



PROGRAM

WEDNESDAY, MARCH 5

<u>TIME</u>	<u>FUNCTION</u>
5:00-7:00PM	WELCOME RECEPTION

THURSDAY, MARCH 6

<u>TIME</u>	<u>FUNCTION</u>
8:00-8:30AM	REGISTRATION AND BREAKFAST <i>Breakfast sponsored by: Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</i>

8:30-9:30AM	WELCOME & OPENING SESSION
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Welcome Remarks: **Jessica Landacre**, Executive Director, Intellectual Property Owners Association



A Fireside Chat on Global Innovation

WIPO's Global Innovation Index (GII) tracks the most recent global innovation trends including the most innovative economies in the world as well as innovation strengths and weaknesses. Marco Alemán (WIPO) will provide an overview of the 2024 GII, followed by a discussion with industry speakers on to their companies' approach to innovation, partnerships and how IP and innovation is leveraged for commercial success.

Moderator



John Cheek
Tenneco Inc.



Yen Florczak
3M Innovative
Properties Co.



Christine Lam
NetApp

9:45-10:45AM

CONCURRENT SESSIONS

Recent Updates on AI and IP (Patent and Copyright)

Organizing Committees: AI, Data, & New Emerging Technologies and Copyright & Related Rights

AI is transforming various industries by enabling new ways of discovering and developing products and services, diagnosing problems, and delivering customized solutions. However, the application of AI also poses challenges for IP law and policy, such as how to define and protect the inventions generated by AI systems, how to allocate ownership and liability among different actors involved in AI-enabled innovation, and how to balance the incentives and access issues arising from the use of AI. As legal disputes and policy initiatives on how to reconcile IP rights and AI innovation continue to increase, the panel will provide an overview of the current state of AI and IP, especially in the areas of patent and copyright.

Moderator: **Shankar Krithivasan**, Qualcomm Incorporated

Speakers:

Carl Kukkonen, Jones Day

Glenn Pudelka, Troutman Pepper Locke


Ed Ryan, Tutunjian & Bitetto, P.C.

Wei Zhu, Amgen, Inc.



<u>TIME</u>	<u>FUNCTION</u>
9:45-10:45AM	<p>CONCURRENT SESSIONS (continued)</p> <p>All in the Family: Managing Trademark Issues Within a Corporate Family <i>Organizing Committee: International Trademark Law</i> This session will focus on the identification of trademark-related issues that are peculiar to a corporate group and best practices that can be employed to prevent problems down the road.</p> <p><u>Moderator:</u> Matt Owen, Caterpillar Inc.</p> <p><u>Speakers:</u> Jake Feldman, Kenvue Chris Ott, Capital One</p>
10:45-11:00AM	<p>COFFEE BREAK <i>Sponsored by: Temu</i></p>
11:00AM-12:00PM	<p>CONCURRENT SESSIONS</p> <p>Taxes and IP Issues (Global Perspective) <i>Organizing Committee: Corporate IP Management & Operations</i> This session will cover the sometimes-opposing interests of companies Tax and IP groups to maximize the outcome for both. Panelists will discuss challenges that need to be considered including varying jurisdictions. The panel will also address corporate IP licensing structures and related issues around enforcement and how best practices can be replicated globally given standing requirements of different countries.</p> <p><u>Moderator:</u> John Cheek, Tenneco Inc.</p> <p><u>Speakers:</u> Steven Kibby, Caterpillar Inc. Phuong-Anh Nguyen, Tenneco Inc. Daniel Staudt, Siemens Corp.</p> <p>Global Harmonization and Updates on Green IP <i>Organizing Committee: Green IP</i> This session will address Green IP initiatives including how Green IP is being defined at each office (US, Europe, Japan, etc.) in an effort to share ways harmonization can be achieved between the offices. Speakers will also discuss the types of Green IP filings the representatives are seeing as well as some broader policy thoughts and further discussion on compulsory licensing in the Green IP space.</p> <p><u>Moderator:</u> Mike McGraw, Shell USA, Inc.</p> <p><u>Speakers:</u> Jim Denness, Abel + Imray Marla Grossman, ACG Advocacy Atsushi Hiruta, JETRO NY Brad Van Pelt, Banner & Witcoff, Ltd.</p>
12:00-1:00PM	<p>NETWORKING LUNCH <i>Lunch sponsored by: Akin Gump Strauss Hauer & Feld LLP</i></p>



<u>TIME</u>	<u>FUNCTION</u>
1:00-1:30PM	<p>KEYNOTE ADDRESS: Shira Perlmutter, Register of Copyrights and Director, US Copyright Office</p>  <p>Shira Perlmutter was appointed in October 2020. She advises Congress and executive branch agencies on copyright policy and directs the administration of important provisions of the U.S. Copyright Act, leading a workforce of nearly 500 employees. Prior to her appointment as Register, she had served since 2012 as Chief Policy Officer and Director for International Affairs at the United States Patent and Trademark Office.</p>
1:40-2:40PM	<p>CONCURRENT SESSIONS</p> <p>True Crimes: Tales of Trade Secret Thieves, What They Did, and How They Got Caught <i>Organizing Committees: Asian Practice and Trade Secrets</i> Like many victims of crime, most business leaders don't worry about their trade secrets being stolen until it happens. Even where trade secrets are among a company's most valuable assets, business leaders might not appreciate the need to incur costs of additional protections for the company's information. This session will focus on stories from criminal trade secret cases that will help attendees understand why trade secret protection measures are important. Speakers will discuss how accused trade secrets thieves were able to steal information and how they were caught. This information can help companies better design their trade secret protection programs.</p> <p><u>Moderator:</u> Robert Siminski, Harness IP</p> <p><u>Speakers:</u> Michael D'Aurelio, Thomas Horstemeyer, LLP Rachael Rodman, UB Greensfelder LLP</p> <p>Better Than All the Other Presentations: The Perils of Comparative Advertising <i>Organizing Committees: International Trademark Law</i> The laws governing comparative advertising vary from jurisdiction to jurisdiction and there are often important nuances in how these laws are applied. This session will explore when it is and is not acceptable for a business to use a competitor's trademark in advertising.</p> <p><u>Moderator:</u> Jenevieve Maerker, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP</p> <p><u>Speakers:</u> Paolo Lazzarino, ADVANT Anthony Prenol, CPST Intellectual Property Jonathan Thomas, Kilpatrick Townsend & Stockton LLP</p>
2:40-3:00PM	<p>COFFEE BREAK <i>Sponsored by: Temu</i></p>
3:00-4:00PM	<p>CONCURRENT SESSIONS</p> <p>AI and Patent Examination and Drafting (in the US) <i>Organizing Committee: US Patent Office Practice</i> This session will address the impact of AI on patent examination in the U.S. The panel will discuss the recent guidance issued by the USPTO on the use of AI-based tools in practice before the USPTO.</p> <p><u>Moderator:</u> Ron Ventola, Panitch Schwarze Belisario & Nadel, LLP</p> <p><u>Speakers:</u> Matt Allen, Harrity & Harrity, LLP Shruti Costales, Shruti Law PLLC David Easwaran, K&L Gates Nalini Mummalaneni, U.S. Patent & Trademark Office Nicole Spence, IBM Corp.</p>



<u>TIME</u>	<u>FUNCTION</u>
3:00-4:00PM	<p>CONCURRENT SESSIONS (continued)</p> <p>The Impact of AI on Trademark Law and Practice <i>Organizing Committee: US Trademark Law & Litigation</i> This session will explore how AI tools are influencing trademark searches, registration strategies, and infringement analyses. The panel will discuss legal implications of AI-generated logos and brands. Finally, they will discuss ethical considerations and potential liabilities for attorneys using AI in their trademark practices.</p> <p><u>Moderator:</u> Jon Jekel, Pillsbury Winthrop Shaw Pittman LLP</p> <p><u>Speakers:</u> Peter Bynum, Corsearch Laura Talley Geyer, ND Galli Law LLC Sandra Mau, Clarivate</p>
4:00-4:30PM	<p>COFFEE BREAK <i>Sponsored by: Temu</i></p>
4:30-5:30PM	<p>GENERAL SESSION</p> <p>Company Culture, Empathic Leadership, and Impact on IP <i>Organizing Committee: Women in IP law</i> The legal industry has been plagued by mental health concerns, and IP is not insulated from this. In fact, there are many unique factors in IP, such as filing deadlines, statutory bar dates, aggressive litigation schedules, that add to the mental burden carried by IP practitioners. Company culture and leadership interplay with these factors and can result in burnout and difficulty in unplugging from the constant deadline-driven workflow. The pandemic and resulting new work-from-home or hybrid work structures have improved some aspects of mental health but worsened others. The panel will discuss these issues, and what others have done to improve company culture and provide empathic leadership.</p> <p><u>Moderator:</u> Amy Abeloff, Kirkland & Ellis LLP</p> <p><u>Speakers:</u> Jaqueline Genovese Bova, Goodwin Procter, LLP Rajit Kapur, Instacart Sandra Nowak, Solventum Camille Sauer, Banner & Witcoff, Ltd. Lisa Schroeder, BASF Corporation</p>
5:30-7:00PM	CLOSING RECEPTION



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