

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Microsoft Corp.
Redmond, WA

VICE CHAIR FOR TRADEMARKS

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SPECIAL EVENT



Intellectual
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44TH ANNUAL MEETING
SEPTEMBER 11-13, 2016
NEW YORK HILTON MIDTOWN

IPO DINNER RECEPTION AT THE MUSEUM OF MODERN ART

MONDAY, SEPTEMBER 12 • 7:00PM – 10:00PM

SPONSORED BY STONETURN

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ATTIRE: Suggested attire is **business casual**. Wear comfortable shoes if you plan to explore the many exhibits that will be open to attendees.

LOCATION: The MoMA is located across the street from the New York Hilton Midtown. The main entrance will be open to attendees on West 53rd Street (between 5th and 6th Avenues).

Doors will not open before 7:00pm. The address is **11 West 53rd Street**.

MOMA'S EXHIBIT HIGHLIGHTS

■ **The Modern Monument located in the Rockefeller Sculpture Garden:**

This installation brings together diverse works around the theme of the modern monument. Included are Barnett Newman's *Broken Obelisk* (1967), which serves as a symbolic monument for all people, and Pablo Picasso's *Monument* (1972), a memorial for the French poet Guillaume Apollinaire, who died of influenza at the end of World War I. Favorites like Joan Miró's *Moonbird* (1966) and Aristide Maillol's *The River* (1943) are shown alongside works by Alberto Giacometti, Henri Matisse, Tony Smith, and others. Making its debut in the Sculpture Garden is Ursula von Rydingsvard's *Bent Lace* (2014), an abstract bronze sculpture whose thick, curved form is perforated at the top with delicate lace-like patterns.

■ **Contemporary Galleries & Special Exhibits** (2nd Floor): In the Marron Atrium, Bouchra Khalili's *The Mapping Journey Project* is a series of videos that details the stories of eight individuals who have been forced by political and economic circumstances to travel illegally and whose covert journeys have taken them throughout the Mediterranean basin. The Special Exhibits include: Nan Goldin's *The Power of Sexual Dependency*; Tony Oursler's *Imponderable*; and Teiji Furuhashi's *Lovers*.

■ **Painting & Sculpture Galleries** (5th Floor): The works displayed on this floor roughly span the years 1880 to 1940. Within an overall chronological flow, galleries highlight individual stylistic movements, artists, and themes, including Cubism, the work of Henri Matisse, and Claude Monet's *Water Lilies*, among other subjects. These galleries are frequently reinstalled in an effort to feature a wide range of artworks in various configurations, reflecting the view that there are countless ways to explore the history of modern art and the Museum's rich collection.



NETWORKING OPPORTUNITIES

WOMEN IN IP NETWORKING BRUNCH



SUNDAY, SEPTEMBER 11 • 11:00AM–12:30PM

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This special brunch is open to **all IPO Annual Meeting attendees**.
Featured Speaker: **Bismarck Myrick**, Director, Office of Equal Employment
Opportunity & Diversity, U.S. Patent and Trademark Office, Alexandria, VA.

4TH ANNUAL IPO FUN RUN/WALK



MONDAY, SEPTEMBER 12 • 6:00AM–7:15AM

SPONSORED BY BANNER & WITCOFF, LTD.

Join your peers on a guided **5K Run** or **3K Walk**. Participants will have a choice of running through Central Park or walking the streets of Manhattan's shopping district and Rockefeller Center. The Fun Run/Walk is **open to all IPO Annual Meeting attendees — all skill levels are welcome**. This is not a race, although all participants will win the admiration of other conference attendees that slept in.

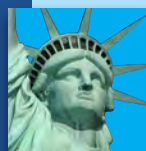
Indicate on your registration form if you'd like to participate in the 5K Run or the 3K Walk. Runners/walkers will meet at 6:00AM at the New York Hilton Midtown where they will be greeted by their guides. Guides will ensure that everyone returns the hotel by 7:15AM. A healthy grab-n-go breakfast will be available for all participating runners/walkers.

ANNUAL MEETING SOCIAL EVENTS GUEST PASS

IPO is offering a special social events pass for spouses
and guests of attendees at the IPO Annual Meeting.

The package fee of \$175 includes: admission to the **Welcome Reception**
on Sunday; the **Dinner Reception at The Museum of Modern Art** on
Monday; and **Continental Breakfast** on Monday and Tuesday.

Register for the Annual Meeting Social Events Guest Pass online at
www.ipo.org/AM2016 or on the registration form on page 17.



NEW YORK ATTRACTIONS

New York City's five boroughs are home to some of the world's most recognizable, cherished landmarks and attractions — and the island of Manhattan packs more famous icons into one compact area than any other place on earth. Manhattan offers world-class museums and shopping, fine dining, and unforgettable views.

There's no better place to experience the excitement of New York than **Times Square**. Surrounded by neon lights, giant billboards, Broadway theaters, electronic ticker tape, and television studios, Times Square is truly the heart of Midtown and the site of the annual New Year's Eve Ball Drop. Get tickets to one of many of Broadway and off-Broadway shows in New York's **Theater District**.

One of New York City's most breathtaking and celebrated attractions is **Central Park**. The 843-acre park is an urban oasis of trees, gardens, rolling meadows, arches, sculptures, statues, and vistas.

Looking for views of the NYC Skyline? There are many tall buildings in New York that offer that world famous view including **The Empire State Building**, **Top of the Rock**, and **One World Observatory**.

Stop by the **Rockefeller Center** and tour **Radio City Music Hall**, **NBC Studios**, and the **Channel Gardens** or shop in one of over 100 unique stores from the latest fashions to gifts and souvenirs.

No trip to New York is complete without experiencing some of its world-class cultural institutions, and **Museum Mile** is a good place to start.

Museums along the "Mile" include the **Metropolitan Museum of Art**, **Neue Galerie**, the **Solomon R. Guggenheim Museum**, the **National Academy Museum & School**, **Cooper Hewitt**, **National Design Museum**, the **Jewish Museum**, the **Museum of the City of New York** and **El Museo del Barrio**.

After moving to a new location in the Meatpacking District, the **Whitney Museum of American Art** continues to showcase one of the nation's premier collections of works by 20th-century American and contemporary masters. On the Upper West Side, the mammoth **American Museum of Natural History** and the **Hayden Planetarium at the Rose Center for Earth and Space** feature larger-than-life science exhibitions. And a block south, the City's oldest museum, the **New-York Historical Society**, underwent an extensive renovation and expansion in 2011 and introduced the DiMenna Children's History Museum.

And don't forget, NYC offers world-class shopping — from big name brands to deals and discounts to street vendors and more — as well as a broad range of well known eateries and famous restaurants serving specialties and delicacies to satisfy even the most discerning palate. ■



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44TH ANNUAL MEETING
SEPTEMBER 11-13, 2016
NEW YORK HILTON MIDTOWN

SUNDAY WELCOME RECEPTION

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MONDAY DINNER RECEPTION AT THE MOMA

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GENERAL INFORMATION

WEATHER & ATTIRE

New York City boasts a comfortable climate in September. Temperatures average mid-70s°F during the day and mid-60s°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 Modern Art is **Business Casual**.



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44TH ANNUAL MEETING SEPTEMBER 11-13, 2016 NEW YORK HILTON MIDTOWN

Registration Fees

In U.S. Dollars/Per person

- **IPO Member** \$995
- **Non-Member** \$1,495
- **Government Employees & Academics** \$500
- **Students** Contact IPO for student rates

Registration Fee Includes: Welcome Reception on Sunday; Dinner Reception at The Museum of Modern Art 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, 2016, 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 Networking 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: Attendees 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 \$175 USD per person. Fee includes access to the Sunday Welcome Reception; Continental Breakfast on Monday and Tuesday; and the Monday Dinner Reception at The Museum of Modern Art.

Four Easy Ways to Register

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

- **Online:** www.ipo.org/AM2016
- **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/AM2016.

SCHOLARSHIPS

IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics, and other attendees during the 2016 IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. To learn more contact meetings@ipo.org.



FREE ANNUAL MEETING MOBILE APP

SPONSORED BY: BRINKS GILSON & LIONE



The 2016 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 New York. The IPO Annual Meeting Mobile App is **FREE for all registered attendees.**

Meeting Venue & Accommodations

New York Hilton Midtown

1335 Avenue of the Americas
New York, NY 10013 USA
+1 212-586-7000

www.newyorkhiltonhotel.com

Central Reservation Line: 1-800-HILTONS
(1-800-445-8667)

Group Rate: IPO has reserved a block of rooms at the New York Hilton Midtown, where the conference is taking place. In order to receive the IPO group rate, reservations must be made directly with the hotel by **Friday, August 12**, or until the room block is sold out, whichever comes first. Reference the **"2016 IPO Annual Meeting"** when making your reservation to obtain the group rate of **\$359/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

The hotel is on Avenue of the Americas (6th Ave.) between West 53rd and West 54th Streets. 53rd Street is west bound and 54th Street is east bound. La Guardia airport is 8 miles (about 30 min); JFK is 17 miles (about 45 min); Newark is 15 miles (about 45 min); Grand Central station is 15 minutes across town; Penn Station is 15 minutes downtown; and Port Authority is 10 minutes downtown.

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, August 26, 2016**. 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 **Friday, August 26, 2016** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after **August 27, 2016**. 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 August 27. 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.



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.



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 please visit www.ipo.org/committees.

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Many of IPO's Standing IP Committees will hold **BUSINESS MEETINGS** on **SUNDAY, SEPTEMBER 11** (3:00PM–4:00PM and 4:30PM–5:30PM), preceding the Annual Meeting Opening Reception. A list of 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 12** (1:45PM–3:15PM). See pages 4–5 of the program for more details.



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44TH ANNUAL MEETING
SEPTEMBER 11-13, 2016
NEW YORK HILTON MIDTOWN



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Patenting Information and Communication Technologies in Europe

**One-day Seminar
14 September 2016
New York Hilton Midtown**

**Are you a US patent agent or IP
manager with an interest in better
understanding how to protect your
ICT inventions in Europe?**

The European Patent Office is hosting a one-day seminar in the area of information and communication technologies. This event, including interactive workshops, will focus on the major aspects of filing and prosecuting ICT-area patent applications at the EPO.

Eminent speakers will also be providing the very latest information on important issues that will influence patent applications in the future, such as the Unitary Patent and developments in PCT procedures.

Networking cocktail
5:30pm to 7:30pm
Tuesday, 13 Sept. 2016

For registration and further information:
epo.org/ictseminar2016

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REGISTRATION FORM

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 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 Modern Art; Breakfast on Monday and Tuesday; and Meeting Materials. Fee does not include Networking Luncheons or Guest Pass.	Per person		
<input type="checkbox"/> IPO Member	\$995		
APPLICABLE RATE: <input type="checkbox"/> Non-member	\$1,495	\$	_____
<input type="checkbox"/> Government Employees & Academics	\$500		
<input type="checkbox"/> Early Registration Discount* (ends 7/31/16)	Deduct \$100 per person	\$	_____
To receive the discount, submit registration and payment postmarked on or before July 31, 2016 . Subtract \$100 from the applicable rate above.			
2. OPTIONAL NETWORKING LUNCHEONS	Per person		
<input type="checkbox"/> Monday	\$.50	\$	_____
<input type="checkbox"/> Tuesday	\$.50	\$	_____
3. GUEST(S) OF THE ANNUAL MEETING REGISTRANT	Per person		
<input type="checkbox"/> 2016 Annual Meeting Social Events Guest Pass	\$175	\$	_____
Fee includes the Sunday Welcome Reception; Continental Breakfast on Monday & Tuesday; and the Monday Dinner at The Museum of Modern Art.			
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 Networking Brunch
- ☐ Sunday – Welcome Reception
- ☐ Monday – IPO Dinner Reception at The MoMA

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. Combatting Counterfeiting on the Global Front
- ☐ B. Are Patents Under Attack Using Competition Laws?
- ☐ C. AI-Created Intellectual Property
- ☐ D. IP Portfolio Metrics
- ☐ E. Asserting Multiple Forms of IP in a Single Litigation
- ☐ F. Function Claiming in the United States

☐ I have read and understand the cancellation policy on page 13.

TOTAL AMOUNT DUE:

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Or send a registration form with payment via Email: 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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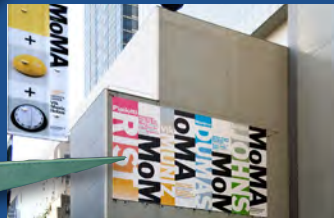
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