The ABA Section of Intellectual Property Law presents

IP Fall Institute
Virtual CLE Programming & Networking Experience

September 29 - October 2, 2020

A new flexible four-day schedule of the best in CLE: to attend as you decide each day.

Judges, USPTO officials, in-house counsel, professors, and private practitioners—U.S. and global experts coming to you virtually to discuss the latest in IP developments and emerging issues.

Click below for daily programming

Tuesday, September 29
Wednesday, September 30
Thursday, October 1
Friday, October 2

Register at ambar.org/ipfall2020
This fall ABA-IPL will introduce a new virtual experience for its educational programming. The exceptional programming you always expect, now just quick clicks away.

Our virtual IP Fall Institute features 16 CLE programs, spread over four days to fit in your schedules. You can decide whether to attend all programs and networking sessions or select individual programs geared to your practice.

Emerging IP Issues for In-House Counsel
– September 30
A discussion of the challenging issues facing IP in-house counsel today: from pandemic to open data

Judy Jennison, Partner, Perkins Coie LLP, Seattle, WA (moderator)
Heather Cameron, Director, Legal Risk Mitigation, Getty Images, Inc., Seattle, WA
Dave Green, Assistant General Counsel, IP Policy Group, Microsoft Corporation, Redmond, WA
Bill Harmon, Head of Intellectual Property, Uber Technologies, Inc., Seattle, WA
Stephen McGrath, Associate General Counsel, Facebook Reality Labs, Menlo Park, CA

Virtualization of IP Litigation: Tales from the Bench
– October 1
From virtual hearings to virtual trials, hear judge’s experiences and anecdotes on how they are navigating remote litigation

Paul R. Morico, Partner, Baker Botts LLP, Houston, TX (moderator)
Hon. Alan D. Albright, US District Court, Western District of Texas, Waco, TX
Hon. Philip S. Gutierrez, US District Court, Central District of California, Los Angeles, CA
Hon. Maryellen Noreika, US District Court, District of Delaware, Wilmington, DE

IP Issues in Commercial Contracts
– October 2
Learn best practices on negotiating commercial agreements from leading in-house counsel

Kirk Goodwin, Assistant General Counsel, Global Patents, Whirlpool Corporation, Benton Harbor, MI
Susan McGahan, Assistant Vice President and Senior Legal Counsel, Intellectual Property Group, AT&T, Bedminster, NJ
Elizabeth Peters, Senior Legal Counsel, Steelcase Inc., Chicago, IL
Justin L. Sage, Head of Patents, Indianapolis Law Department, Roche Diabetes Care, Inc., Indianapolis, IN

Happy Hour and Coffee Hour Networking Events
– September 30 & October 2
Even when you can’t meet in person, business and relationship building can keep going strong. Join us for virtual networking events to interact in real time by joining a table discussion through the Remo virtual networking platform. Your video and audio will be at a table in a virtual space for communicating and connecting just as if you are in person. Throughout the events, move freely from table to table to mix and mingle.
**Tuesday, September 29  (All Times in Central)**

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| 10:00a – 10:15a | **Opening/Kickoff**  
June Besek, Columbia University School of Law, New York, NY  
ABA-IPL Section Chair  
Paul R. Morico, Baker Botts, Houston, TX  
IP Fall Co-Chair  
Chris Ponder, Sheppard Mullin, Palo Alto, CA  
IP Fall Co-Chair |
| 10:15a – 11:45a | **One-on-One Conversation with USPTO Director**  
Experience a conversation between the Executive Vice President/General Counsel of Oracle and the USPTO Director on the importance of innovation and technology.  
Dorian Daley, Executive Vice President and General Counsel, Oracle Corporation, Redwood City, CA  
Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office, Washington, DC |
| 2:00p – 3:00p   | **In-House Counsel Perspectives on Proactively Managing Your Portfolio**  
Ensure You Are on the Right Side of the “v”? Proactively Managing Your IP Portfolio.  
Tammy Pennington Rhodes, Of Counsel, Wenderoth, Lind, Ponack LLP, Houston, TX (moderator)  
Tom Hochstatter, Co-Founder, President, Techson IP, Houston, TX  
Noah Tevis, Associate General Counsel, Bell Helicopter Ltd., Fort Worth, TX  
Jeffery S. Whittle, Womble Bond Dickinson, Houston, TX |
| 3:30p – 4:30p   | **Don’t Let Your Rights Run Out: A Look at Genericism**  
Gain practical tips to ensure your brand’s trademarks remain strong and protectable.  
Megan Bannigan, Partner, Debevoise and Plimpton, New York, NY (moderator)  
Monique Liburd, Associate Trademark Counsel, Google, Inc., Mountain View, CA  
Kimberly Reddick, Senior Counsel, Uber Technologies, Inc., Los Angeles, CA  
Travis Wimberly, Pirkey Barber, PLLC, Austin, TX |
|                | **Brave New World of College Athlete Endorsement Compensation**  
Explore the New World of College Athlete Endorsement Compensation.  
Daniel R. Cooper, Cooper & Kurz, Stamford, CT (moderator)  
James K. Buder, Assistant Attorney General, Attorney General’s Office, University of Washington, Seattle, WA  
Kelli Rodriguez Currie, Albers School of Business and Economics, Seattle University, Seattle, WA |
|                | **Point/Counterpoint: Copyright Year in Review**  
Explore the big year for copyright cases, ranging from sovereign immunity to copyrightability to fair use to license and get the dueling perspectives of the latest developments.  
Joseph C. Gratz, Partner, Duri Tangri, San Francisco, CA  
Joshua Simmons, Partner, Kirkland & Ellis, New York, NY |
### Wednesday, September 30  (All Times in Central)

**10:30a – 11:45a**  
**Emerging IP Issues for In-House Counsel**  
A discussion of the challenging issues facing IP in-house counsel today: from pandemic to open data.  
**Judy Jennison**, Partner, Perkins Coie LLP, Seattle, WA *(moderator)*  
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**Dave Green**, Assistant General Counsel, IP Policy Group, Microsoft Corporation, Redmond, WA  
**Bill Harmon**, Head of Intellectual Property, Uber Technologies, Inc., Seattle, WA  
**Stephen McGrath**, Associate General Counsel, Facebook Reality Labs, Menlo Park, CA

**2:00p – 3:00p**  
**Antitrust & Patents: What’s Happening in the Covid-19 Crisis?**  
Learn what is happening within the antitrust and patent world during the Covid-19 crisis.  
**DJ Healy**, Senior Principal, Fish & Richardson, Houston, TX  
**Katie Nolan-Stevaux**, Assistant General Counsel, Genentech, San Francisco, CA  

**Hot Topics in Trademark Law**  
Discover and examine recent Supreme Court trademark cases.  
Speakers to be Announced

**3:30p – 4:30p**  
**Hot Topics Before the PTAB**  
Discover recent developments before the PTAB and their impact on patent litigation.  
**Bridget Smith**, Partner, Lowenstein & Weatherwax, Los Angeles, CA *(moderator)*  
**Hon. Michael Tierney**, Vice Chief Administrative Patent Judge, Patent Trial and Appeal Board, USPTO, Alexandria, VA  
**Raghav Bajaj**, Partner, Haynes and Boone, LLP, Austin, TX  
**Robert B. Lytle**, Assistant General Counsel, Microsoft Corporation, Redmond, WA  
**James R. Hietala, Jr.**, Director, Post Grant Proceedings, Intellectual Ventures, Bellevue, WA

**Copyright & Licensing Issues in Artificial Intelligence**  
Examine the latest copyright and licensing issues relating to artificial intelligence.  
**Mark H. Wittow**, Partner, K&L Gates LLP, Seattle, WA *(moderator)*  
**Steven Frickey**, Senior Attorney Commercial Services, Microsoft Corporation, Redmond, WA  
**Lisa T. Oratz**, Senior Counsel, Perkins Coie LLP, Seattle, WA

**5:00p – 6:00p**  
**Happy Hour Networking Event**  
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## Thursday, October 1  (All Times in Central)

### 10:30a – 11:45a

**Virtualization of IP Litigation: Tales from the Bench**
From virtual meetings to virtual trials, hear judge’s experiences and anecdotes on how they are navigating remote litigation.

- **Paul R. Morico**, Partner, Baker Botts LLP, Houston, TX *(moderator)*
- **Hon. Alan D. Albright**, US District Court Judge, Western District of Texas, Waco, TX
- **Hon. Philip S. Gutierrez**, US District Court, Central District of California, Los Angeles, CA
- **Hon. Maryellen Noreika**, US District Court Judge, District of Delaware, Wilmington, DE

### 2:00p – 3:00p

**Hot Topics in Patent Case Law Review**
Examine the state of the patent system with prominent IP in-house counsel.

- **John D. Vandenberg**, Partner, Klarquist Sparkman, LLP, Portland, OR *(moderator)*
- **Isabella Fu**, Associate General Counsel, Microsoft Corporation, Redmond, WA
- **Sonal N. Mehta**, Partner, WilmerHale LLP, Palo Alto, CA
- **April Wurster**, Intellectual Property Counsel, GenMark Diagnostics, Carlsbad, CA

**Google v. Oracle & Its Implications**
Explore what may come from the case’s scheduled oral argument in the Supreme Court.

- **Andrew P. Bridges**, Partner, Fenwick & West LLP, San Francisco, CA *(moderator)*
- **Tyler T. Ochoa**, Professor of Law, Santa Clara University School of Law, Santa Clara, CA

### 3:30p – 4:30p

**Biometrics & Sports: Tackling Issues of IP and Data Privacy Rights**
Explore hot topics related to the use of biometric data in the sports industry and its impact on intellectual property and privacy.

- **Marina Lewis**, Partner, Lewis Kent LLP, San Francisco, CA
- **Kristy Gale**, President of Hypergolic LLC, Phoenix, AZ

**Distinctiveness in Globally Filed Trademarks**
Understand the differences in distinctiveness when filing trademarks globally to avoid refusals.

- **Christopher J. Schulte**, Partner, Merchant & Gould PC, Minneapolis, MN
- **Anne Olson**, Founder, Trademarks OnPoint, Boston, MA
## Friday, October 2  (All Times in Central)

<table>
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Registration

Register for the entire virtual event or select individual programs targeted to your practice – it’s your choice.

Register at ambar.org/ipfall2020

### IP Fall Institute (all CLE programs)
- **Section Members**: $150
- **ABA Members**: $250
- **Non-Members**: $350
- **Students**: $75

### IP Fall Institute – Individual Programs (fee per program)
- **Section Members**: $50
- **ABA Members**: $75
- **Non-Members**: $95
- **Students**: $25

- **Happy Hour Networking Event**: Free
- **Coffee Hour Networking Event**: Free

### Gold Level Sponsor

Microsoft

### CLE Credit
The ABA will seek 11.25 hours of CLE credit in 60-minute states, and 13.5 hours of CLE credit for this program in 50-minute states. Credit hours are estimated and are subject to each state’s approval and credit rounding rules. Please visit the program website at [https://ambar.org/ipltmday](https://ambar.org/ipltmday) for program CLE details or visit [www.americanbar.org/mcle](http://www.americanbar.org/mcle) for general information on CLE at the ABA.

### Cancellation Policy
Registrants who are unable to attend the IP Fall Institute will receive a refund less a $25 administrative fee, if written cancellation is received 2 business days before the program – September 24, 2020. Cancellation requests should be e-mailed to Abby Phillips, ABA-IPL Program Associate, at abby.phillips@americanbar.org. No refunds will be granted after September 24, 2020. Vouchers for future programs will not be provided. Proxy substitutions are acceptable. The ABA reserves the right to cancel any program and assumes no responsibility for personal expenses.

### Sponsorship Opportunities Available
Virtual sponsorship opportunities for exposure and engagement are available. For more information, please contact, Carey Farley, Associate Director, at (312) 988-5595 or carey.farley@americanbar.org.