



Intellectual
Property
Owners
Association

PATENTS | TRADEMARKS | COPYRIGHTS
TRADE SECRETS | INDUSTRIAL DESIGNS



47TH ANNUAL MEETING

SEPT. 24 – 26, 2019
WASHINGTON DC



SPECIAL EVENT

Smithsonian National Museum
of Natural History

ADVOCATING
EFFECTIVE
IP RIGHTS

#IPOAM19

IPO.ORG/AM2019

REGISTER
BY JULY 31
AND SAVE

KEYNOTE SPEAKERS

WEDNESDAY



**ANTÓNIO
CAMPINOS**

President European
Patent Office

WEDNESDAY



**HON. ANDREI
IANCU**

Under Secretary of
Commerce for
Intellectual Property
and Director
U.S. Patent and
Trademark Office

THURSDAY



**CATHY
ENGELBERT**

Former Deloitte CEO
and Forthcoming
Commissioner,
Women's National
Basketball Association
(July 2019)

FOLLOW US!





TABLE OF CONTENTS

Important dates

JULY 31

Early Bird Deadline

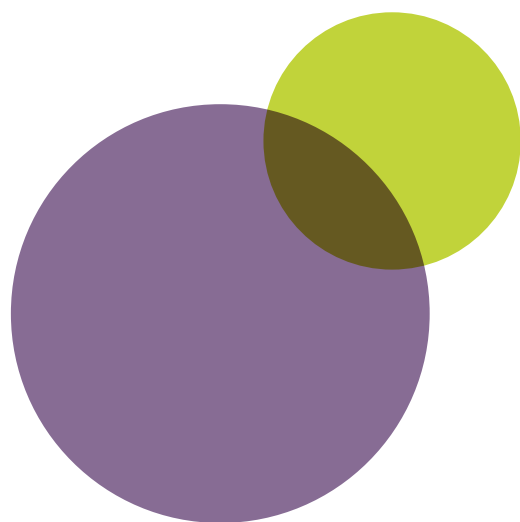
AUGUST 30

Hotel Room Block Expires

AUGUST 30

Cancellation Deadline

Welcome Letter	3
IPO Board of Directors	4
Annual Meeting Program Committee	5
IPO Standing IP Committees	6
Program-at-a-Glance	7
Tuesday Program	10
Wednesday Program	11
Thursday Program	16
Special Event	21
Sponsors	22
Exhibitors	23
Venue	24
General Information	25
IPO Meeting Policies and CLE Information	26
Annual Meeting Registration Form	28



For direct access, click in the navigation bar on the bottom of each page.

WELCOME LETTER



DEAR IPO MEMBERS AND COLLEAGUES

It is my pleasure to invite you to the 2019 IPO Annual Meeting at the Marriott Marquis in Washington, DC. The program committee, chaired by Krish Gupta, Dell Technologies, has created an excellent event.

The Washington, DC IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities, and exhibits. We are pleased to have Andrei Iancu, Director of the U.S. Patent and Trademark Office and Antonio Campinos, President of the European Patent Office, as Wednesday's keynote speakers. Thursday's keynote speaker will be Cathy Engelbert. Cathy recently completed her four year term as CEO of Deloitte and will begin her new role as Commissioner of the Women's National Basketball Association on July 17, 2019. Educational sessions organized into multiple tracks will focus on patents, trademarks, copyrights, and industrial designs. Additionally, presentations on diversity, ethics, and mental health will be offered.

Renew acquaintances and make new friends by attending the Wednesday Dinner Reception at the Smithsonian National Museum of Natural History. Housed in its current location since 1910, the museum is located on the north side of the National Mall offering views of both the U.S. Capitol Building and National Monument. Attendees can enjoy food and drinks while exploring the museum, including the new David H. Koch Hall of Fossils – Deep Time exhibit.

Washington, DC 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,

A handwritten signature in dark ink, reading "Henry Hadad". The signature is fluid and cursive, with the first name "Henry" and last name "Hadad" clearly distinguishable.

Henry Hadad
IPO President



IPO BOARD OF DIRECTORS

PRESIDENT

Henry Hadad *Bristol-Myers Squibb Co.*

VICE PRESIDENT

Daniel Staudt *Siemens*

TREASURER

Karen Cochran *Shell International B.V.*

DIRECTORS

Eric Aaronson *Pfizer Inc.*

Brett Alten *Hewlett Packard Enterprise*

Ronald Antush *Nokia USA Inc.*

Estelle Bakun *Exxon Mobil Corp.*

Scott Barker *Micron Technology, Inc.*

Thomas Beall *Corning Inc.*

Steven Caltrider *Eli Lilly and Co.*

John Cheek *Tenneco Inc.*

Cara Coburn *Roche, Inc.*

Robert DeBerardine *Johnson & Johnson*

Buckmaster de Wolf *General Electric Co.*

Anthony DiBartolomeo *SAP AG*

Daniel Enebo *Cargill, Incorporated*

Louis Foreman *Enventys*

Scott Frank *AT&T*

Darryl Frickey *Dow Chemical Co.*

Gary Ganzi *Evoqua Water Technologies LLC*

Tanuja Garde *Raytheon Co.*

Laurie Gathman *Koninklijke Philips N.V.*

Krish Gupta *Dell Technologies*

Bill Harmon *Uber*

John Harris *Ford Global Technologies LLC*

Heath Hoglund *Dolby Laboratories*

Thomas Kingsbury *Bridgestone Americas Holding Co.*

William Krovatin *Merck & Co., Inc.*

Michael Lee *Google Inc.*

Kelsey Milman *Caterpillar Inc.*

Micky Minhas *Microsoft Corp.*

Jeffrey Myers *Apple Inc.*

Ted Naccarella *InterDigital Corp.*

Ross Oehler *Johnson Matthey*

Ken Patel *Procter & Gamble Co.*

KaRan Reed *BP America, Inc.*

Kevin Rhodes *3M Innovative Properties Co.*

Paik Saber *Medtronic, Inc.*

Matthew Sarboraria *Oracle Corp.*

Manny Schecter *IBM, Corp.*

Jessica Sinnott *DuPont*

Thomas Smith *GlaxoSmithKline*

Todd Spalding *Alexion Pharmaceuticals*

John Stewart *Intellectual Ventures Management, LLC*

Brian Suffredini *United Technologies, Corp.*

Gillian Thackray *Thermo Fisher Scientific*

Joerg Thomaier *Bayer Intellectual Property GmbH*

Mark Wadzyk *Qualcomm, Inc.*

Stuart Watt *Amgen, Inc.*

Ariana Woods *Capital One*

GENERAL COUNSEL

Michael Nolan *Milbank Tweed*

ANNUAL MEETING PROGRAM COMMITTEE



PROGRAM COMMITTEE LEADERSHIP

CHAIR: Krish Gupta, *Dell Technologies, Hopkinton, MA*

VICE CHAIR FOR PATENTS: Steve Caltrider, *Eli Lilly and Co., Indianapolis, IN*

VICE CHAIR FOR TRADEMARKS: William Miller, *General Mills, Inc., Minneapolis, MN*

OFFICER IN CHARGE: Daniel Staudt, *Siemens Corp., Orlando, FL*

COMMITTEE MEMBERS

Joseph Berghammer, *Banner & Witcoff, Ltd., Chicago, IL*

Kurt Brasch, *Uber, Palatine, IL*

Sarah Burrows, *HP Inc., Fort Collins, CO*

Patrick Concannon, *Nutter, McClennen & Fish, LLP, Boston, MA*

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

Lauriel Dalier, *Sterne, Kessler, Goldstein & Fox, PLLC, Washington, DC*

Colette Durst, *3M Innovative Properties Co., St. Paul, MN*

Mareesa Frederick, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC*

Jenny Greisman, *IBM Corp., Armonk, NY*

Gary Hoffman, *Pillsbury Winthrop Shaw Pittman LLP, West Palm Beach, FL*

Brian Horne, *Knobbe, Martens, Olson & Bear, LLP, Los Angeles, CA*

B. Delano Jordan, *Jordan IP Law, LLC, Washington, DC*

Krista Kostiew, *Unilever, Trumbull, CT*

Mercedes Meyer, *Drinker, Biddle & Reath, LLP, Washington, DC*

Bart Newland, *Biogen, Cambridge, MA*

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

IPO STANDING IP COMMITTEES

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 ipo.org/committees.

COMMITTEE BUSINESS MEETINGS

Many of IPO's Standing IP Committees will hold Business Meetings on Tuesday, September 24 (3:30PM – 4:30PM and 5:00PM – 6:00PM), preceding the Annual Meeting Welcome Reception. Refer to the program for a list of committees hosting meetings. All registered attendees are welcome to attend these meetings.

COMMITTEE CLE SESSIONS

IPO thanks the Standing IP Committees indicated by the "☀" symbol that are organizing CLE sessions on Wednesday, September 25 (1:15PM – 2:15PM and 3:00PM – 4:00PM).

BUSINESS ISSUES DIVISION

Corporate IP Management
IP Licensing ☀
Trade Secrets ☀

COPYRIGHT DIVISION

Copyright Law & Anti-Piracy ☀
Open Source ☀

INTERNATIONAL IP LAW & PRACTICE DIVISION

Asian Practice
Canadian Practice ☀
European Practice ☀
International Patent Law & Trade
International Trademark Law
Latin American Practice ☀

LITIGATION & DISPUTE RESOLUTION DIVISION

Damages & Injunctions
Litigation ☀
U.S. International Trade Commission ☀

PATENT DIVISION

Emerging Technologies
Industrial Designs
Patent Search
Pharmaceutical & Biotechnology Issues ☀
Software Related Inventions ☀
Standards Setting ☀
U.S. Patent Law ☀
U.S. Patent Office Practice ☀
U.S. Post-Grant Patent Office Practice ☀

PROFESSIONAL DIVISION

Women in IP

TRADEMARK DIVISION

Anti-Counterfeiting
U.S. Trademark Law ☀
U.S. Trademark Office Practice



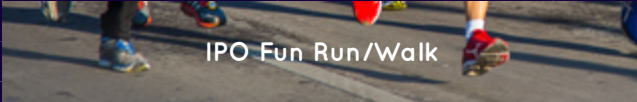
PROGRAM-AT-A-GLANCE

Tuesday, September 24

REGISTRATION DESK HOURS	10:30AM – 7:30PM	
IPO EXPO HALL		
10:00AM		
11:00AM	Registration	
12:00PM		Networking Lunch & Fireside Chat: Secrets of Successful Leadership <small>Organizing Committee: Women in IP</small>
1:00PM		IPO Board of Directors Meeting
2:00PM		
3:00PM		
4:00PM		
5:00PM		
6:00PM		Connections and Cocktails <small>IPO Orientation</small>
7:00PM		Welcome Reception SPONSORED BY: FINNEGAN
8:00PM		
9:00PM		IPO Board of Directors and Special Guests Dinner
10:00PM		

PROGRAM-AT-A-GLANCE

Wednesday, September 25

REGISTRATION DESK HOURS	7:00AM – 6:00PM		
IPO EXPO HALL	7:00AM – 4:45PM		
6:00AM			
7:00AM			
8:00AM	Registration, Continental Breakfast, and IP Expo		
9:00AM	IPO Welcome Remarks & Keynote Speakers Speakers: António Campinos, President European Patent Office and Hon. Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director U.S. Patent and Trademark Office		
10:00AM	General Session IP Automation - What's Here Today, Not Years Away		
11:00AM	Coffee Break and IP Expo		
12:00PM	Networking Lunch		
1:00PM	Coffee Break and IP Expo		
2:00PM			
3:00PM	Coffee Break and IP Expo		
4:00PM	Coffee Break and IP Expo		
5:00PM	Coffee Break and IP Expo		
6:00PM	Coffee Break and IP Expo		
7:00PM	Coffee Break and IP Expo		
8:00PM	Coffee Break and IP Expo		
9:00PM	Coffee Break and IP Expo		
10:00PM	Coffee Break and IP Expo		

*Committee Breakout Session

PROGRAM-AT-A-GLANCE

Thursday, September 26

REGISTRATION DESK HOURS	7:00AM – 6:00PM	
IPO EXPO HALL	7:00AM – 4:30PM	
6:00AM		
7:00AM		
8:00AM	Registration, Continental Breakfast, and IP Expo	Chief IP Counsel Networking Breakfast
9:00AM	IPO Welcome Remarks & Keynote Speaker Speaker: Cathy Engelbert, Commissioner of the Women's National Basketball Association	
	Coffee Break and IP Expo	
10:00AM	Patents Lost Innovation Opportunity as a Result of Gender Inequality	Trademarks Combatting Counterfeits on e-commerce Platforms
	Coffee Break and IP Expo	
11:00AM	Patents Strategy Considerations for Patent Litigation	Trademarks Best Practices for Trademark Searches and Clearances
12:00PM		
1:00PM	Networking Lunch	
2:00PM	Patents Case Law Update	Trademarks/Copyrights How to Protect Your Brand in China
	Coffee Break and IP Expo	
3:00PM	Judges Panel	Trademarks Ethical Dilemmas Faced by Trademark Practitioners
4:00PM	Coffee Break and IP Expo	
5:00PM	Depression and Mental Health in the (IP) Bar	Ethics Litigation Funding
6:00PM		

PRELIMINARY PROGRAM

TUESDAY, SEPTEMBER 24

10:30AM – 7:30PM	Registration/Check In																										
11:00AM – 12:30PM	Networking Lunch & Fireside Chat: Secrets of Successful Leadership ORGANIZED BY: IPO’s Women in IP Committee <i>Open to all IP Annual Meeting attendees. Advance registration is required. Space is limited.</i> MODERATOR: Elisabeth Stewart Bradley, <i>Bristol-Myers Squibb Company, Princeton, NJ</i> SPEAKER: Sandy Leung, <i>Bristol-Myers Squibb Company, Princeton, NJ</i> SPONSORED BY: <i>BakerHostetler; Brooks Kushman P.C.; Perry+Currier Inc. Currier + Kao LLP; and Shook, Hardy & Bacon L.L.P.</i>																										
12:00PM – 4:00PM	IPO Board of Directors Meeting <i>Board Members and Alternates Only</i>																										
3:30PM – 6:00PM	Committee Business Meetings <i>Business meetings will be held from 3:30PM – 4:30PM and 5:00PM – 6:00PM</i> <table><tr><td>Asian Practice</td><td>Damages & Injunction</td><td>U.S. International Trade Commission</td></tr><tr><td>Canadian Practice</td><td>Industrial Designs</td><td>U.S. Patent Law</td></tr><tr><td>European Practice</td><td>International Patent Law & Trade</td><td>U.S. Post-Grant Patent Office Practice</td></tr><tr><td>Emerging Technologies</td><td>IP Licensing</td><td>U.S. Trademark Law</td></tr><tr><td>Software Related Inventions</td><td>Latin American Practice</td><td>U.S. Trademark Office Practice</td></tr><tr><td>Standard Setting</td><td>Litigation</td><td>Women in IP</td></tr><tr><td>Corporate IP Management</td><td>Pharmaceutical & Biotechnology Issues</td><td></td></tr><tr><td>Copyright Law & Anti-Piracy</td><td>Trade Secrets</td><td></td></tr></table>			Asian Practice	Damages & Injunction	U.S. International Trade Commission	Canadian Practice	Industrial Designs	U.S. Patent Law	European Practice	International Patent Law & Trade	U.S. Post-Grant Patent Office Practice	Emerging Technologies	IP Licensing	U.S. Trademark Law	Software Related Inventions	Latin American Practice	U.S. Trademark Office Practice	Standard Setting	Litigation	Women in IP	Corporate IP Management	Pharmaceutical & Biotechnology Issues		Copyright Law & Anti-Piracy	Trade Secrets	
Asian Practice	Damages & Injunction	U.S. International Trade Commission																									
Canadian Practice	Industrial Designs	U.S. Patent Law																									
European Practice	International Patent Law & Trade	U.S. Post-Grant Patent Office Practice																									
Emerging Technologies	IP Licensing	U.S. Trademark Law																									
Software Related Inventions	Latin American Practice	U.S. Trademark Office Practice																									
Standard Setting	Litigation	Women in IP																									
Corporate IP Management	Pharmaceutical & Biotechnology Issues																										
Copyright Law & Anti-Piracy	Trade Secrets																										
5:00PM – 6:00PM	Connections and Cocktails: IPO Orientation New, long-time, and prospective members are welcome to attend this brief orientation to learn about member benefits.																										
6:00PM – 8:00PM	Welcome Reception SPONSORED BY: FINNEGAN																										
7:00PM – 8:00PM	Diversity & Inclusion Resource Group Gatherings SPONSORED BY: <i>Sterne, Kesster, Goldstein & Fox PLLC</i> Members of IPO’s newly formed resource groups will get together for a meet-and-greet. Anyone interested in learning more about IPO’s resource groups is welcome to join. Current groups include: <ul style="list-style-type: none">• Asian IP Professionals• Hispanic IP Professionals• Black IP Professionals• Pride and Allies IP Professionals																										
8:00PM – 10:00PM	IPO Board of Directors and Special Guests Dinner <i>By invitation only</i>																										

WEDNESDAY, SEPTEMBER 25

6:00AM – 7:15AM	<p>IPO's 7th Annual Fun Run/Walk</p> <p><i>Open to all IPO Annual Meeting attendees. All skill levels are welcome. Advance registration is required. Space is limited.</i></p> <p>SPONSORED BY: Banner & Witcoff, Ltd.</p>
7:00AM – 8:00AM	<p>Registration & Continental Breakfast & IP Expo</p> <p>SPONSORED BY: Leydig, Voit & Mayer, Ltd.</p>
8:00AM – 9:00AM	<p>Welcome Remarks & Keynote Speakers</p> <p>SPEAKERS:</p> <div>  <p>António Campinos, <i>President, European Patent Office, Munich, Germany</i></p> <p>António Campinos took office as the President of the European Patent Office (EPO), an international organization with 38 member states, on July 1, 2018. With nearly 7,000 staff, he leads one of the largest public service institutions in Europe. Headquartered in Munich with offices in Berlin, Brussels, The Hague, and Vienna, the EPO was founded with the aim of strengthening co-operation on patents in Europe. Through the EPO's centralized patent granting procedure, inventors are able to obtain high-quality patent protection in up to 43 countries, covering a market of some 700 million people.</p> </div> <div>  <p>Andrei Iancu, <i>Under Secretary of Commerce for Intellectual Property and Director of the U.S. Patent and Trademark Office, Alexandria, VA</i></p> <p>In his role as the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO), Andrei Iancu provides leadership and oversight to one of the largest intellectual property offices in the world, with more than 12,000 employees and an annual budget of over \$3 billion. He also serves as the principal advisor to the Secretary of Commerce on domestic and international intellectual property policy matters.</p> </div>
9:00AM – 10:00AM	<p>General Session: IP Automation – What's Here Today, Not Years Away</p> <p><i>Organized by IPO's Corporate IP Management Committee</i></p> <p>Artificial Intelligence, Machine Learning, and Robotic Process Automation have been touted as poised to revolutionize IP organizations. However, many still view these technologies as years or decades away. Come learn what tools are available today, and how they are making a difference in managing IP departments, and how you can use them to improve your IP operations.</p>
10:00AM – 10:45AM	<p>Coffee Break & IP Expo</p> <p>SPONSORED BY: Leydig, Voit & Mayer, Ltd.</p>



WEDNESDAY, SEPTEMBER 25

10:45AM – 11:45AM	<p>Concurrent Sessions</p> <p>PATENTS</p> <p>The Road Ahead for Patent Subject Matter Eligibility: A Cross-Sector Breakdown of the Current and Future State of § 101</p> <p>Since the U.S. Supreme Court's <i>Alice</i> decision in 2014, § 101 has been the source of much angst, debate, and commentary. From the USPTO's release of the "2019 Revised Patent Subject Matter Eligibility Guidance" on January 7, 2019, to heightened discussions of reforming § 101, patent owners and their legal counsel continue to grapple with assessing patent eligibility. To further complicate matters, various industry sectors view the patent eligibility discussion differently. Speakers will discuss recent developments regarding § 101 and provide guidance for navigating a patent eligibility landscape that continues to change.</p> <p>PATENTS</p> <p>Writing High-Quality Patent Applications for Effective Prosecution</p> <p>The concept of "patent quality" is an elusive topic often having different meanings depending on the perspective. Critics of the patent system often cite lack of "patent quality" and a need to remove "bad" patents as basis to weaken the patent system. To the patent owner, "patent quality" can mean a property right that can be procured efficiently and enforced or defended with predictability and certainty. Speakers will review "patent quality" from various perspectives, as well as provide practical tips for efficiently procuring the highest quality patents.</p> <p>TRADEMARKS/COPYRIGHTS/INDUSTRIAL DESIGNS</p> <p>Case Law Update – So Similar, So Different, So Much Intellectual Property</p> <p>Trademark, copyright, and industrial design law in the U.S. are intended to serve distinct purposes and work differently. Yet, in many ways, they involve similar issues. This panel will compare and contrast recent cases that raise issues common to these areas of IP.</p>
12:00PM – 1:00PM	<p>Networking Luncheon</p> <p>SPONSORED BY: Schwegman Lundberg & Woessner, P.A.</p>



WEDNESDAY, SEPTEMBER 25

1:15PM – 2:15PM	<p>Concurrent Committee Breakout Sessions</p> <p>Effective Management of Parallel Proceedings to Ensure Consistency, Credibility, and Success <i>Organizing Committees: U.S. Post-Grant Patent Office Practice, Litigation, and U.S. International Trade Commission</i></p> <p>Patent litigation increasingly requires counsel to manage parallel proceedings across multiple forums. With different burdens, standards, and procedural frameworks, this can be challenging. Speakers will address strategic case management approaches to minimize risk, maintain credibility, and ensure consistency of positions.</p> <p>Double Patenting – Are You in Double Trouble? <i>Organizing Committees: Pharmaceutical and Biotechnology Issues, Canadian Practice, European Practice, Latin American Practice, and U.S. Patent Office Practice</i></p> <p>Double patenting issues can arise for many types of applications (including divisionals, continuations, priority, and convention filings). The different practices within and across patent offices can cause serious difficulty for applicants trying to protect commercially important inventions, particularly outside the U.S. where terminal disclaimers are not available. This session will cover key issues related to double patenting and common pitfalls to avoid.</p> <p>Dawn of a New Era: Licensing and Standards in the Coming Age of 5G <i>Organizing Committee: IP Licensing and Standard Setting</i></p> <p>With the coming advent of the 5G communications protocol and its broad applicability, those looking to leverage its enhanced communication speeds and capacities need to understand licensing and transactional principles in the wireless space, as well as the impact of standard essential patents. Speakers will explore the background and intersection of 5G and standard essential patents, as well as licensing considerations involving disparate technologies and business models throughout the IoT world and other industries impacted by 5G, such as automotive, healthcare, and consumer products.</p> <p>Trademark Issues in Pop Culture: Ripped from the Headlines <i>Organizing Committee: U.S. Trademark Law</i></p> <p>This session will dive into press and media treatment of trademark and copyright issues — what they get wrong, what they get right, and what really happens behind the scenes. In addition, panelists will explore how the U.S. Patent and Trademark Office addresses trademark filings based on “hot topics” from real-life events.</p>
2:00PM – 4:00PM	<p>IPO Education Foundation Board of Directors Meeting <i>Board Members only</i></p>
2:15PM – 3:00PM	<p>Coffee Break & IP Expo SPONSORED BY: Leydig, Voit & Mayer, Ltd.</p>



WEDNESDAY, SEPTEMBER 25

3:00PM – 4:00PM	<p>Concurrent Committee Breakout Sessions</p> <p>The On-Sale Bar after <i>Helsinn</i>: From the U.S. Supreme Court to Practice <i>Organizing Committee: U.S. Patent Law</i></p> <p>This session will cover the state of the law and discuss best practices with regard to the on-sale bar, including insights on the impact of the U.S. Supreme Court decision in <i>Helsinn Healthcare v. Teva Pharmaceuticals</i>, the <i>en banc</i> Federal Circuit decision in <i>Medicines Company v. Hospira</i>, and recent district court decisions.</p> <p>Protecting Medical Cannabis Innovation – Up in Smoke? <i>Organizing Committees: Pharmaceutical & Biotechnology Issues and U.S. Patent Office Practice</i></p> <p><i>This session is for general information purposes. The information discussed is not intended to be and should not be taken as legal advice.</i></p> <p>This session will provide a brief overview of IP, general legal, and business considerations in relation to cannabis/cannabis-derived medicines. The panel will also discuss trademark, trade secret, and privacy considerations for medical cannabis.</p> <p>IP Protection for Data <i>Organizing Committees: Open Source, Software Related Inventions, and Trade Secrets</i></p> <p>This session will address the different ways data and databases are protected under U.S. law, including the benefits and disadvantages of different IP frameworks and in contrast to data protection laws outside the U.S. Speakers will discuss how data is being used to drive U.S. businesses and the strategic choices that such businesses are considering to protect their data or to make it available as part of the open data movement, in which advocates promote the application of open source software principles to the collection and distribution of data.</p> <p>Is the New EU Copyright Directive Going to Break the Internet? <i>Organizing Committees: Copyright Law & Anti-Piracy and European Practice</i></p> <p>This session will examine whether the recently passed EU Copyright Directive concerning payments that will be owed to creators by content sharing platforms constitutes a minor and fair rebalancing of negotiating power or a paradigm shift that will “break” the Internet. The panel will describe the new law, discuss its future national implementation and interpretation of its terms, compare the situation in the EU with the U.S. DMCA, and discuss the implications for international commerce.</p>
4:00PM – 4:45PM	<p>Coffee Break & IP Expo</p> <p>SPONSORED BY: Leydig, Voit & Mayer, Ltd.</p>



WEDNESDAY, SEPTEMBER 25

4:45PM – 5:45PM	<p>CONCURRENT SESSIONS</p> <p>PATENTS</p> <p>The PTAB Playing Field – Impact of Recent Changes This session will provide an overview of recent decisions from U.S. Patent and Trademark Office’s Patent Trial and Appeals Board (PTAB) as well as the proposed PTAB rules changes. Speakers will discuss the impact of the rules changes and recent decisions, considering all proposed grounds of invalidity and claim interpretation standards. Speakers will also present effective ways to succeed in IPR proceedings and discuss the assertive use of estoppel.</p> <p>PATENTS</p> <p>Trade Secrets Trends – Comparative Law in the U.S., China, and Europe <i>Organized by IPO’s Trade Secrets, Asian Practice, and European Practice Committees</i> This session will explore the fundamental substantive and procedural differences in trade secret law, including new developments in the U.S., Europe, and China. The session will provide an overview of the basic framework for trade secrets law, including understanding enforcement options, developing strategies for protecting trade secrets, understanding cross-border risks, and making informed choice of law decisions when contracting.</p> <p>TRADEMARKS/COPYRIGHTS/INDUSTRIAL DESIGNS</p> <p>Protection of Packaging This session will address advanced practices in protecting product and product packaging trade dress, as well as strategies to obtain and maintain rights. The interplay of patent, trademark, and trade dress rights and methods to layer rights to provide protection will be discussed along with examples of protectable and non-protectable products. Speakers will address distinctions in protectability among different international and domestic jurisdictions, risks, and rewards of registering product and product packaging rights, and strategies for companies to work with product development teams to assist in creating protectable rights.</p>
7:00PM – 10:00PM	<p>IPO Dinner Reception at the Smithsonian National Museum of Natural History</p> <div></div> <p>SPONSORED BY: StoneTurn</p>



THURSDAY, SEPTEMBER 26

7:00AM – 8:00AM	Registration & Continental Breakfast & IP Expo SPONSORED BY: Akin Gump Strauss Hauer & Feld LLP
7:00AM – 8:00AM	Chief IP Counsel Breakfast <i>By invitation only</i>
8:00AM – 9:00AM	Welcome Remarks & Keynote Speaker SPEAKER: Cathy Engelbert, <i>Commissioner, Women’s National Basketball Association</i>  Cathy Engelbert is the first-ever Commissioner of the Women’s National Basketball Association. Cathy recently completed her four year term as CEO of Deloitte, one of the largest professional services organizations in the United States. There she led a large transformation across the business by moving the firm towards emerging technologies such as AI, blockchain, robotics, and cloud, including securing ecosystem partnerships with large technology companies, and executing digital acquisitions. Cathy is chair of the Center for Audit Quality Governing Board and, as a strong supporter of diversity and inclusion, the first woman to serve as chair of the Catalyst Board, a global, non-profit organization that promotes inclusive workplaces for women. She is also a founding member of the CEO Action for Diversity and Inclusion.
9:00AM – 9:30AM	Coffee Break & IP Expo SPONSORED BY: Akin Gump Strauss Hauer & Feld LLP



THURSDAY, SEPTEMBER 26

9:30AM – 10:30AM	<p>Concurrent Sessions</p> <p>PATENTS</p> <p>Lost Innovation Opportunity as a Result of Gender Inequality – Actions That Can Be Taken to Enhance Your Bottom Line <i>Organized by IPO's Women in IP Committee</i></p> <p>This session will address the role that gender and personality play in innovation and what is being done to educate companies and their attorneys about these issues. This panel will identify and provide systems to improve gender parity, better utilize human resources, develop diversity and inclusion heads, and create a better and more innovative work environment.</p> <p>TRADEMARKS/COPYRIGHTS</p> <p>Combating Counterfeits on E-commerce Platforms – Whose Job Is It? Counterfeit goods sold online continue to pose a serious concern for both brand owners and consumers. Major e-commerce platforms have responded by continuously developing and revising strategies to help brand owners address the counterfeiting challenge. But are these measures enough? Panelists will discuss key online marketplace platforms and the mechanisms in place, both proactively and reactively, that address the sale of counterfeit goods. Recent legal and regulatory decisions in the U.S., Europe, and Asia relating to online platforms and the current legal framework for intermediary liability with respect to these particular issues will be discussed.</p> <p>INDUSTRIAL DESIGNS</p> <p>Making Sense of Different Global Design Rules Industrial design protection is nowhere near as unified globally as utility patent protection. Join us to learn about key differences you should know when protecting or enforcing your design across the globe. Speakers will address examination versus registration; what designs can be protected, and how; and the pros and cons of the Hague System.</p>
10:30AM – 11:00AM	<p>Coffee Break & IP Expo</p> <p>SPONSORED BY: Akin Gump Strauss Hauer & Feld LLP</p>



THURSDAY, SEPTEMBER 26

11:00AM – 12:00PM	<p>Concurrent Sessions</p> <p>PATENTS</p> <p>Strategy Considerations for Global Patent Litigation <i>Organized by IPO’s Litigation, European Practice, and Asian Practice Committees</i></p> <p>Companies are increasingly initiating or defending concurrent lawsuits in foreign jurisdictions – each with its own opportunities and risks. Companies competing in the global economy should not ignore the global patent litigation landscape. Speakers will address opportunities and risks presented by various jurisdictions, and important strategic considerations in managing concurrent disputes throughout the world.</p> <p>TRADEMARKS</p> <p>Best Practices for Trademark Searches and Clearances</p> <p>This session will provide strategies and best practices for conducting U.S. and international trademark searches and address the importance of conducting a trademark availability search. Speakers will present the types of searches available, what tools and databases to use, when to consider searching a mark in a foreign language or transliteration, and how to evaluate the results.</p> <p>INDUSTRIAL DESIGNS</p> <p>Enforcing Industrial Design Rights Outside the Courts</p> <p>Astute design rights holders don’t just – or even primarily – look to the courts to enforce their rights and protect their products. Industrial design rights provide other ways to keep infringers at bay. Many of these ways are cheaper, faster, and unavailable to utility patents. Speakers will discuss takedown requests in online marketplaces and custom seizures.</p>
12:15PM – 1:15PM	<p>Networking Luncheon</p> <p>SPONSORED BY: Bass, Berry & Sims PLC</p>



THURSDAY, SEPTEMBER 26

1:30PM – 2:30PM	<p>Concurrent Sessions</p> <p>PATENTS</p> <p>Recent Case Law Update</p> <p>Over the past year, the U.S. Supreme Court and the U.S. Court of Appeals for the Federal Circuit have authored a number of opinions re-shaping patent law. Speakers will provide key takeaways from these decisions and comment on patent cases to watch.</p> <p>TRADEMARKS/COPYRIGHTS</p> <p>How to Protect Your Brand in China</p> <p>This session will provide strategies and best practices for protecting and enforcing trademarks in China. Speakers will discuss how to build a brand protection program in China; the China subclassification system and why it is important; filing strategies (Madrid vs. nation filings; file early and often); the role of copyright in China; protection of characters and fonts; and enforcement, including collaborating with law enforcement.</p> <p>INDUSTRIAL DESIGNS</p> <p>The Science of Design Patent Infringement — You Might Not Know What You See</p> <p>Design infringement standards can sometimes seem a bit “squishy.” How can you know when something looks substantially similar, or when a purchaser might buy one thing thinking that it’s the other? Learn from a pioneer in the field of perception science why you might think two designs are similar or different. This expertise is invaluable in helping courts come to reliable and consistent outcomes when assessing design infringement – an area that might otherwise be fraught with subjectivity.</p>
2:30PM – 3:00PM	<p>Coffee Break & IP Expo</p> <p>SPONSORED BY: Akin Gump Strauss Hauer & Feld LLP</p>
3:00PM – 4:00PM	<p>Concurrent Sessions</p> <p>JUDGES PANEL</p> <p>This session will feature a panel of judges from various courts that will offer perspectives on the latest IP issues as well as what the courts are doing to promote diversity and younger lawyers in the courtroom.</p> <p>TRADEMARKS</p> <p>Ethical Dilemmas Faced by TM Practitioners</p> <p><i>Organized by IPO’s U.S. Trademark Office Practice Committee</i></p> <p>This session will address recent efforts by the U.S. Patent and Trademark Office and trademark practitioners to ensure the U.S. Federal Trademark Register is accurate. Speakers will provide best practices for counseling clients on ensuring that claims of use/specimens of use are valid and accurate. Speakers will also discuss legal and business clearance of conflicts.</p>



THURSDAY, SEPTEMBER 26

4:00PM – 4:30PM	Coffee Break & IP Expo SPONSORED BY: Akin Gump Strauss Hauer & Feld LLP
4:30PM – 5:30PM	Concurrent Sessions SUBSTANCE ABUSE/MENTAL HEALTH Depression and Mental Health in the (IP) Bar Recent studies show that one in three lawyers suffer elevated feelings of psychological distress, including inadequacy, inferiority, anxiety, social alienation, and isolation. This session will provide a brief overview of the eye opening statistics around depression, substance abuse, and mental health in the bar. Speakers will discuss when, how, and why it occurs and what firms and corporations can do to help attorneys, and provide practical tips and resources. ETHICS Litigation Funding This session will address ethics and issues around litigation funding in view of the old issues of barratry, champerty, usury, and maintenance. Speakers will provide practical tips and resources for organizations.

SPECIAL EVENT

Wednesday,
September 25
7:00PM – 10:00PM

ATTIRE

Suggested attire is casual.

LOCATION & TRANSPORTATION

The National Museum of Natural History is located 1 mile from the Marriott Marquis. Buses will shuttle attendees between the hotel and museum throughout the entire evening. The first bus will depart at 6:45PM from the Marriott Marquis and the last bus will return at 10:00PM from the museum. Buses will depart approximately every 15 minutes. Doors will not open before 7:00PM.

The address is
*10th St. & Constitution Ave NW,
Washington, DC 20560.*

EVENT SPONSOR

StoneTurn

JOIN US FOR DINNER AND EXPLORATION OF THE HISTORY OF THE PLANET

The National Museum of Natural History is one of 11 museums on the National Mall that is part of the Smithsonian Institution. The museum's collections tell the history of the planet and are a record of human interaction with the environment and one another. Housed in its current location since 1910, the museum is located on the north side of the National Mall, offering views of the U.S. Capitol Building and Washington Monument.

Annual Meeting attendees and registered guests have access to this private event and can enjoy food and drink and explore the following exhibits:

DAVID H. KOCH HALL OF FOSSILS – DEEP TIME (OPENED JUNE 2019)

Journey through time from the beginning of life on Earth through the reign of the dinosaurs to the present, a time of immense planetary changes.

SANT OCEAN HALL

Dive into the ocean, from the shore down to the ocean floor. Travel through time, from the origins of the ocean 3.8 billion years ago to the challenges and opportunities the ocean presents today.

AFRICAN BUSH ELEPHANT

Learn about the ecology of African elephants, their place in geologic time, and their connections to humans, including the threats they face from poachers.

DAVID H. KOCH HALL OF HUMAN ORIGINS

Meet your closest ancestors and relatives in this exploration of human evolution. Discover fascinating stories of extinction and survival, and learn what set us apart from other species.

KENNETH E. BEHRING FAMILY HALL OF MAMMALS

Can you find a leaping tiger, a pink fairy armadillo, or a South American kinkajou? These animals, many of which you can't see anywhere else, highlight the incredible variety of the mammal family.

JANET ANNENBERG HOOKER HALL OF GEOLOGY, GEMS, AND MINERALS

Dig in to unearth the secrets of our planet's gems, minerals, rocks, earthquakes, and volcanoes. Examine meteorites that hold the mysteries of the formation of our solar system. You will have private access to view the Hope Diamond.



SPONSORS

TUESDAY WELCOME RECEPTION

FINNEGAN

WEDNESDAY DINNER RECEPTION

StoneTurn

TUESDAY NETWORKING LUNCH

BakerHostetler

BK BROOKS
KUSHMAN
INTELLECTUAL PROPERTY AND
TECHNOLOGY LAW

PC
HK

SHOOK
HARDY & BACON

WEDNESDAY NETWORKING LUNCHEON

SLW **SCHWEGMAN**
LUNDBERG • WOESSNER

WEDNESDAY BREAKFAST & BREAKS

Leydig

THURSDAY NETWORKING LUNCHEON

BASS
BERRY+
SIMS

THURSDAY BREAKFAST & BREAKS

Akin Gump
STRAUSS HAUER & FELD LLP

MEETING POCKET PROGRAM

CARPMAELS & RANSFORD
The European IP Firm

HOTEL ROOM KEY CARD

 中国国际贸易促进委员会专利商标事务所
CCPIT PATENT AND TRADEMARK LAW OFFICE

NOTEPADS

 上海专利商标事务所有限公司
SHANGHAI PATENT & TRADEMARK LAW OFFICE, LLC

SIGNAGE


Kramer Levin

FUN RUN & WALK

 **BANNER**
WITCOFF

CHARGING DEVICES

VENABLE LLP
McDermott
Will & Emery

MEDIA SPONSORS

Trademark
Patent Lawyer
Copyright

global IP
Matrix

iam

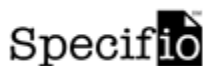
IPPro

 **LEADERS LEAGUE**

 **wipr**
WORLD INTELLECTUAL
PROPERTY REVIEW



EXHIBITORS





VENUE

MARRIOTT MARQUIS

Located in the city center district of Washington, DC, the Marriott Marquis is connected to the Walter E. Washington Convention Center. Museums, theaters, dining, shopping, and entertainment are steps from the hotel and the National Mall and Smithsonian Museums are less than a mile away.

ROOM BLOCK

IPO has reserved a block of rooms at the Marriott Marquis Washington DC, where the conference is taking place. In order to receive the IPO group rate of **\$349/night** plus taxes, reservations must be made directly with the hotel by **Friday, August 30, 2019**, or until the room block is sold out, whichever comes first. Reference the "2019 IPO Annual Meeting" when making your reservation.

CONFERENCE LOCATION

901 Massachusetts Avenue, NW
Washington, DC 20001

ACCESSIBILITY

The hotel is accessible by metro (Green, Yellow, and Red lines). Valet parking is available.

RESERVATIONS

[Reserve online](#)

Central Reservation: + 1 (800) 228-9290 or + 1 (415) 896-1600

WHAT'S NEARBY?

CITY CENTER DC

High-end shopping and restaurants

SMITHSONIAN INSTITUTION

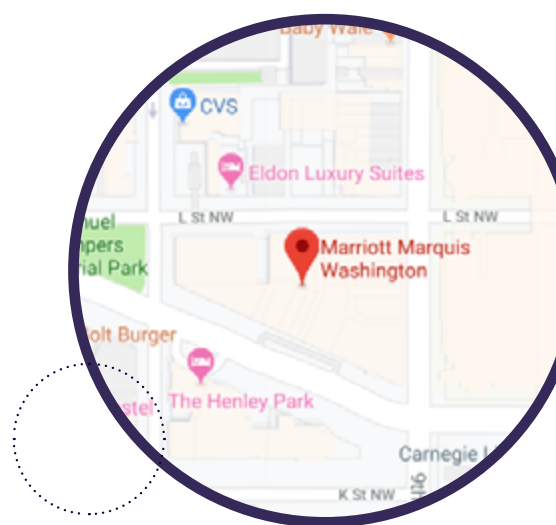
Consists of 17 museums, galleries, and a zoo

MONUMENTS AND MEMORIALS

The Jefferson Memorial, the Lincoln Memorial, the Washington Monument, and more

PERFORMING ARTS AND THEATER

The John. F. Kennedy Center for Performing Arts, Ford's Theater, National Theater, Warner Theater, and more





GENERAL INFORMATION

FOUR EASY WAYS TO REGISTER

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

ONLINE: ipo.org/AM2019

FAX: +1 202-507-4501

E-MAIL: 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 e-mail 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 ipo.org/AM2019.

REGISTRATION FEES

In U.S. Dollars Per person

IPO Member	\$995
Non-Member	\$1,795
Government Employees & Academics	\$500
Students	Contact IPO for student rates

REGISTRATION FEE INCLUDES: Welcome Reception on Tuesday, Special Event at National Museum of Natural History on Wednesday, breakfast and coffee breaks on Wednesday and Thursday, and access to conference materials via the IPO Annual Meeting mobile app.

EARLY REGISTRATION DISCOUNT: Meeting registrations received or postmarked by **July 31, 2019**, 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.

WEDNESDAY & THURSDAY NETWORKING LUNCHEONS: In order to attend the optional luncheons on Wednesday or Thursday, **separate tickets must be purchased for \$50 USD** per person, per day. Advance registration is required. Space is limited.

NETWORKING LUNCH & FIRESIDE CHAT ON TUESDAY: Attendees may sign up to attend the lunch organized by IPO's Women in IP Committee – FREE! Advance registration is required. Space is limited.

IPO FUN RUN/WALK ON WEDNESDAY: 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 Tuesday Welcome Reception, continental breakfast on Wednesday and Thursday, and the Wednesday Special Event at the National Museum of Natural History. Guest pass does not include access to educational sessions.

SCHOLARSHIPS: IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics, and other attendees during the 2019 IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. To learn more contact meetings@ipo.org.



IPO MEETING POLICIES AND CLE INFORMATION

Attendee List Policy

Registration constitutes agreement by registrant for IPO to list registrants name, organization, and location on the attendee list (paper and electronic). Anyone who registers after **Friday, August 30 2019**, will be listed on the Final Attendee List, which will be available on the mobile app after the meeting.

Consent to Use Photographic Images Policy

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.

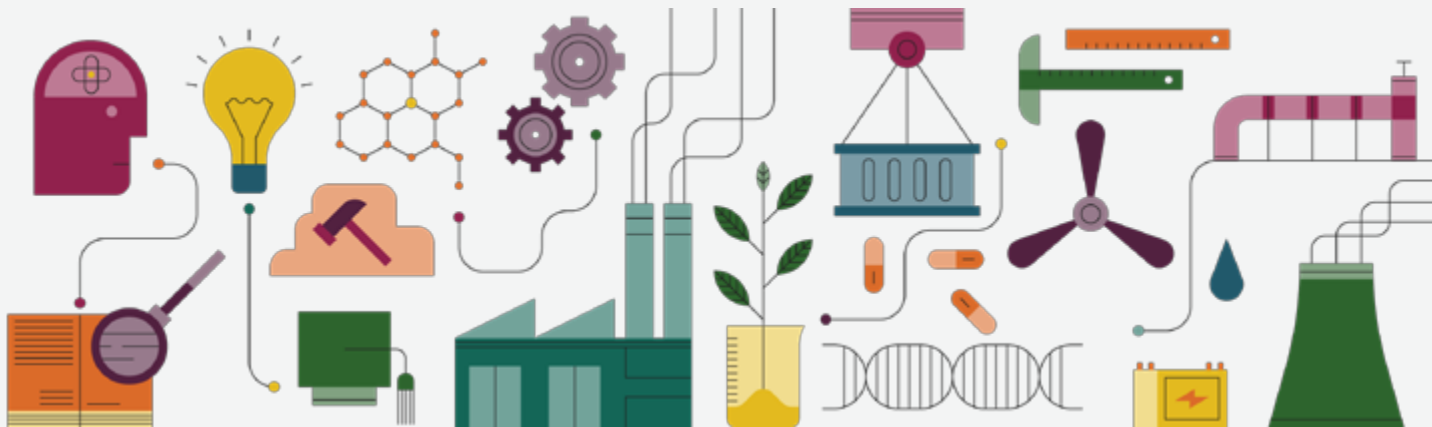
Cancellation Policy

Cancellations received by **Friday, August 30, 2019**, will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after **August 31, 2019**. These deadlines for cancellation apply to all registrants. Course materials via the mobile app will be available to those unable to attend who cancel on or after August 31. **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 are the exclusive responsibility of conference attendees.

CLE Credit

Continuing Legal Education (CLE) credit is being requested in every state in which attendees are licensed to practice that has a mandatory CLE requirement. The number of credit hours will vary depending on the requirements of the individual state. IPO's Hardship Policy is available upon request. IPO expects that most states will award 10 – 14 CLE hours, including 1 – 2 hours of ethics.



Finnegan welcomes IPO members to Washington, D.C. Please join us at the IPO Annual Meeting Welcome Reception.

Finnegan practices patent, trademark, copyright, and trade secret law and related litigation, licensing, international trade, portfolio management, Internet, government contract, antitrust, and unfair competition law.

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LLP

WWW.FINNEGAN.COM

**When you need IP
experts who serve as
trusted advisers and
collaborate with your
legal team...**

StoneTurn



Turn to us •

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.

Chris Anderson

+1 832 521 8801
canderson@stoneturn.com

Kristofer Buchan

+1 713 547 4053
kbuchan@stoneturn.com

Christopher Martinez

+1 512 469 5577
cmartinez@stoneturn.com

Alan Ratliff

+1 713 547 4047
aratliff@stoneturn.com

Ambreen Salters

+1 713 547 4044
asalters@stoneturn.com

Neil Zoltowski

+1 415 848 7603
nzoltowski@stoneturn.com



ANNUAL MEETING REGISTRATION FORM

PLEASE REGISTER EARLY; SPACE IS LIMITED.

Complete the form below and submit via e-mail, mail, or register online at ipo.org/AM2019.

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

List each state(s) you're requesting CLE credit for: _____

List 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 Tuesday Welcome Reception, Wednesday Special Event at the Smithsonian National Museum of Natural History, breakfasts on Wednesday and Thursday, and meeting materials. Fee does not include Networking Luncheons or Guest Passes.

APPLICABLE RATE:

		Per person
IPO Member	\$995	\$ _____
Non-Member	\$1,795	\$ _____
Government Employees & Academics	\$500	\$ _____
Early Registration Discount* (ends July 31, 2019)	Deduct \$100 Per person	\$ _____
<i>To receive the discount, submit registration and payment postmarked on or before July 31, 2019.</i>		

2. Optional Networking Luncheons

		Per person
Wednesday	\$50	\$ _____
Thursday	\$50	\$ _____

3. Guest(s) of the Annual Meeting Registrant

		Per person
2019 Annual Meeting Social Events Guest Pass	\$175	\$ _____

Fee includes the Tuesday Welcome Reception, Continental Breakfast on Wednesday and Thursday, and Wednesday Special Event at the Smithsonian National Museum of Natural History.

Guest Name(s): _____

4. I have read and agree to IPO's Meeting Policies.



REGISTRATION FORM CONTINUED

ANNUAL MEETING REGISTRANTS:

1. Please check below if you plan to attend the following functions:
(included in your registration fee; for planning purposes only):
Tuesday – Networking Lunch organized by IPO's Women in IP Committee
Tuesday – Welcome Reception
Wednesday – Fun Run/Walk (Select one):
5K Run 3K Walk
Wednesday – Dinner Reception at the Smithsonian National Museum of Natural History
2. General CLE Sessions (Select one):
WEDNESDAY
Patents (Select one per time slot)
10:45AM Section 101 High-Quality Patent Application
4:45PM PTAB Trade Secrets
Trademark/Copyright/Industrial Designs
THURSDAY (Select one)
Patent Trademark/Copyright Industrial Designs
3. Wednesday Committee CLE Sessions 1:15PM (Select one):
1A. Parallel Proceedings 1C. 5G – Licensing and Standards
1B. Double Patenting 1D. Trademark Issues in Pop Culture
4. Wednesday Committee CLE Sessions 3:00PM (Select one):
2A. On-Sale Bar 2C. IP Protection for Data
2B. Medical Cannabis 2D. EU Copyright Directive

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 ipo.org or call +1 202-507-4500