

IP WEST

A CLE Institute on Current
Intellectual Property Law

October 1-3, 2019
San Antonio, TX



Earn CLE & Ethics Credit

Register at [ambar.org/ipwest2019](https://www.ambar.org/ipwest2019)



AMERICANBARASSOCIATION

Intellectual Property
Law Section

The ABA Section of Intellectual Property Law is pleased to host its third annual CLE Institute focusing on new developments, emerging issues, and best practices in IP law.

Leading IP practitioners will discuss a wide range of topics.

Four 90-Minute CLE Plenary Programs

- USPTO and US Copyright Office: Digital and Emerging Technology
- Game-Changing Habits of Outside Counsel and In-House Counsel
- Perspectives from the Bench
- Proving Your IP Damages Case at Trial

Ten 60-Minute CLE Programs

- Halo and Its Effects on Willful Infringement and Enhanced Damages
- Copyright Law Development
- Right of Publicity and Social Media
- Legal and Ethical Dilemmas for the IP Practitioner (Ethics)
- Trademark Law Updates

New!

IP Talks

These powerful 18-minute "Ted-style" talks by eight renowned and influential speakers follow the style and format of the popular quick, well-produced presentations on hot topics.

See pages 4-5

Tuesday, October 1

3:00p-7:00p Registration

5:00p-7:00p Welcome Reception

Arriving on October 1st?

Be the first to register before the CLE programs begin the next day and join fellow IP practitioners for a welcome reception.

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Wednesday, October 2

7:00a-5:00p Registration

8:00a-9:30a CLE PLENARY PROGRAM: USPTO, US Copyright Office

Digital and Emerging Technology Implications: What's New and What's Next?

Hear the latest from the USPTO and the US Copyright Office on artificial intelligence, pilot programs and more.

Moderator: Kira M. Alvarez, Legislative Consultant, ABA Section of Intellectual Property Law, Washington, DC

Speakers: David O. Carson, Senior Copyright Counsel, Office of Policy and International Affairs, USPTO, Alexandria, VA

Kimberley Isbell, Senior Counsel for Policy and International Affairs, US Copyright Office, Washington, DC

Peter-Anthony Pappas, Special Advisor, Office of the Under Secretary of Commerce for Intellectual Property and USPTO Director, USPTO, Alexandria, VA
USPTO Trademark Representative; to be announced

9:45a-10:45a CLE PROGRAMS

Halo and Its Effects on Willful Infringement and Enhanced Damages

Trends effects, litigation perspectives, practical considerations

Speakers: Stephen MacKenzie, Koch Companies Public Sector LLC, Wichita, KS
Jon R. Trembath, Michael Best & Friedrich LLP, Denver, CO

Highlights of Trademark Law Decisions in 2019

Updates, new developments, and recent changes

Speaker: David Franklyn, Golden Gate University, San Francisco, CA

11:00a-12:00p CLE PROGRAMS

Fake News: It's More Than Just a Political Issue

Balancing the First Amendment with consumer and public safety

Speaker: Dr. Richard Pan, California State Senator, Sacramento, CA

Copyright Law Developments

Focusing on digital transformation and the modern enterprise

Speakers: Ned Locke, Microsoft Corporation, Redmond, WA
Katherine C. Spelman, Microsoft Corporation, Redmond, WA
Mark H. Wittow, K&L Gates LLP, Seattle WA

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12:00p-1:30p Keynote Luncheon (No CLE credit)

Fireside Chat with USPTO Texas Regional Office Director

Interactive discussion covering a diverse set of topics, including guidelines, policies, priorities and initiatives



Featuring:
Hope C. Shimabuku
Director of the
Texas Regional Office,
USPTO, Dallas, TX



Moderator:
George W. Jordan, III
Senior Counsel,
Norton Rose Fulbright US LLP,
Houston, TX

Sponsored by:



1:45p-3:30p NEW! IP Talks

- **Bilski: Ten Years Later and What Has Happened**
Speaker: J. Michael Jakes, Partner, Finnegan, Washington, DC
- **Title Source v. HouseCanary: Trade Secret Lessons Learned**
Speaker: Max L. Tribble, Partner, Susman Godfrey LLP, Houston, TX
- **Robust Patent Rights and Innovation**
Speaker: Maureen Ohlhausen, Practice Group Chair - Antitrust & Competition Law, Partner, Baker Botts LLP, Washington, DC
- **Trial by Jury on Obviousness?**
Speaker: Joseph Re, Partner, Knobbe Martens, Irvine, CA

1:45p-3:30p CLE PROGRAM

Right of Publicity and Social Media

Dead or alive, online or off, it matters!

*Speakers: Dale Cendali, Kirkland & Ellis LLP, New York, NY
Scott J. Sholder, Cowan DeBaets Abrahams & Shepard LLP,
New York, NY*

3:45p-5:15p CLE PLENARY PROGRAM: In-House Counsel

Game-Changing Habits of Outside Counsel and In-House Counsel

Hear distinguished top-level in-house counsel discuss strategies and tips for navigating relationships between in-house counsel and outside counsel.

*Moderator: Craig Summers, Partner, Knobbe Martens, Irvine, CA
Speakers: Brian J. Gaffney, Vice President, Chief IP Counsel, AT&T, Dallas, TX
Diane Gabl Kratz, Senior IP Counsel, Seagate Technology, LLC, Cupertino, CA
Al Riddle, Associate General Counsel, IP, Baker Hughes, a GE Company,
Houston, TX*

5:15p-7:00p Networking Reception

Sponsored by: **DUFF & PHELPS**



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**San Antonio Tour
Tuesday, October 1**

**River Walk Stroll and Boat Cruise
1:00p-5:00p**

Walk the River for a special look at a few key sites in San Antonio as you connect to its rich Spanish heritage. You'll see some of the city's most historic landmarks, including The Alamo. Top off the tour with a leisurely ride on a guided cruise to experience the River Walk up close. **\$60/person**

7:00a-5:00p Registration

8:30a-9:30a NEW! IP Talks

- **Patent Law for Better or Worse: Supreme Court and Federal Circuit**
Speaker: Gale R. "Pete" Peterson, Law Offices of Gale R. Peterson, San Antonio, TX
- **Trademarks 2019: Everything You Need to Know But Are Afraid to Ask**
Speaker: Meredith M. Wilkes, Partner, Jones Day, Cleveland, OH
- **Diversity for the Competitive Edge**
Speaker: Rosa Maria Villagomez, Legal Industry Consultant, Mountaintop Consulting, Houston, TX
- **The USPTO and a Trademark Update**
Speaker: Jason Lott, Attorney Advisor Educational Outreach, USPTO, Alexandria, VA

8:00a-9:30a CLE PROGRAM

Building a Strong Patent Portfolio: Views from In-House Counsel

Explore strategic considerations, invention harvesting and management, role of outside counsel, and cost-effective strategies.

*Moderator: Scott M. Alter, Michael Best & Friedrich LLP, Denver, CO
Speakers: Anuj Dharia, Arm, Ltd., Austin TX
Timothy McBride, Mastercard Corporation, Purchase, NY
Anthony Peterman, Dell Technologies, Austin, TX*

9:45a-11:15a CLE PLENARY PROGRAM: Judiciary

**Learning Tomorrow's Playbook Today:
Perspectives from the Bench**

Join prominent federal judges as they examine the important considerations impacting proceedings in both district courts and the PTAB.

*Moderator: Paul R. Morico, Partner, Baker Botts LLP, Houston, TX
Speakers: Hon. Alan D. Albright, US District Judge, Western District of Texas, Waco, TX
Hon. Shashi H. Kewalramani, US Magistrate Judge, US District Court Central District of California, Riverside, CA
Hon. Avelyn M. Ross, Administrative Patent Judge, Patent Trial and Appeal Board, Texas Regional Office, USPTO, Dallas TX*

11:30a-12:30p CLE PROGRAMS

Litigation Strategies for Post-Grant Proceedings

Tips for adjusting strategies to account for PTAB rule changes, precedential opinions and recent judicial decisions

*Speakers: James R. Hietala, Jr., Intellectual Ventures, Bellevue, WA
Kat Li, McKool Smith, Austin, TX
Robert B. Lytle, Microsoft Corporation, Redmond, WA
David L. McCombs, Haynes and Boone, Dallas, TX*

Inadvertent Disclosure and Waiver of Privilege

Legal and ethical dilemmas for the IP practitioner

*Moderator: Teresa Stanek Rea, Crowell & Moring LLP, Washington, DC
Speakers: William P. Atkins, Pillsbury Winthrop Shaw Pittman LLP, McClean VA
Barbara A. Fiacco, Foley Hoag LLP, Boston, MA
Michael E. McCabe, Jr., McCabe Law, LLC, Potomac, MD*

12:30p-2:00p Keynote Luncheon (No CLE credit)

NASA: To the Moon and Beyond

How NASA's Innovative Public-Private Partnership Agreements Stimulate and Advance Commercial Space Ventures



Featuring:
Kurt G. Hammerle
IP Attorney, Office of Chief Counsel, Lyndon B. Johnson Space Center (JSC), National Aeronautics and Space Administration (NASA), Houston, TX

Thursday, October 3 *continued*

2:15p-3:15p CLE PROGRAMS

What Litigators Wish Transactional Lawyers Would Do Differently

Practical tips to create strong and enforceable IP rights

Speakers: Jennifer Parker Ainsworth, Wilson Robertson & Cornelius PC, Tyler, TX
Amir H. Alavi, Ahmad Zavitsanos Anapagos Alavi & Mensing PC, Houston, TX
Michael Heim, Heim Payne Chrorush LLP, Houston, TX

Trademark Selection and Clearance

How do clients and their lawyers work together (*and sometimes against each other*) in choosing brands?

Moderator: Lawrence J. Siskind, Coblenz Patch Duffy & Bass LLP, San Francisco, CA

Speakers: Chris Ferko, Goodby Silverstein & Partners, San Francisco, CA
Kate Moynihan, Seva Foundation, Berkeley, CA
Jacqueline Swank, AUL Corp, Napa, CA

3:30p-5:00p CLE PLENARY PROGRAM: IP Damages

Lessons from the Trenches:

Proving Your IP Damages Case at Trial

A prominent IP litigator, damages expert, and graphics expert will address practical tips in preparing and presenting an IP damages case.

Speakers: Jason Barnes, Partner, The Focal Point LLC, Dallas, TX
Danielle (DJ) Healey, Senior Principal, Fish and Richardson, Houston, TX
Ambreen Salters, Partner, StoneTurn, Houston, TX

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The Honorable Nancy F. Atlas
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Intellectual Property Section
State Bar of Texas

Sponsorship Opportunities are Available

Engage and interact with attendees. There will be multiple options for networking, exposure, and marketing. For more information, contact Carey Farley, Associate Director of Programming at (312) 988-5595 or carey.farley@americanbar.org.

Registration Information

The all-inclusive IP WEST registration fee includes, all CLE programs and materials, beverage breaks, and receptions.

Register

Online: ambar.org/ipwest2019

Call: (800) 285-2221 (Please mention meeting code PT19WEST)

Fax or Mail: please visit ambar.org/ipwest2019 for a printable registration form

ABA-IPL Section Member	\$700
Local Bar Association Co-Sponsor	\$700
ABA Members (Not ABA-IPL Section Members) (registration includes a one-year ABA-IPL Section membership)	\$800
Non-ABA Member	\$900
Corporate Counsel	\$300
Government, Public Interest, Academic	\$300
Solo, Small Firm	\$300
Law Student	\$200
Welcome Reception	FREE
Keynote Luncheon – Wednesday, October 2	\$65
Networking Reception	FREE
Keynote Luncheon – Thursday, October 3	\$65

** To be included in the Attendee Roster, your registration must be received by September 13, 2019.

Location and Lodging

IP WEST will be held at the:
Hyatt Regency Hill Country Resort & Spa
9800 Hyatt Resort Drive
San Antonio, TX 78251

The ABA-IPL discounted group rate is \$229 single/double per night (plus applicable fees and taxes). Reservations should be made directly with the hotel through the website or, if you prefer to book via phone, please call the Hyatt Regency Hill Country Resort and Spa at (210) 647-1234 or (888) 591-1234 and ask for the Group Reservations Agent. Please make sure to identify that you are with the 2019 ABA-IPL IP WEST event. You must make your reservations by **Monday, September 9, 2019, 5:00 pm CST**. Discounted rooms are subject to availability, so be sure to make your reservations early!

CLE Credit

The ABA will seek 13.5 hours of CLE credit, including 1.0 hours of legal ethics credit in 60-minute states, and 15.90 hours of CLE credit, including 1.2 hours for legal ethics 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 ambar.org/ipwest2019 for program CLE details or visit www.americanbar.org/mcle for general information on CLE at the ABA.

Additional Meeting Information

For information on **Transportation, Travel Discounts, On-site Registration, and Tuition**, please visit ambar.org/ipwest2019. Questions? Contact Carey Farley, Associate Director of Programming, at (312) 988-6278 or carey.farley@americanbar.org with any questions.

Register at ambar.org/ipwest2019

ABA SECTION OF INTELLECTUAL PROPERTY LAW

125 YEARS

IP WEST

ambar.org/ipwest2019

Save the Date 2020 ABA-IPL Annual Meeting
April 1-3, 2020
Mayflower Hotel
Washington, DC

321 North Clark Street
Chicago, IL 60654

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