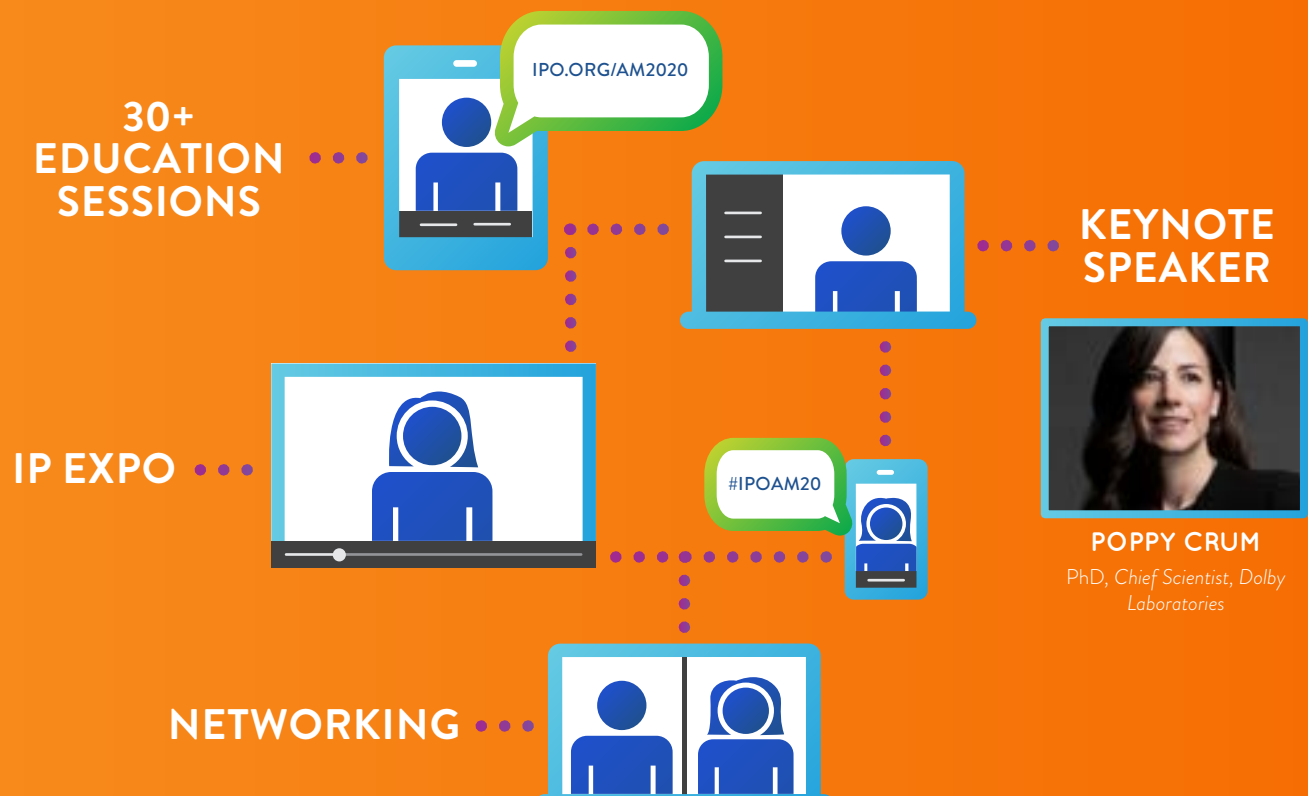


IPO VIRTUAL ANNUAL MEETING

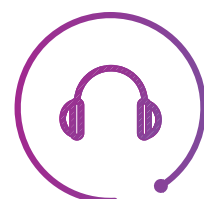
SEPT. 21-24, 2020



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We are looking forward to bringing our members together in a new and innovative way this year for the 2020 Virtual Annual Meeting on a secure and engaging virtual platform.

The IPO Annual Meeting offers a mix of educational programs featuring leaders in the IP industry, committee meetings, networking opportunities, exhibits, and more. This must-attend event brings together IP professionals from around the world to discuss strategies, trends, and best practices. More than 30 education sessions will be offered on patents, trademarks, copyrights, industrial designs, and – new this year – operations. In addition to the sessions planned by IPO’s Program Committee, several sessions are being organized by IPO’s Standing IP Committees. Organizing committees are noted in the session descriptions.

All sessions will be available on-demand for attendees to view anytime, anywhere. In the session descriptions that begin on page 8, IPO indicates which sessions will be live and on-demand as well as just on-demand. Dates and times for the live sessions will be announced in the coming weeks.

In addition to excellent educational sessions, IPO’s annual meeting is also known for its networking opportunities. We have designed the program with this in mind. Attendees will have the ability to reconnect with friends and build new connections through one of our many networking opportunities:

- Themed Breaks and Gatherings
- Workshops hosted by IPO Committees
- Networking Receptions
- Women in IP Presentation and Networking
- Virtual Fitness
- Virtual IP Expo Hall

PROGRAM COMMITTEE

LEADERSHIP:

CHAIR:
Steve Caltrider, *Eli Lilly and Co.*

VICE CHAIR FOR PATENTS:
Scott Barker, *Micron Technology, Inc.*

VICE CHAIR FOR TRADEMARKS:
Colette Durst, *3M Innovative Properties Co.*

OFFICER IN CHARGE:
Karen Cochran, *Shell Oil Company*

MEMBERS:

Jacqueline M. Allshouse-Hutchens, *Procter & Gamble Co.*
Nick Aries, *Bird & Bird LLP*
Laura Caponi, *Bristol-Myers Squibb Company*
Alex Christian, *General Mills, Inc.*
Shruti Costales, *HP Inc.*
Adrian Cyhan, *Dinsmore & Shohl LLP*
Liam Evans, *Cantor Colburn LLP*
Jenny Greisman, *IBM Corp.*
James Hallenbeck, *Schwegman Lundberg & Woessner, P.A.*
Lisa Jakob, *Merck & Co Inc.*
Joshua Jarvis, *Foley Hoag LLP*
Michael Kahn, *Akin Gump Strauss Hauer & Feld LLP*
Elizabeth Lester, *Equifax Inc.*
Roland McAndrews, *Bookoff McAndrews PLLC*
Scott Pojunas, *Google Inc.*
Valerie Verret, *Exxon Mobil Corp.*

BUSINESS AND PROFESSIONAL DIVISION

Corporate IP Management & Operations
Diversity & Inclusion
Next Generation Leaders
Women in IP Law

COPYRIGHT DIVISION

Copyright & Anti-Piracy
Open Source

INTERNATIONAL IP LAW & PRACTICE DIVISION

Artificial Intelligence & Other Emerging Technologies
Asian Practice
Canadian Practice
European Practice
International Patent Law & Trade
International Trademark Law & Practice
Latin American Practice
Standards Setting
Trade Secrets

LITIGATION AND DISPUTE RESOLUTION DIVISION

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

PATENT DIVISION

Industrial Designs
Patent Licensing
Patent Search
Pharmaceutical & Biotechnology Issues
Software Related Inventions
U.S. Patent Law
U.S. Patent Office Practice
U.S. Post-Grant Patent Office Practice

TRADEMARK DIVISION

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

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 or to join a committee, visit ipo.org/committees.

COMMITTEE BUSINESS MEETINGS

Many of IPO's Standing IP Committees will hold Business Meetings on Wednesday, September 16, preceding the Virtual Annual Meeting. Refer to ipo.org/AM2020 for a list of committees hosting meetings. All registered attendees are welcome to attend these meetings.

> SEE THE NEXT PAGE FOR COMMITTEE MEETING TIMES

Many of IPO's Standing IP Committees will hold Business Meetings preceding the Virtual Annual Meeting on Wednesday, September 16.

Refer to ipo.org/AM2020 for the most up-to-date list of committees hosting meetings. Meetings are open to registered attendees of the annual meeting. You do not have to be a member of the committee to attend.

WEDNESDAY, SEPTEMBER 16

10:00AM-11:00AM ET

- AI & Other Emerging Technologies
- Asian Practice
- International Patent Law & Trade

12:00PM-1:00PM ET

- Corporate IP Management & Operations
- European Practice
- U.S. Post Grant Patent Office Practice
- Women in IP Law

2:00PM-3:00PM ET

- Diversity & Inclusion
- Next Generation Leaders
- Patent Licensing
- Pharmaceutical & Biotechnology Issues
- Software Related Inventions
- Trade Secrets
- U.S. Patent Law







4:00PM-5:00PM ET

- Anti-Counterfeiting
- Canadian Practice
- Copyright & Anti-Piracy
- Industrial Designs
- International Trademark Law & Practice
- U.S. International Trade Commission
- U.S. Patent Office Practice
- U.S. Trademark Law



PROGRAM AT-A-GLANCE

Specific dates/times for sessions will be announced soon. All sessions will be available on-demand in addition to those that will be offered live.

ET	MONDAY, SEPTEMBER 21	TUESDAY, SEPTEMBER 22	
8:00 AM	VISIT THE IP EXPO & VIEW ON-DEMAND SESSIONS	INTERNATIONAL NETWORKING:  Coffee, tea and cocktails 	
8:30 AM		VISIT THE IP EXPO & VIEW ON-DEMAND SESSIONS	
9:00 AM			
9:30 AM			
10:00 AM			
10:30 AM	GENERAL SESSION: How to Navigate the Virtual Platform	CONCURRENT SESSIONS: Patents · Trademarks/Copyrights Industrial Designs · Operations	
11:00 AM	GENERAL SESSION: Welcome & Keynote Address		
11:30 AM			
12:00 PM	 NETWORKING COFFEE BREAK	 NETWORKING COFFEE BREAK	
12:30 PM	CONCURRENT SESSIONS: Patents · Trademarks/Copyrights Industrial Designs · Operations	INTERACTIVE WORKSHOP: Lessons in Leadership	GENERAL SESSION
1:00 PM			
1:30 PM	 NETWORKING COFFEE BREAK	 NETWORKING COFFEE BREAK	
2:00 PM	GENERAL SESSION	GENERAL SESSION	
2:30 PM			
3:00 PM	VISIT THE IP EXPO & VIEW ON-DEMAND SESSIONS	VISIT THE IP EXPO & VIEW ON-DEMAND SESSIONS	
3:30 PM			
4:00 PM			
4:30 PM			
5:00 PM	WELCOME RECEPTION Sponsored by: Schwegman Lundberg & Woessner P.A.		
5:30 PM			
6:00 PM			

ET	WEDNESDAY, SEPTEMBER 23	THURSDAY, SEPTEMBER 24
8:00 AM	VISIT THE IP EXPO & VIEW ON-DEMAND SESSIONS	VISIT THE IP EXPO & VIEW ON-DEMAND SESSIONS
8:30 AM		
9:00 AM		
9:30 AM		
10:00 AM		
10:30 AM	INTERACTIVE WORKSHOPS: Effective Communication Between In-house and Outside Counsel · How to be a Better Ally for D&I	CONCURRENT SESSIONS: Patents · Trademarks/Copyrights · Operations
11:00 AM		
11:30 AM	☕ NETWORKING COFFEE BREAK	☕ NETWORKING COFFEE BREAK
12:00 PM	WOMEN IN IP PRESENTATION AND NETWORKING	CHIEF IP COUNSEL NETWORKING (by invitation only)
12:30 PM		
1:00 PM	ETHICS SESSION: Ethical and Management Challenges of a Distributed Workforce	CONCURRENT SESSIONS: Patents · Trademarks/Copyrights
1:30 PM		
2:00 PM	☕ NETWORKING COFFEE BREAK	☕ NETWORKING COFFEE BREAK
2:30 PM	CONCURRENT SESSIONS: Patents · Trademarks/Copyrights Industrial Designs · Operations	CONCURRENT SESSIONS: Patents · Trademarks/Copyrights
3:00 PM		
3:30 PM	VISIT THE IP EXPO & VIEW ON-DEMAND SESSIONS	GENERAL SESSION: Closing & Keynote Address
4:00 PM		
4:30 PM		
5:00 PM		
5:30 PM		
6:00 PM	CLOSING RECEPTION Sponsored by: CCPIT Patent & Trademark Law Office	



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HOW TO DEVELOP AND IMPLEMENT A CRISIS-RESISTANT IP STRATEGY

AVAILABLE LIVE AND ON-DEMAND

This session will address the impacts of a crisis on all facets of IP management. Speakers will discuss how to design and organize an IP portfolio to have built-in priority and value rankings to ensure that the highest value assets do not go unattended during a crisis; how to ensure that client services, teamwork, and collaboration do not change; and whether to and how to modulate strategy, approach, and expenses during active litigation when a crisis hits.

MODERATOR:

Michael Kahn, *Akin Gump Strauss Hauer & Feld LLP*

SPEAKERS:

Krish Gupta, *Dell Technologies*

Matthew Jorgenson, *Boston Scientific Corp.*

Cynthia Vreeland, *Wilmer Cutler Pickering Hale and Dorr, LLP*

THE INTERSECTION BETWEEN INTELLECTUAL PROPERTY AND COMMERCIAL DEALS

AVAILABLE ON-DEMAND

This session will provide practical tips on IP considerations to analyze and implement in various commercial deals. Speakers will discuss what the main IP considerations are, how different departments interact on commercial deals that could affect IP matters, and share best practices.

MODERATOR:

David Kappos, *Cravath, Swaine & Moore LLP*

SPEAKERS:

Christina Huang, *Faegre Drinker Biddle & Reath LLP*

Elisabeth Jozwiak, *Dow Chemical Co.*

SPEAKING TO THE C-SUITE, CHIEF IP COUNSEL IN A BOX, AND THE CORPORATE IP MANAGEMENT SURVEY RESULTS

AVAILABLE LIVE AND ON-DEMAND

The goal of any Chief IP Counsel is to procure and leverage protection for commercial innovation while also effectively operating as a fiduciary for the company as a whole. There are several skills that must be mastered in order to excel in advising the C-Suite or operating within it. This session will cover practical tips, best practices, and benchmarking information useful to Chief IP Counsel.

ORGANIZING COMMITTEE(S):

Corporate IP Management & Operations

MODERATOR:

Arvie J Anderson, *Eli Lilly and Co.*

SPEAKERS:

Laura Caponi, *Bristol-Myers Squibb Company*

Brian Dorini, *InterDigital Holdings, Inc.*

Daniel Enebo, *Cargill Incorporated*

Richard Lucas, *WKC Global Ltd.*

ETHICS

ETHICAL AND MANAGEMENT CHALLENGES OF A DISTRIBUTED WORKFORCE

AVAILABLE LIVE AND ON-DEMAND

This session will address ethical and management challenges of a distributed workforce, including data security; ethical issues associated with working from home; new legal issues that attorneys are having to address and may not be well versed in; and rule-making developments related to CLE/bar dues requirements.

SPEAKERS:

Will Covey, *US Patent & Trademark Office*

Prof. David Hricik, *Mercer University School of Law*

Phyllis Turner-Brim, *Starbucks Coffee Company*

KEYNOTE SPEAKER

POPPY CRUM, PHD NEUROSCIENTIST AND TECHNOLOGIST

Poppy Crum is the Chief Scientist at Dolby Laboratories and an Adjunct Professor at Stanford University. At Dolby, she is responsible for integrating neuroscience and sensory data science into algorithm design, technological development, and technology strategy. At Stanford, her work focuses on the impact and feedback potential of immersive environments, such as augmented and virtual reality, on neuroplasticity and learning. She is on a mission to build technologies that best leverage human physiology to enhance our experiences and how we interact with the world.



LESSONS IN LEADERSHIP FROM CHIEF IP COUNSEL

AVAILABLE LIVE AND ON-DEMAND

Tuesday, September 22 | 12:30pm-1:30pm ET

Leaders will provide practical tips from their experience, particularly focusing on what leadership is, how to achieve leadership success, what does success look like, different types of leaders and leadership styles including leading up and down, how to create and effectively lead a diverse team, productivity and time management tips as an IP Leader, how to recognize next generation leaders, how to budget and manage costs, and more.

ORGANIZING COMMITTEE(S):

Next Generation Leaders and Women in IP Law

MODERATOR:

Kristen Donaldson, *The Donaldson Law Group*

SPEAKERS:

Laurie Hill, *Genentech, Inc.*

Judy Yee, *Microsoft Corp.*

EFFECTIVE COMMUNICATION BETWEEN IN-HOUSE AND OUTSIDE COUNSEL – TEAMING FOR SUCCESS

AVAILABLE LIVE AND ON-DEMAND

Wednesday, September 23 | 10:30am-11:30am ET

This session will explore the myriad challenges that attorneys face in our industry when dealing with complex legal and technical subject matter, as told from the perspectives of in-house lawyers, outside counsel, and neutral adjudicators. The panel will discuss practical methods that work and lessons learned from those that don't, including commentary on adapting to today's legal work environments.

ORGANIZING COMMITTEE(S):

Patent Litigation and Corporate IP Management & Operations

HOW TO BE A BETTER ALLY FOR DIVERSITY & INCLUSION

AVAILABLE LIVE AND ON-DEMAND

Wednesday, September 23 | 10:30am-11:30am ET

In this workshop, the speakers will discuss how every individual in the legal profession can be an ally and actively support D&I. This workshop will focus on providing practical tips on how to actively support D&I efforts within law firms and corporate legal departments regardless of your gender or race and will include discussion of how to utilize IPO's *Practical Guide to Diversity & Inclusion in the Legal Profession* to maximize those efforts.

ORGANIZING COMMITTEE(S):

Diversity & Inclusion

SPEAKERS:

Carlyn Burton, *Osha Liang, LLP*

Karen Cochran, *Shell Oil Company*

Shruti Costales, *HP Inc.*

Rachael Rodman, *Ulmer & Berne, LLP*

RECENT U.S. PATENT CASE LAW UPDATE

AVAILABLE LIVE AND ON-DEMAND

Over the past year, the U.S. Supreme Court, the U.S. Court of Appeals for the Federal Circuit, and the Patent Trial and Appeal Board (PTAB) have authored a number of opinions affecting various aspects of patent law. Speakers will provide key takeaways from these important decisions and comment on patent cases to watch.

SPEAKERS:

Paul Berghoff, *McDonnell Boehnen Hulbert & Berghoff LLP*

Prof. Dennis Crouch, *University of Missouri School of Law*

Lauren Degnan, *Fish & Richardson, PC*

LEGAL ISSUES ASSOCIATED WITH SHARING IP

AVAILABLE LIVE AND ON-DEMAND

This session will provide an overview of existing "open" IP license models (Open Source, SEPs, Global Compulsory Licensing Requirements, etc.) including the impact of sharing on ownership and enforcement. Speakers will address the impacts of COVID-19 on sharing IP including the COVID-19 IP Pledge, other public health considerations on IP ownership and enforcement, and what happens when the crisis is over.

SPEAKERS:

Jorge Contreras, *University of Utah School of Law*

Heather Meeker, *O'Melveny & Myers LLP*

Marjan Noor, *Allen & Overy, LLP*

Manny Schecter, *IBM Corp.*

PATENT LITIGATION & TRANSACTIONS: IMPACT OF A POTENTIAL GLOBAL RECESSION

AVAILABLE LIVE AND ON-DEMAND

As the world navigates this unprecedented pandemic, many economists are predicting a global recession that could last for years. Panelists will discuss the impact of the pandemic on patent litigation, licensing, and sales, including historical data, current trends, and predictions for the years ahead. Panelists will also recommend strategies for proactively navigating any anticipated changes.

SPEAKERS:

Russell Binns, *Allied Security Trust*

Eldora Ellison, *Sterne, Kessler, Goldstein & Fox, PLLC*

Deanna Kwong, *Hewlett Packard Enterprise*

Buckmaster de Wolf, *General Electric Co.*

PRACTICAL TIPS FOR MANAGING A PATENT PORTFOLIO

AVAILABLE LIVE AND ON-DEMAND

This session will provide practical tips and best practices for managing a growing patent portfolio. Panelists will share recommendations for prosecuting patent family members across multiple jurisdictions, first and foreign filing decisions/strategy, after final practice, and how to best use software tools to help manage your patent portfolio.

MODERATOR:

Roland McAndrews, *Bookoff McAndrews PLLC*

SPEAKERS:

Karen Cochran, *Shell Oil Company*

Elizabeth Lester, *Equifax Inc.*

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

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INTERESTS AND ACTIVITY OF THE SOVEREIGN VIS-À-VIS PRIVATE INTELLECTUAL PROPERTY RIGHTS

AVAILABLE LIVE AND ON-DEMAND

This panel will explore changes in the foundations and implementation of governmental authority over the granting and utilization of privately held IPRs, and will look at impacts on innovation and technological development in health-related areas. Particular topics include Section 101 and government rights and immunities under Section 1498(a), the Defense Production Act, and the PREP Act. The discussion will also touch on the evolution of the technology transfer in the 40 years since passage of the Bayh-Dole and Stevenson-Wydler Acts, and a peek into their continuing influence into the future.

MODERATOR:

Nicole Nan, *Dinsmore & Shohl LLP*

SPEAKERS:

Tonya Combs, *Eli Lilly and Co.*
David Rikkers, *Raytheon Technologies*
Matthew Rizzolo, *Ropes & Gray LLP*

PTAB TRIALS AND APPEALS

AVAILABLE LIVE AND ON-DEMAND

This session will provide an overview of recent PTAB case law, as well as what in-house counsel need to know about ex parte appeals to the PTAB, and litigation in a world of social distancing.

MODERATOR:

James Smith, *Ecolab Inc.*

SPEAKERS:

Todd Baker, *Oblon*
Hon. Jacqueline Bonilla, *Patent Trial and Appeals Board, U.S. Patent & Trademark Office*
Eric Cohen, *Rimon*

ELECTRONIC AND DIGITAL SIGNATURES: OBTAINING SIGNATURES WITH ATTORNEYS AND INVENTORS WORKING FROM HOME

AVAILABLE LIVE AND ON-DEMAND

The current “work from home” situation has made getting “wet” signatures from inventors and attorneys a challenge for both corporations and law firms. This session will address the advantages and disadvantages of electronic signatures worldwide, for both patent office forms and formal documents (e.g., assignments and declarations). Experiences working with electronic signature solutions will also be discussed.

SPEAKERS:

Doug Luftman, *DocuSign, Inc.*
Andre Marais, *Schwegman Lundberg & Woessner, P.A.*
Philip Soo, *3M Innovative Properties Co.*
Prof. Marketa Trimble, *University of Las Vegas, William S. Boyd School of Law*

IP POLICY CONSIDERATIONS AND STRATEGIES FOR PROTECTING AI

AVAILABLE ON-DEMAND

Artificial intelligence (AI) continues to present new challenges and opportunities in IP. The panel will focus on timely topics surrounding AI, including different types of IP protection available, inventorship/authorship issues, and strategies for patenting AI in the U.S. and Europe.

ORGANIZING COMMITTEE(S):

European Practice, *AI & Other Emerging Technologies, and Software Related Inventions*

MODERATOR:

Andrea Evensen, *Siemens Corp.*

SPEAKERS:

Adeline-Fleur Fleming, *MasterCard International Incorporated*
Jonathan Osha, *Osha Liang, LLP*
Ryan Phelan, *Marshall, Gerstein & Borun LLP*
Scott Pojunas, *Google Inc.*

EVOLVING MONETARY REMEDIES IN TRADE SECRETS DISPUTES

AVAILABLE ON-DEMAND

At the same time that trade secret litigation is on the rise, there has been a shift from focusing on injunctions as the principal remedy towards seeking monetary awards. But while monetary awards in trade secret cases are increasing in number and in amount, reversals and remands of trade secrets awards persist as the law governing monetary trade secret remedies continues to evolve. This session will focus on the challenges associated with proving damages resulting from trade secret misappropriation and developing a shared vocabulary and useful approaches for valuing the impact of misappropriation.

ORGANIZING COMMITTEE(S):

Damages & Injunctions and Trade Secrets

MODERATOR:

Kenneth Corsello, *IBM Corp.*

SPEAKERS:

Victoria Cundiff, *Paul Hastings LLP*
Alan Ratliff, *StoneTurn*
John Williamson, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

IDENTIFYING AND AVOIDING OBSTACLES WHILE PREPARING SUPPLIER AGREEMENTS

AVAILABLE ON-DEMAND

In this presentation, the speakers will navigate the complex IP issues that arise during the negotiation, execution, and later litigation of supplier agreements. Each speaker will represent a different viewpoint of the agreement (i.e., buyer, seller, litigator) as the panel discusses several key aspects of supplier agreements.

ORGANIZING COMMITTEE(S):

Patent Licensing

MODERATOR:

Andrew Wojnicki, *IBM Corp.*

SPEAKERS:

Jennifer Carnahan, *Dow Chemical Co.*
Christopher Smith, *Brooks Kushman P.C.*
Maria Walsh, *Exxon Mobil Corp.*

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MULTI-NATIONAL INVENTORSHIP ISSUES

AVAILABLE ON-DEMAND

IP owners with inventors in various countries face a wide variety of inventor compensation issues and potentially conflicting First-to-File/Foreign Filing License issues. This panel will discuss inventor compensation, rewards, and remuneration in a number of jurisdictions.

ORGANIZING COMMITTEE(S):

International Patent Law & Trade

SPEAKERS:

Janet Cord, *Ladas & Parry LLP*

Aloys Hüttermann, *Michalski Hüttermann & Partner*

Ricardo Nunes, *Daniel Law*

Zach Zhao, *Dow Chemical Co.*

IP RIGHTS AND TECHNOLOGY TRANSFER REFORMS UNDER THE U.S.-CHINA ECONOMIC AND TRADE AGREEMENT (2020)

AVAILABLE ON-DEMAND

This panel will focus on the IP rights and technology transfer reforms under the U.S.-China Economic and Trade Agreement (“Phase One” Agreement), which has been among the most significant economic developments of the past few years. They will cover IP aspects, including trade secrets, trademarks & counterfeits, and patents (including pharmaceutical patents), along with policies and practices related to technology transfer, and selected general provisions of the Agreement.

ORGANIZING COMMITTEE(S):

Trade Secrets, *Asian Practice*, and *International Patent Law & Trade*

SPEAKERS:

Manisha Desai, *UCB Biopharma*

Yen Florczak, *3M Innovative Properties Co.*

John Thomas, *Medtronic, Inc.*

Vivian (Ya) Zhang, *Advance China IP Law Office*

PREPARING AND PROSECUTING PATENT APPLICATIONS TO WITHSTAND POST-GRANT ATTACK

AVAILABLE ON-DEMAND

This session will focus on whether and how applicants should structure and prosecute their patents to better withstand post-grant attack at the PTAB. The panel will discuss use of the patent specification—including the background, benefits of the invention, and working examples—during PTAB proceedings, and they will suggest strategies for patent filing, prosecution, follow-on applications, and portfolio management that patent owners can use for PTAB success.

ORGANIZING COMMITTEE(S):

U.S. Patent Office Practice and U.S. Post-Grant Patent Office Practice

SPEAKERS:

Courtenay Brinckerhoff, *Foley & Lardner LLP*

Commissioner Andrew Hirshfeld, *U.S. Patent & Trademark Office*

Jeffrey Totten, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

Todd Walters, *Buchanan Ingersoll & Rooney PC*

REPURPOSED MEDICINES: DISCOVERING AND REWARDING SECOND MEDICAL USES

AVAILABLE ON-DEMAND

Repurposing existing drugs is a critical contributor in tackling the many diseases, e.g., COVID-19, for which there is currently no satisfactory treatment. Speakers will review whether global patent laws and/or regulatory exclusivity provide the necessary incentive for a party to undertake the risky and expensive regulatory approval process.

ORGANIZING COMMITTEE(S):

Canadian Practice and Pharmaceutical & Biotechnology Issues

SPEAKERS:

Speakers to be announced

SMART BRAND STRATEGIES DURING A CRISIS

AVAILABLE LIVE AND ON-DEMAND

This session will address the impacts of a crisis on trademark and copyright departments. Speakers will share how to build goodwill around your brand during a crisis, how to repurpose and refocus marketing space and dollars, and even how to “unbrand” products being distributed to healthcare works. They will also discuss enforcement issues that arise during a crisis and how to collaborate with regulators. Finally, they will discuss the financial impacts of a crisis and offer solutions such as working with law firms on creative strategies (e.g., alternative billing, using alternative legal service providers, and monetizing trademarks through licensing).

SPEAKERS:

Jacqueline Allshouse-Hutchens, *Procter & Gamble Co.*

Colette Durst and Jennifer Ehrlich, *3M Innovative Properties Co.*

Additional speakers to be announced.

INFRINGEMENT OR FAIR USE?

AVAILABLE LIVE AND ON-DEMAND

This session will delve into the requirements for fair use under both trademark and copyright law and provide practical examples of what would and would not be considered fair use. The panelists will provide insight on how to deal with gifs, memes, and keyword-triggered ad placements, and discuss recent cases, including *Dr. Seuss v. ComicMix* and *Tiffany v. Costco*.

MODERATOR:

Valerie Verret, *Exxon Mobil Corp.*

SPEAKERS:

Imogen Fowler, *Hogan Lovells*

Sarah Lockner, *Ecolab*

Kimberly Maynard, *Frankfurt Kurnit Klein & Selz P.C.*

RECENT TRADEMARK AND COPYRIGHT CASE LAW

AVAILABLE LIVE AND ON-DEMAND

Over the past year, U.S. and international courts have authored a number of opinions affecting various aspects of trademark and copyright law, including the impacts of “defense preclusion” in trademark lawsuits, damages, and copyright infringement and protection. Speakers will provide key takeaways from these important decisions and comment on cases to watch. They will also address landmark international cases.

MODERATOR:

Jenny Greisman, *IBM Corp.*

SPEAKERS:

Lesley Boveri, *SAP SE*

Ellen Gevers, *Knijff Trademark Attorneys*

Heather Kliebenstein, *Merchant & Gould*

GLOBAL TRADEMARK CLEARANCE STRATEGIES: BEST PRACTICES AND CHALLENGES

AVAILABLE LIVE AND ON-DEMAND

This session will provide an overview of clearance strategies, including different clearances for different purposes, different levels of clearance, and using goal setting to develop rough budgets. Speakers will provide clearance basics such as preliminary versus comprehensive searches and special considerations for logo/design searching. They will also discuss scope and timing and how it can impact your budget. Finally, speakers will share common pitfalls and lessons learned during COVID-19.

SPEAKERS:

Alex Christian, *General Mills, Inc.*

Jake Feldman, *Johnson & Johnson*

Heather Heft, *Schoeman Updike Kaufman Gerber*

Joshua Jarvis, *Foley Hoag LLP*

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NUTS & BOLTS OF TRADEMARK LICENSING: HOW TO BRING VALUE TO YOUR CLIENTS

AVAILABLE LIVE AND ON-DEMAND

This session will provide an overview of types of trademark agreements and when it is appropriate to use them, including permission letters and long-form trademark agreements. Speakers will discuss essential provisions to look out for in trademark agreements, share drafting best practices including “must haves” and “watch outs,” and offer negotiation tips.

MODERATOR:

Christine Lebron-Dykeman, *McKee, Voorhees & Sease, PLC*

SPEAKERS:

Johanne Asselin, *Shell Oil Company*

Pamela Bebry, *Former VP & Associate General Counsel of Authentic Brands Group and Founder of Bebry Law*

Josh Burke, *General Mills, Inc.*

Steven Fefferman, *Viacom*

Serena Godwin, *Former VP Brand Management of Authentic Brands Group and Founder of Propeller Brands*

GLOBAL TRADEMARK ENFORCEMENT: BEST PRACTICES AND CHALLENGES

AVAILABLE LIVE AND ON-DEMAND

This session will address the enforcement lifecycle: setting strategy, including C&D letters; online enforcement, including marketplace take-downs, ISP blocking, domain names, etc.; litigation; and enforcing your brand in China. Speakers will provide tips and best practices for understanding enforcement options.

MODERATOR:

Nick Aries, *Bird & Bird LLP*

SPEAKERS:

Christina Alataris, *Western Digital*

Haiyan Ren, *Wanhuida Intellectual Property*

Gretchen Stroud, *Gilead Sciences, Inc.*

DEVELOPING AN ANTI-COUNTERFEITING PROGRAM: DEPLOYING TOOLS AND RELATIONSHIPS TO MAXIMIZE IMPACT

AVAILABLE ON-DEMAND

The market for counterfeit products has been growing and is likely to continue to grow into the future. Designing an effective program to combat trade in counterfeit products requires a multifaceted approach, including conventional legal methods, technology, and relationships both inside and outside the organization. Speakers will explore how to deploy these tools effectively in designing and executing a company-wide anti-counterfeiting program.

ORGANIZING COMMITTEE(S):

Anti-Counterfeiting Committee

MODERATOR:

Sanjiv Sarwate, *Dell Technologies*

SPEAKERS:

Shelby Bruce, *3M Innovative Properties Co.*

Ben Lifsey, *FBI*

Brian Looney, *INCOPRO*

Monica Talley, *Sterne, Kessler, Goldstein & Fox, PLLC*

IPO INTERMEDIARY COOPERATION, LIABILITY, AND SAFE HARBORS

AVAILABLE ON-DEMAND

This session will provide updates on U.S. legislative efforts to investigate Internet-based intermediaries and their role in the intellectual property system, particularly regarding the Digital Millennium Copyright Act and proposed anticounterfeiting legislation, as well as lessons that the U.S. can learn from the E.U.’s efforts. It will also provide a better understanding of the existing rules and cooperative arrangements that IP owners and intermediaries have developed, including the existing liability regimes and safe harbors for Internet-based intermediaries.

ORGANIZING COMMITTEE(S):

Copyright Law & Anti-Piracy, *Anti-Counterfeiting, and European Practice*

SPEAKERS:

Nick Aries, *Bird & Bird LLP*

Sanjiv Sarwate, *Dell Technologies*

Joshua Simmons, *Kirkland & Ellis, LLP*

BEST PRACTICES FOR DECLUTTERING THE U.S. TRADEMARK REGISTER

AVAILABLE ON-DEMAND

This session will address developments in U.S. trademark law, including the Trademark Modernization Act that seeks to streamline procedures for eliminating registrations for unused marks. The panel will discuss current tools available to brand owners as well as new U.S. Patent and Trademark Office initiatives aimed at ensuring the accuracy and integrity of the register, such as the rule requiring foreign-domiciled applicants and registrants to use a U.S.-licensed attorney, the new digital specimen Exam Guide, increased specimen refusals, increased audits of post-registration maintenance filings, and establishment of an email address via which third parties can report fake specimens of use.

ORGANIZING COMMITTEE(S):

U.S. Trademark Office Practice

MODERATOR:

Katie McKnight, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

SPEAKERS:

Lisa Ulrich, *IBM Corp.*

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MYTH VS. FACT: DESIGN RIGHTS CAN BE MISUNDERSTOOD. LEARN THE FACTS.

AVAILABLE LIVE AND ON-DEMAND

From understanding the wide applicability of design rights (Did you know you can get a design patent on a building? A computer icon? Paper towel embossed design?) to dispelling some pernicious misconceptions (a functional product *can be* protected by design rights), this session will provide the facts that attendees need to make more informed decisions about investing in and protecting their designs. Speakers will cover why we have design patents, clear up many misconceptions that exist surrounding design rights, and look at how design protection can fit into a holistic IP protection plan throughout a product's lifecycle.

ORGANIZING COMMITTEE:

Industrial Designs

SPEAKERS:

Alisa Abbott, *Banner & Witcoff, Ltd.*

Prof. Mark D. Janis, *Indiana University, Maurer School of Law*

Sandra Nowak, *3M Innovative Properties Co.*

YOUR PATENTED DESIGNS HAVE BEEN COPIED: NOW WHAT?

AVAILABLE LIVE AND ON-DEMAND

There are many considerations that come into play when assessing what actions should be taken in response to infringement. In this session, speakers will look at strategic procurement ideas, the infringement test, and the possibility of customs enforcement at the U.S. border. For example, this session will cover what is an infringement and offer strategies for drafting design applications with enforcement scenarios in mind, so that the resulting patent is as effective as it can be. Speakers will also address the Federal Circuit's decision in the *Columbia Sportswear v. Seirus Innovative Accessories* case that a logo could be considered when assessing whether a knockoff infringes a protected design.

ORGANIZING COMMITTEE:

Industrial Designs

SPEAKERS:

Dunstan Barnes, *McAndrews, Held & Malloy, Ltd.*

John Evans, *Jones Day*

Matt Priest, *Footwear Distributors and Retailers of America*

PROTECTING DESIGNS NOW AND IN THE FUTURE

AVAILABLE LIVE AND ON-DEMAND

Design as a discipline is fast developing and has become a core part of many businesses. But, big statutory and judicial changes in design law are relatively rare. Design protection regimes lag behind the reality of design in both practical and legal ways. This session will cover ways to use the current system better and how design protection can improve in the future, to protect and promote the next generation of design innovation.

ORGANIZING COMMITTEE:

Industrial Designs

SPEAKERS:

Tracy-Gene Durkin, *Sterne, Kessler, Goldstein & Fox, PLLC*

Charles Mauro, *Mauro New Media*

Brendan O'Dea, *Womble Bond Dickinson LLP*

Perry Saidman, *Saidman Design Law Group*

Courtney Stopp, *U.S. Patent and Trademark Office*

MANAGING A DISTRIBUTED WORKFORCE

This session will address how to effectively manage, monitor, and mentor a distributed workforce to ensuring quality work-product.

NEW AND EMERGING ROLES IN LEGAL DEPARTMENTS

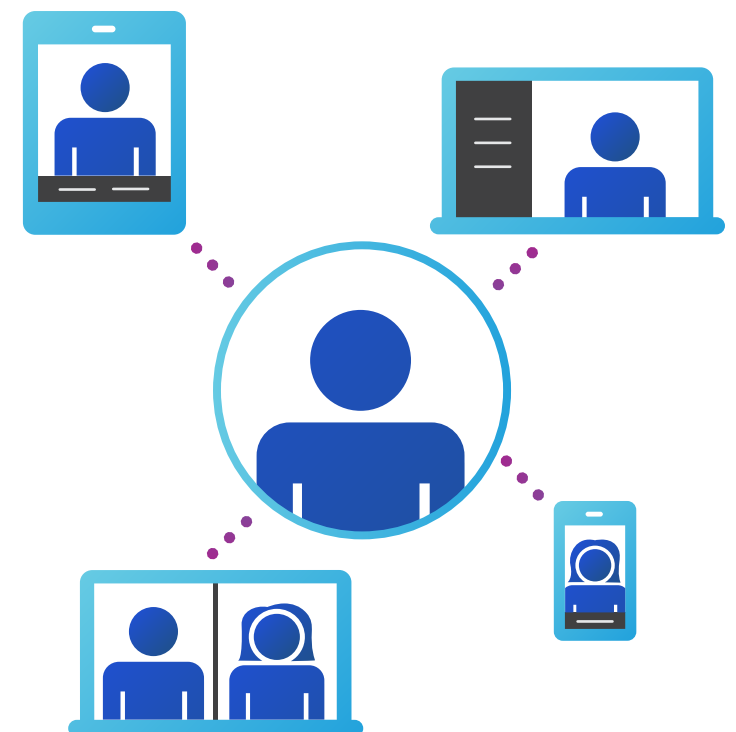
This session will define roles and address workflow within corporate legal departments. Speakers will address how roles have changed in recent years and also address global differences.

METRICS AND ANALYTICS: HOW TO USE IT TO DRIVE DECISIONS

This session will address how metrics and analytics can be used to drive decisions within your legal department. Speaker will discuss what to measure and why and how to apply the data.

AUTOMATING IP OPERATIONS

This session will address what options are available to automate IP operations including workflow, docketing, global filing, and more.



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WELCOME RECEPTION



CLOSING RECEPTION



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WOMEN IN IP NETWORKING SESSION SPONSORS

VIRTUAL PLATFORM SPONSORS



VIRTUAL FITNESS CHALLENGE

VIRTUAL HELP DESK



GENERAL MEETING SPONSORS



MEDIA PARTNERS



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Networking events are an important part of what makes the IPO Annual Meeting so special. By participating in the following networking events, you will create new connections and build relationships that last.

VIRTUAL FITNESS CHALLENGE

MONDAY, SEPTEMBER 21 – THURSDAY, SEPTEMBER 24

SPONSORED BY BANNER & WITCOFF

Compete in the Virtual Fitness Challenge by logging your daily fitness activities. Choose from over 60 activities, such as running, walking, bicycling, horseback riding, swimming, or gardening! Participants can exercise anywhere, anytime. Log your fitness progress, which will be converted into miles and displayed on a 7+ mile route along with fellow challengers. The route will take attendees around the Mall in Washington, DC, beginning and ending at the U.S. Supreme Court and turning around at the Lincoln Memorial. Interact with others on the race’s message boards. There are two ways to win the challenge: complete the course first or log the most activity miles. *Space is limited. Available for the first 300 attendees to sign up. A link to sign up, along with instructions, will be available in the IPO Virtual Annual Meeting platform.*

COFFEE BREAKS

MONDAY, SEPTEMBER 21 – THURSDAY, SEPTEMBER 24

Several coffee breaks are scheduled throughout the meeting. Each will have a different topic or theme. *Links to all breaks will be provided in the IPO Virtual Annual Meeting platform.*

WELCOME RECEPTION

MONDAY, SEPTEMBER 21 5:00PM-6:00PM ET

SPONSORED BY SCHWEGMAN LUNDBERG & WOESSNER, P.A.

Renew acquaintances and make new friends by attending the Welcome Reception. Attendees will be able to communicate face to face in small groups and will be able to move around the

reception to meet new people and exchange ideas. *A link to sign up, along with instructions, will be available in the IPO Virtual Annual Meeting platform. Space is limited to 500 attendees.*

WOMEN IN IP PRESENTATION AND NETWORKING

WEDNESDAY, SEPTEMBER 23

12:00PM-1:00PM ET

SPONSORED BY FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, LLP; MURGITROYD; AND PCK IP

Join IPO’s Women in IP Committee for a presentation, followed by networking. Attendees will be able to communicate face to face in small groups and will be able to move around the room to meet new people and exchange ideas. *A link to sign up, along with instructions, will be available in the IPO Virtual Annual Meeting platform. Space is limited to 500 attendees.*

CLOSING RECEPTION

WEDNESDAY, SEPTEMBER 23

5:00PM-6:00PM ET

SPONSORED BY CCPIT PATENT & TRADEMARK LAW OFFICE

Network with attendees who you have met throughout the meeting. Attendees will be able to communicate face to face in small groups and will be able to move around the reception to share experiences from the conference. *A link to sign up, along with instructions, will be available in the IPO Virtual Annual Meeting platform. Space is limited to 500 attendees.*

CHIEF IP COUNSEL NETWORKING

THURSDAY, SEPTEMBER 24

12:00PM-1:00PM ET

By invitation only. No more than two people per company may attend.

This is an exclusive opportunity for Chief IP Counsel to network with peers, as well as make introductions to a senior member of your team.

REGISTRATION FEES

IN U.S. DOLLARS PER PERSON

IPO MEMBER	\$250 early bird before Sept. 1, 2020
	\$350 on/after Sept. 1, 2020
NON-MEMBER	\$500 early bird before Sept. 1, 2020
	\$700 on/after Sept. 1, 2020
IPO MEMBER GROUP DISCOUNT	Any member organization that has 5 paid attendees can send additional employees for free. Contact meetings@ipo.org to confirm you have 5 paying attendees before registering additional employees.

audio, or film are for IPO use only and may appear on the IPO website, newsletter, conference brochures, social media outlets, or other future IPO promotional material. This also includes photos uploaded by attendees using the IPO meeting platform or use of the public chat and forum platforms. For concerns about your image or likeness being used in this manner, please contact meetings@ipo.org.

ATTENDEE LIST POLICY

Registration constitutes agreement by registrant for IPO to list registrant name, organization, and location on the attendee list. The attendee list is available to registrants on the first day of the meeting via the meeting platform.

MEETING PHOTO WAIVER AND RELEASE 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 or attendee’s image or voice in photographs and audio/ filming of such events and activities. These photos,

CANCELLATION POLICY

Cancellations must be submitted in writing to meetings@ipo.org. Cancellations received by Monday, August 31, 2020, will be subject to a \$50 processing fee. No refunds will be given for cancellations received on or after August 31, 2020. These deadlines for cancellation apply to all registrants. Course materials via the Meeting Platform will be available to those unable to attend who cancel on or after August 31, 2020. Refunds will not be given for no-shows. Please note that fees are not transferable to another IPO meeting. Sharing materials or user’s access to the IPO Annual Meeting Platform 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.



REGISTRATION FORM

Name _____ Title (i.e., Partner, VP) _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ 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

APPLICABLE RATE:

Per person

IPO Member (early bird before Sept. 1, 2020) \$250 \$ _____

IPO Member (on or after Sept. 1, 2020) \$350 \$ _____

Non-Member (early bird before Sept. 1, 2020) \$500 \$ _____

Non-member (on or after Sept. 1, 2020) \$700 \$ _____

2. I HAVE READ AND AGREE TO IPO'S MEETING POLICIES.

TOTAL AMOUNT DUE: \$ _____

METHOD OF PAYMENT

Check (Payable to Intellectual Property Owners Association)

Wire (contact meetings@ipo.org for wire information)

Credit Card (Registrations sent by fax or e-mail MUST include credit card account information)

American Express MasterCard Visa Discover

Card # _____ Exp. Date _____ Security Code _____ Date _____

Cardholder Name (print) _____

Signature _____



Return form to meetings@ipo.org

Payment must be received with a completed registration form. Forms received with payment will be processed within 1 business day. Once payment is processed, a confirmation e-mail will be sent to the e-mail provided above. Refer to the [IPO Annual Meeting website](#) for meeting and cancellation policies. By submitting this form, you agree that you have read IPO's meeting and cancellation policies as noted on our website.

Questions? Visit ipo.org or call +1 202-507-4500