

IPOwners Spring Summit™
Manchester Grand Hyatt, San Diego, CA
Preliminary Program

March 9, 2022 (Wednesday)

<u>TIME</u>	<u>SESSION</u>
12:00pm 3:00pm	IPO Board of Directors Meeting <i>(Board members and alternates only)</i>
5:00pm – 7:00pm	Welcome Reception

March 10, 2022 (Thursday)

<u>TIME</u>	<u>SESSION</u>
7:30am	Continental Breakfast & Registration
8:30am	Opening Remarks and Keynote Address
9:00am	General Session: The Power of Corporate Pledges What do sustainability, diversity & inclusion, and intellectual property all have in common? Many companies are publicly pledging to lower carbon footprints, increase diversity within their organizations, and share IP in the fight against COVID. This session will discuss the origin of pledges, how they can impact your organization, and whether they work.
10:00am	Networking Coffee Break
10:30am	General Session: Non-Fungible Tokens (NFTs) and Intellectual Property What are non-fungible tokens (NFTs)? Speakers will explain NFT's and how they impact design patents, copyrights, and trademarks. Can they be protected as IP? This session will provide insight into the intellectual property opportunities and pitfalls that a business should be aware of.
11:15am	Networking Coffee Break
11:45am	General Session: Building a World-Class IP Department: Best Practices for Talent Management With employees leaving jobs at record rates during the “Great Resignation”, it’s more important than ever for IP departments to have an intentional strategy for recruiting, developing, and retaining talent. Our panel of current and emerging leaders in corporate and law firm departments will discuss strategies for talent management, including diversity initiatives, recruiting, rotation and mentoring programs, work flexibility, and succession planning.
12:30pm	Networking Lunch
1:30pm	General Session: A Cross-Industry Look at Trends in IP- 60 minutes The pandemic has not only changed our day-to-day lives it has impacted how companies are operating. This panel of cross-industry experts will discuss trends they’re seeing. Examples include high tech companies shifting away from patents and focusing more on trade secrets and open source, an increase in AI in IP searches, and new developments in fighting counterfeit goods.
2:30pm	Networking Coffee Break

TIME **SESSION**

3:00pm Concurrent Sessions:

Strategies for Protecting and Managing Data

This session will provide strategies and best practices for sharing and protecting your business' data. Speakers will discuss considerations when licensing data including who owns the data, where it can be stored, whether it can be manipulated, what it can be used for, etc. They will also discuss when to choose an open data model vs. a closed model.

Trademark Modernization Act Latest Updates and Best Practices

This session will discuss the latest updates implemented in December 2021 as well as what is to come. We will discuss ex parte expungement and reexamination proceedings, the new attorney verification process, upcoming changes to office action response times, and how practitioners are coping with the changes.

3:45pm **Networking Coffee Break**

4:00pm **IP Ethics**

5:00pm -
7:00pm **Closing Reception**

March 11, 2022 (Friday)

TIME **SESSION**

8:00am **IPO Committee Leadership Meeting**
12:00pm *(Standing IP Committee leaders and Board members only)*