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45TH ANNUAL MEETING

17 – 19 SEPTEMBER 2017

San Francisco Marriott Marquis
San Francisco, California



KEYNOTE SPEAKERS

MONDAY



Nolan Bushnell

Founder of Atari Corporation
and Chuck E. Cheese's
Pizza Time Theater

TUESDAY



Joseph Matal

Performing the Functions and
Duties of the Director of the
U.S. Patent & Trademark Office

SPECIAL EVENT AT AT&T PARK



PATENTING IN EUROPE?

ADDITIONAL TWO-DAY PROGRAM

Wednesday – Thursday, 20 – 21 September
Palo Alto, California

ORGANIZED BY



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45TH
**ANNUAL
MEETING**

17 – 19 SEPTEMBER 2017

San Francisco Marriott Marquis



Dear IPO Members and Colleagues:

It is my pleasure to invite you to the 2017 IPO Annual Meeting at the Marriott Marquis in San Francisco, California. The program committee, chaired by Dana Rao, Adobe Systems Inc., has created an excellent event.

The San Francisco IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities, and exhibits. Don't miss the Monday evening private event at AT&T Park, home of the San Francisco Giants. Built in 2000, it has been hailed as "America's most beautiful ballpark." Guests will enter through the Willie Mayes Plaza into the King Street Club Level with views of the historic Lefty O'Doul Bridge, city skyline, and Bay Bridge. Attendees are invited to enjoy food and drink, tour the stadium, and test their prowess at bat in the Giant's Batting Tunnel.

We are pleased to have two accomplished keynote speakers: Nolan Bushnell, founder of Atari Corporation and Chuck E. Cheese's Pizza Time Theater, as Monday's keynote speaker, and Joseph Matal, performing the functions and duties of the Director of the U.S. Patent & Trademark Office, as Tuesday's keynote speaker. 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.

San Francisco 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 2017

| | |
|--------------------------|---|
| 31 JULY | Early Registration Discount Ends |
| 18 AUGUST | Hotel Reservations Deadline |
| 25 AUGUST | Registration Cancellation Deadline |
| 17 - 19 SEPTEMBER | 45TH IPO Annual Meeting |



ABOUT THE VENUE

The Marriott Marquis is centrally located in downtown San Francisco, within blocks of Market Street, Union Square, SFMOMA, Yerba Buena Gardens, and the Moscone Convention Center.

The hotel is 14 miles from San Francisco International Airport (SFO), 20 miles from Oakland International Airport (OAK), and less than one block from the BART (Bay Area Rapid Transit).



**2017 IPO ANNUAL MEETING
PROGRAM COMMITTEE**

| | | | |
|---|--|--|---|
| CHAIR Dana Rao Adobe Systems Inc. San Jose, CA | MEMBERS Patricia Ades J.M. Huber Corp. Atlanta, GA | Barbara Fisher Lockheed Martin Manassas, VA | Scott Pojunas Google, Inc. Mountain View, CA |
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| | | Jeffrey Myers Apple Inc. Cupertino, CA | |



| | 17 SUNDAY | 18 MONDAY | 19 TUESDAY |
|-------------------------|--|---|--|
| 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 |
| 6:00AM | | IPO Fun Run/Walk | |
| 7:00 | | Continental Breakfast & IP EXPO | Continental Breakfast & IP EXPO Chief IP Counsel Breakfast (By invitation) |
| 8:00 | | WELCOME REMARKS & KEYNOTE ADDRESS BY NOLAN BUSHNELL | WELCOME REMARKS & KEYNOTE ADDRESS BY JOSEPH MATAL |
| 9:00 | | Alice & 101 TM, ©, & Rights of Publicity in the Digital Age | Data Science & Machine Learning Plain Packaging |
| 10:00 | | Coffee Break & IP EXPO | Coffee Break & IP EXPO |
| 11:00 | Women in IP Networking Brunch | In-House Best Practices Strategic Partnering for In-House Counsel | AIA Trials Case Law Update |
| 12:00PM | | NETWORKING LUNCHEON | NETWORKING LUNCHEON |
| 1:00 | | Artificial Intelligence & Big Data USPTO TTAB Update | Pre-filing Strategies Int'l Trademark Issues |
| 2:00 | IPO Board of Directors Meeting (Board members & delegates only) | Coffee Break & IP EXPO IPO Education Foundation Board Meeting (Board members only) | Coffee Break & IP EXPO |
| 3:00 | IPO Committee Business Meetings (All registered attendees are welcome) | FRAND Royalties Biosimilar Litigation Benefits & Pitfalls of Co-Branding | Harmonization Online Brand Policing and Enforcement |
| 4:00 | | IPO Committee CLE Breakout Sessions (Select one of six) | Ethics: Implicit Bias |
| 5:00 | IPO Committee Business Meetings (All registered attendees are welcome) | | |
| 6:00 | New Member Orientation | | |
| 7:00 | WELCOME RECEPTION FINNEGAN | | Key to Annual Meeting Sessions and Events Breaks/Meals/Social Events Patent General Sessions Trademark/Copyright General Sessions |
| 8:00 | IPO Board of Directors & Special Guests Dinner (By invitation) | SPECIAL EVENT AT AT&T PARK StoneTurn | REGISTER NOW! www.ipo.org/AM2017 |
| 9:00 | | | |
| 10:00PM | | | |

SUNDAY, 17 SEPTEMBER

11:00AM – 8:00PM EARLY REGISTRATION

11:00AM – 12:30PM **WOMEN IN IP NETWORKING BRUNCH** (See page 9)
SPONSORED BY: BakerHostetler; Brooks Kushman P.C.; Fish & Richardson; Fitzpatrick, Cella, Harper & Scinto; Google; Intellectual Ventures Management, LLC; PCK Perry+Currier Inc.
SPEAKERS: Phyllis Turner-Brim, Starbucks Coffee Co., Seattle, WA
Peter Yennadhiou, HP, Inc., Palo Alto, CA
TOPIC: Diversity and Inclusion

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

3:00PM – 4:00PM
4:30PM – 5:30PM **IPO COMMITTEE BUSINESS MEETINGS**

5:30PM – 6:00PM **NEW MEMBER ORIENTATION**

6:00PM – 8:00PM **WELCOME RECEPTION**
SPONSORED BY: FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LLP

7:30PM – 9:30PM **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 | IP Licensing |
| Anti-Counterfeiting | Latin American Practice |
| Asian Practice | Litigation |
| Canadian Practice | Open Source |
| Copyright Law & Anti-Piracy | Pharmaceutical & Biotechnology Issues |
| Corporate IP Management | Software Related |
| Damages & Injunctions | Inventions |
| Domain Names & Social Media | Standards Setting |
| Emerging Technologies & Trade | Trade Secrets |
| European Practice | U.S. Patent Law |
| Industrial Designs | U.S. Patent Office Practice |
| Int'l Patent Law & Practice | U.S. Post-Grant Patent Office Practice |
| Int'l Trade Commission | U.S. Trademark Law |
| Int'l Trademark Law & Practice | Women in IP Law |

MONDAY, 18 SEPTEMBER

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 – 9:00AM **WELCOME REMARKS & KEYNOTE ADDRESS**
Address by: Nolan Bushnell, Founder of Atari Corporation and Chuck E. Cheese's Pizza Time Theater



Nolan Bushnell is a technology pioneer, entrepreneur, engineer, and recently, a published author. He is best known as the founder of Atari Corporation and Chuck E. Cheese's Pizza Time Theater. Over the past four decades he founded numerous companies, including Catalyst Technologies, the first technology incubator; Etak, the first car navigation system whose mapping is still the basis for car navigation systems today; Androbot, a personal robotics company; ByVideo, the first online ordering system; uWink, the first touchscreen menu ordering and entertainment system; and Brainrush, video-game based learning software that incorporates adaptive learning technologies. Nolan Bushnell's latest startup, Modal VR, is an end-to-end virtual reality platform that delivers large-scale and fully wireless immersion for multiple users at once.

9:00AM – 10:15AM **CONCURRENT SESSIONS**

PATENT

Alice and the 101 Wonderland

The law on § 101 following the U.S. Supreme Court's seminal Alice ruling has been a murky morass to navigate. With district court, PTAB, and Federal Circuit decisions that are all over the map, and calls for the abolishment of § 101, IPO recently introduced a legislative proposal to address the lack of predictability in § 101. Panelists will discuss these issues, whether the current state of § 101 is promoting or inhibiting innovation, and what if anything should be done going forward.

MODERATOR: Sunjeev Singh Sikand, RatnerPrestia, Washington, DC
SPEAKERS: Paul Golian, Bristol-Myers Squibb Co., Princeton, NJ
David Jones, Microsoft Corp., Redmond, WA
Deborah Martin, Pfizer Inc., South San Francisco, CA
Manny Schecter, IBM Corp., Armonk, NY

TRADEMARK/COPYRIGHT

Trademark, Copyright, and Rights of Publicity in the Digital Age

Speakers will address social media best practices including safeguarding your company's trademark rights and minimizing third-party trademark risks, avoiding copyright liability and addressing infringement, handling hashtags and tweets, and celebrity interaction and ambush marketing. Panelists will also provide a domain name update, including new top-level domains.

MODERATOR: Josh Jarvis, Foley Hoag LLP, Boston, MA
SPEAKERS: Lynne Boisineau, McDermott Will & Emery, Irvine, CA
Adam Heider, Procter & Gamble Co., Cincinnati, OH
Dennis Prah, Ladas and Parry LLP, New York, NY

10:15AM – 11:00AM COFFEE BREAK & IP EXPO — COFFEE BREAK SPONSORED BY: LEYDIG, VOIT & MAYER, LTD.

11:00AM – 12:00PM CONCURRENT SESSIONS

PATENT

In-House Best Practices: Strategies for Adapting to a Rapidly Changing Environment

Patent owners have experienced unprecedented change over the past several years. The legal landscape continues to quickly evolve in areas such as patent eligibility, willfulness, litigation remedies, and PTAB proceedings. At the same time, more is demanded from IP departments with fewer resources, thereby necessitating efficient budget management and data-driven decision making. Panelists will provide advice for navigating this challenging environment, including best practices for in-house counsel and tips for outside counsel to better serve their clients.

MODERATOR: Scott Pojunas, Google, Inc., Mountain View, CA
SPEAKERS: Robert DeBerardine, Johnson & Johnson, New Brunswick, NJ
Buck deWolf, General Electric Co., Niskayuna, NY
Dan Lang, Cisco Systems, Inc., San Jose, CA
Bob Wasson, HP, Inc., Pal Alto, CA

TRADEMARK

Strategic Partnering with In-House Trademark Counsel

Panelists will discuss how in-house teams can maximize limited resources and demonstrate value during lean times; how to prepare for litigation before a trademark is filed or used, including addressing clearance risk decisions; opposition strategies in a post-B&B Hardware landscape; and other prosecution and enforcement strategies to assist trademark owners given recent USPTO and case law developments in this area.

SPEAKERS: Patricia Ades, J.M. Huber Corp., Atlanta, GA
Wendy Larson, Pirkey Barber PLLC, Austin, TX
Xiomara Triana, Bristol-Myers Squibb Co., Princeton, NJ
James Weinberger, Fross Zelnick Lehrman & Zissu, PC, New York, NY

12:00PM – 1:00PM NETWORKING LUNCHEON

1:00PM – 2:00PM CONCURRENT SESSIONS

PATENT

Artificial Intelligence & Big Data: What to Patent, Whether to Patent

The next frontier in technology is already here: data. Data is driving high-tech and biotech innovation, creating new products and services that were previously unimaginable — AI, machine learning, and robots from the future. Panelists will answer these questions: Who owns it? Can you patent it? Should you patent it? And if so, how?

INTRODUCTION: Jonathan Brandt, Adobe Research, San Jose, CA
SPEAKERS: Filko Prugo, O'Melveny & Myers, LLP, New York, NY
Dana Rao, Adobe Systems Inc., San Jose, CA
Eric Sutton, Oracle Corporation, Redwood Shores, CA

TRADEMARK

Trademark Trial and Appeal Board Update

This session will focus on issues related to the new Trademark Trial and Appeal Board (TTAB) Rules and the TTAB's prospective deployment of a streamlined cancellation proceeding for nonuse or abandonment claims.

MODERATOR: Jennifer Fraser, Dykema Gossett PLLC, Washington, DC
SPEAKERS: Hon. Karen Kuhlke, U.S. Patent and Trademark Office, Alexandria, VA
Gary Nelson, Lewis Roca Rothgerber Christie LLP, Glendale, CA

2:00PM – 4:00PM IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING (Board Members Only)

2:00PM – 2:45PM COFFEE BREAK & IP EXPO — COFFEE BREAK SPONSORED BY: LEYDIG, VOIT & MAYER, LTD.

2:45PM – 3:45PM CONCURRENT SESSIONS

PATENT

Determining FRAND Royalties in SEP Litigation

Wireless devices, particularly smartphones, are the nexus for a large proportion of the world's patent licensing, monetization, and litigation activities. The FRAND regime lies at the foundation of all these activities, but despite its superficial simplicity, debates rage on about how to determine royalties in these cases. Panelists will explore current issues regarding how royalties involving standard essential patents having FRAND-based commitments are debated, determined, and decided.

SPEAKERS: T. Andrew Culbert, Perkins Coie, LLP, Seattle, WA
James Maluckowski, OceanTomo, Chicago, IL
Hon. James Robart, U.S. District Court, Western District of Washington, Seattle, WA

Biosimilar Litigation

Enacted in 2010, the Biologics Price Competition and Innovation Act (BPCIA) created a regulatory pathway for approving biosimilar versions of innovative biologics, and included a complex litigation mechanism for resolving patent disputes known as the "patent dance" that was recently addressed by the U.S. Supreme Court in *Amgen v. Sandoz*. Litigation under the BPCIA is increasing, and the first approved biosimilar products are providing further guidance as to how these cases will proceed. Panelists will explore the impact of the Court's decision on biosimilar litigation, relevant Federal Circuit decisions, and the increasing use of USPTO post-grant proceedings.

MODERATOR: Eldora Ellison, Stern Kessler Goldstein & Fox PLLC, Washington, DC
SPEAKERS: Deanne Maynard, Morrison & Foerster, LLP, McLean, VA
Laura Storto, Genentech, Inc., South San Francisco, CA
Seth Waxman, Wilmer Cutler Pickering Hale and Dorr, LLP, Boston, MA

TRADEMARK

The Benefits and Pitfalls of Co-Branding

This session will address how to co-brand so that each brand maintains its separate identity, as well as the benefits and risks to each brand. Issues include new domain names and websites incorporating co-brands and who owns and operates them, logo manipulation and distortion, and exclusivity as to product type. The discussion will also encompass licensing issues and ensuring that the license adequately addresses online, mobile, and social media use.

MODERATOR: Sheri M. Hunter, King & Spalding LLP, Austin, TX
SPEAKERS: Jake Feldman, Johnson & Johnson, New Brunswick, NJ
Justin Haddock, Hasbro, Inc., Pawtucket, RI

4:00PM – 5:30PM

CONCURRENT COMMITTEE BREAKOUT SESSIONS

Protection for Fashions and Designs in the Age of 3D Printing and Star Athletica

Organizing Committees: Copyright Law & Anti-Piracy and Industrial Designs

Recent developments in case law as well as in computer technology have led to rapid changes both in the way businesses and consumers create and use products and in the way copyright and other forms of intellectual property can protect product designs. Panelists will examine the challenges these changes create for companies in a range of industries and explore strategies in the areas of product design, marketing, IP protection, and enforcement.

All Bark, No Bite: An Analysis of IP Contractual Terms That Are Unenforceable or Result in Unintended Consequences

Organizing Committee: IP Licensing

Several commonly used provisions in IP licenses and other technology-related agreements, which are unenforceable or when applied often lead to unintended results, will be analyzed in this session. Speakers will discuss relevant case law examples and make suggestions on provision language and policy practices to help avoid unnecessary complications.

Trends in Corporate IP Management

Organizing Committee: Corporate IP Management

Key findings of IPO's 2017 Corporate IP Management Benchmarking Survey and noteworthy comparisons to previous surveys (2013, 2011, 2009, and 2006) will be presented during this session. Chief IP counsel representing diverse industries will comment on the analysis of the survey results and offer their insights on its implications for future changes in corporate IP management.

Practical Aspects of the European Unitary Patent and Unified Patent Court

Organizing Committee: European Practice

European IP law will soon see its biggest change since the creation of the European Patent Office: the implementation of the Unitary Patent and the Unified Patent Court. Panelists will discuss how best to create, manage, and enforce rights under the new systems.

China: The Developing Frontier for IP Procurement and Enforcement Trends and Current Status

Organizing Committees: Asian Practice and Litigation

More patent applications are filed in China than anywhere else, and its court dockets are expanding at double-digit rates. With over 70% of China's patents issuing to domestic companies, this session will explore the policies and procedures for handling such developments as well as how U.S. and multi-national companies are reacting.

International Filing Strategies and Cost Management

Organizing Committee: International Patent Law & Practice

The decision to draft, file, and prosecute patent applications globally brings with it a multitude of strategic options, each with associated costs. Panelists will provide tips that should be considered when filing globally, including International Jurisdiction Selection and Filing Strategy, International Cooperation Measures, Filing and Prosecution Formalities, Material Patentability Requirements, Drafting Applications fit for Global Prosecution, and In-House Organizational Models for Global Prosecution and Cost Management.

IPO SPECIAL EVENT AT AT&T PARK



7:00PM – 10:00PM

Join us for a private event at AT&T Park. AT&T Park is the home of the 2010, 2012, and 2014 World Series Champion San Francisco Giants. Located on the city's scenic waterfront, this classic urban ballpark is a short walk from downtown San Francisco. It's a ballpark where home runs can be "splash hits" and the breathtaking Bay view rivals the action on the field. Built in 2000, it has been hailed as "America's most beautiful ballpark."

SPONSORED BY: StoneTurn

TUESDAY, 19 SEPTEMBER

7:00AM – 8:00AM **REGISTRATION & CONTINENTAL BREAKFAST & IP EXPO**
BREAKFAST SPONSORED BY: AKIN GUMP STRAUSS HAUER & FELD LLP

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

8:00AM – 9:00AM **WELCOME REMARKS & KEYNOTE ADDRESS**

Address by: **Joseph Matal**, *Performing the Functions and Duties of the Director of the United States Patent and Trademark Office*



In his role performing the function and duties of the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO), Joe Matal provides leadership and oversight to one of the largest intellectual property offices in the world. Mr. Matal also serves as the principal advisor to the President, through the Secretary of Commerce, on domestic and international intellectual property policy matters. As an Associate Solicitor in the USPTO's Office of Solicitor, Mr. Matal briefed and argued appeals of patent and trademark decisions before the U.S. Court of Appeals for the Federal Circuit and the U.S. District Court, and assisted in the development of legal positions taken by the U.S. Solicitor General in patent and copyright cases before the U.S. Supreme Court. Joe recently served as acting Chief of Staff for the agency, and has advised the director on legislative matters. Mr. Matal previously served as the General Counsel of the Judiciary Committee for former Senator Jeff Sessions (R-AL), and as a Judiciary Committee Counsel to former Senator Jon Kyl (R-AZ). In that role, he was the principal staff drafter and negotiator of legislation that became the Leahy-Smith America Invents Act, the first comprehensive patent law overhaul since 1952. Mr. Matal has a bachelor's degree from Stanford University, and a law degree from the University of California at Berkeley.

9:00AM – 10:00AM **CONCURRENT SESSIONS**

● **PATENT**

The Emergence of Data Science and Machine Learning in IP Portfolio Development and Management

With the transformational advance of artificial intelligence and machine learning, there is growing recognition that organizations must harness the power of data science to make rapid gains in decision-making and efficiency. Some organizations at the forefront of this trend are hiring legal data scientists on staff. This panel will discuss and demonstrate how data science and machine learning can be applied to analyze vast amounts of information to gain insight and make smarter decisions on a range of IP portfolio issues, including decisions for patent filing and prosecution, industry competitive intelligence, analysis and comparisons of large-scale patent portfolios, and research for patent sales and acquisitions.

MODERATOR: Bart Eppenauer, Shook, Hardy & Bacon LLP, Seattle, WA
SPEAKERS: David Andrews, Legal Analytics, Carnation, WA
Christopher Eusebi, Harness, Dickey & Pierce, P.L.C., Troy, MI
Ted Naccarella, InterDigital Holdings, Inc., Wilmington, DE
Daniel Staudt, Siemens Corp., Orlando, FL

◆ **TRADEMARK**

Plain Packaging: Trends, Concerns, and Anti-Counterfeiting Considerations

Plain packaging laws prohibit the use of logos, brand imagery, and promotional text on products and packaging and place restrictions on color, size, format, and materials of packaging as well as the appearance of brand and variant names. What does this mean to IP practitioners and brand owners? What are the issues that may come up, or that might be overlooked amid the debate? Is there a middle ground that should be explored that helps ameliorate the infringement and counterfeiting concerns of brand owners? Speakers will walk us through the trends and concerns about plain packaging laws.

MODERATOR: Monica Riva Talley, Sterne, Kessler, Goldstein & Fox, PLLC, Washington, DC
SPEAKERS: Sarah Matheson, Allens, Sydney, Australia
Ronald van Tuijl, Japan Tobacco International, Geneva, Switzerland

10:00AM – 10:45AM **COFFEE BREAK & IP EXPO**
COFFEE BREAK SPONSORED BY: AKIN GUMP STRAUSS HAUER & FELD LLP

10:45AM – 12:00PM **CONCURRENT SESSIONS**

● **PATENT**

Hot Topics in AIA Trials

Both patentees and patent challengers argue that features of post-grant proceedings are fundamentally unfair. Panelists will explore the controversial features of AIA trials, their interplay with district court litigation, and how the PTAB should address feedback from stakeholders.

MODERATOR: Alyssa Sandrowitz, Denver, CO
SPEAKERS: David Killough, Microsoft Corp., Redmond, WA
Kevin Laurence, Laurence & Philips IP Law, Alexandria, VA
Hon. David Ruschke, U.S. Patent & Trademark Office, Alexandria, VA
Jonathan Straud, Unified Patents Inc., Washington, DC

◆ **TRADEMARK/COPYRIGHT**

U.S. Case Law & Practice Update

This session will focus on key trademark and copyright cases during the past year. Panelists will discuss trends, developments, and implications of these recent decisions.

SPEAKERS: Lesley Coulson Boveri, SAP SE, Palo Alto, CA
Ted Davis, Kilpatrick Townsend & Stockton LLP, Atlanta, GA
Valerie Verret, Exxon Mobil Corp., Spring, TX

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

1:00PM – 2:15PM **CONCURRENT SESSIONS**

● **PATENT**

Venue Selection and Other Pre-filing Strategies

Patent litigation costs continue to grow as patent litigation becomes more complex and the stakes become higher. This panel will explore the important strategic decisions a patent owner must make before filing a lawsuit. What claims should be asserted? Who should the defendant(s) be? When/where should suit be filed? How do recent U.S. Supreme Court decisions, the availability of local patent rules, the recent adoption of early damages disclosures in local patent rules, and e-discovery rules, among other factors, affect these decisions?

MODERATOR: Karen Weil, Knobbe, Martens, Olson & Bear, LLP, Los Angeles, CA
SPEAKERS: Melissa Finocchio, Intellectual Ventures Management, LLC, Bellevue, WA
Alan Heinrich, Irell & Manella LLP, Los Angeles, CA
Eley Thompson, Foley & Lardner LLP, Chicago, IL

◆ **TRADEMARK**

International Trademark Issues

This session will outline the law relating to the most common themes of brand protection in different jurisdictions. Speakers will discuss strategies for pre-launching products, how to best protect products in multiple jurisdictions, tips on how to stop infringement, and the effects of Brexit on brand protection.

SPEAKERS: Travis Backman, 3M Innovative Properties Co., Minneapolis, MN
Matt Dick, D Young & Co. LLP, London, UK
Richard Stockton, Banner & Witcoff, Ltd., Chicago, IL

2:15PM – 3:00PM **COFFEE BREAK & IP EXPO**
COFFEE BREAK SPONSORED BY: AKIN GUMP STRAUSS HAUER & FELD LLP

3:00PM – 3:45PM **CONCURRENT SESSIONS**

● **PATENT**

Patent Harmonization

After 35 years of cooperation between the EPO, JPO, and USPTO, at a March 2017 meeting, the Trilateral Heads of Office signed a Memorandum of Understanding regarding patent harmonization. Substantive areas of patent harmonization have been undertaken by each of the EPO, JPO, and USPTO: (1) prior user rights, (2) grace period (non-prejudicial prior art), and (3) conflicting applications. Each of these substantive topics will be discussed.

MODERATOR: Mark Lauroesch, Intellectual Property Owners Association, Washington, DC
SPEAKERS: Dean Harts, 3M Innovative Properties Co., St. Paul, MN
Tim Loomis, Qualcomm, Inc., San Diego, CA
Larry Welch, Eli Lilly and Co., Indianapolis, IN

◆ **TRADEMARK**

Online Brand Policing and Enforcement: Challenges, Opportunities, and Strategies

This session will address current and “next generation” practices in combating online brand abuse, including a discussion about brand protection and enforcement strategies. Topics will include hard-to-address problems and potential developing hot spots in the online counterfeit world; the ever-changing or hidden ownership for online counterfeit vendors; new technologies, techniques, or strategic approaches that could push the envelope; use of big data and artificial intelligence to collect information for speedy online take-down actions; and how to leverage U.S. Customs recordation and training opportunities. Panelists will also discuss some online success stories and “bright spots” in this evolving space.

MODERATOR: Philip Yu, Dupont, Shanghai, China
SPEAKERS: Cortina Davis, Redbubble, Melbourne, Australia
Prof. Frederick Mostert University of Oxford, Oxford, UK
Brittany Shaw, MarkMonitor, Meridian, ID

4:00PM – 5:30PM **ETHICS: IMPLICIT BIAS AND ETHICAL DUTIES OF LAWYERS**

Stereotypes and the biases that flow from them about gender, race, and age reduce career opportunities and advancement progress for attorneys, have a negative economic impact on organizations, and negatively impact the legal profession as a whole. State and federal statutes, ABA Model Rules, and state rules that regulate lawyers seek to prohibit the discriminatory effects of implicit bias. Panelists will address how lawyers and legal organizations can confront and overcome implicit bias, with a focus on career-sensitive decisions such as hiring, compensation, and promotion.

MODERATOR: Shruti Costales, HP Inc., Washington, DC
SPEAKERS: Prof. Paola Cecchi-Dimeglio, Harvard University, Cambridge, MA
Henry Hadad, Bristol-Myers Squibb Co., Princeton, NJ
Andrea Kramer, McDermott Will & Emery, Chicago, IL
Bismarck Myrick, U.S. Patent and Trademark Office, Alexandria, VA



IPO IS TAKING **YOU** OUT TO THE BALLPARK!

Join us for a private event at AT&T Park, the home of the San Francisco Giants.

AT&T Park is the home of the 2010, 2012, and 2014 World Series Champion San Francisco Giants. Located on the city's scenic waterfront, this classic urban ballpark is a short walk from downtown San Francisco. It's a ballpark where home runs can be "splash hits" and the breathtaking Bay view rivals the action on the field. Built in 2000, it has been hailed as "America's most beautiful ballpark."

Guests will enter through the Willie Mayes Plaza and pass through the Giant's memorabilia display into the King Street Club Level. Upon entering the club level, attendees can enjoy dinner and cocktails while taking in the views of the historic Lefty O'Doul Bridge, city skyline, and Bay Bridge.

Attendees are invited to go behind the scenes for a tour of the stadium and test their prowess at bat in the Giant's Batting Tunnel. Tour stops may include the Bob Stevens Press Box, the dugout, a luxury suite, and the batting cages.

MONDAY, 18 SEPTEMBER
7:00PM – 10:00PM

SPONSORED BY **StoneTurn**



ATTIRE

Suggested attire is baseball casual. Wear your favorite team's ball cap and comfortable shoes.

LOCATION & TRANSPORTATION

AT&T Park is located 8 blocks from the Marriott Marquis. Buses will be shuttling attendees between the hotel and AT&T Park throughout the evening. The first bus will depart at **6:50pm** from the Marriott Marquis, and the last bus will return at **10:00pm** from AT&T Park. Buses will depart every 15 minutes. Gates will not open before **7:00pm**.

The address is 24 Willie Mayes Plaza, San Francisco, CA 94107.

WOMEN IN IP NETWORKING BRUNCH

SUNDAY, 17 SEPTEMBER | 11:00AM – 12:30PM

This brunch is open to all IPO Annual Meeting attendees. Advance registration is required. Space is limited.

SPONSORED BY: BAKERHOSTETLER; BROOKS KUSHMAN P.C.; FISH & RICHARDSON; FITZPATRICK, CELLA, HARPER & SCINTO; GOOGLE; INTELLECTUAL VENTURES MANAGEMENT, LLC; PCK PERRY+CURRIER INC.

SPEAKERS: Phyllis Turner-Brim, Starbucks Coffee Co., Seattle, WA
Peter Yennadhiou, HP, Inc., Palo Alto, CA

TOPIC: Diversity and Inclusion

IPO'S 5TH ANNUAL FUN RUN/WALK



MONDAY, 18 SEPTEMBER | 6:00AM – 7:15AM

Advance registration is required. Space is limited.

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 who slept in! Join your peers on a guided 5K/3K Fun Run/Walk along the scenic Embarcadero, the boulevard running along San Francisco's piers from the Ferry Building to Pier 39.

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 Marriott Marquis 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.

SPONSORED BY: BANNER & WITCOFF, LTD.

GUEST SOCIAL EVENTS 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 **Sunday Welcome Reception**, the **Monday Evening Special Event at AT&T Park**, and the **continental breakfasts** on Monday and Tuesday.

Register for the guest social events package online at www.ipo.org/AM2017 or on the registration form located on page 17.

SAN FRANCISCO ATTRACTIONS

Explore the city's many unique neighborhoods, visit world-renowned art and cultural institutions, and enjoy unbeatable food.

PIER 39/FISHERMAN'S WHARF (2 miles*): Pier 39 offers amazing views, a sea of sea lions, chowder bread bowls, and California wines. Located along the historic San Francisco waterfront, Pier 39's location provides the picture-perfect backdrop for postcard views of the Golden Gate and Bay Bridges, Alcatraz, Angel Island, and the famous city skyline.

GOLDEN GATE BRIDGE (6 miles*): One of the seven wonders of the modern world, this magnificent bridge opened in 1937 spanning 1.7 miles from San Francisco to the Marin headlands. The bridge's sidewalks are open during the day to pedestrians including wheelchair users and bicyclists.

GOLDEN GATE PARK (4 miles*)

One of the largest urban parks in the world (1,017 acres). Among the attractions located in the park are the California Academy of Sciences, the de Young Museum, the San Francisco Botanical Gardens, the Conservatory of Flowers, and the Koret Children's Quarter.



LOMBARD STREET: (2 miles*) Often called the "crookedest" street in the world, this scenic road on Russian Hill features tight turns, fragrant gardens, and beautiful views of the Bay, Alcatraz, and Coit Tower.

ALCATRAZ ISLAND (2 miles*): Alcatraz was the site of the first lighthouse in the Western U.S. but served as a federal penitentiary from 1934 – 1963, housing famous convicts such as Al Capone and George "Machine Gun" Kelly. Now, it is one of the city's most popular tourist attractions.

SFMOMA (1 block*): Founded in 1935 as the first West Coast museum dedicated to modern and contemporary art. It recently re-opened in 2016 after a major renovation and expansion.

YERBA BUENA GARDENS AND CENTER FOR THE ARTS (0 blocks*): Yerba Buena Gardens features a children's garden, public art, museums, a historic carousel, ice skating, and bowling centers.

CABLE CAR MUSEUM (1.5 miles*): Located in the Washington-Mason powerhouse and car barn on Nob Hill, the Cable Car Museum overlooks the huge engines and winding wheels that pull the cables for San Francisco's famous trams. It also features three antique cable cars from the 1870s, photographs, mechanical displays, and a fun gift shop.

*Mileage listed represents the distance from the San Francisco Marriott Marquis.

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THANK YOU!

EXHIBITORS AT THE 2017 IP EXPO

SUNDAY WELCOME RECEPTION

FINNEGAN

MONDAY DINNER RECEPTION
AT AT&T PARK

StoneTurn

WIFI



MEETING BAG

CHOFN
Chinese IP Services

MONDAY BREAKFAST & AM/PM BREAKS



TUESDAY BREAKFAST & AM/PM BREAKS

Akin Gump
STRAUSS HAUER & FELD LLP

MEETING POCKET PROGRAMS



HOTEL ROOM KEY CARDS



NOTEPADS



CHARGING STATIONS

MARSHALL
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WOMEN IN IP NETWORKING BRUNCH

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IPO FUN RUN/WALK



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Attendees who visit all exhibit booths at the 2017 IP EXPO will be entered to
WIN AN AMAZON ECHO SHOW! Details will be provided upon check-in.



Annual Meeting MOBILE APP



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The 2017 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 San Francisco, CA. The IPO Annual Meeting Mobile App is available only to **registered attendees**.

Weather & Attire

San Francisco, California boasts a comfortable climate in September. Temperatures average 70°F during the day and mid-50s°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 Special Event at AT&T Park is **Baseball Casual**.

GENERAL INFORMATION

REGISTRATION FEES

IN U.S. DOLLARS PER PERSON

IPO Member \$995
Non-Member \$1,595
Government Employees & Academics . . . \$500
Students Contact IPO for student rates

REGISTRATION FEE INCLUDES

Welcome reception on Sunday, Special Event at AT&T Park 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 31 July 2017, with accompanying payment, will receive a discount of \$100 USD off the conference fee. All registrations received or postmarked after 31 July are subject to the standard fee.

FOUR EASY WAYS TO REGISTER

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

Online: www.ipo.org/AM2017

Fax: +1 202-507-4501

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

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. *Advance registration is required. Space is limited.*

Women in IP Brunch on Sunday: Attendees may sign up to attend the brunch – **FREE!** *Advance registration is required. Space is limited.*

IPO Fun Run/Walk on Monday: Attendees may register for a 5K run or 3K walk – **FREE!** *Advance registration is required. Space is limited.*

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 Special Event at AT&T Park.

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/AM2017.

SCHOLARSHIPS

IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics, and other attendees during the 2017 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

San Francisco Marriott Marquis

780 Mission Street

San Francisco, CA 94103 USA

Central Reservation Line: +1 877-622-3056

Group Rate: IPO has reserved a block of rooms at the San Francisco Marriott Marquis, where the conference is taking place. In order to receive the IPO group rate, reservations must be made directly with the hotel by **Friday, 18 August**, or until the room block is sold out, whichever comes first. Reference the **"2017 IPO Annual Meeting"** when making your reservation to obtain the group rate of **\$309/night** plus taxes.

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

TRANSPORTATION

The hotel is located on 4th and Mission Streets. The Powell Street BART (Bay Area Rapid Transit) stop is on the corner. The hotel is 14 miles from San Francisco International Airport (SFO) and 20 miles from Oakland International Airport (OAK).

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 that most states will award 10 – 14 CLE hours, including 1 – 2 hours for professionalism.

ATTENDEE LIST

In order to be listed on the printed Attendee List, you must be fully registered as of **Friday, 18 August 2017**. Anyone who registers after this time will be listed on the Final Attendee List, which will be available on our mobile app 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's or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

CANCELLATION POLICY

Cancellations received by **Friday, 25 August 2017**, will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after **26 August 2017**. 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 **26 August**. 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.

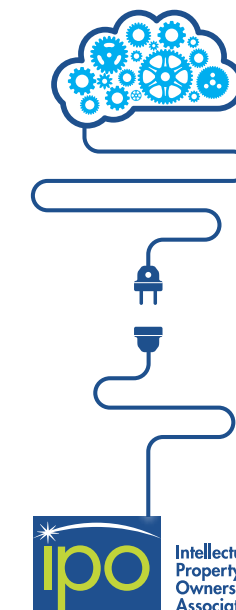
IPO reserves the right to cancel this event without liability, and the total amount of any and all liability of the organizers will be limited to a refund of the registration fee. Any fees associated with cancellation of travel or housing reservations is the exclusive responsibility of conference attendees.

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THE 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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Practice

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Women in IP

Trademark Division

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

Many of IPO's Standing IP Committees will hold Business Meetings on **Sunday, 17 September (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, 18 September (4:00pm – 5:00pm)**. See page 5 of the program for more details.



45TH ANNUAL MEETING
17 – 19 SEPTEMBER 2017
SAN FRANCISCO MARRIOTT MARQUIS

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Patenting Information and Communication Technologies (ICT) in Europe

September 20-21, 2017
Palo Alto, California

Focus

- filing and prosecuting ICT-related patent applications at the EPO
- streamlining patent prosecution at the EPO
- latest developments in the Unitary Patent and Unified Patent Court

Three two-part software-related workshops:
“Human-Computer Interfaces”, “Business Methods”
and “The Life Sciences”, focusing on drafting
European patent applications:

- Part 1 (theoretical approach) – best practices across the patenting process, from filing to the final stage of opposition
- Part 2 (practice oriented) opportunity for drafting patent applications according to European standards.

Who should attend?

If you work in patents and have stakeholders who do business in Europe, then this event could be for you.

Why should you attend?

This seminar will equip you to take the right decisions for your software patenting strategy and practice in Europe, and to optimise your drafting and prosecution approaches. It is your opportunity to meet high-level EPO representatives and get key, up-to-date information on the rapidly changing European patent landscape from the experts.

Register now

epo.org/ict-seminar-2017

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StoneTurn's Intellectual Property experts have extensive experience in both litigation and transactional matters. We provide economic damages quantification in IP disputes, and valuation, licensing and royalty compliance services to entities ranging from multinational corporations to emerging enterprises.

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45TH ANNUAL MEETING
17 – 19 SEPTEMBER 2017
SAN FRANCISCO MARRIOTT MARQUIS

REGISTRATION FORM

PLEASE REGISTER EARLY; SPACE IS LIMITED.
FOR FASTER SERVICE REGISTER ONLINE AT www.ipo.org/AM2017

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

FEES — Enter applicable rate and fees in the column at right and total below.

1. ANNUAL MEETING REGISTRANT — Fee covers the Sunday Welcome Reception, Monday Special Event at AT&T Park, 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 | \$1,595 | \$ _____ |
| <input type="checkbox"/> Government Employees & Academics | \$500 | |
| <input type="checkbox"/> Early Registration Discount* (ends 31/7/17) | Deduct \$100 Per person | \$ _____ |
| To receive the discount, submit registration and payment postmarked on or before 31 July 2017. 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"/> 2017 Annual Meeting Social Events Guest Pass | \$175 | \$ _____ |
| Fee includes the Sunday Welcome Reception, Continental Breakfast on Monday and Tuesday, and Monday Special Event at AT&T Park. | | |
| Guest Name(s): _____ | | |

4. ☐ I HAVE READ AND UNDERSTAND THE CANCELLATION POLICY ON PAGE 13.

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 Special Event at AT&T Park

GENERAL SESSION BREAKOUT TRACKS (Select one):

- ☐ Patent ☐ Trademark

Monday Patent Sessions (2:45PM – 3:45PM) (Select one):

- ☐ FRAND Royalties ☐ Biosimilar Litigation

MONDAY IPO FUN RUN/WALK (6:00AM – 7:15AM) (Select one):

- ☐ 5K Run ☐ 3K Walk

MONDAY COMMITTEE CLE SESSIONS (4:00PM – 5:30PM) (Select one):

- ☐ A. Protection for Fashions and Designs in the Age of 3D Printing and Star Athletica
☐ B. IP Contractual Terms That Result in Unintended Consequences
☐ C. Trends in Corporate IP Management
☐ D. The Unitary Patent and Unified Patent Court
☐ E. China: IP Procurement & Enforcement
☐ F. Int'l Filing Strategies

TOTAL AMOUNT DUE:

\$

METHOD OF PAYMENT

- ☐ Check (Payable to Intellectual Property Owners Association)
☐ Credit Card (Registrations sent by fax or e-mail MUST include credit card account information)
☐ American Express ☐ MasterCard
☐ Visa ☐ 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

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SAN FRANCISCO 2017

INTELLECTUAL PROPERTY OWNERS ASSOCIATION

45TH ANNUAL MEETING

17 – 19 SEPTEMBER 2017

SAN FRANCISCO MARRIOTT MARQUIS
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SPECIAL EVENT
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