

IPO Annual Meeting
IPO Standing IP Committee Organized Breakout Sessions
Monday, 24 September 2018
3:45pm-5:30pm

3:45PM - 4:30PM

Protecting Your Trade Secrets in Today's Global Village

Organizing Committees: Trade Secrets; International Patent Law and Trade

Trade Secrets have become increasingly important to enabling business success at a time when manufacturing, research, and sales – and the related trade secrets – are dispersed throughout the world. Panelists will discuss how businesses can achieve effective protection of their confidential information in light of recent trade secret developments in Asia; implementation of the EU Trade Secret Directive; and global concerns as seen from the U.S., including options for bringing cases in U.S. courts to reach trade secret theft outside the U.S.

Moderator: **Kenneth Corsello**, *IBM Corp., Armonk, NY*

Speakers:

Anouk Boon, *Shell International B.V., Houston, TX*

Victoria Cundiff, *Paul Hastings LLP, New York, NY*

Dean Harts, *3M Innovative Properties Co., St. Paul, MN*

Domain Names 2018: Privacy, Prophecies, and Practice Tips

Organizing Committee: U.S. Trademark Law

This session will address the basis of the GDPR, and in particular its effects on ICANN's Whois requirements. Panelists will discuss how the Whois "blackout" has played out since May 2018 and how brand owners have adjusted their policing and enforcement strategies. The discussion will also include a review of ICANN's ongoing review of Rights Protection Mechanisms such as the URS and UDRP and its effect on brand owners. Panelists will also provide insights into the current state of the "new" gTLDs, including predictions concerning the promised forthcoming "round 2."

Moderator: **Wendy Larson**, *Pirkey Barber PLLC, Austin, TX*

Speakers:

Jake Feldman, *Johnson & Johnson, New Brunswick, NJ*

Sanjiv Sarwate, *Dell Technologies, Hopkinton, MA*

How Corporations Hedge Against Emerging Technology

Organizing Committee: Emerging Technologies

Learn how corporations are dealing with the rapid pace of development of emerging technologies. Panelists will discuss general strategies for managing risk and structuring IP departments related to emerging technologies.

Moderator: **Daniel Staley**, *Caterpillar Inc., Peoria, IL*

Speakers:

John Cheek, *Tenneco Inc., Grass Lake, MN*

Micky Minhas, *Microsoft Corp., Redmond, WA*
Additional speaker to be announced

Protecting Software in the Pharmaceutical and Health Care Industries

Organizing Committee: Pharmaceutical & Biotechnology Issues; Software Related Inventions; Emerging Technologies

This session will address different ways software is protected under U.S. law, including relevant case law and the benefits and disadvantages of different IP frameworks. It will highlight the particular eccentricities of protecting of new pharmaceutical and health care technologies such as body chemistry monitoring systems, robot and artificial intelligence technologies in labs, and so-called Software as a Medical Device.

Moderator: **Joshua Simmons**, *Kirkland & Ellis, LLP, New York, NY*

Speakers:

Grantland Drutchas, *McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL*

Mona Gupta, *Roche Diabetes Care, Inc., Indianapolis, IN*

4:45PM- 5:30PM

Global Dossier

Organizing Committee: Patent Search

When looking for key information, you may have used USPTO PAIR (which will be replaced by eMod this summer or early Fall). Global Dossier provides that information and more. It is a single source of information concerning prosecution history and examination status, examiner search information, cited documents, indication of patent status, patent family information (extended INPADOC family = any priority in common), and translations of examination documents for IP5 countries. The session will consist of a live Global Dossier demonstration, using both the USPTO Global Dossier portal and Espacenet, including a demonstration of EPO Common Citation Document and USPTO Citation List.

Speakers:

Ford Khorsandian, *Technology & Patent Research International, Inc., San Diego, CA*

Joe Polimeni, *IBM Corp., Parkland, FL*

Stephen Sampson, *Caterpillar, Inc., Peoria, IL*

Strategies for Addressing Gender Disparity in Patenting

Organizing Committee: Women in IP Law; Corporate IP Management

Women are significantly underrepresented in the innovation process. Recent studies show that “although women have more than quintupled their representation among patent holders since 1977, only 18.8 percent of all patents had at least one women inventor in 2010.” Panelists will discuss the issue of gender diversity in patenting.

Moderator: **Neil Kardos**, *Harrity & Harrity, LLP, Fairfax, VA*

Speakers:

Laura Sheridan, *Google Inc., New York, NY*

Audrey Sherman, *3M Innovative Properties Co., St. Paul, MN*

TBA, *World Intellectual Property Organization, Geneva, Switzerland*

Managing Risks of Willful Infringement: Practical Considerations and Guidelines

Organizing Committee: Litigation; Damages and Injunctions

Under the new legal landscape since *Halo* and *Stryker* in 2016, companies failing to adequately manage risks created by the new subjective test for willful infringement can be open to multi-million dollar enhanced awards. The issues have quickly become complicated. Panelists will discuss considerations for addressing and resolving decisions that need to be made in managing risks.

Moderator: **Sandra Nowak**, *3M Innovative Properties Co., St. Paul, MN*

Speakers:

Tom Brown, *Dell Technologies, Hopkinton, MA*

Eley Thompson, *Foley & Lardner LLP, Chicago, IL*

Additional speaker to be announced

Best Practices: Working with Customs to Fight Counterfeiting in the U.S. and China

Organizing Committee: Anti-Counterfeiting

U.S. and Chinese customs authorities provide a variety of often underutilized tools to help companies combat counterfeiting in these important jurisdictions. This panel of subject-matter experts will discuss best practices for working with customs to fight counterfeiting and trademark infringement, tools and resources that each agency provides, and cultivating business client support for engaging with customs on anti-counterfeiting efforts.

Speakers:

Theresa Conduah, *Toyota Motor North America, Inc., Plano, TX*

Nick Redfearn, *Rouse, Jakarta, Indonesia*

Jon Ruttencutter, *Department of Homeland Security, Homeland Security Investigations, National IPR Coordination Center, Pittsburgh, Pennsylvania*