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

ADVOCATING EFFECTIVE IP RIGHTS | #IPOAM16
REGISTER NOW: WWW.IPO.ORG/AM2016
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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**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.
### Program at-a-Glance

**SUNDAY 11**
- 11:00 AM – 8:00 PM
- **Registration Desk Hours**
- **IP EXPO Hall**

**MONDAY 12**
- 7:00 AM – 6:00 PM
- **Continental Breakfast & IP EXPO**

**TUESDAY 13**
- 7:00 AM – 6:00 PM
- **Chief IP Counsel Breakfast**
  - (By invitation)

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**6:00 AM**
- IPO Fun Run/Walk

**7:00 AM**
- Continental Breakfast & IP EXPO
- Welcome Remarks & Keynote Address by U.S. Congressman Hakeem Jeffries
- Coffee Break & IP EXPO

**8:00 AM**
- Women in IP Networking Brunch
- IPRs, CBMs, and the PTAB

**9:00 AM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**10:00 AM**
- Women in IP Networking Brunch
- IPRs, CBMs, and the PTAB

**11:00 AM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**12:00 PM**
- Women in IP Networking Brunch
- IPRs, CBMs, and the PTAB

**1:00 PM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**2:00 PM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**3:00 PM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**4:00 PM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**5:00 PM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**6:00 PM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

**7:00 PM**
- IPRs, CBMs, and the PTAB
- Brands Under Attack: How Brand Owners can Save Face

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**Key to Annual Meeting Sessions and Events**
- Breaks/Meals/Social Events
- CLE Sessions
- Optional Luncheons

**Concurrent Breakouts**
- Patent
- Trademark/Copyright

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**Register Now!**
- [www.ipo.org/AM2016](http://www.ipo.org/AM2016)

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**Patenting in Europe?**
- Additional One-day Program
- [See Page 15](#)
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

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  WELCOME RECEPTION
SPONSORED BY: KENYON & KENYON

6:00PM–8:00PM  IPO BOARD OF DIRECTORS & SPECIAL GUESTS DINNER
BY INVITATION ONLY

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 Boehm Hultberg & 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 Hoffzheimer, 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

★ The following IPO Standing IP Committees will hold concurrent business meetings on Sunday. All registered attendees are welcome to attend.
Antitrust & Competition Law
Anti-Counterfeiting
Asian Practice
Canadian Practice
Copyright Law & Anti-Piracy
Corporate IP Management
Damages & Injunctions
Domain Names & Social Media
Emerging Technologies & Trade
European Practice
Genetic Resources & Traditional Knowledge
Industrial Designs
Int’l Patent Law & Practice
Int’l Trade Commission
Int’l Trademark Law & Practice
IP Licensing
IP Office Practice
Latin American Practice
Litigation
Pharmaceutical & Biotechnology
Software Related Inventions
Standards Setting
Trade Secrets
U.S. Patent Law
U.S. Patent Office Practice
U.S. Post-Grant Patent Office Practice
U.S. Trademark Law
Women in IP Law
**COFFEE BREAK & IP EXPO**

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

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**10:30AM–11:15AM**

**COFFERENT 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

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**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:**

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**NETWORKING LUNCHEON**

**12:45PM–1:45PM**

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**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, Steene 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 Sminiski, 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 Shoff, 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-Yazdi, 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

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**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 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 litigator 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  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

9:30AM–10:15AM  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, Houlihan? Patent & Trade Mark Attorneys, Melbourne, Australia
Santiago O’Conor, O’Conor & Power, Buenos Aires, Argentina
Jennifer Visintine, Thompson Coburn, St. Louis, MO

10:15AM–11:45AM  CONCURRENT SESSIONS

10:15AM–11:30AM  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
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 Kentin 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 Golian, Bristol-Myers Squibb Company, Princeton, NJ
- Johannes Lang, Berdehle 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 Matthysse, 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**
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.

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 where contemporary cuisine and cocktails will be served. Guests will be able to explore the outdoor Abby Aldrich Rockefeller Sculpture Garden (weather permitting); the Contemporary Galleries & Special Exhibits on the 2nd Floor; and the Painting & 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.*

**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 7:00 pm. The address is 11 West 53rd Street.
**Women in IP Networking Brunch**

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

Co-sponsored by: • BakerHostetler • Fish & Richardson • Oyen Wigd & Mutala LLP • Perry + Currier • Stockwoods LLP

This special brunch is open to all IPO Annual Meeting attendees.

**Featured Speaker:** Bismark Myrick, Director, Office of Equal Employment Opportunity & Diversity, U.S. Patent and Trademark Office, Alexandria, VA.

**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.

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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**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.

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**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.

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For more information, visit www.ipo.org/AM2016
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MONDAY DINNER RECEPTION AT THE MOMA
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MONDAY BREAKFAST & AM/PM BREAKS
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EXHIBITORS AT THE 2016 IP EXPO

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

LIMITED EXHIBIT SPACE REMAINS! To become an exhibitor at the IP EXPO please email cstanfield@ipo.org or call +1 (202) 507-4500

Attendees who visit all exhibit booths at the 2016 IP EXPO will be entered to WIN A FITBIT SURGE™ FITNESS SUPER WATCH! Details will be provided upon check-in.
WEATHER & ATTIRE

New York City boasts a comfortable climate in September. Temperatures average mid-70°F during the day and mid-60°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.

GENERAL INFORMATION

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

Registration Fees

- 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
- 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.
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. LaGuardia 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.

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.

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.

IPO STANDING IP COMMITTEES

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Antitrust & Competition Law ★ Standards Setting ★

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Corporate IP Management ★ IP Licensing Trade Secrets

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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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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.
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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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.

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.

   | | |
   +-------------------------+-------------------------+
   | IPO Member | $995 |
   | Non-member | $1,495 |
   +-------------------------+-------------------------+

   Early Registration Discount* (ends 7/31/16) Deduct $100 per person

   | | |
   +-------------------------+-------------------------+
   | Government Employees & Academics | $500 |
   |
   +-------------------------+-------------------------+

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

   | | |
   +-------------------------+-------------------------+
   | Monday | $50 |
   | Tuesday | $50 |
   +-------------------------+-------------------------+

3. GUEST(S) OF THE ANNUAL MEETING REGISTRANT

   | | |
   +-------------------------+-------------------------+
   | 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. Combating 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: $ ____________________

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/AM2016

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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