



APRIL 20-21, 2021

FEATURING



THOM TILLIS
U.S. Senator for
North Carolina



DAREN TANG
Director General,
World Intellectual
Property Organization

Program Tuesday, April 20

<u>TIME (ET)</u>	<u>FUNCTION</u>
11:00am 11:30am	<p>Welcome Remarks and Keynote Address</p> <p>Welcome Remarks: Daniel Staudt, Siemens Corp., President of Intellectual Property Owners Association</p> <p>Keynote Speaker: Daren Tang, Director General, World Intellectual Property Organization (WIPO) Daren Tang began his six-year mandate as Director General on October 1, 2020. Prior to his appointment as WIPO Director General, he served as Chief Executive of the Intellectual Property Office of Singapore (IPOS), driving the strategic transformation of IPOS in support of Singapore’s innovation-based economy. Mr. Tang is a national of Singapore. He is a graduate of the National University of Singapore (Bachelor of Law, Honors) and the Georgetown University Law Center (Master of Laws, Distinction). He also attended the Advanced Management Program at Harvard Business School.</p>
11:30am 12:30pm	<p>Effective Leadership: Creating Champions in a Time of Change and Challenge</p> <p>What is the difference between a manager and a leader? Join this session to learn how to create champions in your organization and how to position yourself for the next step on your career path. Speakers will provide practical tips, such as understanding the business and commercial landscape in which your company or client participates, how to communicate effectively, how to convey your value, and more. They will also share personal experiences from all perspectives (bottom-up, top-down, and leading from within).</p> <p>Moderator: Sarah Hooson, Merck & Co Inc.</p> <p>Speakers: Scott Barker, Micron Technology, Inc. Amir Haq, Hewlett Packard Enterprises Rory Pheiffer, Nutter Sandra Wunderlich, Tucker Ellis LLP</p>
12:30pm	Networking Break
12:45pm 1:45pm	<p>AI and Data Analytics in Patents and Trademarks</p> <p>AI and data analytics are transforming patent practice and trademark law. This session will provide an overview of how AI and data analytics may be leveraged for competitive analysis and patent portfolio management, including discussions about available tools and strategies for developing an efficient patent portfolio and advancing prosecution and examination. Speakers also will discuss the implications of AI in trademark law, including how AI may affect infringement analysis and liability in the future.</p> <p>Moderator: Ahsan Shaikh, McDermott Will & Emery LLP</p> <p>Speakers: Jay Choi, Uber Lee Curtis, HGF Limited Ian Schick, Draft Builders</p>

<u>TIME (ET)</u>	<u>FUNCTION</u>
1:45pm	Networking Break
2:00pm 3:00pm	<p>Concurrent Sessions:</p> <p>Patent Attorney as Bespoke Craftsperson; Patent Attorney as Procurement Item – Finding the Right Balance in a Transforming World</p> <p>How do you know how much effort or cost to invest in any given patent application? This question serves as a strawman for a lively discussion of both philosophy and practical strategy, as speakers discuss the transformation of legal services, from the pressure to increase productivity and/or reduce cost to the role of technology and on to potential changes to legal department culture. Whether you are an in-house attorney or outside counsel, tune in for the panel’s diverse viewpoints on ideas and trends that might transform your patent practice.</p> <p>Moderator: Brian Hubbard, Condo Roccia Koptiw LLP</p> <p>Speakers: Jeffrey Dickey, American Express Company Daphne Derouane, UCB Biopharma SRL Samantha Garner, SAIC Jason Link, Dow Chemical Co.</p> <p>Anti-counterfeiting</p> <p>The pandemic has opened up a new level of counterfeiting and piracy – some have even called it the “year of the knockoff.” This session will provide an overview of how counterfeiting and piracy has changed over the past year, including legal and business considerations and how a pandemic might impact decisions. Speakers will provide strategies and tips for combating counterfeiting and piracy and what companies can do to improve their security.</p> <p>Moderator: Monica Talley, Sterne, Kessler, Goldstein & Fox, PLLC</p> <p>Speakers: Colette Durst, 3M Innovative Properties Co. Kebharu Smith, Amazon Kevin Weaver, Johnson & Johnson</p>
5:00pm 6:30pm	Trivia Networking Event

Wednesday, April 21

<u>TIME (ET)</u>	<u>FUNCTION</u>
10:30am 12:00pm	<p>How to Successfully Drive Inclusion and Diversity in EVERY IP Department</p> <p>This session will address two important aspects of inclusion and diversity within IP departments: 1) how to recruit diverse candidates and 2) how to foster an inclusive environment and retain diverse individuals. Speakers will share practical tips for recruiting diverse talent and how to train and mentor diverse employees. Speakers will also address ways to ensure your organization offers an inclusive environment, particularly in the remote work environment that is our new normal.</p> <p>Moderator: Shruti Costales, HP Inc.</p> <p>Speakers: Carlyn Burton, Osha Bergman Watanabe & Burton LLP Gaby Longworth, Sterne, Kessler, Goldstein & Fox, PLLC Sandra Nowak, 3M Innovative Properties Co. Kaveh Rashidi-Yazd, Siemens Energy, Inc.</p>

<u>TIME (ET)</u>	<u>FUNCTION</u>
12:00pm	Networking Break
12:15pm 1:15pm	<p>Transformations in IP Policy</p> <p>2021 is a transition year for a variety of reasons, including the transition of the Biden Administration into office and organizations beginning to return to a “new” normal after the pandemic. This first part of this session will focus on transformations in U.S. IP policy, including recent legislation and the priorities to expect moving forward. The second part of the session will focus on transformations in International IP policy, including how the U.S. response to International IP policies under the new Administration.</p> <p>Moderator: Kirsten Donaldson, Donaldson Law Group</p> <p>Speakers: Cara Coburn, Roche, Inc. Karen Ferriter, U.S. Patent and Trademark Office Marla Grossman, American Continental Group Dave Kappos, Cravath, Swaine & Moore LLP</p>
1:15pm	Networking Break
1:30pm 2:30pm	<p>Managing (Your IP Team) Through a Crisis and Beyond</p> <p>The COVID-19 virus has forced IP leaders to face several challenges without precedent and has accelerated the pace of change within the profession. The changes are wide ranging, including but not limited to short/long term communication strategies, in- person/remote working norms, team management, and acceleration of digitization just to name a few. This experienced panel will discuss changes their organizations have experienced and which changes might be here to stay beyond the pandemic.</p> <p>Moderator: Arvie Anderson, Eli Lilly and Co.</p> <p>Speakers: Laura Caponi, Bristol Myers Squibb Company Karen Cochran, Shell Oil Company Isabella Fu, Microsoft Corp. Anand Sharma, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</p>
2:30m	Networking Break
2:45pm 3:15pm	<p>Keynote Address and Closing Remarks</p> <p>Keynote Speaker: Thom Tillis, Senator for North Carolina Thom Tillis was elected to the United States Senate in 2014. He sits on the Armed Services; Banking, Housing, and Urban Affairs; and Judiciary Committees as well as the Commission on Security and Cooperation in Europe. Before entering government, Thom worked for 29-years in the private sector in technology and management consulting becoming a top-level executive at PricewaterhouseCoopers and IBM. This experience provided him with a deep understanding of policy-making and the management of complex organizations. As the top Republican on the Senate Judiciary Subcommittee on IP, he has been a steward of the U.S. intellectual property system, exploring consequential issues such as patent subject matter eligibility, the administration of the USPTO’s post patent grant proceedings, and modernizing the Digital Millennium Copyright Act, among many other issues. Senator Tillis is also a champion for diversity and inclusion in the innovation ecosystem.</p> <p>Closing Remarks: Jessica Landacre, Executive Director, Intellectual Property Owners Association</p>