



## PROGRAM

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### Wednesday, March 4, 2020

<u>TIME</u>	<u>FUNCTION</u>
5:30 p.m. 7:30 p.m.	<b>Networking Reception for In-House Counsel</b> <i>Sponsored by Schwegman Lundberg &amp; Woessner, P.A.</i>

### Thursday, March 5, 2020

<u>TIME</u>	<u>FUNCTION</u>
8:00 a.m. 9:00 a.m.	<b>Registration and Continental Breakfast</b> <i>Sponsored by BlueFoot</i>
9:00 a.m. 9:15 a.m.	<b>Welcome Remarks</b>  <i>Speaker: Daniel Staudt, Siemens Corp., Orlando, FL</i>
9:15 a.m. 10:15 a.m.	<b>General Session: A Practical Guide to Diversity &amp; Inclusion in the Legal Profession</b> <i>Organized by IPO's Diversity &amp; Inclusion Committee</i> This session will focus on practical tips to improve diversity & inclusion in legal departments at companies and law firms. Learn best practices for addressing implicit bias, the myth of meritocracy, vague feedback, opportunity gaps, conscious discrimination/bias, and institutional barriers.  <i>Moderator: Rachael Rodman, Ulmer &amp; Berne, LLP, Cleveland, OH</i>  <i>Speakers:</i> <b>Scott Barker</b> , <i>Micron Technology, Inc., Boise, ID</i> <b>Shruti Costales</b> , <i>HP Inc., Washington, DC</i> <b>Karen Cochran</b> , <i>Shell Oil Company, Houston, TX</i>
10:15 a.m. 11:00 a.m.	<b>Coffee Break</b> <i>Sponsored by BlueFoot</i>
11:00 a.m. 12:00 p.m.	<b>Concurrent Sessions: Improving Communication Skills</b>  <b>In-house Counsel Session: Improving Communications Cross-Functionally</b> IP professionals interact with practically every other department in the business, including the general legal department, research and development teams, and business affiliates. Learn how to effectively communicate cross-functionally from presenters who will share what has worked for them and what hasn't.  <i>Moderator: Daniel Enebo, Cargill Incorporated,</i>  <i>Speakers:</i> <b>Luiz Miguel Camargo</b> , <i>Director of External Innovation UCB Biopharma SPRL, Bedford, MA</i> <b>Daphne Derouane</b> , <i>UCB Biopharma SPRL, Brussels, Belgium</i> <b>Ann Fairchild</b> , <i>General Counsel, Siemens Corp., Washington, DC</i> <b>Kirby Lee</b> , <i>NALCO Water, An Ecolab Company, Naperville, IL</i>

### **Outside Counsel Session: Improving Communications Between In-house and Outside Counsel**

In-house counsel will provide outside counsel with practical advice for improving relationships with their clients. Learn how to improve communications between outside counsel and in-house business and research and development teams. Get tips on how best to engage with new clients on a wide range of issues such as billing and navigating conflicts.

Moderator: **Robert Trainor**, *Covington & Burling LLP, New York, NY*

Speakers:

**Samantha Garner**, *SAIC, Reston, VA*

**Cindy Huang**, *American Express Company, New York, NY*

**Sapna Mehtani**, *Thermo Fisher Scientific, Cambridge, MA*

12:00 p.m.

### **Networking Lunch & Keynote Speaker**

1:30 p.m.

*Sponsored by Akin Gump Strauss Hauer & Feld LLP*

Speaker: **Senator Chris Coons (D-Del.)**, *Ranking Member of the Senate Judiciary Committee's Subcommittee on Intellectual Property, Wilmington, DE*

Senator Coons was elected to the United States Senate in 2010. He sits on the Appropriations, Judiciary, Foreign Relations, Small Business and Entrepreneurship, and Ethics Committees. Before entering government, he was an attorney for W.L. Gore & Associates, an advanced materials manufacturer in Delaware, where he learned first-hand the importance of IP.

On the Senate Judiciary Committee, Senator Coons has worked to strengthen the U.S. patent system and establish safeguards for American innovation. This Congress, he introduced S. 2082, the Support Technology and Research for Our Nation's Growth and Economic Resilience Patents Act of 2019 (STRONGER Patents Act), and has worked with IP Subcommittee Chairman THOM TILLIS (R-N.C.) to consider the need for legislation to amend Patent Act section 101 concerning patent subject matter eligibility.

1:30 p.m.

### **Concurrent Sessions: Patents & Trademarks**

2:30 p.m.

#### **Patents: Improve Decision Making for Protecting and Exploiting Patents**

How do you make advice commercially relevant to a client or business partner? This session will provide insight through two scenarios. The first will focus on how to advise business partners on prosecuting patent applications, focusing on international decisions and fast-tracking applications; the second will focus on exploring post-grant options while considering exploitation of the patent.

Speakers:

**David Easwaran**, *Wells Fargo & Company, Charlotte, NC*

**Aamir Haq**, *Hewlett Packard Enterprise, Plano, TX*

**Kaveh Rashidi-Yazd**, *Siemens Energy, Inc., Atlanta, GA*

#### **Trademarks: Stay in the Know – Q&A with the U.S. Trademark Office**

Join this interactive session with representatives of the U.S. Trademark Office about recent developments in trademark law. Learn about the USPTO's new policy requirement relating to U.S. representation by foreign domiciled applicants and its effects, new fees to be rolled out in late summer, the mandatory electronic filing rule, efforts to deal with fake specimens and their outcomes, and the status of the Section 8 random audit program.

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

Speakers:

**David Gooder**, *Commissioner for Trademarks, U.S. Patent & Trademark Office, Alexandria VA*

**Meryl Hershkowitz**, *Deputy Commissioner for Trademarks, U.S. Patent & Trademark Office, Alexandria, VA*

2:30 p.m.  
3:00 p.m.

**Coffee Break**  
*Sponsored by BlueFoot*

3:00 p.m.  
4:00 p.m.

**General Session: Innovation Tank**  
Learn more about the latest innovations in the IP space in an engaging reality show style session. A panel of judges will ask presenters probing questions on technology implementation, usability, and visibility.

Presenters:  
**Esmaeil Khaksari**, *Innography, CPA Global North America, Austin, TX*  
**Shawn Lillemo**, *Harrity & Harrity, LLP, Fairfax, VA*  
**Charles Hill**, *TrademarkNow, New York, NY*

Judges:  
**Laura Caponi**, *Bristol-Myers Squibb Company, Princeton, NJ*  
**John Cheek**, *DRiV Incorporated, Southfield, MI*  
**Stephen MacKenzie**, *Koch Companies Public Sector, LLC, Wichita, KS*

4:00 p.m.  
4:30 p.m.

**Coffee Break**  
*Sponsored by BlueFoot*

4:30 p.m.  
5:30 p.m.

**Ethics in Contract Negotiations**  
This session will focus on practicing and fostering ethical negotiations with other parties, whether or not those participating in the negotiations are attorneys. Through various hypotheticals and real-life situations, speakers will look at how ethical behavior can lead to better, more productive outcomes and avoid higher costs down the road. Panelists will also explore ethical aspects of negotiations and transactional practice and how to create and foster more ethical negotiations in various scenarios.

Moderator: **Tanuja Garde**, *Raytheon Co. Waltham, MA*

Speakers:  
**Jennifer Carnahan**, *Dow Chemical Co., Lake Jackson, TX*  
**Adrian Cyhan**, *Dinsmore & Shohl LLP, San Diego, CA*  
**B. Jaysen Rajkomar**, *Toyota Research Institute, Cambridge, MA*

5:30 p.m.  
7:30 p.m.

**Closing Reception**