



PROGRAM

Wednesday, March 9

<u>TIME</u>	<u>FUNCTION</u>
12:00pm – 3:00pm	IPO Board of Directors Meeting <i>(Board members and alternates only)</i>
5:00pm – 7:00pm	Welcome Reception <i>Sponsored by Schwegman Lundberg & Woessner, P.A.</i> <i>Open to all registered attendees</i>

Thursday, March 10

7:30am	Breakfast & Registration <i>Breakfast sponsored by Computer Packages Inc.</i>
8:30am	Opening Remarks by IPO President Karen Cochran, Shell Oil Company
9:00am	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. Moderator: Dr. Bowman Heiden, University of California, Berkeley <u>Speakers:</u> <ul style="list-style-type: none"> • Brett Alten, Hewlett Packard Enterprise • Allen Lo, Meta Platforms • Corey Salsberg, Novartis
10:00am	Coffee Break <i>Sponsored by Computer Packages Inc.</i>
10:30am	Non-Fungible Tokens (NFTs) and Intellectual Property <i>Session sponsored by Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</i> 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. <u>Speakers:</u> <ul style="list-style-type: none"> • Prof. Brian Frye, University of Kentucky • Ed Mantilla, Caldwell IP
11:15am	Coffee Break <i>Coffee break sponsored by Computer Packages Inc.</i>

<u>TIME</u>	<u>FUNCTION</u>
11:30am	<p>Building a World-Class IP Department: Best Practices for Talent Management <i>Session sponsored by Pitstop Drawings</i></p> <p>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.</p> <p>Moderator: Tina Dorr, <i>Cantor Colburn</i></p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Michael Fuller, <i>Knobbe Martens</i> • James Hagler, <i>Intuit, Inc.</i> • Hugh Pasika, <i>Thermo Fisher Scientific Inc.</i>
12:30pm	<p>Networking Luncheon <i>Sponsored by Akin Gump Strauss Hauer & Feld LLP</i></p>
1:30pm	<p>A Cross-Industry Look at Trends in IP</p> <p>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.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Carlo Cotrone, <i>Techtronic Industries North America, Inc.</i> • William Evans, <i>Bristol-Myers Squibb</i> • Lee Gardner, <i>Google, Inc.</i>
2:30pm	<p>Coffee Break <i>Sponsored by Computer Packages Inc.</i></p>
3:00pm	<p>CONCURRENT SESSIONS:</p> <p>❖ Strategies for Protecting and Managing Data</p> <p>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.</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Ian Ballon, <i>GreenbergTraurig</i> • Caroline Pinkston, <i>Hewlett Packard Enterprise</i> <p>❖ Trademark Modernization Act Latest Updates and Best Practices</p> <p>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.</p> <p><u>Speaker:</u></p> <p>Laura Schaefer, <i>Leydig, Voit & Mayer, Ltd.</i></p>

<u>TIME</u>	<u>FUNCTION</u>
3:45pm	Coffee Break <i>Sponsored by Computer Packages Inc.</i>
4:00pm	<p>IP Ethics</p> <p>This session will analyze ethical issues relevant to the investigation of infringement and to discovery in infringement actions. Specific topics will include the use of investigators to establish infringement, contact with former employees of potential infringers who may be subject to NDAs or have privileged information, compensation of fact witnesses, and ethical risks pertaining to opinion letters.</p> <p><u>Speaker:</u> David McGowen, <i>University of San Diego Law School</i></p>
5:00pm - 7:00pm	Adjourn & Closing Reception

Friday, March 11

8:00am	IPO Committee Leadership Meeting
12:00pm	<i>(Standing IP Committee leaders and Board members only)</i>

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