



Intellectual
Property
Owners
Association

PATENTS | TRADEMARKS | COPYRIGHTS
TRADE SECRETS | INDUSTRIAL DESIGNS
ARTIFICIAL INTELLIGENCE



IPO Annual Meeting

September 7–9, 2025
Manchester Grand Hyatt
San Diego, CA

Featured Speaker



Daren Tang
Director General,
World Intellectual
Property Organization



This must-attend event brings together IP professionals from corporations, law firms, government, academia, and service providers from around the world to discuss strategies, trends, and best practices. The annual meeting offers a mix of educational programs, committee meetings, networking opportunities, and exhibits.

www.ipo.org/am2025



Program at a Glance

Time (PT)	Sunday, Sept. 7		Monday, Sept. 8		Tuesday, Sept. 9	
6:00 a.m.			Fun Run/Walk			
6:30 a.m.						
7:00 a.m.						
7:30 a.m.			Breakfast/IP Expo			
7:45 a.m.					Chief IP Counsel Breakfast	
8:00 a.m.						
8:30 a.m.			Keynote by WIPO Director General Daren Tang		Breakfast/IP Expo	
9:00 a.m.						
9:15 a.m.			Concurrent Sessions – Recent (Patent) Developments at the USPTO – 2025 USPTO Trademark Changes		Concurrent Sessions – Global Trademark Horizons – The Role of Patents in Pharma Innovation – Quantum Computing	
9:30 a.m.						
10:00 a.m.						
10:15 a.m.			Coffee Break/IP Expo		Coffee Break/IP Expo	
10:30 a.m.			Concurrent Sessions – AI Litigation Landscape (Copyright) – Designs Around the World – Domestic Industry Requirement	IPOEF Board Meeting	Concurrent Sessions – AI Trade Secrets & Litigation – Design Right Expiration – Evolution of PTAB Practice	
11:00 a.m.						
11:30 a.m.						
12:00 p.m.			Lunch/IP Expo			IPO Board Meeting
12:15 p.m.				Lunch/IP Expo		
12:30 p.m.						
1:00 p.m.	Networking Event Hosted by IPO’s DEI & Women in IP Law Committees			Harmonization Committee Meeting	Workshops – Chief IP Counsel in a Box – Global Patent Drafting – Outside Counsel Supporting Legal Departments	
1:15 p.m.						
1:30 p.m.						
2:00 p.m.	Committee Business Meetings				Coffee Break/IP Expo	
2:15 p.m.			Concurrent Sessions – Protecting Innovation in the Global Community – AI Standardization in the US and Abroad – Patent and Trade Secret Landscape in China and India			
2:30 p.m.						
3:00 p.m.					Concurrent Sessions – Navigating AI Through the EU Data Act, US Exec. Orders, etc. – Counterfeits and Gray Market Goods – Third-Party Litigation Funding	
3:15 p.m.	Committee Business Meetings		Coffee Break/IP Expo			
3:30 p.m.						
4:00 p.m.			Concurrent Sessions – Design Protections for GUIs – A Leap of (Bad) Faith – Intersection of AI and Patents		Concurrent Sessions – Legal Ethics During Negotiations – Trademark Enforcement in the AI Era (partial ethics credit)	
4:15 p.m.						
4:30 p.m.	Welcome Session IPO Awards Case Law Update					
5:00 p.m.						
5:30 p.m.						
6:00 p.m.	Welcome Reception		Dinner Reception at the Beach House on Mission Beach <i>Buses begin departing the Hyatt at 6:15</i>		CIPA Drinks Reception 6:00-9:00pm	
6:30 p.m.						
7:00 p.m.		Board of Directors Speakers/ Special Guests Dinner				
7:30 p.m.						
8:00 p.m.						
8:30 p.m.						
9:00 p.m.						



2025

IPO Annual Meeting

September 7–9, 2025
San Diego, CA



Program of Events

as of 6/30/2025

Sunday, September 7

<u>TIME</u>	<u>FUNCTION</u>
12:00PM 6:00PM	Registration and Name Badge Pick-up
1:00PM 2:00PM	Networking Event <i>Hosted by IPO's DEI and Women in IP Law Committees</i> <i>Sponsored in part by RNA Law</i>
2:00PM 3:00PM	Committee Business Meetings (Open to all registrants) <i>list of committees meeting coming soon</i>
3:15PM 4:15PM	Committee Business Meetings (Open to all registrants) <i>list of committees meeting coming soon</i>
4:30PM 5:00PM	Welcome & IPO Awards <i>IPO will present the Committee of the Year and Carl B. Horton Distinguished Service Awards</i>
5:00PM 6:00PM	Opening Session: US Case Law Update This session will examine the important IP developments of the last 9 months. <u>Speakers:</u> Paul Berghoff , McDonnell Boehnen Hulbert & Berghoff LLP Corey Salsberg , Novartis Additional speaker to be announced
6:00PM 8:00PM	Welcome Reception on the Pool Deck
7:00PM 8:30PM	IPO Board of Directors and Special Guests Dinner <i>By invitation only; Location: Manchester Grand Hyatt Hotel</i>



2025


IPO Annual Meeting

September 7–9, 2025
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Program of Events

Monday, September 8

<u>TIME</u>	<u>FUNCTION</u>
6:15AM 7:30AM	IPO Fun Run/Walk <i>Sponsored by Banner & Witcoff, Ltd.</i> <i>Grab and go breakfast will be provided; Location: Manchester Grand Hyatt Hotel</i>
7:30AM 5:00PM	Registration and Name Badge Pick-up
7:30AM 8:30AM	Breakfast & IP Expo <i>Breakfast sponsored by Leydig, Voit & Mayer, Ltd.</i>
8:30AM 9:10AM	Welcome & Keynote Address by Director General Daren Tang, World Intellectual Property Organization  <p>Daren Tang, a national of Singapore, began his six-year mandate as Director General of the World Intellectual Property Organization (WIPO) on October 1, 2020. Prior to his appointment, Mr. Tang served as a senior official in the Singapore Government. His last appointment before joining WIPO was Chief Executive of the Intellectual Property Office of Singapore (IPOS) where he transformed IPOS from a traditional IP registry into an innovation agency. Mr. Tang is a graduate of the National University of Singapore (Bachelor of Law, Honors) and the Georgetown University Law Center (Master of Laws, Distinction).</p>
9:15AM 10:15AM	Concurrent Sessions Recent (Patent) Developments at the USPTO <i>Organizing Committees: U.S. Patent Office Practice</i> This session will explore recent changes at the USPTO affecting patent application examination. Speakers will provide an overview of the latest developments and emerging best practices for patent owners and professionals. Panelists will also share insights about the impact of these changes, potential pitfalls, and strategic considerations for efficiently navigating the evolving examination landscape. <u>Moderator:</u> Benjamin Searle , HP Inc. <u>Speakers:</u> Raymond Doss , Amgen, Inc. David Easwaran , K&L Gates Mary Till , Finnegan, Henderson, Farabow, Garrett & Dunner, LLP Paul Vogel , Shook, Hardy & Bacon LLP James Hunt (Hunter) Yancey Jr. , Qualcomm Incorporated Navigating the 2025 USPTO Trademark Changes <i>Organizing Committee: U.S. Trademark Office Practice</i> This session will focus on navigating the 2025 USPTO trademark changes, including strategic approaches to the new fee structures, Goods & Services ID Manual optimization, and e-filing system mastery. Panelists will provide tips to help minimize costs, avoid surcharges, and streamline trademark filings in the evolving USPTO landscape. Don't miss this opportunity to stay ahead of USPTO changes while learning cost-effective strategies. <u>Moderator:</u> Diane Kratz , Dolby Laboratories <u>Speakers:</u> Matthew Homyk , Blank Rome LLP Additional speakers to be announced



2025

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Monday, September 8

<u>TIME</u>	<u>FUNCTION</u>
10:15AM 11:00AM	Break & IP Expo <i>Break sponsored by Leydig, Voit & Mayer, Ltd.</i>
10:30AM 12:00PM	IPO Education Foundation Board of Directors Meeting <i>Board members only</i>
11:00AM 12:00PM	Concurrent Sessions Copyright Cases and Controversies in the AI Litigation Landscape <i>Organizing Committee: Copyright and Related Rights</i> Litigation over copyright and related claims surrounding artificial intelligence dominated headlines in 2024. Despite the flurry of litigation, significant questions remain unanswered. 2025 is likely to bring some clarity to the legal status of AI, as courts tackle some of the thorniest unresolved legal questions. Cases are proceeding across many different jurisdictions and may take divergent paths on those issues. Panelists will explore the evolving landscape of litigation involving AI-generated works, fair use considerations, liability issues, and recent case law. <u>Moderator:</u> Christine Lam , NetApp <u>Speakers:</u> Nick Aries , Bird & Bird LLP Paul Mussell , Wells Fargo & Company Glenn Pudelka , Troutman Pepper Locke Joshua Simmons , Kirkland & Ellis, LLP Designs Around the World in 60 Minutes <i>Organizing Committee: Industrial Designs</i> This session will cover worldwide design law updates. Panelists will discuss the recently approved Design Law Treaty and its potential for harmonization in important areas, like grace periods and streamlining what can otherwise be labyrinthine requirements in some countries. They will also consider so-called "Schedule A" cases in the US: design-patent infringement lawsuits against multiple defendants named under seal. Speakers will cover recent changes to the EU-wide design-protection system. Finally, they will provide an update on China's implementation of its new design patent laws and examination guidelines, particularly examination of partial designs. <u>Speakers:</u> to be announced The Newly Expanding Domestic Industry Requirement <i>Organizing Committees: U.S. International Trade Commission</i> The Federal Circuit's landmark March 2025 opinion in <i>Lashify v. ITC</i> upended decades of ITC practice and precedent, expanding the scope of investments and activities that may be utilized to satisfy the ITC's threshold "domestic industry requirement." This decision came shortly after another domestic industry-related Federal Circuit ruling in <i>Wuhan Healthgen v. ITC</i> . This session will address the impact of these decisions on Section 337 investigations at the ITC, including whether they have led to (or may lead to) an increase in ITC cases and how litigants and practitioners have changed their strategies and tactics in response. And because <i>Lashify</i> was the first case where the Federal Circuit applied the Supreme Court's 2024 decision in <i>Loper Bright Enterprises v. Raimondo</i> to revisit ITC statutory interpretation, they will also address how <i>Loper Bright</i> may impact other areas of ITC practice. <u>Moderator:</u> Matthew Rizzolo , Ropes & Gray LLP <u>Speakers:</u> Christopher Longman , Qualcomm Incorporated Rhonda Schmidlein , Wilmer Cutler Pickering Hale and Dorr, LLP Shawna Yashar , O'Melveny & Myers LLP Additional speaker to be announced



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<u>TIME</u>	<u>FUNCTION</u>
12:00PM 2:00PM	<p>Lunch & IP Expo <i>Lunch will be provided in the IP Expo Hall during this two-hour time frame. There are several activities during this time frame for attendees to choose from (listed below). Note: space is limited. Attendees may also use this extended time to network with colleagues or catch up on work.</i></p> <p>Harmonization Committee Meeting: 12:15pm-1:15pm</p> <p>Concurrent Workshops: 1:00pm-2:00pm</p> <p>Chief IP Counsel in Box Refresh <i>Organizing Committee: Corporate IP Management & Operations</i> The Chief IP Counsel in Box refresh aims to ensure that the tool remains relevant and useful in the rapidly changing landscape of IP management. By incorporating the latest tools, technologies, and best practices, CIPC In a Box will help organizations navigate the rapidly changing landscape of IP management.</p> <p><u>Speakers:</u> Arvie Anderson, Eli Lilly and Co. Erik Perez, Shell USA, Inc. Additional speakers to be announced</p> <p>Bridging Borders: Best Practices in Global Patent Drafting <i>Organizing Committees: Patent Agents, US Patent Office Practice, European Practice</i> Drafting patent applications for global protection requires more than just technical precision, it demands a strategic approach tailored to different legal systems. This session will provide best practices for drafting global applications, covering claim strategies, jurisdictional differences, and techniques to avoid common pitfalls that may limit enforceability and scope. Conflicting requirements between EP and US will also be addressed.</p> <p><u>Moderator:</u> Connie Pielech, Shell USA, Inc.</p> <p><u>Speakers:</u> Jila Bakker, Fletcher Yoder Courtenay Brinckerhoff, Foley & Lardner, LLP Aamir Haq, Hewlett Packard Enterprise Sean Leach, Mathys & Squire LLP</p> <p>What Can Outside Counsel Do Better & Differently to Support Large and Small IP Departments <i>Organizing Committee: Small/Micro Company & Law Firm</i> This session will explore how outside counsel can tailor their approach to meet the distinct needs of both large and small IP legal departments. Panelists will discuss expectations vs. realities in areas like cost efficiency, strategic guidance, responsiveness, and business alignment. Topics will include how outside counsel can add value beyond legal expertise, such as providing proactive risk assessments, invention generation & harvesting, suggesting patent strategy modifications, streamlining communication, and leveraging technology to enhance efficiency. The discussion will offer practical insights into fostering stronger partnerships, improving collaboration, and ensuring outside counsel delivers targeted, impactful support that aligns with the specific challenges of IP teams, regardless of size.</p> <p><u>Moderator:</u> Shruti Costales, Shruti Law PLLC</p> <p><u>Speakers:</u> Jim Becker, Genective USA Corp. Elizabeth Lester, Equifax Inc. Heather Molleur, Micron Technology, Inc. Shital Shah, Caterpillar Inc.</p>



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<u>TIME</u>	<u>FUNCTION</u>
2:15PM 3:15PM	<p>Concurrent Sessions</p> <p>Protecting Innovation in the Global Community <i>Organizing Committees: DEI and US Patent Office Practice</i> This session will focus on the importance of cultural awareness in cross-cultural IP engagements, and the role of inclusive practices in building a robust patent portfolio. Speakers will discuss best practices for building an international patent portfolio, as well as the cross-border and cross-cultural best IP business practices when there are language barriers, legal and customs barriers, varying legal norms, and differing territorial requirements and norms among and between parties.</p> <p><u>Moderator:</u> Elise Selinger, Caterpillar Inc.</p> <p><u>Speakers:</u> Tatiana Alves, RNA Law Serena Farquharson-Torres, Bristol Myers Squibb Company Tarun Gandhi, Chadha & Chadha IP Additional speaker to be announced</p> <p>Approaches to AI Standardization in the U.S. and Abroad <i>Organizing Committees: Software Related Inventions and Standard Setting</i> AI standards have been in development in several countries. However, the foundation for AI standards (e.g., technology principles, frameworks, etc.) is also in development, which gives challenges for the standard development. Panelists will discuss the foundation for establishing standards, trends in AI standards across different countries, and impacts of these AI standard trends.</p> <p><u>Speakers:</u> to be announced</p>
2:15PM 3:15PM	<p>Concurrent Sessions (continued)</p> <p>A Discussion of the Current Patent and Trade Secret Landscape in China and India <i>Organizing Committees: Asian Practice and Trade Secrets</i> It can be difficult to make decisions related to Patent and Trade Secret matters in China and India if you do not have a basic understanding of the legal landscape in these countries. With respect to China, the first patent laws were passed in the 1980's and currently China is on the 4th Revision of the Patent Law. The Trade Secret laws of China were first passed with the promulgation of the Anti-Unfair Competition Law in 1993. The Patent and Trade Secret laws of China have evolved significantly in the last few decades. In addition, India has moved to the forefront in the world as supply chains have moved from China in the current economic climate. Although India's Intellectual Property laws are much older than China and the legal system may be more familiar to lawyers in Europe or the US, India's laws continue to evolve. This session will provide a basic knowledge of the history and explore the current legal landscape in China and India. Speakers will also discuss current enforcement issues in China and India.</p> <p><u>Moderator:</u> to be announced</p> <p><u>Speakers:</u> Sen Sam Li, Wanhuida Intellectual Property Abhai Pandey, LexOrbis</p>
3:15PM 4:00PM	<p>Break & IP Expo <i>Break sponsored by Leydig, Voit & Mayer, Ltd.</i></p>



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Monday, September 8

<u>TIME</u>	<u>FUNCTION</u>
4:00PM 5:00PM	<p>Concurrent Sessions</p> <p>The Intersection of AI and Patents from the Perspective of Previous USPTO Directors Hear from a panel of previous USPTO Directors about the intersection of AI and Patents. Topics to be discussed include the use of AI within the USPTO, use of AI tools to prosecute, AI as an inventor, and AI-generated prior art.</p> <p><u>Moderator:</u> Krish Gupta, Dell Technologies</p> <p><u>Speakers:</u> Andrei Iancu, Sullivan & Cromwell LLP Michelle Lee, Obsidian Strategies, Inc. Kathi Vidal, Winston & Strawn LLP</p> <p>Design Protection for Graphical User Interfaces: A Core Part of a Worldwide Design Portfolio Across Industries <i>Organizing Committee: Industrial Designs</i> Graphical user interfaces are integral to products and services across industries and are constantly growing more interactive and creative. They are moving beyond traditional screens to virtual and augmented reality. Patent offices around the world are working with stakeholders to keep up with this rapid innovation, and systems of protection are changing fast too. Panelists will provide an update on what's new in the US, Europe and Asia in protecting graphical user interfaces and animations.</p> <p><u>Speakers:</u> to be announced</p> <p>A Leap of (Bad) Faith: Dealing with Trademark Pirates <i>Organizing Committee: International Trademark Law & Practice</i> This session will focus on developments in the US, European Union and China relating to bad faith trademark filings. Panelists will address issues such as: best practices for recovering pirated marks, recent developments in pirate practices, registry responses to fraudulent behavior (the use of borrowed attorney credentials), legislative initiatives, innovations in judicial practice (the use of unfair competition law) and other strategies adopted by trademark owners.</p> <p><u>Moderator:</u> Anthony Prenol, CPST Intellectual Property</p> <p><u>Speakers:</u> Yen Florczak, 3M Innovative Properties Co. Jimmy Huang, East IP Additional speaker to be announced</p>
6:30PM 9:30PM	<p>Special Event: California Dreaming Beach Party Annual Meeting attendees are invited to attend a dinner reception at Fit Social on Mission Beach. Grab food and drinks and watch the sunset over the Pacific Ocean while networking with peers, playing in beach games, and listening to live music.</p> <p><i>Transportation</i> provided between the Manchester Grand Hyatt Hotel and the Beach House. Buses will begin departing the hotel at 6:15pm. The last bus will return to the hotel by 10:00pm. Attire: Beach casual – bring layers as it could get chilly at night. Some areas of the venue are on the sand. Wear comfortable shoes.</p>



2025

IPO Annual Meeting

September 7–9, 2025
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Program of Events

Tuesday, September 9

<u>TIME</u>	<u>FUNCTION</u>
7:45AM 9:00AM	Chief IP Counsel Breakfast <i>By invitation only</i>
8:00AM 9:15AM	Breakfast & IP Expo
8:00AM 5:00PM	Registration and Name Badge Pick-up
9:15AM 10:15AM	Concurrent Sessions Global Trademark Horizons 2025: Navigating the New Landscape in the US, the European Union, and China <i>Organizing Committee: International Trademark Law & Practice</i> Stay ahead of the curve with this essential update on trademark practice developments across three vital jurisdictions. Panelists will decode recent legislative changes, enforcement trends, and strategic opportunities in the US, the European Union, and Chinese trademark systems. Leave equipped with innovative approaches to protect and leverage your trademark assets in these rapidly changing markets. <u>Moderator:</u> Victoria Longshaw , Houlihan Intellectual Property <u>Speakers:</u> Paolo Lazzarino , ADVANT Joe Simone , East IP Additional speaker to be announced The Role of Patents in Pharmaceutical Innovation, Drug Pricing, and Market Exclusivity <i>Organizing Committees: Pharmaceutical & Biotechnology Issues, Latin American Practice</i> This panel will address pharmaceutical patents and their role in innovation, drug pricing, and market exclusivity. Drawing on legal frameworks, economic data, and case studies, the discussion will clarify the nuanced relationship between intellectual property protection and public health outcomes. The panel aims to provide a balanced perspective that underscores the importance of robust patent systems for sustaining pharmaceutical innovation while addressing concerns about accessibility and affordability. <u>Moderator:</u> Paul Higgins , Johnson & Johnson <u>Speakers:</u> Richard Kurz , Haug Partners LLP Julie Lake , Merck & Co Inc. (invited) Lisa Mueller , Casimir Jones Mira Mulvaney , Eli Lilly and Co. Roberto Rodrigues Pinho , RNA Law



2025

IPO Annual Meeting

**September 7–9, 2025
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Tuesday, September 9

<u>TIME</u>	<u>FUNCTION</u>
9:15AM 10:15AM	<p>Concurrent Sessions (continued)</p> <p>Quantum Computing: A Technical and Legal Overview <i>Organizing Committees: AI and US Patent Law</i> Quantum computing represents a paradigm shift in computational technology, leveraging the principles of quantum mechanics to solve problems that are intractable for classical computers. This panel will provide an overview of the technical foundations of quantum computing, including the concepts of qubits, superposition, entanglement, and quantum algorithms. It explores the current state of quantum hardware, the challenges in achieving fault-tolerant quantum computation, and the potential applications in various fields such as cryptography, drug discovery, and AI. The panel will also explore the patent law implications of quantum computing, particularly with regard to issues such as patent eligibility, enablement, and best practices for drafting and prosecuting patent applications, guided by case laws and patent office guidelines in the US and other jurisdictions.</p> <p><u>Moderator:</u> to be announced</p> <p><u>Speakers:</u> Mike Jennings, Venner Shipley Edward Ryan, Tutunjian & Biteto, P.C. Steve Wright, Microsoft Corp. Additional speaker to be announced</p>
10:15AM 11:00AM	<p>Break & IP Expo</p>
11:00AM 12:00PM	<p>Concurrent Sessions</p> <p>Navigating the Complexities of AI Trade Secrets and Litigation <i>Organizing Committees: AI, Data & New Emerging Tech and Trade Secrets</i> This session will delve into the complexities of AI-generated trade secrets, with a focus on understanding their unique characteristics, mitigating associated system risks, and implementing robust contractual protections. Panelists will also address the distinct challenges and strategic considerations involved in litigating AI trade secret disputes, covering relevant legal frameworks, practical issues, and effective approaches for both plaintiffs and defendants. Attendees will gain valuable insights and practical tools to help them effectively manage, protect, and enforce AI-related trade secrets in an evolving legal landscape.</p> <p><u>Moderator:</u> Leland Gardner, Google LLC</p> <p><u>Speakers:</u> Monica Baig-Silva, Thermo Fisher Scientific Inc. Gregory Bombard, Greenberg Traurig Shankar Krithivasan, Qualcomm Incorporated Carl Kukkonen, Jones Day Dawn Mertineit, Seyfarth Shaw LLP</p>



2025

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Tuesday, September 9

<u>TIME</u>	<u>FUNCTION</u>
11:00AM 12:00PM	<p>Concurrent Sessions (continued)</p> <p>So Many Shoes.....So Little Time.....Design Right Expiration and Next Steps <i>Organizing Committee: Industrial Designs</i> Design rights provide protection for up to 25 years in certain jurisdictions. But once those design rights expire, or if they were never filed, is there any other way to continue to protect the design? Recent case law in Germany suggests that copyright cannot be used [see Birkenstocks]. But in France, maybe it can [see Chanel v. Jonak//Jackie O shoes]. In the US, Christian Louboutin has trade dress protection on red soles while Skechers challenged the sole design of a Hermes athletic shoe. Panelists will review trade dress and copyright case law in the US and Europe to help guide ongoing brand protection strategies.</p> <p><u>Speakers:</u> to be announced</p> <p>Evolution of PTAB Practice: Rescission of 2022 Discretionary Denials Memorandum, Interim Guidance, & Other Updates <i>Organizing Committee: U.S. Post-Grant Patent Office Practice</i> Over the past several months, the USPTO has seen a significant policy shift with respect to PTAB practice. This panel will discuss the changing landscape of post-grant proceedings and discretionary denials. Speakers will discuss the impact on discretionary denials, the Fintiv factors, compelling merits, Sand/Sotera-type stipulations, ITC proceedings, and trial dates. Under the new framework, facts that were dispositive previously have returned to being mere factors for the Board to consider. They will also discuss the newly instituted bifurcated processes for institution decisions, the three-judge discretionary denials panel, newly allowed briefs for patent owners and petitioners, and how practitioners and clients can navigate these policies.</p> <p><u>Moderator:</u> Frederic Meeker, Banner & Witcoff, Ltd.</p> <p><u>Speakers:</u> Deputy Chief Judge Jacqueline Wright Bonilla, US Patent & Trademark Office Peter Jovanovic, Dell Technologies David Roadcap, Amgen, Inc. Jonathan Stroud, Unified Patents, LLC</p>
12:00PM 1:00PM	Lunch & IP Expo
12:30PM 2:30PM	<p>IPO Board of Directors Meeting <i>Board members and alternates only; lunch will be provided at 12:00pm</i></p>



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<u>TIME</u>	<u>FUNCTION</u>
1:00PM 2:00PM	<p>Concurrent Sessions</p> <p>Feel The Beat Of IP: Lessons in Leadership from Taylor Swift <i>Organizing Committees: Leadership Development, Women in IP, and Copyright</i> In sync with the theme of World IP Day 2025, "IP and music: Feel the beat of IP," this program celebrates the music mogul, Taylor Swift, a transformative force in the music industry through her musical genius, but also the Fearless enforcement of her intellectual property rights. This includes the protection of her name, image, and Reputation through trademark enforcement, unique approaches to enforcing her copyrights for Evermore when her label attempted to sell her catalog of songs, which had the artist seeing Red. By enlisting the help of the Swiftie fan base to change the way digital streaming platforms compensate musicians for their creative works, she revealed her leadership style as an authentic leader who values creativity and innovation and encourages women to stand up for their rights.</p> <p><u>Moderator:</u> Ceyda Maisami, HP Inc.</p> <p><u>Speakers:</u> Anna Chauvet, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP Sandra J. Wunderlich, Tucker Ellis LLP Additional speaker to be announced</p> <p>My Company Was Ordered to Destroy the Goods... Now What? <i>Organizing Committees: Industrial Designs, ITC, and Green IP</i> In the US, an order from the ITC or the courts may require destruction of goods. Outside the US, enforcement may be carried out at the border by customs. What options are available to the recipient of such an order? This panel will explore types of ITC exclusion orders and border enforcement and address recent case law, as appropriate. They will also explore options for destruction, including "green" solutions.</p> <p><u>Speakers:</u> to be announced</p> <p>Double Trouble! An International Perspective on Divisional Practice and Double Patenting <i>Organizing Committee: International Patent Law & Trade, Canadian Practice, Asian Practice, and US Patent Office Practice</i> This session will cover divisional practice, continuation practice and double patenting in jurisdictions that have recent developments in their domestic law on these issues. Panelists will focus on jurisdictions such as Europe, Canada, China, Mexico and the US, specifying the challenges that applicants are facing in each jurisdiction and providing an overview of possible solutions. For a patent owner it is crucial to have a broad protection of their inventions and thus, understanding the double patenting rules and the challenges that divisionals are facing throughout the world allows them to tailor an adequate global filing and prosecution strategy from the beginning.</p> <p><u>Moderator:</u> to be announced</p> <p><u>Speakers:</u> Santosh K. Chari, CPST Intellectual Property Susi Fish, Boulton Wade Tennant LLP Sanjeev K Mahanta, Merck & Co Inc. Toby Mak, Tee & Howe Intellectual Property Attorneys Mauricio Sámano, OLIVARES</p>
2:00PM 2:30PM	<p>Break & IP Expo</p>



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Tuesday, September 9

<u>TIME</u>	<u>FUNCTION</u>
2:30PM 3:30PM	<p>Concurrent Sessions</p> <p>Bridging the Digital Divide: Navigating AI through the EU Data Act, US Regulations and Executive Orders, and International Legislation <i>Organizing Committees: AI, European Practice, International Patent Law, Trade Secrets</i> This session will provide a roadmap for AI providers and users to navigate the transformative changes presented via European, US, and international AI-related laws and policies. Panelists will delve into the evolving landscape of AI policies, including the EU AI Act, US federal and state regulations and executive orders, and global trends, shedding light on their implications to business and trade secrets, and how they are shaping the future of AI governance.</p> <p><u>Moderator:</u> Andrea Evensen, Danaher Corporation</p> <p><u>Speakers:</u> Laurence Loumes, Plasseraud IP Luke Lynch, ACG Advocacy Philip Soo, 3M Innovative Properties Co. Margaret (Maggie) Welsh, Baker Botts LLP</p> <p>Counterfeits, Gray Market Goods, and Other Diversions <i>Organizing Committees: U.S. Trademark Law & Litigation and Anti-counterfeiting</i> Brand owners continue to be inundated with problematic products masquerading as genuine goods intended for the US market. Whether outright counterfeits, "gray market" goods, or products otherwise sold without conforming to brand and safety standards, brand owners are frustrated. The legal, regulatory, and marketplace policy regimes are often insufficient to efficiently tackle the problem. Panelists will explore the current state of the third-party marketplace on various platforms, decisions by US courts and approaches taken by regulatory agencies, and best practices for what brand owners can do to protect both their brands and consumers from unauthorized or unlawful products sales.</p> <p><u>Moderator:</u> Jake Feldman, Kenvue</p> <p><u>Speakers:</u> Dave Pacheco, 3M Innovative Properties Co. Dennis Prael, Ladas & Parry LLP Lisa Smiley, Kenvue</p> <p>Recent Developments in Third Party Litigation Funding <i>Organizing Committees: U.S. Patent Litigation</i> Third-party litigation funding enables hedge funds and financial firms to invest in lawsuits in exchange for a share of any settlement or judgment. The practice of third-party litigation funding, particularly in patent cases, is experiencing significant growth, with annual estimates reaching up to \$5 billion. This trend has led to increased scrutiny from judges and policymakers, resulting in new rules, sanctions, and proposed legislation aimed at enhancing transparency and conflict identification, and addressing issues such as foreign government involvement in US court proceedings. Panelists will examine how companies, attorneys, and courts are navigating the changing landscape, including an overview of litigation funding, legal developments, and legislative proposals.</p> <p><u>Moderator:</u> Emily Johnson, Amgen, Inc.</p> <p><u>Speakers:</u> David Stein, Olson Stein LLP Steven Zeller, Dykema Gossett PLLC Additional speakers to be announced</p>
3:30PM 4:00PM	Break & IP Expo



2025

IPO Annual Meeting

**September 7–9, 2025
San Diego, CA**



Program of Events

Tuesday, September 9

<u>TIME</u>	<u>FUNCTION</u>
4:00PM 5:00PM	<p>Concurrent Sessions</p> <p>Legal Ethics During Deal Negotiations <i>Organizing Committee: IP Licensing & Related Issues</i> This session will address IP licensing scenarios that present legal ethics issues. Panelists will illustrate situations and issues that could occur during a licensing engagement and discuss the applicable rules of ethics. Issues to be discussed may include unintended receipt of the other party's confidential information, use of AI to draft license agreements, communications with represented parties, use of investigators to gather information from adversaries, and which state's rules apply in multijurisdictional practice. Speakers will also address when an attorney has a duty to report misconduct, duty of honesty, duty to disclose information, and duty of confidentiality.</p> <p><u>Moderator:</u> Ken Corsello, IBM Corp.</p> <p><u>Speakers:</u> Brian Adams, Qualcomm Incorporated Christian LaForgia, Banner & Witcoff, Ltd. LuAnne Morrow, Troutman Pepper Locke Additional speaker to be announced</p> <p>Trademark Enforcement in the AI Era: Litigation Strategies and Challenges <i>Organizing Committee: U.S. Trademark Law & Litigation</i> AI has ushered in new complexities for IP enforcement. This panel will address litigation challenges and practical enforcement strategies against IP infringements involving AI and automation, including trademark and publicity rights claims. Panelists will explore evidentiary hurdles, liability attribution, jurisdictional issues, and the continued effectiveness of traditional enforcement tools in an AI-driven environment. Topics will also include the risks and ethical considerations surrounding AI-generated legal briefs, enforcement strategies against AI-created logos that closely resemble protected marks, and why the use of AI cannot serve as a standalone defense. The panel will offer concrete guidance for litigators and brand owners navigating a legal landscape where AI increasingly plays a central role in both infringement and enforcement.</p> <p><u>Speakers:</u> to be announced</p>
6:00PM	<p>Reception hosted by The Chartered Institute of Patent Attorneys (CIPA)</p>

The poster for the CIPA Drinks Reception at the IPO Annual Meeting 2025 features a dark blue background with white text. At the top left is the CIPA logo, which includes a stylized eagle and the text 'CIPA THE CHARTERED INSTITUTE OF PATENT ATTORNEYS'. To the right of the logo, the title 'CIPA Drinks Reception at IPO Annual Meeting 2025' is displayed in a large, bold, white font. Below the title, the text 'Join the Chartered Institute of Patent Attorneys for a networking drinks reception at the Marina Room and Courtyard following the conclusion of the annual meeting' is written in a smaller white font. Further down, the date and time 'Tuesday 9 September 6:00pm-9:00pm' are listed, followed by the location 'Marina Room and Courtyard, Manchester Grand Hyatt, San Diego'. To the right of this text is a QR code with the label 'Book your place here:'. At the bottom of the poster is a wide, horizontal image showing a city skyline at dusk or dawn, with the American flag on the left and the Union Jack on the right, both partially visible and appearing to be part of the scene.



2025

IPO Annual Meeting

**September 7–9, 2025
San Diego, CA**



Artificial Intelligence Sessions

Copyright Cases and Controversies in the AI Litigation Landscape

Monday, September 8, 11:00am-12:00pm

Organizing Committee: *Copyright and Related Rights*

Litigation over copyright and related claims surrounding artificial intelligence dominated headlines in 2024. Despite the flurry of litigation, significant questions remain unanswered. 2025 is likely to bring some clarity to the legal status of AI, as courts tackle some of the thorniest unresolved legal questions. Cases are proceeding across many different jurisdictions and may take divergent paths on those issues. Panelists will explore the evolving landscape of litigation involving AI-generated works, fair use considerations, liability issues, and recent case law.

The Intersection of AI and Patents from the Perspective of Previous USPTO Directors

Monday, September 8, 4:00-5:00pm

Hear from a panel of previous USPTO Directors about the intersection of AI and Patents. Topics to be discussed include the use of AI within the USPTO, use of AI tools to prosecute, AI as an inventor, and AI-generated prior art. Moderated by IPO President Krish Gupta (Dell Technologies), the panel includes Andrei Inacu (Sullivan & Cromwell LLP), Michelle Lee (Obsidian Strategies, Inc.), and Kathi Vidal (Winston & Strawn).

Approaches to AI Standardization in the U.S. and Abroad

Monday, September 8, 2:15-3:15pm

Organizing Committees: *Software Related Inventions and Standard Setting*

AI standards have been in development in several countries. However, the foundation for AI standards (e.g., technology principles, frameworks, etc.) is also in development, which gives challenges for the standard development. Panelists will discuss the foundation for establishing standards, trends in AI standards across different countries, and impacts of these AI standard trends.

Quantum Computing: A Technical and Legal Overview

Tuesday, September 9, 9:15-10:15am

Organizing Committees: *AI and US Patent Law*

Quantum computing represents a paradigm shift in computational technology, leveraging the principles of quantum mechanics to solve problems that are intractable for classical computers. This panel will provide an overview of the technical foundations of quantum computing, including the concepts of qubits, superposition, entanglement, and quantum algorithms. It explores the current state of quantum hardware, the challenges in achieving fault-tolerant quantum computation, and the potential applications in various fields such as cryptography, drug discovery, and AI. The panel will also explore the patent law implications of quantum computing, particularly with regard to issues such as patent eligibility, enablement, and best practices for drafting and prosecuting patent applications, guided by case laws and patent office guidelines in the US and other jurisdictions.



2025

IPO Annual Meeting

**September 7-9, 2025
San Diego, CA**



Artificial Intelligence Sessions

Navigating the Complexities of AI Trade Secrets and Litigation

Tuesday, September 9, 11:00am-12:00pm

Organizing Committees: *AI, Data & New Emerging Tech and Trade Secrets*

This session will delve into the complexities of AI-generated trade secrets, with a focus on understanding their unique characteristics, mitigating associated system risks, and implementing robust contractual protections. Panelists will also address the distinct challenges and strategic considerations involved in litigating AI trade secret disputes, covering relevant legal frameworks, practical issues, and effective approaches for both plaintiffs and defendants. Attendees will gain valuable insights and practical tools to help them effectively manage, protect, and enforce AI-related trade secrets in an evolving legal landscape.

Bridging the Digital Divide: Navigating AI through the EU Data Act, US Regulations and Executive Orders, and International Legislation

Tuesday, September 9, 2:30-3:30pm

Organizing Committees: *AI, European Practice, International Patent Law, Trade Secrets*

This session will provide a roadmap for AI providers and users to navigate the transformative changes presented via European, US, and international AI-related laws and policies. Panelists will delve into the evolving landscape of AI policies, including the EU AI Act, US federal and state regulations and executive orders, and global trends, shedding light on their implications to business and trade secrets, and how they are shaping the future of AI governance.

Trademark Enforcement in the AI Era: Litigation Strategies and Challenges

Tuesday, September 9, 4:00-5:00pm

Organizing Committee: *U.S. Trademark Law & Litigation*

AI has ushered in new complexities for IP enforcement. This panel will address litigation challenges and practical enforcement strategies against IP infringements involving AI and automation, including trademark and publicity rights claims. Panelists will explore evidentiary hurdles, liability attribution, jurisdictional issues, and the continued effectiveness of traditional enforcement tools in an AI-driven environment. Topics will also include the risks and ethical considerations surrounding AI-generated legal briefs, enforcement strategies against AI-created logos that closely resemble protected marks, and why the use of AI cannot serve as a standalone defense. The panel will offer concrete guidance for litigators and brand owners navigating a legal landscape where AI increasingly plays a central role in both infringement and enforcement. **CLE: IPO will apply for partial ethics credit for this session.**



2025

IPO Annual Meeting

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Industrial Design Sessions

Designs Around the World in 60 Minutes

Monday, September 8, 11:00am-12:00pm

Organizing Committee: *Industrial Designs*

This session will cover worldwide design law updates. Panelists will discuss the recently approved Design Law Treaty and its potential for harmonization in important areas, like grace periods and streamlining what can otherwise be labyrinthine requirements in some countries. They will also consider so-called “Schedule A” cases in the US: design-patent infringement lawsuits against multiple defendants named under seal. Speakers will cover recent changes to the EU-wide design-protection system. Finally, they will provide an update on China’s implementation of its new design patent laws and examination guidelines, particularly examination of partial designs.

Design Protection for Graphical User Interfaces: A Core Part of a Worldwide Design Portfolio Across Industries

Monday, September 8, 4:00-5:00pm

Organizing Committee: *Industrial Designs*

Graphical user interfaces are integral to products and services across industries and are constantly growing more interactive and creative. They are moving beyond traditional screens to virtual and augmented reality. Patent offices around the world are working with stakeholders to keep up with this rapid innovation, and systems of protection are changing fast too. Panelists will provide an update on what’s new in the US, Europe and Asia in protecting graphical user interfaces and animations.

So Many Shoes. . .So Little Time. . .Design Right Expiration and Next Steps

Tuesday, September 9, 11:00am-12:00pm

Organizing Committee: *Industrial Designs*

Design rights provide protection for up to 25 years in certain jurisdictions. But once those design rights expire, or if they were never filed, is there any other way to continue to protect the design? Recent case law in Germany suggests that copyright cannot be used [see Birkenstocks]. But in France, maybe it can [see Chanel v. Jonak/Jackie O shoes]. In the US, Christian Louboutin has trade dress protection on red soles while Skechers challenged the sole design of a Hermes athletic shoe. Panelists will review trade dress and copyright case law in the US and Europe to help guide ongoing brand protection strategies.

My Company Was Ordered to Destroy the Goods. . .Now What?

Tuesday, September 9, 1:00-2:00pm

Organizing Committees: *Industrial Designs, ITC, and Green IP*

In the US, an order from the ITC or the courts may require destruction of goods. Outside the US, enforcement may be carried out at the border by customs. What options are available to the recipient of such an order? This panel will explore types of ITC exclusion orders and border enforcement and address recent case law, as appropriate. They will also explore options for destruction, including “green” solutions.



2025

IPO Annual Meeting

**September 7–9, 2025
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Patent and Trade Secret Sessions

Recent Patent and Trademark Case Law Update

Sunday, September 7, 5:00-6:00pm

This session will examine the important IP developments of the last 9 months.

Recent (Patent) Developments at the USPTO

Monday, September 8, 9:15-10:15am

Organizing Committees: *U.S. Patent Office Practice*

This session will explore recent changes at the USPTO affecting patent application examination. Speakers will provide an overview of the latest developments and emerging best practices for patent owners and professionals. Panelists will also share insights about the impact of these changes, potential pitfalls, and strategic considerations for efficiently navigating the evolving examination landscape.

The Newly Expanding Domestic Industry Requirement

Monday, September 8, 11:00am-12:00pm

Organizing Committees: *U.S. International Trade Commission*

The Federal Circuit's landmark March 2025 opinion in *Lashify v. ITC* upended decades of ITC practice and precedent, expanding the scope of investments and activities that may be utilized to satisfy the ITC's threshold "domestic industry requirement." This decision came shortly after another domestic industry-related Federal Circuit ruling in *Wuhan Healthgen v. ITC*. This session will summarize these cases and address the impact of these decisions on Section 337 investigations at the ITC, including whether they have led to (or may lead to) an increase in ITC cases and how litigants and practitioners have changed their strategies and tactics in response. And because *Lashify* was the first case where the Federal Circuit applied the Supreme Court's 2024 decision in *Loper Bright Enterprises v. Raimondo* to revisit ITC statutory interpretation, the panel will also address how *Loper Bright* may impact other areas of ITC practice.

Protecting Innovation in the Global Community

Monday, September 8, 2:15-3:15pm

Organizing Committees: *DEI and US Patent Office Practice*

This session will focus on the importance of cultural awareness in cross-cultural IP engagements, and the role of inclusive practices in building a robust patent portfolio. Speakers will discuss best practices for building an international patent portfolio, as well as the cross-border and cross-cultural best IP business practices when there are language barriers, legal and customs barriers, varying legal norms, and differing territorial requirements and norms among and between parties.

A Discussion of the Current Patent and Trade Secret Landscape in China and India

Monday, September 8, 2:15-3:15pm

Organizing Committees: *Asian Practice and Trade Secrets*

It can be difficult to make decisions related to patent and trade secret matters in China and India if you do not have a basic understanding of the legal landscape in these countries. With respect to China, the first patent laws were passed in the 1980's and currently China is on the 4th Revision of the Patent Law. The Trade Secret laws of China were first passed with the promulgation of the Anti-Unfair Competition Law in 1993. The IP laws in China have evolved significantly in the last few decades. In addition, India has moved to the forefront in the world as supply chains have moved from China in the current economic climate. Although India's IP laws are much older than China, India's laws continue to evolve. This session will provide a basic knowledge of the history and explore the current legal landscape, including enforcement issues, in China and India.



2025

IPO Annual Meeting

**September 7-9, 2025
San Diego, CA**



Patent and Trade Secret Sessions

The Intersection of AI and Patents from the Perspective of Previous USPTO Directors

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Hear from a panel of previous USPTO Directors about the intersection of AI and Patents. Topics to be discussed include the use of AI within the USPTO, use of AI tools to prosecute, AI as an inventor, and AI-generated prior art. Moderated by IPO President Krish Gupta (Dell Technologies), the panel includes Andrei Inacu (Sullivan & Cromwell LLP), Michelle Lee (Obsidian Strategies, Inc.), and Kathi Vidal (Winston & Strawn).

The Role of Patents in Pharmaceutical Innovation, Drug Pricing, and Market Exclusivity

Tuesday, September 9, 9:15-10:15am

Organizing Committees: *Pharmaceutical & Biotechnology Issues, Latin American Practice*

This panel will address pharmaceutical patents and their role in innovation, drug pricing, and market exclusivity. Drawing on legal frameworks, economic data, and case studies, the discussion will clarify the nuanced relationship between intellectual property protection and public health outcomes. The panel aims to provide a balanced perspective that underscores the importance of robust patent systems for sustaining pharmaceutical innovation while addressing concerns about accessibility and affordability.

Evolution of PTAB Practice: Rescission of 2022 Discretionary Denials Memorandum, Interim Guidance, & Other Updates

Tuesday, September 9, 11:00am-12:00pm

Organizing Committee: *U.S. Post-Grant Patent Office Practice*

Over the past several months, the USPTO has seen a significant policy shift with respect to PTAB practice. This panel will discuss the changing landscape of post-grant proceedings and discretionary denials. Speakers will discuss the impact on discretionary denials, the Fintiv factors, compelling merits, Sand/Sotera-type stipulations, ITC proceedings, and trial dates. Under the new framework, facts that were dispositive previously have returned to being mere factors for the Board to consider. They will also discuss the newly instituted bifurcated processes for institution decisions, the three-judge discretionary denials panel, newly allowed briefs for patent owners and petitioners, and how practitioners and clients can navigate these policies.

Navigating the Complexities of AI Trade Secrets and Litigation

Tuesday, September 9, 11:00am-12:00pm

Organizing Committees: *AI, Data & New Emerging Tech and Trade Secrets*

This session will explore the intricacies of AI-generated trade secrets, emphasizing the intricacies of these secrets, the mitigation of system risks, and the implementation of contractual safeguards. In addition, panelists will tackle the unique challenges and strategies involved in litigating AI trade secret cases, including legal frameworks, practical considerations, and dispute strategies for both plaintiffs and defendants. This presentation aims to equip professionals with the expertise needed to effectively manage and safeguard AI-related trade secrets.



Patent and Trade Secret Sessions

Double Trouble! An International Perspective on Divisional Practice and Double Patenting

Tuesday, September 9, 1:00-2:00pm

Organizing Committee: *International Patent Law & Trade, Canadian Practice, Asian Practice, and US Patent Office Practice*

This session will cover divisional practice, continuation practice and double patenting in jurisdictions that have recent developments in their domestic law on these issues. Panelists will focus on jurisdictions such as Europe, Canada, China, Mexico and the US, specifying the challenges that applicants are facing in each jurisdiction and providing an overview of possible solutions. For a patent owner it is crucial to have a broad protection of their inventions and thus, understanding the double patenting rules and the challenges that divisionals are facing throughout the world allows them to tailor an adequate global filing and prosecution strategy from the beginning.

Recent Developments in Third Party Litigation Funding

Tuesday, September 9, 2:30-3:30pm

Organizing Committees: *U.S. Patent Litigation*

Third-party litigation funding enables hedge funds and financial firms to invest in lawsuits in exchange for a share of any settlement or judgment. The practice of third-party litigation funding, particularly in patent cases, is experiencing significant growth, with annual estimates reaching up to \$5 billion. This trend has led to increased scrutiny from judges and policymakers, resulting in new rules, sanctions, and proposed legislation aimed at enhancing transparency and conflict identification, and addressing issues such as foreign government involvement in US court proceedings. Panelists will examine how companies, attorneys, and courts are navigating the changing landscape, including an overview of litigation funding, legal developments, and legislative proposals.

Legal Ethics During Deal Negotiations

Tuesday, September 9, 4:00-5:00pm

Organizing Committee: *IP Licensing & Related Issues*

This session will address IP licensing scenarios that present legal ethics issues. Panelists will illustrate situations and issues that could occur during a licensing engagement and discuss the applicable rules of ethics. Issues to be discussed may include unintended receipt of the other party's confidential information, use of AI to draft license agreements, communications with represented parties, use of investigators to gather information from adversaries, and which state's rules apply in multijurisdictional practice. Speakers will also address when an attorney has a duty to report misconduct, duty of honesty, duty to disclose information, and duty of confidentiality.

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2025

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**September 7-9, 2025
San Diego, CA**



Trademark & Copyright Sessions

Recent Patent and Trademark Case Law Update

Sunday, September 7, 5:00-6:00pm

This session will examine the important IP developments of the last 9 months.

Navigating the 2025 USPTO Trademark Changes

Monday, September 8, 9:15-10:15am

Organizing Committee: *U.S. Trademark Office Practice*

This session will focus on navigating the 2025 USPTO trademark changes, including strategic approaches to the new fee structures, Goods & Services ID Manual optimization, and e-filing system mastery. Panelists will deliver actionable tips to help you minimize costs, avoid surcharges, and streamline your trademark filings in the evolving USPTO landscape. Whether you're struggling with describing emerging technology offerings or seeking more predictability in your trademark budget, you'll gain valuable insights to immediately enhance your practice and client service. Don't miss this opportunity to stay ahead of USPTO changes while learning cost-effective strategies.

Copyright Cases and Controversies in the AI Litigation Landscape

Monday, September 8, 11:00am-12:00pm

Organizing Committee: *Copyright and Related Rights*

Litigation over copyright and related claims surrounding artificial intelligence dominated headlines in 2024. Despite the flurry of litigation, significant questions remain unanswered. 2025 is likely to bring some clarity to the legal status of AI, as courts tackle some of the thorniest unresolved legal questions. Cases are proceeding across many different jurisdictions and may take divergent paths on those issues. Panelists will explore the evolving landscape of litigation involving AI-generated works, fair use considerations, liability issues, and recent case law.

A Leap of (Bad) Faith: Dealing with Trademark Pirates

Monday, September 8, 4:00-5:00pm

Organizing Committee: *International Trademark Law & Practice*

This session will focus on developments in the U.S., the European Union and China relating to bad faith trademark filings. Panelists will address issues such as: best practices for recovering pirated marks, recent developments in pirate practices, registry responses to fraudulent behavior (the use of borrowed attorney credentials), legislative initiatives, innovations in judicial practice (the use of unfair competition law) and other strategies adopted by trademark owners. Additionally, a chief IP counsel's perspective will be provided on important issues to in-house counsel.

Global Trademark Horizons 2025: Navigating the New Landscape in the US, the European Union, and China

Tuesday, September 9, 9:15-10:15am

Organizing Committee: *International Trademark Law & Practice*

Stay ahead of the curve with this essential update on trademark practice developments across three vital jurisdictions. Panelists will decode recent legislative changes, enforcement trends, and strategic opportunities in the US, the European Union, and Chinese trademark systems. Leave equipped with innovative approaches to protect and leverage your trademark assets in these rapidly changing markets.



2025

IPO Annual Meeting

**September 7-9, 2025
San Diego, CA**



Trademark & Copyright Sessions

Feel The Beat Of IP: Lessons in Leadership from Taylor Swift

Tuesday, September 9, 1:00-2:00pm

Organizing Committees: *Leadership Development, Women in IP, and Copyright*

In sync with the theme of World IP Day 2025, “IP and music: Feel the beat of IP,” this program celebrates the music mogul, Taylor Swift, a transformative force in the music industry through her musical genius, but also the Fearless enforcement of her intellectual property rights. This includes the protection of her name, image, and Reputation through trademark enforcement, unique approaches to enforcing her copyrights for Evermore when her label attempted to sell her catalog of songs, which had the artist seeing Red. By enlisting the help of the Swiftie fan base to change the way digital streaming platforms compensate musicians for their creative works, she revealed her leadership style as an authentic leader who values creativity and innovation and encourages women to stand up for their rights.

Counterfeits, Gray Market Goods, and Other Diversions

Tuesday, September 9, 2:30-3:30pm

Organizing Committees: *U.S. Trademark Law & Litigation and Anti-counterfeiting*

Brand owners continue to be inundated with all manner of problematic products masquerading as genuine goods intended for the US market. Whether outright counterfeits, “gray market” goods diverted from other markets, or products otherwise sold without conforming to brand and safety standards, brand owners are frustrated, and the legal, regulatory, marketplace policy regimes are in many cases insufficient to efficiently tackle the problem. Panelists will explore the current state of the third-party marketplace on various platforms, decisions by US courts and approaches taken by regulatory agencies, and best practices for what brand owners can do to protect both their brands and consumers from unauthorized or unlawful products sales.

Trademark Enforcement in the AI Era: Litigation Strategies and Challenges

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AI has ushered in new complexities for IP enforcement. This panel will address litigation challenges and practical enforcement strategies against IP infringements involving AI and automation, including trademark and publicity rights claims. Panelists will explore evidentiary hurdles, liability attribution, jurisdictional issues, and the continued effectiveness of traditional enforcement tools in an AI-driven environment. Topics will also include the risks and ethical considerations surrounding AI-generated legal briefs, enforcement strategies against AI-created logos that closely resemble protected marks, and why the use of AI cannot serve as a standalone defense. The panel will offer concrete guidance for litigators and brand owners navigating a legal landscape where AI increasingly plays a central role in both infringement and enforcement. **CLE: IPO will apply for partial ethics credit for this session.**



2025

IPO Annual Meeting

**September 7–9, 2025
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Workshops

IPO is offering three interactive workshops this year during the extended lunch time frame on Monday, September 8. There is time for attendees to enjoy their meal prior to attending the workshops. The IP Expo will remain open during the workshop hours for those who do not wish to attend a workshop.

Note: Continuing Legal Education (CLE) credit will not be offered for the workshops.

Chief IP Counsel in Box Refresh

Monday, September 8, 1:00-2:00pm

Organizing Committee: *Corporate IP Management & Operations*

The Chief IP Counsel in Box refresh aims to ensure that the tool remains relevant and useful in the rapidly changing landscape of IP management. By incorporating the latest tools, technologies, and best practices, CIPC In a Box will help organizations navigate the rapidly changing landscape of IP management.

Bridging Borders: Best Practices in Global Patent Drafting

Monday, September 8, 1:00-2:00pm

Organizing Committees: *Patent Agents, US Patent Office Practice, European Practice*

Drafting patent applications for global protection requires more than just technical precision, it demands a strategic approach tailored to different legal systems. This session will provide best practices for drafting global applications, covering claim strategies, jurisdictional differences, and techniques to avoid common pitfalls that may limit enforceability and scope. Conflicting requirements between EP and US will also be addressed.

What Can Outside Counsel Do Better & Differently to Support Large and Small IP Departments

Monday, September 8, 1:00-2:00pm

Organizing Committee: *Small/Micro Company & Law Firm*

This session will explore how outside counsel can tailor their approach to meet the distinct needs of both large and small IP legal departments. Panelists will discuss expectations vs. realities in areas like cost efficiency, strategic guidance, responsiveness, and business alignment. Topics will include how outside counsel can add value beyond legal expertise, such as providing proactive risk assessments, invention generation & harvesting, suggesting patent strategy modifications, streamlining communication, and leveraging technology to enhance efficiency. The discussion will offer practical insights into fostering stronger partnerships, improving collaboration, and ensuring outside counsel delivers targeted, impactful support that aligns with the specific challenges of IP teams, regardless of size.



2025

IPO Annual Meeting

**September 7–9, 2025
San Diego, CA**



Networking Events

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.

Networking Event

hosted by IPO's Diversity, Equity & Inclusion and Women in IP Law Committees

Sunday, September 7, 1:00-2:00pm

This event will provide opportunities for attendees to learn more about IPO's Diversity, Equity & Inclusion Committee and its Resource Groups and IPO's Women in IP Law Committee. Learn what the committees has been working on and how to get involved. Advance registration is required. Space is limited.

Sponsored in part by: RNA Law

Welcome Reception

Sunday, September 7, 6:00-8:00pm

Renew acquaintances and make new friends by attending the Welcome Reception immediately following the opening session on the pool deck at the Manchester Grand Hyatt Hotel. Open to all registered attendees.

Fun Run/Walk

Monday, September 8, 6:15-7:30am

Join colleagues for a guided 5K fun run or 3K walk around downtown Chicago. All skill levels welcome. This is not a race. IPO will provide a grab-and-go breakfast. Advance registration required. Space is limited.

Sponsored by: Banner & Witcoff

IP Expo Hall

Monday-Tuesday, September 8-9

The IP Expo Hall is your go-to destination to discover innovative solutions to your needs. Breakfast, coffee breaks, and lunches will be served in the IP Expo Hall.

IP Hub

Monday-Tuesday, September 8-9

The IP Hub, located in the IP Expo Hall, will feature short presentations during breaks for attendees to learn more about hot topics, products and resources. Presentations will be listed in the program.

Breakfast & Breaks

Monday-Tuesday, September 8-9

Breakfast and coffee breaks will be held in the IP Expo during the meeting. The IP Expo is open to all registered attendees to greet one another, exchange ideas, relax, and grab food and drinks.

Monday Breakfast and Breaks Sponsored by: Leydig, Voit & Mayer, Ltd.

Lunches

Monday-Tuesday, September 8-9

Lunch will be served a la carte in the IP Expo Hall. Attendees can join colleagues to network and exchange ideas or grab lunch and head to their room for a quick conference call. Lunch is open to all registered attendees.

Special Event: California Dreaming Beach Party

Monday, September 8, 6:30-9:30pm

Annual Meeting attendees are invited to attend a dinner reception at Fit Social on Mission Beach. Grab food and drinks and watch the sunset over the Pacific Ocean while networking with peers, playing in beach games, and listening to live music.



Transportation provided between the Manchester Grand Hyatt Hotel and the Beach House. Buses will begin departing the hotel at 6:15pm. The last bus will return to the hotel by 10:00pm.

Attire: Beach casual – bring layers as it could get chilly at night. Some areas of the venue are on the sand. Wear comfortable shoes.



2025

IPO Annual Meeting

**September 7-9, 2025
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Registration Form

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

Organization _____

Address _____

City _____ State _____ ZIP _____ Country _____

Phone _____ Email _____

List each of the states you're requesting CLE credit for _____

Fees

Enter applicable rate and fees in the column at right and total below.

1. Annual Meeting Registrant

MEMBER TYPE	by July 31, 2025	August 1 to September 5, 2025	after September 5, 2025
IPO Member	\$1,200	\$1,400	\$1,600
Non-Member	\$2,400	\$2,800	\$3,000
Government/Academic/Emeritus <i>No other discounts applies</i>	\$850	\$850	\$850
IPO Member Group Discount	\$850	\$850	N/A
Guest Pass	\$250/person	\$250/person	\$250/person

APPLICABLE RATE:

IPO Member \$ _____

Non-Member \$ _____

Gov/Academic/Emeritus \$ _____

IPO Member Group Rate* \$ _____

Guest Pass \$ _____

Guest(s) Name(s) _____

2. I have read and agree to IPO's Meeting Policies.

TOTAL AMOUNT DUE: \$ _____

Method of Payment

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

Credit Card (Registrations sent by fax or email MUST include credit card account information)

American Express

MasterCard

Visa

Discover

Card # _____ Exp. Date _____ Security Code _____

Cardholder Name (print) _____ Date _____

Signature _____

Registration fees include: All education sessions; CLE Credit to applicable states; networking luncheons, breakfasts, and breaks on Monday and Tuesday (Sept. 8-9, 2025); Sunday Welcome Reception (Sept. 7, 2025); Monday Evening Reception (Sept. 8, 2025), and access to the IP Expo Hall. **IPO does not provide a refund if an attendee chooses not to participate in any of the functions included with their registration fees.**

***IPO Member Group Discount:** Any IPO member organization that pays for five or more employees to attend the annual meeting will receive a rate of \$850 per registrant. *No other discounts apply.*

Return form to meetings@ipo.org

Payment must be received with a completed registration form. Forms received with payment will be processed within one business day. Once payment is processed, a confirmation email will be sent to the email 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.



2025

IPO Annual Meeting

September 7-9, 2025
San Diego, CA