



**ABA ANNUAL MEETING**  
**ABA-IPL PROGRAMS**

SAN FRANCISCO

August 8-11. 2013



Section of  
Intellectual Property Law

The ABA-IPL Section is pleased to host our members and guests during the 2013 ABA Annual Meeting in San Francisco, California.

At this year's Annual Meeting, we are proud to offer you the best continuing legal education programming, networking opportunities and special events.

In just a few days, you can earn an entire year's worth of CLE credit and keep up to date on the latest developments and issues critical to your practice. Furthermore, you'll have numerous occasions to network with the world's leading IP practitioners while experiencing the "City by the Bay."

The ABA-IPL Section will again feature frontline programming and valuable networking opportunities at this premier conference for legal professionals. Here's a preview of our exciting agenda with relevant and expert led continuing legal education programs:

- **ABA CLE Showcase Program:**  
IP IS ALL AROUND US™ on Thursday, August 8
- **CLE Workshop programs preview:**
  - Navigating the Patent Thicket
  - IP and the Comic Book Superhero
  - Registering Non-Traditional Trademarks
  - Design in the Mobile Device Space
  - European Patent Litigation
- **CLE Program highlights preview:**
  - Social Media Terms
  - Patent Markets Evolutions
  - Hot Topics in Trade Secret Law
  - International Trade Commission Investigations
  - Online Counterfeiters too Difficult to Catch
- **Mark T. Banner Award Luncheon**  
Saturday, August 10, 12:00 pm - 1:30 pm  
Join in honoring our 2013 award winners: Federal Circuit Judge Pauline Newman and Professor Christina Bohannon. The guest speaker will be David J. Franklyn, Director of the McCarthy Institute for IP and Technology Law.
- **Networking Events:**
  - Diversity Reception**, hosted by the ABA-IPL Diversity Action Group
  - LGBT Diversity Reception**
  - Both events: InterContinental San Francisco Hotel
  - Section Celebration Event** - on the aircraft carrier *USS Hornet* featuring food, open bar, and entertainment in a fascinating historical setting.
- **Opportunities to participate** in ABA-wide activities and events

We look forward to welcoming you to the beautiful bay city of San Francisco this August.



SCHEDULE AT A GLANCE

All ABA-IPL programs and events will take place at the InterContinental San Francisco Hotel unless otherwise noted.

THURSDAY, AUGUST 8

10:00 am – 5:00 pm IP Central Hospitality Hub & Wireless Café

10:30 am – 12:00 pm **ABA CLE Showcase Program:** IP IS ALL AROUND US™ (Moscone Center West)

6:30 – 9:30 pm Leadership Dinner (by invitation)

FRIDAY, AUGUST 9

8:00 am – 5:00 pm IP Central Hospitality Hub & Wireless Café

8:30 – 10:00 am **CLE Program:** Social Media Terms of Use: Case Law Round Up (Moscone Center West)

8:30 – 10:00 am **CLE Program:** The Future of Gaming: Litigation and Business Issues for Games Across All Platforms (Moscone Center West)

10:30 – 11:30 am **CLE Workshop:** European Patent Litigation: A Brand New Era

10:30 – 11:30 am **CLE Workshop:** Solutions to the Orphan Works Problem

10:30 – 11:30 am **CLE Workshop:** What’s in a Name? Rights of Publicity and Trademarks in Social Media and the Tool of Valuation

10:30 – 11:30 am **CLE Workshop:** Conjoint Analysis: Its Role in Determining Patent Damages and its Application to the Entire Market Value Rule

11:30 am – 12:45 pm **Professional Development Program:** iPad for IP Lawyers (not for CLE credit)

12:45 pm – 1:30 pm **Networking Buffet Luncheon** (Ticketed Event \$35)

2:00 – 3:30 pm **CLE Program:** Hot Topics in Trade Secret Law Across the Nation (Moscone Center West)

3:45 – 5:15 pm **CLE Program:** How Can an Investigation at the International Trade Commission Affect Your Business or Your Clients? (Moscone Center West)

4:00 – 5:00 pm **CLE Workshop:** Navigating the Patent Thicket

4:00 – 5:00 pm **CLE Workshop:** Do We Smell an Opportunity for Trademark Practitioners? Registering Non-Traditional Marks Across the Globe

4:00 – 5:00 pm **CLE Workshop:** Design in the Mobile Device Space: Growth of Enforcement and Current Avenues of Protection

4:00 – 5:00 pm **CLE Workshop:** IP and the Comic Book Superhero

5:00 – 6:30 pm **Diversity Reception:** Hosted by the ABA-IPL Diversity Action Group (Ticketed Event \$20)

SATURDAY, AUGUST 10

7:30 am – 5:00 pm IP Central Hospitality Hub & Wireless Café

7:30 – 9:30 am Continental Breakfast

8:30 – 9:30 am **Plenary Session:** Women & the World of IP (not for CLE credit)

9:45 – 11:15 am Division Action Planning Meetings

11:30 – 11:45 am Annual Business Meeting With Elections

12:00 – 1:30 pm **Mark T. Banner Award Luncheon** (Ticketed Event \$65) Sponsored by Faegre Baker Daniels LLP

2:00 – 3:30 pm **CLE Program:** Online Brand Protection Strategies and the New gTLDs: Understanding the Trademark Clearing House (TMCH) and Uniform Rapid Suspension (URS) (Moscone Center West)

2:00 – 3:30 pm **CLE Program:** Was Prometheus a Flook? The Outlook for Patent Eligibility of Software, Biotech, and Related Technologies (Moscone Center West)

3:45 – 5:15 pm **CLE Program:** Oracle v. Google Forum (Moscone Center West)

3:45 – 5:15 pm **CLE Program:** Counterfeiters too Difficult to Catch: How Online Marketplaces, Search Engines, and Other Intermediaries May (or May Not) Be Liable for Contributory Infringement (Moscone Center West)

5:00 – 6:30 pm **LGBT Diversity Reception** (Ticketed Event \$20)

7:00 – 10:00 pm **Section Celebration** On the aircraft carrier USS Hornet (Ticketed Event \$150)

SUNDAY, AUGUST 11

8:00 – 11:00 am IP Central Hospitality Hub & Wireless Café

8:30 – 10:00 am **CLE Program:** Review of Recent and Pending Appellate Trademark Cases and Predicting Their Effect (Moscone Center West)

8:30 – 10:00 am **CLE Program:** Patent Markets Evolution—The Buying, Selling and Brokering of Patent Assets (Moscone Center West)

8:30 – 11:00 am Leadership Development Session

12:00 – 2:00 pm **Margaret Brent Luncheon** (Moscone Center West)

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IP Central Hospitality Hub & Wireless Café

Thursday, August 8	10:00 am – 5:00 pm
Friday, August 9	8:00 am – 5:00 pm
Saturday, August 10	7:30 am – 5:00 pm
Sunday, August 11	8:00 am – 11:00 am

Feel free to stop by and meet fellow Section members at the IP Central Hospitality Hub anytime throughout the conference. IP Central is a place to relax, network between sessions, and catch up on work in the wireless café.



THURSDAY, AUGUST 8	
10:30 – 12:00 pm	ABA CLE SHOWCASE PROGRAM
IP IS ALL AROUND US™	
The ABA Section of Intellectual Property Law is proud to present an interactive program combining both videos and a panel discussion, addressing the particular points of IP as applicable in many environments. The ABA-IPL Young Lawyers Action Group (YLAG) created five dynamic video documentaries exploring real life examples of how “IP is all around us”—highlighting various notable locations. Each video takes viewers on an IP discovery journey illustrated through conversations among IP practitioners and law students. Discussion surrounding the videos will delve into the main principles of IP law including, patent, trademark and copyright and applying these principles within today’s legal environment. Other hot topic IP issues will be covered in relation to the videos, including legal issues surrounding the creation and production, trade secrets, brand image, and fair use.	<p><b>MODERATOR:</b> <b>Matthew Asbell</b>, Ladas &amp; Parry, LLP, New York, NY</p> <p><b>SPEAKERS:</b> <b>Christine Frangiosa</b>, Semanoff Ormsby Greenberg &amp; Torchia, LLC, Philadelphia, PA <b>David Morrison</b>, Benjamin N. Cardozo School of Law, New York, NY <b>David Postolski</b>, Day Pitney, LLP, Parsippany, NJ <b>Cydney Tune</b>, Pillsbury Winthrop Shaw Pittman LLP, San Francisco, CA</p>
FRIDAY, AUGUST 9	
8:30 – 10:00 am	CLE PROGRAMS - TWO CONCURRENT SESSIONS
Social Media Terms of Use: Case Law Round Up	
A discussion of recent case law addressing social media legal issues, with a particular focus on how the courts interpret terms of use.	<p><b>MODERATOR:</b> <b>Francine D. Ward</b>, Law Office of Francine D. Ward, Mill Valley, CA</p> <p><b>SPEAKERS:</b> <b>Hannah Poteat</b>, Poteat Law, San Francisco, CA <b>Nancy Prager</b>, Prager Law, Washington, DC</p>
The Future of Gaming: Litigation and Business Issues For Games Across All Platforms	
As the gaming industry continues to grow exponentially, so do the number of disputes arising in the industry. Cases have raised issues pertaining to copyrights, patents, right of publicity, contract terms, and unfair competition. This panel will discuss the key cases—both those that have been resolved and those that are pending—focusing on IP and related issues. Also included in the discussion will be strategies for working with gaming industry clients and for dealing with such disputes.	<p><b>MODERATOR:</b> <b>Christine Lepera</b>, Mitchell Silberberg &amp; Knupp LLP, New York, NY</p> <p><b>SPEAKERS:</b> <b>Joleen Hughes</b>, Hughes Media Law Group, Seattle, WA <b>Jas Purewell</b>, Osborne Clark Law Firm, London, England</p>

10:30 – 11:30 am		CLE WORKSHOPS – FOUR CONCURRENT SESSIONS	
European Patent Litigation: A Brand New Era			
Patent litigation in Europe is about to undergo major changes. As early as next year, patentees may obtain new “European Unitary Patents,” which potentially cover the entire European Union. A new “Unified Patent Court” will soon follow. Program panelists will review the new proposals and the impact of the new rules; they will consider the potential opportunities and risks in enforcing patent rights in the new system; and they will also examine the proactive and preemptive measures that businesses should take in advance of the new regime taking effect.		<b>MODERATOR:</b> <b>Nicola Dagg</b> , Allen & Overy LLP, London, England  <b>SPEAKERS:</b> <b>Laëtitia Bénard</b> , Allen & Overy LLP, Paris, France <b>Jens Matthes</b> , Allen & Overy LLP, Duesseldorf, Germany <b>Pam Taak</b> , Allen & Overy LLP, London, England	
Solutions to the Orphan Works Problem			
Finding a viable solution to the problem of orphan works has become a priority among copyright owners and users alike, including cultural institutions, governmental organizations, legal practitioners, content creators, and the public at large. This program will focus on summarizing and evaluating proposed solutions to the orphan works problem—including legislative, collective licensing, fair use, remedy tweaking, insurance, and other approaches—along with providing an update on current activities in the U.S. Copyright Office and elsewhere.		<b>MODERATOR:</b> <b>Melissa Levine</b> , University of Michigan Library, Ann Arbor, MI	
What’s in a Name? Rights of Publicity & Trademarks in Social Media & the Tool of Valuation			
What’s your name worth on Facebook? New challenges are arising for right of publicity owners and trademark holders as to how to correctly assess the value of their rights within social media. Valuation becomes an important tool in negotiating licenses and endorsements, launching advertising campaigns, selling or acquiring IP assets, and both before and during litigation against unauthorized and infringing uses. Discussion involving a valuation expert will focus on the main elements of trademark and publicity rights when assessing their value; valuation methods used to assess IP rights in the context of rights of publicity and trademarks; how the use of social media can impact the value of these rights and how the value of such uses are assessed; and recent case law where trademarks and rights of publicity were used in social media.		<b>MODERATOR:</b> <b>Matthew Asbell</b> , Ladas & Parry LLP, New York, NY  <b>SPEAKERS:</b> <b>Weston Anson</b> , Consor Intellectual Asset Management, La Jolla, CA <b>Bakari Brock</b> , Twitter, San Francisco, CA ( <i>invited</i> ) <b>Maidie E. Oliveau</b> , Arent Fox LLP, Los Angeles, CA <b>Kelli L. Sager</b> , Davis Wright Tremaine, Los Angeles, CA <b>Cydney Tune</b> , Pillsbury Winthrop Shaw Pittman LLP, San Francisco, CA	
Conjoint Analysis: Its Role in Determining Patent Damages and its Application to the Entire Market Value Rule			
Recent case law favors an economic approach to computing damages in reasonable royalty cases. As a result, conjoint analysis is increasingly being used to determine reasonable royalties in cases involving complex multi-featured products, such as smartphones and computer software. Panelists will explain the circumstances under which it makes sense to use conjoint analysis to calculate reasonable royalties; provide an economist-to-lawyer description of what conjoint analysis entails; and explore how conjoint analysis is being employed within the context of the Entire Market Value Rule (EMVR).		<b>MODERATOR:</b> <b>Lisa Cameron</b> , The Brattle Group, Cambridge, MA  <b>SPEAKER:</b> <b>Paul Roberts</b> , Foley Lardner, Washington, DC	



11:30 am - 12:45 pm

Professional Development Program:  
iPad for IP Lawyers (Non CLE)

Are you really getting all you can out of your iPad? Join technology expert, Paul Unger, Affinity Consulting, and you'll learn how to put your iPad to work for you in your IP practice. Unger will cover tips on drafting and working with documents, research, billing and managing your time transactions, and attending or hosting meetings. He will demonstrate how the iOS ecosystem provides the best apps for lawyers. Finally, he will also discuss how iCloud is used for security and keeps data synced across all your devices.

SPEAKER:

Paul Unger, Affinity Consulting,  
Columbus, OH

12:45 - 1:30 pm

Networking Luncheon

Put your networking skills to work. Come to lunch and meet and converse with colleagues and other Section members.  
(Ticketed event)

2:00 - 3:30 pm

Hot Topics in Trade Secret Law Across the Nation

This program will encompass an interactive discussion on several topics pertaining to trade secrets, including a survey of significant trade secret court decisions from 2012, addressing trade secret issues with social media, and discussing Justice Department/Federal Trade Commission scrutiny of non-hire agreements. In addition, panelists will provide insight on the latest developments on computer forensics and trade secret matters, along with how to keep trade secrets confidential in the litigation process.

**MODERATOR:**  
**Alan Rothenbuecher**, Ice Miller, LLP, Cleveland, OH

**SPEAKERS:**  
**Robert Milligan**, Seyfarth Shaw LLP, Los Angeles, CA  
**Alex Rogers**, Qualcomm, Inc., San Diego, CA  
**Jim Vaughn**, Intelligent Discovery Solutions, Pomona, CA

3:45 - 5:15 pm

How Can an Investigation at the ITC Affect Your Business or Your Clients?

This program will provide an overview of International Trade Commission investigations for IP generalists and non-IP attorneys. Both in-house and outside counsel not familiar with the ITC will find this program very informative. Panelists will provide an overview of the effects of an ITC investigation, both throughout the investigation and if an exclusion and/or cease and desist order are to be issued. In addition, discussion will cover what you need to know if your clients are named in an ITC investigation and what immediate actions should be taken.

**MODERATOR:**  
**Monisha Deka**, U.S. International Trade Commission, Washington, DC

**SPEAKERS:**  
**Philip Hampton**, Haynes & Boone LLP, Washington, DC  
**Kim Parke**, Dickstein Shapiro LLP, Washington, DC  
**Matt Satchwell**, DLA Piper, Chicago, IL

4:00 - 5:00 pm

CLE WORKSHOPS - FOUR CONCURRENT SESSIONS

Navigating the Patent Thicket

Best practices for start-ups who are preparing to introduce products and services into heavily-patented market segments.

**MODERATOR:**  
**Orion Armon**, Cooley LLP, Broomfield, CO  
**SPEAKERS:**  
**Amar K. Mehta**, Google, Mountain View, CA  
**Greg Garfield**, Auxogyn, Inc., Menlo Park, CA  
**Emily Ward**, eBay, Inc., San Jose, CA

Do We Smell an Opportunity for Trademark Practitioners?  
Registering Non-Traditional Marks Across the Globe

A mark identifies and distinguishes goods or services in commerce. It is usually a word or a design but a mark may sometimes be a scent, a sound, or even be kinetic. Registering a non-traditional trademark comes with its own challenges, since some countries accept them, but others do not. The law is evolving rapidly, and trademark attorneys must be well informed about the developments in different countries. This program will provide an overview of recent international developments in the registration of non-traditional trademarks, including the current law and the expected changes to come in the future.

**MODERATOR:**  
**Jordana Sanft**, Norton Rose Canada LLP, Toronto, Ontario Canada  
**SPEAKERS:**  
**Cristina Guerra**, Guerra Advogados Associados, Porton Alegre, Brazil  
**Mike Knapper**, Norton Rose LLP, London, England

Design in the Mobile Device Space: The Growth of Enforcement and Current Avenues of Protection

In this program, protection of designs of mobile devices, smartphones, tablets, and similar devices that have become ubiquitous in the modern world will be addressed. Design rights in the apps and operating systems that power these devices and give them their functionality will also be covered. In addition, panelists will examine design-centric cases such as *Apple v. Samsung*, *Oracle v. Google*, and *EA v. Zynga*, and discuss the many routes—patent, copyright, trademark, and even publicity rights—implicated in protecting mobile devices and apps, and how those routes differ internationally.

**SPEAKERS:**  
**Christopher V. Carani**, McAndrews, Held & Malloy, Ltd., Chicago, IL  
**Hannah Poteat**, Poteat Law, San Francisco, CA  
**Michael Meehan**, Google, Inc., Menlo Park, CA

IP and the Comic Book Superhero

Several current IP topics through the lens of comic book superheroes such as Batman, Superman, and Spiderman will be explored. Comic book enthusiasts and IP professionals will explore how patents, trademarks, and copyrights are depicted in comic books and draw comparisons to real world scenarios and IP strategies.

**MODERATOR:**  
**David Postolski**, Day Pitney, LLP, Parsippany, NJ  
**SPEAKERS:**  
**James Daily**, Lawandthemultiverse.com, St. Louis, MO  
**Brad Desnoyer**, University of Missouri, Columbia, MO  
**Janet Fries**, Drinker Biddle & Reath LLP, Washington, DC



SATURDAY, AUGUST 10	
8:30 – 9:30 am	PLENARY SESSION – Women & the World of IP (Non CLE)
In recent times, the field of intellectual property law has witnessed significant strides made by women towards achieving equality, in terms of opportunities and recognition. A positive sign of progress is that women currently hold senior level executive positions within the U.S. Patent and Trademark Office and the U.S. Copyright Office. Teresa Stanek Rea, Acting Under Secretary of Commerce for Intellectual Property and Acting Director of the USPTO, Deborah Cohn, Commissioner for Trademarks of the USPTO and Jacqueline Charlesworth, Senior Counsel of the U.S. Copyright Office will be joined by Joseph M. Potenza, ABA-IPL Section Chair, for an interactive discussion covering topics ranging from the current activities and initiatives of each Office—to leadership visions of future trends of IP—to reflections on women succeeding within the field of intellectual property law.	<p><b>MODERATOR:</b> <b>Joseph M. Potenza</b>, Banner &amp; Witcoff Ltd., Washington, DC</p> <p><b>SPEAKERS:</b> <b>Teresa Stanek Rea</b>, Acting Under Secretary of Commerce for Intellectual Property and Acting Director of the U.S. Patent and Trademark Office, Alexandria, VA <b>Deborah Cohn</b>, Commissioner for Trademarks, U.S. Patent and Trademark Office, Alexandria, VA <b>Jacqueline Charlesworth</b>, Senior Counsel, U.S. Copyright Office, Washington, DC</p>
2:00 – 3:30 pm	CLE PROGRAMS – TWO CONCURRENT SESSIONS
Online Brand Protection Strategies and the New gTLDs: Understanding the Trademark Clearing House (TMCH) and Uniform Rapid Suspension (URS)	
As a result of ICANN’s new gTLD program, trademark holders and their counsel have been presented with a number of online brand protection challenges and opportunities. For example, the IP right protection mechanisms afforded under the new gTLD program will have an impact on budgets related to trademark and domain name acquisition, management and enforcement. Panelists will provide an overview of the TMCH and the URS as well as some recommendations and strategies for their utilization.	<p><b>SPEAKERS:</b> <b>J. Scott Evans</b>, Yahoo! Inc., Sunnyvale, CA <b>Frederick Felman</b>, MarkMonitor, Inc., San Francisco, CA <b>Brian J. Winterfeldt</b>, Steptoe &amp; Johnson LLP, New York, NY</p>
Was Prometheus a Flock? The Outlook for Patent Eligibility of Software, Biotech, and Related Technologies	
The landscape for determining patent-eligible subject matter has undergone significant changes in view of several recent U.S. Supreme Court decisions, including <i>Mayo v. Prometheus</i> . It is crucial for practitioners to understand the effects these decisions are having in the courts and the U.S. Patent and Trademark Office and what can be done to plan for the future, particularly in the software and biotech areas. Chief Judge Randall R. Rader of the Federal Circuit and others will share their thoughts on these decisions, the possible effects they will have, and the current outlook.	<p><b>MODERATOR:</b> <b>Scott M. Alter</b>, Faegre Baker Daniels, Denver, CO</p> <p><b>SPEAKERS:</b> <b>Hon. Randall R. Rader</b>, Chief Judge, U.S. Court of Appeals for the Federal Circuit, Washington, DC <b>Erika Arner</b>, Finnegan Henderson, Washington, DC <b>Kathlyn Card Beckles</b>, JP Morgan Chase, New York, NY <b>R. Carl Moy</b>, William Mitchell College of Law, St. Paul, MN <b>Richard Raney</b>, General Electric Company, Fairfield, CT</p>

3:45 – 5:15 pm	CLE PROGRAMS – TWO CONCURRENT SESSIONS
Oracle v. Google Forum	
In the case of <i>Google v. Oracle</i> , Oracle alleged that Google infringed its copyright in parts of the Java software used to build the Android mobile device operating system. The District Court tackled whether the structure, sequence and organization of certain software code is entitled to copyright protection. Next to weigh in will be the Federal Circuit. What will the Federal Circuit’s opinion mean for the world of software and what implications does it have beyond software and technology? Panelists will lead a lively discussion to explore these and other questions regarding the case.	<p><b>MODERATOR:</b> <b>David Rein</b>, Finch &amp; Campbell LLP, Kansas City, MO</p> <p><b>SPEAKERS:</b> <b>Bruce Baber</b>, King &amp; Spalding, Atlanta, GA <b>Michael Jacobs</b>, Morrison Foerster, San Francisco, CA <b>Nancy Mertz</b>, Schoeman Updike Kaufman Stern &amp; Ascher LLP, New York, NY</p>
Counterfeiters too Difficult to Catch: How Online Marketplaces, Search Engines and Other Intermediaries May (or May Not) Be Liable for Contributory Infringement	
This program will explore how the difficulties of combating counterfeiting have contributed to a slowly-shifting legal landscape where intermediaries such as online marketplaces, search engines, payment processors, and advertisers are shouldering increasing responsibility to avoid facilitating trade in counterfeit materials. As direct legal action against counterfeiters is many times not an option, rights owners have come to rely on the dispute resolution mechanisms of intermediary companies and the threat of contributory infringement to try and achieve the same results. Panelists will discuss practices for how rights owners and intermediary companies can share responsibility and ultimately work together to fight online counterfeiting.	<p><b>MODERATOR:</b> <b>Roberta L. Horton</b>, Arnold &amp; Porter LLP, Washington, DC</p> <p><b>SPEAKERS:</b> <b>Dana Jewell</b>, eBay Inc., San Jose, CA <b>Terri Y. Chen</b>, Google Inc., Menlo Park, CA (<i>invited</i>) <b>Cliff Sloan</b>, Skadden, Arps, Slate, Meagher &amp; Flom LLP, Washington, DC <b>Andrew P. Bridges</b>, Fenwick &amp; West LLP, San Francisco, CA <b>Mark J. Fiore</b>, Weil, Gotshal &amp; Manges LLP, New York, NY</p>
SUNDAY, AUGUST 11	
8:30 – 10:00 am	CLE PROGRAMS – TWO CONCURRENT SESSIONS
Review of Recent and Pending Appellate Trademark Cases and Predicting Their Effect	
Panelists will discuss recent appellate trademark decisions, as well as interesting recent decisions from various district courts that have been or may be appealed. Predictions as to how the appellate courts will react will also be discussed. Discussion will provide an understanding of recent trends involving trademark issues and disputes, as well as an understanding of hot trademark topics in the U.S. federal courts.	<p><b>MODERATOR:</b> <b>Barry L. Cohen</b>, Royer Cooper Cohen Braunfeld LLC, Conshohocken, PA</p> <p><b>SPEAKER:</b> <b>Nancy Frandsen</b>, Woodcock Washburn LLP, Philadelphia, PA</p>
Patent Markets Evolution—The Buying, Selling and Brokering of Patent Assets	
Monetization models for patent assets continue to evolve as the value of these assets remains apparent from events transpiring in the courtroom and at the negotiation table. Helping to shape this evolution are high profile, high volume patent sales between large corporations such as IBM and Google. Also of influence are high profile transactions involving several corporations collaborating to acquire patents from distressed companies such as Novell and Kodak. Panelists involved in these types of issues will share their views on the current and future state of patent markets.	<p><b>MODERATOR:</b> <b>David Gross</b>, Faegre Baker Daniels, Minneapolis, MN</p> <p><b>SPEAKERS:</b> <b>Kevin Barhydt</b>, RPX, San Francisco, CA <b>Michael Lasinski</b>, 284 Partners, Ann Arbor, MI <b>Amar Mehta</b>, Google, Inc., Mountain View, CA <b>Nader A. Mousavi</b>, Sullivan &amp; Cromwell LLP, Palo Alto, CA <b>Pete Tennent</b>, IBM, San Jose, CA</p>

## SECTION LEADERSHIP MEETINGS & EVENTS

### THURSDAY, AUGUST 8

8:30 – 9:30 am	Officers Meeting
10:30 am – 12:00 pm	<b>ABA CLE Showcase Program: IP IS ALL AROUND US™</b> (Moscone Center West)
1:00 – 5:00 pm	Council Meeting
5:00 – 5:30 pm	Liaisons Meeting
6:30 – 9:30 pm	<b>Leadership Dinner</b>  <b>Officers, Council, Division Chairs and Vice Chairs, Committee Chairs and Vice Chairs, Past Chairs and Liaisons</b> (Ticketed event – \$125; by invitation)

*All ABA-IPL  
programs  
and events will  
take place at the  
InterContinental  
San Francisco Hotel  
unless otherwise  
noted.*

### FRIDAY, AUGUST 9

8:00 – 9:00 am	Sponsorship Committee Meeting
8:30 – 11:30 am	Magazine Board Meeting
9:00 – 10:00 am	CLE Board Meeting
10:00 – 11:30 am	Membership Board Meeting
11:00 am – 12:30 pm	Nominating Committee Meeting
11:30 – 2:30 pm	Books Board Meeting
2:30 – 4:30 pm	Content Advisory Board Meeting

### SATURDAY, AUGUST 10

9:45 – 11:15 am	Division Action Planning Meetings
11:30 – 11:45 am	Section Business Meeting with Elections
2:00 – 5:00 pm	Committee Meetings
2:00 – 3:30 pm	Diversity Action Group Meeting
2:00 – 3:30 pm	International Action Group Meeting
3:30 – 5:00 pm	Young Lawyers Action Group Meeting
3:30 – 5:00 pm	Law Student Action Group Meeting

### SUNDAY, AUGUST 11

8:30 – 11:00 am	<b>Leadership Development Session (with breakfast)</b> Current and incoming Division Chairs and Vice Chairs, Committee Chairs and Vice Chairs, and Liaisons
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## LEADERSHIP & CLE BOARD

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**Robert O. Lindefjeld**, Nantero Inc., Woburn, MA

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**Robert K. Fergan**, Brinks Hofer Gilson & Lione, Ann Arbor, MI

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**David T. Cox**, United States Transportation Command TCJA,  
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**Jonathan Muenkel**, Life Technologies Corp., Carlsbad, CA

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**David Postolski**, Day Pitney LLP, Parsippany, NJ

**Erik Pelton**, Erik M. Pelton & Associates, PLLC, Arlington, VA

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**Nancy Wolff**, Cowan DeBaets Abrahams & Sheppard LLP, New York, NY

ABA-IPL would  
like to thank  
the following  
individuals for their  
efforts in making  
the 2013 ABA  
Annual Meeting  
a success:



The ABA Annual Meeting is an opportunity to share your voice and vision with a community of colleagues. Participate in ABA-IPL Section events and take a look at the variety of American Bar Association activities and programs.

For a detailed schedule of ABA events, visit [www.ambar.org/annual](http://www.ambar.org/annual).

<p><b>ABA Expo</b> <b>August 8 - 10</b> 10:00 am - 4:00 pm (till 2:00 pm on August 10) Exhibition Hall 1st Floor Moscone Center West</p> <p>The ABA Expo is the world's largest legal expo with more than 100 providers of legal products and services—a showcase of the latest in communications, legal publishing, computer hardware and software, and financial services.</p>	<p><b>Rule of Law Award Luncheon</b> <b>Saturday August 10</b> 12:00 - 2:00 pm Moscone Center West</p> <p>The ABA ROLI Award Luncheon will honor Diego Garcia-Sayán, President, Inter-American Court of Human Rights</p>	<p><b>Opening Assembly</b> <b>Saturday August 10</b> 5:30 - 7:00 pm Davies Symphony Hall</p> <p>The Opening Assembly is the traditional start with a flourish for the ABA Annual Meeting. This year's event will take place at the performance home of the San Francisco Symphony.</p>	<p><b>President's Reception</b> <b>Saturday August 10</b> 7:00 - 9:00 pm San Francisco City Hall</p> <p>The President's Reception is a wonderful opportunity to network with members of other ABA entities. This ticketed reception is limited to Annual Meeting registrants and their registered guests.</p>	<p><b>23rd Annual Margaret Brent Women Lawyers of Achievement Award Luncheon</b> <b>Sunday August 11</b> 12:00 - 2:00 pm Moscone Center West</p> <p>This award recognizes and celebrates the accomplishments of women lawyers who have excelled in their field and paved the way to success for other women lawyers.</p>	<p><b>ABA House of Delegates</b> <b>Monday, August 12 &amp; Tuesday, August 13</b> 9:00 am - 6:00 pm Moscone Center West</p> <p>The House of Delegates meets over two days to take up key issues of law as it affects our world.</p>	<p><b>Pro Bono Publico Awards Luncheon</b> <b>Monday August 12</b> 12:00 - 1:30 pm Moscone Center West</p> <p>At this luncheon the Standing Committee on Pro Bono and Public Service will present several awards to the individuals and institutions in the legal profession to honor those who have shown outstanding commitment to volunteer legal services for the poor and disadvantaged.</p>
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The 2013 ABA Annual Meeting will be held at the Moscone Center West.



SECTION NETWORKING EVENTS

FRIDAY, AUGUST 9

<b>12:45 – 1:30 pm</b> <b>Networking Luncheon</b> (Ticketed event – \$35) <b>InterContinental San Francisco Hotel</b>	<b>5:00 – 6:30 pm</b> <b>Diversity Reception:</b> <b>Hosted by the ABA-IPL Diversity Action Group</b> (Ticketed event – \$20) <b>InterContinental San Francisco Hotel</b>
Begin the first day of the conference by joining the Section for lunch. Spend time conversing with members while you share perspectives on the current state of patent, trademark and copyright law.	Start off the first night of the conference with hors d’oeuvres, cocktails, and the chance to mingle and network with colleagues from diverse backgrounds within our profession.

SATURDAY, AUGUST 10

<b>12:00 – 1:30 pm</b> <b>Mark T. Banner Award Luncheon</b> (Ticketed event – \$65) <b>InterContinental San Francisco Hotel</b>	<b>5:00 – 6:30 pm</b> <b>LGBT Diversity Reception</b> (Ticketed event – \$20)	<b>7:00 – 10:00 pm</b> <b>Section Celebration</b> (Ticketed event – \$150; transportation provided) <b>USS Hornet Museum, San Francisco Bay</b>
At this year’s luncheon Section Chair Joseph M. Potenza will present the 2013 Mark T. Banner award to these distinguished honorees: <b>Hon. Pauline Newman</b> , U.S. Court of Appeals for the Federal Circuit <b>Christina Bohannon</b> , Professor, University of Iowa College of Law Special Guest Speaker: <b>David J. Franklyn</b> , Director of the McCarthy Institute for IP and Technology Law	Join us for a networking reception open to all, providing a welcoming environment for LGBT IP professionals, students, and friends. Share a few drinks and strike up some conversations.	Maximize your experience in San Francisco, by attending the Section Celebration offering the opportunity to network with IP professionals while experiencing a piece of American history! The Section Celebration will be held on board the historic aircraft carrier <i>USS Hornet</i> . Having participated in two of the greatest events of the 20th century, WWII and the Apollo 11 manned space mission, the <i>USS Hornet</i> is truly a national treasure. Enjoy an evening on the boat in “Hanger Bay 3” for drinks, buffet dinner and dancing/ karaoke entertainment. Transportation will be provided. This highly anticipated annual event is not to be missed, so reserve your tickets now, as space will be limited.

Sponsored by **FAEGRE BAKER DANIELS**

www.ambar.org/IPLawAnnual2013

REGISTRATION INFORMATION

Section Event Tickets

For a full description of Section events and programs, visit [www.ambar.org/IPLawAnnual2013](http://www.ambar.org/IPLawAnnual2013). Registration for the ABA Annual Meeting is a prerequisite for attending Section events, CLE programs, and meetings. Section event tickets can be purchased only through the ABA registration process. Visit [www.ambar.org/annual](http://www.ambar.org/annual) to register and order tickets. Ticketed events include:

Date	Time	Code	Event	Price
Fri, Aug 9	12:45 – 1:30 pm	IPL01	Networking Luncheon at the InterContinental Hotel	\$35
Fri, Aug 9	5:00 – 6:30 pm	IPL02	Diversity Reception: Hosted by the ABA-IPL Diversity Action Group at the InterContinental Hotel	\$20
Sat, Aug 10	12:00 – 1:30 pm	IPL03	Mark T. Banner Award Luncheon at the InterContinental Hotel	\$65
Sat, Aug 10	5:00 – 6:30 pm	IPL04	LGBT Diversity Reception at the InterContinental Hotel	\$20
Sat, Aug 10	7:00 – 10:00 pm	IPL05	Section Celebration on the <i>USS Hornet</i>	\$150

Your badge and pre-ordered tickets will be available with your registration packets onsite at the ABA main registration in the Exhibition Hall, 1st Floor, Moscone Center West, during ABA registration hours. They will NOT be available at the Section’s headquarters hotel, InterContinental San Francisco Hotel. Tickets may also be purchased onsite at the main registration area. Note that ticket availability is limited and may sell out, so be sure to order your tickets in advance. Tickets will not be available at the door of the events.

Registration Fees

To register, visit the ABA Annual Meeting website at [www.ambar.org/annual](http://www.ambar.org/annual). Housing, registration, tour and event tickets can all be accommodated through online registration.

The advance registration and housing deadline is Friday, July 19, 2013, 5:00 pm Central Time.

Member & All Access CLE Badge	\$645 (\$670 onsite)
Member Governance Only & Access to Non-CLE Programs	\$295 (\$320 onsite)
Non-Member & All Access CLE Badge	\$950
Non-Member Governance & Non-CLE Program Registration	\$600
Law Student Member & All-Access CLE Badge	\$75
Law Student Non-Member & All-Access CLE Badge	\$100*
*The additional \$25 fee will be used to enroll the student into the ABA as a law student member. Only law students who attend ABA-approved law schools and have not yet been admitted to the bar are eligible.	
Individual CLE tickets	\$90
Individual CLE tickets for judges and government lawyers	\$35

**Note:** There is no fee for ABA-IPL CLE Workshops or the Professional Development Session on Fri., Aug. 9 or the Plenary Session on Sat., Aug. 10 at the InterContinental San Francisco Hotel, but Annual Meeting registration is a prerequisite and space is limited.

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**After July 19, 2013**, registrations will be accepted on site at, Exhibition Hall, 1st Floor, Moscone Center West, during open registration hours of the Annual Meeting. All requests for registration cancellations must be received in writing by August 31, 2013 to receive a refund. Registration fees will be refunded, minus a \$50 processing fee for cancellations, substitutions or transfers. For full housing, cancellation and refund policy information, visit [www.ambar.org/annual](http://www.ambar.org/annual). Written requests may be sent by email to [meetingsandtravel@americanbar.org](mailto:meetingsandtravel@americanbar.org) or by fax to (312) 988-6338; or by mail to the ABA Meetings and Travel Department, 321 North Clark Street, 16th Floor, Chicago, IL 60654. Please include your Badge ID number on all correspondence. All cancellations requests must be accompanied by an explanation for cancellation.

Checks and money orders must be drawn on a U.S. bank and in U.S. dollars, made payable to ABA/CDS. Registration, hotel reservations and requests for tickets cannot be accepted by phone. To make changes to or add additional items to an existing registration, please visit [www.ambar.org/annual](http://www.ambar.org/annual). Please include your CDS Badge ID number on all correspondence.

### Housing

**In order to make your hotel reservation at the ABA negotiated rate, you must first register for the Annual Meeting.** A list of official ABA hotels, rates, amenities and locations can be found at [www.ambar.org/annual](http://www.ambar.org/annual).

The ABA has appointed CDS/Travel Planners as the registration and housing vendor for the 2013 Annual Meeting in San Francisco. Reservation requests will be directed to Travel Planners by registering online at [www.ambar.org/annual](http://www.ambar.org/annual). Please indicate your first, second and third hotel choice.

CDS/Travel Planners will acknowledge your reservation request in writing within 72-hours (3 business days) of receipt of your ABA registration. Hotels will be confirmed on a first-come, first-served basis. Choice of accommodations will become more limited as the deadline for registration approaches.

A credit card with a valid expiration date (**August 31, 2013 or later**) is required to guarantee your hotel reservation. If an invalid card is provided, we will not be able to reserve a hotel room for you. A customary one night's deposit may be charged to your credit card days before your arrival (depending on hotel policies). Please consult your housing confirmation, which you will receive from CDS/Travel Planners, the official ABA Registration and Housing Bureau, for your hotel's specific policy.

### ABA-IPL Section Hotel

#### InterContinental San Francisco Hotel

888 Howard Street  
San Francisco, California 94103  
(415) 616-6500

#### The deadline for advance registration and housing is July 19, 2013, 5:00 pm Central Time.

This is the deadline to appear in the Advance Registration List. Your registration must be accompanied by a form of payment for the registration fee and any ticketed events, in the form of a credit card, check or money order. Annual Meeting Registration and Housing will continue to be accepted online at [www.ambar.org/annual](http://www.ambar.org/annual) until Wednesday, July 24, 2013. Hotel requests received at CDS/Travel Planners will continue to be processed up until Thursday, August 1, 2013 based on availability.

### Air Travel

ABA NEGOTIATED AIRFARE DISCOUNTS – AVAILABLE ONLINE! With ABA Orbitz for Business, you can automatically obtain ABA negotiated airfare discounts for travel to the Annual Meeting. Reservations with ABA Orbitz for Business can be made online or offline. For offline reservations, call (877) 222-4185. ABA Orbitz for Business is available online at

[www.ambar.org/annual](http://www.ambar.org/annual). ABA airfare discounts may also be obtained by purchasing your tickets under the ABA Discount Codes directly from the airline or through your travel agent. American Airlines: (800) 433-1790; ABA Discount Code: A8913TT; Discount **NOT** available at [www.aa.com](http://www.aa.com). United Airlines: (800) 521-4041; ABA Discount Code: 937323 / Z Code: ZP65; Discount available at [www.united.com](http://www.united.com). Online Discount Code: ZP65937323.

### Special Rates from Hertz

Special car rental rates are available for the ABA Annual Meeting in Chicago. Advance reservations can be easily made by calling the Hertz toll-free Convention Desk at (800) 654-2240. Be sure to inform the rental agent that you are a member of the ABA and that you are booking with the following identification number: CV#03M40021. With Hertz, you not only get a low rate, you also get the great services that make Hertz #1, including Computerized Driving Directions, Emergency Road Service, Express Return, the Hertz #1 Club and an opportunity to join Hertz #1 Club Gold Service.

### CLE Information

Purchasing CLE at the 2013 Annual Meeting is easy. Attendees can register for the meeting and purchase a CLE All-Access Badge. This badge can be used for admittance to the ABA Expo, governance meetings, Non-CLE Programs, ALL CLE programs at the Annual Meeting, including those in the ABA CLE Centre and at the satellite hotels. If you purchase a CLE All-Access Badge, purchasing individual CLE program tickets is NOT necessary. **To purchase the CLE All-Access Badge or individual program tickets, please visit the Annual Meeting web site at [www.ambar.org/annual](http://www.ambar.org/annual).**

Members whose primary focus at the Annual Meeting is governance, and who may only be able to attend a few CLE programs, can register for the Annual Meeting for a low fee that includes: admittance to the ABA Expo, all governance, and non-CLE programs—and they can purchase individual CLE program tickets. Discounted CLE program tickets will be available to registered government lawyers and judges. Law Student registrants will be admitted to all CLE programs at no additional charge. Admittance to each CLE program will require one individual program ticket OR the CLE All-Access Badge.

**All Section of Intellectual Property Law programs at the ABA Annual Meeting will take place at the Intercontinental San Francisco Hotel and the Moscone Center West.** The main CLE programs will provide 1.5 hours of CLE credit each, and the CLE Workshops will provide 1.0 hour of credit each. *Only the main CLE programs will require an All-Access CLE Badge or individual tickets for entrance.* In addition, there are many other programs offered by other ABA Sections, Divisions and entities to select from for additional CLE credit. Visit [www.ambar.org/annual](http://www.ambar.org/annual) for a complete list of CLE programs available.

ABA programs ordinarily receive CLE credit in AK, AL, AR, AZ, CA, CO, DE, FL, GA, GU, HI, IA, ID, IL, IN, KS, KY, LA, ME, MN, MS, MO, MT, NH, NM, NV, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, TX, UT, VT, VA, VI, WA, WI, WV, and WY. Please be aware that each state has its own rules and regulations, including its definition of "CLE." Check with your state agency for confirmation of this program's approval. Attendees requesting credit for the program must complete the computer attendance card provided with your registration packet onsite. New York attorneys must sign in and sign out each time they enter or leave the program room, and complete the special New York certificate of attendance for each program and have it signed by ABA authorized personnel.

You may contact the ABA Service Center toll free at (800) 285-2221 or the Meetings Coordinator at (312) 988-6268 within two weeks of the start of the program for confirmation of the number of CLE credit hours requested by the ABA or credit approved by any particular state.

*In accordance with the American Bar Association policy, all ABA programs are open to the media unless they are to conduct business sessions of a confidential nature.*