

# *AIPPLA* 2014 Annual Meeting preview



october 23-25 • washington, dc  
marriott wardman park

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# AIPLA 2014 Annual Meeting

Washington, DC · Marriott Wardman Park · October 23–25, 2014

**JOIN US** in Washington, DC, October 23–25, for the AIPLA 2014 Annual Meeting, an unparalleled learning experience for everyone involved in any aspect of intellectual property.

The Annual Meeting offers you opportunities to connect with others in the IP industry from around the world to learn during sessions such as: post-grant proceedings after the AIA; 101 invalidation in view of *CLS Bank*, *Bilski*, and *Prometheus*; IP and Regulatory Protection in the Pharmaceutical Field in Latin America; the Unified Patent Court in the European patent litigation landscape; best Practices in Trade Secret Protection; the latest in Cyber Security Law and Standards; and the Year in Review: Trademark, Copyright, Trade Secret and Patents.

## Register for the 2014 Annual Meeting for access to:

- Major Educational Tracks with up to 17.7 Hours of CLE Offered
- IP Practice Areas Sessions Sponsored by AIPLA's Committees
- An Expo Hall with More Than 40 Companies Showcasing Their Products and Services
- Opportunities to Have Fun in a Relaxed Setting
- Business Contacts from Around the World

## Register by September 26<sup>th</sup> to receive \$100 off your registration.

And remember to book your hotel room as soon as possible—the hotel block sells out early!

We look forward to seeing you in October!

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# Sponsor. Advertise. Exhibit.

If you would like more prominence for your law firm or company, consider becoming a 2014 Spring Meeting sponsor, advertiser or exhibitor.

**Sponsorships** are available for all sorts of things; from breakfasts and lunch breaks, to the cyber café. We have options for *every* budget.

Showcase your firm or product/service with a variety of **Advertising** opportunities, including ads in the convention on-site Program, on the AIPLA Spring Meeting website or in the official meeting App.

**Exhibit** at the **Annual Meeting**. The largest of AIPLA's three major meetings, last year the Exhibit Hall drew over 2,300 attendees and featured over 50 exhibits.

**Stand out** from the crowd by becoming a sponsor, advertiser or exhibitor today.

**For more information, contact:**

Sponsorships: Morgan Greenfield,  
mgreenfield@aipla.org, 703-412-1311

Exhibits: Iris Howell,  
iris@aipla.org, 703-412-4345

Advertising: Paige Mankin,  
pmankin@aipla.org, 703-412-4356



# AIPLA 2014 Annual Meeting

# General Information

## Registration Hours

AIPLA Registration is located in Exhibit Hall A, along with the Cyber Café, Technology Center, CLE Information and Membership Service Center, and over 40 vendors showcasing IP products and services.

**Wednesday** 4:00–7:00 pm  
(Pre-Registration only)

**Thursday** 7:00 am–6:00 pm

**Friday** 7:45 am–6:00 pm

**Saturday** 8:00 am–12:00 pm

## Exhibit Hours

Exhibitor Booths are located in the Exhibit Hall, along with the Cyber Café, Technology Center, CLE Information and Membership Service Center, and over 40 vendors showcasing IP products and services.

**Thursday** 7:00 am–6:00 pm

**Friday** 7:45 am–6:00 pm

**Saturday** 8:00 am–12:00 pm

**Thursday PM Break Sponsor:**  
Staas & Halsey, LLP

**Friday AM Break Sponsor:**  
Leydig Voit & Mayer, Ltd.

**Friday PM Break Sponsor:**  
Perkins Coie

**General Meeting Sponsor:**  
The United States Patent Utility  
Young Conaway Stargatt & Taylor, LLP

## CLE Information

We are an approved provider by most states requiring CLE and have applied for credit for this meeting to all states requiring CLE. Complete CLE information will be available on-site at the AIPLA CLE Information Booth located in Exhibit Hall A. A full list of past meetings and approved CLE credits can be obtained from our website ([www.aipla.org](http://www.aipla.org)) and in each Bulletin.

The 2014 Annual Meeting has a total of 885 CLE minutes, including 90 minutes of legal Ethics. Ethics credit will be available Thursday, 10/23/14, Morning Track 1, 11:25–11:55 am; and Saturday, 10/25/14, 11:00 am – 12:00 pm. The 2014 Annual Meeting has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 14.75 hours, including 1.5 hour of Ethics.

The above amount is the calculation for 60-minute hour states. The maximum credit hour calculation for 50-minute hour states is 17.7 hours, including 1.8 hours of Ethics. Credit amounts will vary depending upon each state's calculation requirement.

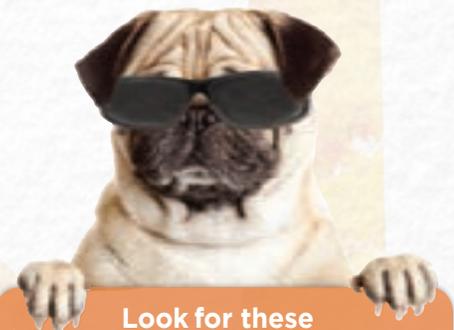
*Disclaimer: AIPLA is a nonprofit national bar association. The sole purpose of this CLE program is to provide educational and informational content. AIPLA does not provide legal services or advice. The opinions, views and other statements expressed by contributors to this CLE program are solely those of the contributors. These opinions, views and statements of the contributors do not necessarily represent those of AIPLA and should not be construed as such.*

## Helpful Hints

- If you are a new AIPLA member, or this is your first meeting with us, be sure to attend the New Member/First-Time Attendee Reception, Thursday, October 23, from 5:30 – 6:30 pm.
- Lunch receptions are open to everyone to meet and network.
- All meeting registrants will have advanced access to meeting materials online and receive a post-meeting CD/DVD containing speaker papers and audio recordings.
- Need to check email? Visit our Cyber Café Internet kiosks, located in Exhibit Hall A.
- Access handouts and meeting papers at the Technology Center, directly from the AIPLA website or within the 2014 Annual Meeting App.

**Cyber Café Sponsor:**  
Intellectual Property Insurance  
Services Corporation

**Annual Meeting App Sponsor:**  
CMS



**Look for these symbols throughout the Annual Meeting Preview!**



Insurance Discount Eligible\*



Ethics/CLE Eligible



Special America Invents  
Act Sessions

\*For the most up-to-date programming information, please visit the 2014 Annual Meeting website: [www.aipla.org/learningcenter/AM2014](http://www.aipla.org/learningcenter/AM2014)

**twitter** The Annual Meeting  
is on Twitter!  
Include the hashtag #aiplaAM14  
to be a part of the conversation!

# Pre-Meeting Events

## Tuesday Pre-Meeting Sessions

*Additional registration fees may apply.*

9:00 am – 5:00 pm

### **IP Practice in Japan Committee Pre-Meeting** † ‡

*Full program available online.*

Time + Location: TBD

### **Partnering in Standards**

## Wednesday Pre-Meeting Sessions

9:00 am – 12:00 pm

### **AIPLA Cares—Members Give Back to the Community**

*For more information, contact Molly Weisblatt at [mweisblatt@aipla.org](mailto:mweisblatt@aipla.org).*

9:00 am – 12:00 pm

### **IP Practice in Japan Committee Pre-Meeting** † ‡

12:00 – 4:00 pm

### **2014 Partnering in Patents** †

*Madison Auditorium, US Patent and Trademark Office, Alexandria, VA*

1:00 – 5:00 pm

### **Board/Committee Leadership Meeting**

4:00 – 7:00 pm

### **Pre-Registration**

*(For those who registered in advance.)*

‡ Attendees **MUST** register for AIPLA's 2014 Annual Meeting prior to registering for this event.

† Visit the 2014 Annual Meeting Website for registration and programming information.

[www.aipla.org/learningcenter/AM2014](http://www.aipla.org/learningcenter/AM2014)

## Advertise in our Convention Daily Newspaper

AIPLA will partner again this year with Managing IP magazine to produce a convention daily newspaper called the *AIPLA Daily Report*.

The AIPLA Daily Report features summaries of some of the top sessions each day, interviews with key leaders, and highlights from the social events. It is distributed in various places throughout the meeting. There are many advertising opportunities available. Please contact Alissa Rozen at [arozen@euromoney.com](mailto:arozen@euromoney.com) to learn more.



6:30 – 8:00 am

**Committee Meetings\*** (See pages 14 – 16 for descriptions.)

6:30 – 8:00 am

**Corporate Practice Committee Breakfast Meeting  
(Corporate In-House Counsel Only)**

Sponsored by: *Dority & Manning, PA*

6:30 – 8:00 am

**Global IP Committee Leadership Group  
(Leadership Group Members Only)**

**Professional Programs**

8:00 – 9:00 am

**Opening Plenary Session**

Welcome Remarks

*Wayne P. Sobon, President, AIPLA, Arlington, VA*

Committee of the Year Announcement

A Look at the PTAB

9:00 am – 12:30 pm

**Spouse/Guest Tour**

**The Hillwood Museum**

See page 16 for more information.

9:00 am – 12:00 pm

**Concurrent Morning Tracks** 

**t1 The Triple Crown: Trials, Turmoil and Tribulations** 

**Moderator:** *Karen S. Canady, Canady + Lortz, LLP, Los Angeles, CA*

**Post Grant Proceedings After the AIA—Mock Hearings** 

**The Honorable Faith S. Hochberg (invited),**  
*United States District Court for the District of New Jersey*

**Kenneth R. Adamo, Kirkland & Ellis, LLP, Chicago, IL**

**William P. Atkins, Pillsbury Winthrop Shaw Pittman, LLP, McLean, VA**

Break: 10:15 – 10:45 am

**Turmoil—101 in View of CLS Bank, Bilski, and Prometheus**

**David G. Wille, BakerBotts, LLP, Dallas, TX**

**Donna M. Meuth, Eisai Inc., Andover, MA**

**Tribulations: Confidentiality/Privilege vs. USPTO  
Duty of Candor** 

**William F. Smith, BakerHostetler, Seattle, WA**

**t2 Trademark/Copyright**

**Moderator:** *Kieran Doyle, Cowan Liebowitz & Latman, New York, NY*

**TTAB Game Show**

**Honorable Marc A. Bergsman (invited),** *Administrative Trademark Judge, Trademark Trial and Appeal Board, US Patent & Trademark Office, Alexandria, VA*

**George C. Pologeorgis (invited),** *Interlocutory Attorney, Trademark Trial and Appeal Board, US Patent & Trademark Office, Alexandria, VA*

Break: 10:15 – 10:45 am

**Aereo and Other Recent Developments in Copyright Law**

**Craig B. Whitney, Morrison & Foerster, LLP, New York, NY**

**The Repeal of the Sec. 115 Compulsory License**

**Jay Rosenthal, National Music Publishers' Association, Washington, DC**

**t3 Never a Boring Day: The IP and Regulatory Roller Coaster in Latin America and the European Litigation Landscape**

**Moderator:** *Leonor Galvão, Murta Goyanes, Rio de Janeiro, Brazil*

**The Calm After the Storm? Recent IP and Regulatory Developments in Brazil**

**Gustavo de Freitas Moraes, Dannemann Siemsen, São Paulo, Brazil**

**An Unexpected Journey: IP and Regulatory Protection in Mexico**

**Juan Luis Serrano, AstraZeneca, Mexico City, México**

**One Step Forward, Two Steps Back: IP and Regulatory Protection in Latin America**

**Manisha A. Desai, Eli Lilly and Company, Indianapolis, IN**

Break: 10:15 – 10:45 am

**The UPC in the European Patent Litigation Landscape**

**Moderator:** *John T. Johnson, Fish and Richardson, PC, New York, NY*

**Margot Fröhlinger, European Patent Office, Munich, Germany**

**Jochen Pagenberg, Barddehle Pagenberg, Munich, Germany**

**Pierre Véron, Véron & Associates, Paris, France**

**Willem Hoyng, Hoyng Monegier, Amsterdam, The Netherlands**

**Charters Macdonald-Brown, Redd Solicitors, LLP, London, United Kingdom**

**John Hornickel, Intellectual Property PolyOne Corporation, Avon Lake, OH**

# Thursday, October 23

12:00 – 12:30 pm Lunch Reception (open to all attendees)  
Sponsored by: *Patterson Belknap Webb & Tyler, LLP*

12:30 – 2:00 pm Luncheon 

Featuring: EPO President  
**Benoît Battistelli**



2:00 – 3:30 pm  
Concurrent Afternoon Tracks 

## Realistic Expectations in Licensing Patents

**Moderator:** *Laura W. Smalley, Harris Beach, PLLC, Pittsford, NY*

***Keeping Things Amicable—Monetizing IP Assets Without Conflict***

*Phyllis T. Turner-Brim, Intellectual Ventures, Bellevue, WA*

***Managing IP Licensing Assets in an Increasingly Complex Global Environment***

*Kim E. Choate, Dow Corning Corporation, Midland, MI*

***Licensing a Standard-Essential Patent? Beware of the Risks!***

*Kenneth M. Frankel, Finnegan Henderson Farabow Garrett & Dunner, LLP, Reston, VA*

***Setting a Licensing Royalty Rate – What To Do, What Not To Do***

*Jeffrey G. Sheldon, Sheldon Mak & Anderson, Pasadena, CA*

## Trademark/Corporate

**Moderator:** *Jennifer A. Van Kirk, Lewis Roca Rothgerber LLP, Phoenix, AZ*

***50 Shades of Green—Product Branding and the Effect of Government Regulations, Including Those from the Federal Trade Commission and Food and Drug Administration***

*Jim Kohm (invited), Associate Director for the Enforcement Division, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC*

***FDA Related Requirements for Labeling***

*Leslie T. Krasny, Keller and Heckman, LLP, San Francisco, CA*

*Douglas Park, Sustainability Accounting Standards Board, San Francisco, CA*

*Kelly M. McLain, Cargill, Wayzata, MN*

## An Update—the US Patent System

**Moderator:** *The Honorable Teresa Stanek Rea, Crowell & Moring, LLP, Washington, DC*

***Now, After AIA, What Needs to Be Improved?***

*The Honorable David J. Kappos, Cravath Swaine & Moore, LLP, New York, NY*

*Philip S. Johnson, Johnson & Johnson, New Brunswick, NJ*

*Donald J. Rosenberg, Qualcomm, Inc., San Diego, CA*

3:30 – 5:30 pm  
Committee Educational Sessions\*

## IP Practice in Europe/Patent Litigation (Joint Session) (120 Minutes of CLE Requested)

### ***Licenses in European Patent Litigation***

Continuing the plenary session, the first part of this workshop will explore PC issues surrounding pre-trial evidence and discovery, timing, cost, and available remedies. The second part of this workshop will focus specifically on the roles of licenses in European patent litigation including the UPC. Licenses currently involve questions of national law and of European law. The UPC intends to add further procedural rules that may have an impact on the role that licenses play in patent litigation. The questions to be addressed to the panel may include licensing implication of multiple European subsidiaries, license defense in patent infringement litigation (FRAND); the position of the European Commission, European Court of Justice and national practices; FRAND defense under the UPC procedural rules; impact of the FRAND defense on remedies requested by the patentee, impact of the UPC on license agreements (rules for opting out, use of the UPC vs. national law...), impact of bankruptcies on existing licenses, impact of patent sales on enforcement under national law and under the UPC.

**Part I Moderator:** *John Johnson, Fish & Richardson, PC, New York, NY*

**Part II Moderator:** *Alan Kasper, Sughrue Mion, PLLC, Washington, DC*

### Europe

*Olivier Nicolle, Ipon Global, Neuilly sur Seine, France*

### Germany

*Jochen Buhling, Krieger Mes & Graf v. der Groeben, Düsseldorf, Germany*

### Netherlands

*Koen Bijvank, V.O., The Hague*

### United Kingdom

*Pat Treacy, Bristows, LLP, London, United Kingdom*

### United States

*John Hornickel, PolyOne Corporation, Avon Lake, OH*

*Dwayne Hughes, Draeger Medical, Inc., Telford, PA*

 Tickets Required

\* Committees meetings are open to all attendees unless otherwise noted.

## Licensing and Management of IP Assets/ Mergers and Acquisitions (120 Minutes of CLE Requested)

### *Transferability of Intellectual Property License Agreements in Mergers and Acquisitions*

#### Due Diligence Regarding License Agreements in Mergers and Acquisitions

*Cecilia O. Vega, General Electric Company, Fairfield, CT*

#### Transferability of License Agreements by Assignment

*Charan J. Sandhu, Weil, Gotshal & Manges, LLP, New York, NY*

#### Transferability of License Agreements and Change in Control

*Daniel C. Glazer, Fried Frank Harris Shriver & Jacobson, LLP,  
New York, NY*

## Standards & Open Source (120 Minutes of CLE Requested)

### *Practical Considerations In Litigating Standard Essential Patents*

Courts recently are addressing issues related to litigating patents alleged to cover an industry standard ("standard essential patents" or "SEPs"). Courts are facing and developing unique procedural and substantive law regarding SEPs, such as (1) determining a reasonable and non-discriminatory (RAND) royalty, (2) when to determine a RAND royalty (e.g., bifurcate case to first determine RAND, stand-alone RAND action); (3) the specificity required in pleading SEP defenses; (4) establishing whether patent "hold-up" or "hold-out" have occurred; (5) availability of damages and equitable relief; (6) who decides RAND or breach of RAND obligation (judge or jury) or (7) whether and when to determine if patent is essential to a standard or infringed. This program will go over those procedural and substantive issues, including practical insights by a panel of judges with experience presiding over SEP litigations.

**Moderator:** *David W. Long, Kelley Drye & Warren LLP,  
Washington, DC*

*The Honorable James F. Holderman,  
United States District Court for the Northern District of Illinois,  
Chicago, IL*

*The Honorable Theodore A. Essex, US International Trade  
Commission, Washington, DC*

3:30 – 5:30 pm  
**Committee Meetings\*** (See pages 14 – 16 for descriptions.)

3:30 – 4:30 pm

**AIPLA Fellows (Committee Members Only)**

**AIPLA Quarterly Journal Editorial Board  
(Editorial Board Members Only)**

**Chemical Practice**

**Content and Branding Leadership Group  
(Leadership Group Members Only)**

**IP Law Associations (Committee Members Only)**

## IP Practice in Israel Online Programs

3:30 – 5:30 pm

**Electronic and Computer Law/USPTO Inter Partes  
Patent Proceedings (Joint Meeting)**

**International and Foreign Law/Patent Treaties and  
International Policy (Joint Meeting)**

**Mentoring/New Lawyers (Joint Meeting and Reception)**

Sponsored by: *Sughrue Mion, PLLC*

4:30 – 5:30 pm

**Diversity in IP Law**

**International Education**

**IP Practice in Japan**

**Membership**

**Patent Agents/Patent-Relations with the USPTO  
(Joint Meeting)**

**US Bar/JPO Liaison Council (Council Members Only)**

5:30 – 6:30 pm

**New Members/First-Time  
Attendees Reception**

Sponsored by: *Schwegman Lundberg & Woessner, PA*

6:00 – 7:30 pm

**LGBT Diversity Reception**

Co-sponsors: *Fenwick & West, LLP; and Lee & Hayes, PLLC*

7:30 – 9:00 pm

**Opening Night Reception 🍷**

Sponsored by:

*Chemir—A Division of Evans Analytical Group;  
Elmore Patent Law Group, PC; Grant Patent Services;  
Klarquist Sparkman, LLP; Leonard Patel, PC;  
Marks & Clerk; S.S. Rana & Co. Intellectual Property Law;  
Vinson & Elkins, LLP; Winston Strawn LLP*

We're breaking the fourth wall and letting you step  
**BEHIND *the* SCENES of DC POLITICS**—  
all while enjoying a view of some of our national  
landmarks.

\* Committees meetings are open to all attendees unless otherwise noted.

# Friday, October 24

6:45 – 8:45 am

**Committee Meetings\*** (See pages 14 – 16 for descriptions.)

6:45 – 8:45 am

## Women in IP Law Committee Breakfast Meeting

Sponsored by: *Fitzpatrick Cella Harper & Scinto*

7:45 – 8:45 am

## Amicus (Committee Members Only)

## Professionalism and Ethics (Committee Members Only)

9:00 am – 12:30 pm

## Spouse/Guest Tour

The US Capitol + Union Market

See page 16 for more information.

8:45 – 11:45 am

## Concurrent Morning Tracks t

### t1 Patent Prosecution

**Moderator:** *Jonathan E. Grant*, Grant Patent Services, Silver Spring, MD

#### Part I: How to Draft Claims in Light of CLS Bank

*Matthew B. Weinstein*, Accenture, Arlington, VA

*Andrew H. Hirshfeld (invited)*, Deputy Commissioner for Patent Examination Policy, US Patent & Trademark Office, Alexandria, VA

*Scott Pojunas*, Hewlett-Packard, Herndon, VA

Break: 10:00 – 10:30am

#### Part II: 3D Printing—Claiming and Infringement Issues

*Piers Blewett*, Schwegman Lundberg & Woessner, PA, Alpharetta, GA

*Andre Wegner*, Authentise, Mountain View, CA

*Michael Weinberg*, Public Knowledge, Washington, DC

### t2 Trade Secrets

**Moderator:** *Brian R. Stanton*, US DOC/HHS (retired) Alachua, FL

#### A Shift in Thinking—

#### Trade Secrets in a Connected Innovation World

*Annette Frawley*, General Mills, Inc., Minneapolis, MN

#### Trade Secrets—The “Secrets” of Protecting Them

*Gregory D. Allen*, 3M Innovative Properties Company, St. Paul, MN

*Kurt G. Calia*, Covington & Burling, LLP, Redwood Shores, CA

Break: 10:00 – 10:30am

#### Is Your Trade Secret Program Stale?

#### Updating Across Countries, Cultures, and Technology

*Shaun Fox*, Bridgestone Americas, Inc., Akron, OH

\* Committees meetings are open to all attendees unless otherwise noted.

## Hot Topics in Trade Secrets Law—

### Trade Secret Trolls: The Next Threat?

*David Bloch*, Winston & Strawn, LLP, San Francisco, CA

### Corporate Secrets—What Dreams Are Made of: Identification, Monetization, Valuation, and Damages

*Daniel Jackson*, Alix Partners, Dallas TX

### Imported Secrets—Trade Secrets Litigation at the ITC

*P. Anthony Sammi*, Skadden Arps Slate Meagher & Flom, LLP, New York, NY

### Cyber Security Law and Standards

- Recent legislative developments
- Update on criminal prosecutions under the Computer Fraud and Abuse Act

*David R. Hale*, TD Ameritrade, Columbia, MD

### t3 Licensing

**Moderator:** *Ray Strimaitis*, Yahoo, Sunnyvale, CA

#### Global Monetization of IP

*Mark Wadzyk*, Qualcomm Inc., San Diego, CA

*Enrique T. Breceda*, Harley-Davidson Motor Company, Milwaukee, WI

*Audrey H. Reed*, Hogan Lovells US, LLP, Washington, DC

Break: 10:00 – 10:30am

#### Defensive Patent Licenses/ Pools: What are the New Types of Entities, Issues, Opportunities, and Strategic Concerns

*Daniel P. McCurdy*, RPX Corporation, San Francisco, CA

*David Balto*, Law Offices of David Balto, Washington, DC

*Tim Kowalski*, Google, Inc., Chicago, IL

### 11:45 am – 12:15 pm Lunch Reception

(open to all attendees)

Sponsored by: *McAndrews Held & Malloy, Ltd.*

### 12:15 – 1:45 pm Luncheon +

Featuring: **Honorable Raymond T. Chen** (invited), United States Court of Appeals for the Federal Circuit, Washington, DC



1:45 – 2:00 pm

## Annual Association Business Meeting

+ Tickets Required

2:00 – 3:30 pm

## Concurrent Afternoon Tracks t

### t1 Litigation: Reliance on Invalidation Opinions in Litigation; The Contributions of NPEs and PAEs to Patent Litigation

**Moderator:** *Adam Mossoff*, George Mason University School of Law, Arlington, VA

**“The Commil Defense—Reliance on an Invalidation Opinion to Defeat a Charge of Inducement”**

*Michael Phelps*, RatnerPrestia, Berwyn, PA

**The Good, The Bad and The Ugly: Patent Assertion Entities, NPEs and Trolls. Market Makers or Nuisance Litigants?**

**The Good**

*Matthew Vella*, Acacia Research Corporation, Newport Beach, CA

**The Bad**

*Hilda C. Galvan*, Jones Day, Dallas, TX

**The Ugly**

*Suzanne Michel*, Google, Inc., Washington, DC

### t2 When it's Important, it's REALLY Important—Trademark and Bankruptcy, Due Diligence, Dual Filings and Assignments

**Moderator:** *Allison Strickland Ricketts*, Fross Zelnick Lehrman & Zissu, PC, Alexandria, VA

*Jennifer M. McCallum*, The McCallum Law Firm, Erie, CO

*Shauna M. Wertheim*, The Marbury Law Group, Reston, VA

*Louis T. Perry*, Faegre Baker Daniels, LLP, Indianapolis, IN

### t3 Copyright—The Next Generation

**Moderator:** *Karyn T. Claggett (invited)*, US Copyright Office, Washington, DC

**The Green Paper—Copyright Policy, Creativity and Innovation in the Digital Economy**

*Shira Perlmutter (invited)*, Chief Policy Officer and Director for International Affairs, US Patent & Trademark Office, Alexandria, VA

**The Argument for First Sale**

*John Ossenmacher*, ReDigi, Inc., Boston, MA

**The Argument Against First Sale**

*Dale Nelson*, Warner Bros. Digital, Burbank, CA

3:30 – 5:30 pm

## Committee Educational Sessions\*

3:30 – 5:30 pm

### Alternative Dispute Resolution (ADR)/Law Students (Joint Session) (120 Minutes of CLE Requested)

**Resolution of IPR Disputes through Mediation: the “How Tos” of involving your client and maximizing your client’s talents**

**Moderator:** *Yelena Morozova*, Gill Jennings Every, London, United Kingdom

**The ABCs of Mediation**

*Liza Tóth*, International Trade Commission Mediator, Toth Intellectual Solutions, Ltd. Fleet, Hampshire, United Kingdom

**Mediation Essentials: Preparation**

TBD

**Making the Most of Pre-mediation**

*A. John Pate*, PATE BAIRD, PLLC, Salt Lake City, UT

**Keys to Successful Mediation:**

**communicate, negotiate, manage, and seal the deal**

*Paul E. Burns*, Procopio, Cory, Hargreaves & Savitch, LLP Scottsdale, AZ

### Biotechnology/Patent Law (Joint Session) (120 Minutes of CLE Requested)

**Enacting, Implementing, and Interpreting Patent Laws: Hypothetical 101 Reform To Address Eligibility Involving Software And Biotechnology**

This session will consist of three parts followed by a general Q&A. The first speaker, Majority Senior Counsel Vishal Amin, is a leader on Capitol Hill who has been involved in drafting legislation and developing strategy as part of his responsibilities on the Judiciary Committee’s subcommittee on the courts, intellectual property, and the internet. Mr. Amin will explain how a bill comes to be and is then enacted into law. The second speaker will discuss the process by which the Patent Office implements new patent laws. They will describe the rule making process and how guidance materials are developed. The third speaker, is Judge Rader formerly of the US Court of Appeals for the Federal Circuit who will explain the process of interpreting statutory and case law precedent.

**Moderator:** *Robert L. Stoll*, Drinker Biddle & Reath, LLP, Washington, DC

**The Necessity of Section 101 Reform and a Proposal**

*Denise M. Kettelberger*, Sunstein Kann Murphy & Timbers LLP, Boston, MA

**How a Bill Comes to be And is Then Enacted Into Law; What Really Happens Behind the Curtains of Congress in Order to Enact a New Law**

*Vishal Amin*, Majority Senior Counsel, House Judiciary Committee, Washington, DC

**The Process by Which The US Patent & Trademark Office Implements New Patent Laws; Rule Making Process and How Guidance Materials Are Developed**

*USPTO Representative (invited)*, US Patent & Trademark Office, Alexandria, VA

**The Process of Interpreting Statutory And Case Law Precedent**

*The Honorable Randall Rader*, Washington, DC (retired)

\* Committees meetings are open to all attendees unless otherwise noted.

# Friday, October 24

## Industrial Designs (120 Minutes of CLE Requested)

### Issues in Brazilian Design Patent—What's in a Drawing?

*Joaquim Goulart, Dannemann Siemsen, Rio de Janeiro, Brazil*

### Design Protection in Asia—Japanese Perspective

*Tomohiro Nakamura, Konishi & Nakamura, Marunouchi, Japan*

### Design Protection in Asia—Chinese Perspective

*Christopher Shaowei, NTD Law Office, Beijing, China*

### Separability Analysis in Design Copyrights— Time for a Permanent Change

*Wendy J. Gordon, Boston University School of Law, Boston, MA*

### View from the US Patent & Trademark Office

*USPTO Representative (invited), US Patent & Trademark Office, Alexandria, VA*

## 3:30 – 5:30 pm

### Committee Meetings\* (See pages 14 – 16 for descriptions.)

#### 3:30 – 4:30 pm

#### American Intellectual Property Law Education Foundation (AIPLEF) (Foundation Trustees Only)

#### Committee on Legislation (Committee Members Only) Education

#### Emerging Technologies (Expo)

#### IP Practice in China

#### 3:30 – 5:30 pm

#### AIPPI-US (Meeting and Reception)

#### IP Practice in the Far East/Patent Cooperation Treaty Issues (Joint Meeting)

#### International Trade Commission/Trade Secret

#### Law Practice Management/Membership (Solo Practitioners/Small Firms Joint Meeting)

#### Anti-Counterfeiting and Anti-Piracy/Copyright Law/ Trademark Internet/Trademark Law/Trademark Litigation/Trademark Relations with the USPTO/ Trademark Treaties and International Law (Joint Meeting)

#### 4:30 – 5:30 pm

#### AIPLA Fellows Leadership Development Training

#### Food and Drug

#### Public Education

#### US Bar/SIPO Liaison Council (Council Members Only)

## 6:30 – 7:30 pm

### Law School Alumni Reception

## 8:00 – 10:00 pm

### Dinner & Entertainment 🍷 (Black Tie Optional)

Sponsored by:

*Carter DeLuca Farrell & Schmidt, LLP;*

*Kenyon & Kenyon, LLP; Mayer Brown LLP;*

*Merchant & Gould, PC*

## YOUR ATTENTION, PLEASE...

The AIPLA conference is in a world of trouble. There's an invasion coming and the only people who can stop it don't even know they're agents...yet.

Delve into a world of mystery, secret government organizations, great suits, and an alien life form or two...

## DON'T FORGET YOUR SHADES!



## 10:00 pm – 12:00 am Dessert Reception

Sponsored by:

*Finnegan Henderson Farabow  
Garrett & Dunner, LLP*



\* Committees meetings are open to all attendees unless otherwise noted.

🍷 Tickets Required

# Saturday, October 25

8:00 – 9:00 am

## Committee Meetings\*

(See pages 14 – 16 for descriptions.)

8:00 – 9:00 am

## WIPO Advisory Group Breakfast Meeting (Group Members Only)

9:00 am – 12:00 pm

## Closing Plenary Session

### Mid-Year Review

**Moderator:** *Hetal Kushwaha, Marks and Clerk,  
Ottawa, Ontario, Canada*

### Copyright

*Kevin Tottis, TottisLaw, Chicago, IL*

### Trademarks

*Garfield Goodrum, Garfield Goodrum, Design Law, Boston, MA*

### Trends in Trade Secret Litigation

*R. Mark Halligan, Nixon Peabody LLP, Chicago, IL*

### Patents

*Gale R. Peterson, Law Offices of Gale R. Peterson, San Antonio, TX*

### Professionalism before USPTO (60 minutes)

*Mercedes K. Meyer, Drinker Biddle & Reath, LLP,  
Washington, DC*

*William R. Covey (invited), Director of Office of Enrollment  
and Discipline, US Patent & Trademark Office, Alexandria, VA*

*Honorable Thomas L. Giannetti (invited), Administrative  
Patent Judge, US Patent & Trademark Office, Alexandria, VA*

10:00 am – 12:00 pm

## 2015 Mid-Winter Institute Planning Committee Meeting (Planning Committee Members Only)

12:00 – 2:00 pm

## Networking Luncheon

Wrap up your 2014 Annual Meeting experience by networking with colleagues over lunch!

12:00 – 4:00 pm

## Board of Directors' Meeting



**New to AIPLA or the Annual Meeting? Looking to share your knowledge of AIPLA?**

Participate in our **On-Site Mentoring** during the 2014 Annual Meeting as a mentor or mentee!

Please contact Liz Burke at [elizabeth.burke@jonesrobb.com](mailto:elizabeth.burke@jonesrobb.com) for more information.

\* Committees meetings are open to all attendees unless otherwise noted.

 Tickets Required

# Committee Meetings

**2015 Mid-Winter Institute Planning Committee Meeting (Planning Committee Members Only)**  
Saturday 10:00 am – 12:00 pm

**AIPLA Fellows (Committee Members Only)**  
Thursday 3:30 – 4:30 pm

**AIPLA Fellows Leadership Development and Training (Committee Members Only)**  
Friday 4:30 – 5:30 pm

**AIPLA Quarterly Journal Editorial Board Meeting (Editorial Board Members Only)**  
Thursday 3:30 – 4:30 pm

**AIPPI-US (Meeting and Reception)**  
Friday 3:30 – 5:30 pm  
The meeting will include a recap of the AIPPI Toronto Congress, and the election of AIPPI-US Division Officers and Steering Committee members for the 2014-2015 year. A reception for members and attendees will follow the meeting.

**Alternative Dispute Resolution (ADR)/ Law Students (Joint Committee Educational Session)**  
(120 Minutes of CLE Requested)  
*See page 11 for program information.*

**American Intellectual Property Law Education Foundation (AIPLEF) (Foundation Trustees Only)**  
Friday 3:30 – 4:30 pm

**Amicus (Committee Members Only)**  
Friday 7:45 – 8:45 am

**Anti-Counterfeiting and Anti-Piracy/ Copyright Law/Trademark Internet/ Trademark Law/Trademark Litigation/ Trademark Relations with the USPTO/ Trademark Treaties and International Law (Joint Meeting)**  
Friday 3:30 – 5:30 pm  
The Committees, will hold a joint business meeting. Representatives from the US Patent and Trademark Office will be invited to provide annual reports and updates of their respective Office activities. The subcommittees and related trademark committees will report on their ongoing projects.

**Antitrust Law**  
Will Not Meet

**Biotechnology/Patent Law (Joint Committee Educational Session) (120 Minutes of CLE Requested)**  
Friday 3:30 – 5:30 pm  
*See page 11 for program information.*

**Chemical Practice**  
Thursday 3:30 – 4:30 pm  
The Committee will present a panel discussion on what effect the recent *Nautilus* decision will have on patent prosecution and litigation in the chemical patents. The panel will also provide tips for drafting chemical claims that can survive the new indefiniteness standard.

**Committee on Legislation (Committee Members Only)**  
Friday 3:30 – 4:30 pm

**Content and Branding Leadership Group (Leadership Group Members Only)**  
Thursday 3:30 – 4:30 pm

**Copyright Law**  
See Anti-Counterfeiting and Anti-Piracy

**Corporate Practice (Breakfast Meeting) (Corporate In-House Counsel Only) Sponsored by: Dority & Manning, PA**  
Thursday 6:30 – 8:00 am  
A panel of attorneys from various jurisdictions will engage attendees in a discussion about “Global Management of Attorney-Client and Work Product Privilege”. Attorneys from the United States, Brazil, and Germany will update attendees on recent law changes pertaining to the Attorney-Client and Work Product Privileges in their geographical regions and lead a discussion about how to successfully manage these privileges in a global business.

**Diversity in IP Law**  
Thursday 4:30 – 5:30 pm  
The meeting will focus on our plans for the upcoming Spring Meeting and the remainder of the year. We want to create a reasonable schedule of events and activities that further the goals of the committee. We'll also be looking for volunteers!

**Education**  
Friday 3:30 – 4:30 pm  
The Committee has begun several new and exciting initiatives and will be sharing those with the attendees. We will be brainstorming ways in which these initiatives may be improved and expanded to further the goals of the Committee. This is a great way to get involved with and contribute to AIPLA's Education Committee. All are welcome.

**Electronic and Computer Patent Law/ USPTO Inter Partes Patent Proceedings (Joint Meeting)**  
Thursday 3:30 – 5:30  
We have invited a few USPTO representatives to provide a general status and stats on the Trial Section of the PTAB, and then discuss details on practice tips with respect to the new review proceedings and a general discussion on the public comments received in response to the recent Federal Register Request for Comments.

**Emerging Technologies**  
Friday 3:30 – 4:30 pm  
Ninety percent of the data that exists on earth today has been created since Facebook's IPO in 2012. Target is leveraging data to predict customer purchases before they happen, researchers in Canada are using data to spot infections in babies before typical overt symptoms appear, and Yahoo CEO, Marissa Mayer, has announced Big Data will have a bigger impact than the internet. But what exactly is Big Data? Is it hype or here to stay? What does it mean for the practice of law, and can you compete in this brave new world without a Big Data strategy? In this presentation you will learn what constitutes Big Data, how it is fundamentally changing industries from retail to finance, how to implement Big Data tools in your legal practice to improve outcomes, make data driven decisions on marketing efforts, and even predict the behavior of judges and other attorneys. Be one step ahead of your clients' needs with a discussion on security risks, privacy concerns, and data retention requirements.

**Food and Drug**  
Friday 4:30 – 5:30 pm  
Social Media and the FDA. Social Media and the FDA - Drug and device companies want to promote their products on social media. Many have been reluctant to do so because of uncertainty over the FDA's enforcement position. The FDA has released several draft guidance stating its position. Will industry now embrace this channel? If so, what are best practices?

**Global IP Committee Leadership Group (Leadership Group Members Only)**  
Thursday 6:30 – 8:00 am

**Industrial Designs (Committee Educational Session)**  
Thursday 3:30 – 4:30 pm  
*See page 8 for program information.*

\* Committees meetings are open to all attendees unless otherwise noted.

# Committee Meetings

## **International and Foreign Law/ Patent Treaties and International Policy (Joint Meeting)**

Thursday 3:30 – 5:30 pm

Our joint committee meeting will focus on the Hague Agreement Concerning the International Registration of Industrial Designs. By filing a single international application, protection for industrial designs may be obtained in a number of member countries and intergovernmental organizations. The Hague Agreement presents practitioners with challenges that we will explore.

## **International Education**

Thursday 4:30 – 5:30 pm

The committee is developing online programs for international audiences on US IP law, policy and practice and is seeking volunteers to coordinate these programs. Each online program has at least one local (e.g. North American) coordinator who works with at least one international coordinator to develop and put on the program. The international coordinator interfaces with the IP organization(s) in their country while the local co-ordinator is responsible for identifying speakers and sponsors for the program. We invite all AIPLA members (both international and local) to get involved and join us.

## **International Trade Commission/ Trade Secret Law**

Friday 3:30 – 5:30 pm

## **IP Law Associations (Committee Members Only)**

Thursday 3:30 – 4:30 pm

The Committee will meet for a legislative update from AIPLA Deputy Executive Director, Vince Garlock. Leaders of local and regional IP Law Associations will be invited to listen in via conference call or to attend in person. Following the update, we will discuss topics for the next series of Roundtables and plan upcoming Committee activities.

## **IP Practice in China**

Friday 3:30 – 4:30 pm

In this meeting, we'll provide an overview of the China trip organized by the Committee that took place in June 2014, other Committee events since last Annual meeting, and planned activities for 2015.

## **IP Practice in Europe/Patent Litigation (Joint Committee Educational Session) (120 Minutes of CLE Requested)**

Thursday 3:30 – 5:30 pm

See page 8 for program information.

## **IP Practice in the Far East/ Patent Cooperation Treaty Issues (Joint Meeting)**

Friday 3:30 – 5:30 pm

The PCT Issues Committee and IPP-Far East Committee will jointly present a program on important topics for PCT and Far East practitioners. They include: developments on the island of Taiwan; information on the ASEAN Patent Examination Cooperation (ASPEC) program, a regional PPH-like worksharing and acceleration program, presented by a senior member of the Intellectual Property Office of Singapore; new developments and rules and guidelines just out on ISAs and IPEAs from WIPO presented by a WIPO representative; developments in PCT Legal at the USPTO by a USPTO representative; assisting in managing your global practice by software; and the status of IP5 and Global Dossier discussions.

## **IP Practice in Israel**

Thursday 3:30 – 4:30 pm

## **IP Practice in Japan**

Thursday 4:30 – 5:30 pm

## **IP Practice in Latin America**

Will Not Meet

## **Law Practice Management/Membership (Solo Practitioners/Small Firms Joint Meeting)**

Friday 3:30 – 5:30 pm

**Sales for IP Attorneys** While critically important to the success of Solo Practitioners, Small Firms, and even partners at large firms, the topic of "sales" is rarely discussed by IP attorneys! In fact, misunderstanding the true nature of selling is perhaps the biggest reason many attorneys never land the clients they want, or eventually lose them to other attorneys. In this interactive and informative session, we will take a look at these misconceptions and discover a new mindset around sales that creates a pathway toward building and strengthening relationships with both new and existing clients.

## **Law Students**

See Alternative Dispute Resolution (ADR)

## **Licensing and Management of IP Assets/Mergers and Acquisitions (Joint Committee Educational Session) (120 Minutes of CLE Requested)**

Friday 3:30 – 5:30 pm

See page 11 for program information.

## **Membership**

Thursday 4:30 – 5:30 pm

The Committee will meet to discuss the various initiatives and studies it is working on in support of membership recruiting, retention, and services.

## **Membership**

See Law Practice Management

## **Mentoring/New Lawyers (Joint Meeting and Reception)**

**Sponsored by: Sughrie Mion, PLLC**

Thursday 3:30 – 5:30 pm

This session is a great opportunity to learn how you can benefit from mentoring. Come discuss what a good mentoring relationship is (and isn't), how you can pay it forward as a mentor while learning from your mentee, and how the committees' mentoring programs can help new lawyer and law student mentees become more active throughout AIPLA's collegial community. A networking reception will follow the panel presentation and breakout discussion session.

## **Mergers and Acquisitions**

See Licensing and Management of IP Assets

## **New Lawyers**

See Mentoring

## **Online Programs**

Thursday 3:30 – 4:30 pm

Want to expand your professional network, stay updated on hot IP topics, and contribute to your profession? The AIPLA Online Programs Committee, which manages nearly all online programming, is looking for highly motivated IP practitioners to join our team of coordinators, and we invite you to attend our committee meeting during the Annual Meeting. We will discuss the status of upcoming webinars as well as brainstorm topics for future webinars.

## **Patent Agents/Patent-Relations with the USPTO (Joint Meeting)**

Thursday 4:30 – 5:30 pm

A USPTO official has been invited to discuss the current status of patent operations and programs, and any new patent policies, practices, or procedures that have recently been adopted or proposed.

## **Patent Cooperation Treaty Issues**

See IP Practice in the Far East

## **Patent Law**

See Biotechnology

## **Patent Litigation**

See IP Practice in Europe

## **Patent Relations with the USPTO**

See Patent Agents

## **Patent Treaties and International Policy**

See International and Foreign Law

## **Professional Programs**

Thursday 7:00 – 8:00 am

\* Committees meetings are open to all attendees unless otherwise noted.

# Committee Meetings continued

## Professionalism and Ethics (Committee Members Only)

Friday 7:45 – 8:45 am

## Public Appointments

Will Not Meet

## Public Education

Friday 4:30 – 5:30 pm

Join us in providing current, relevant IP content to the public including: [creativityinbloom.org](http://creativityinbloom.org) site updating; education package development; leveraging existing AIPLA resources; and working with committees and outside organizations.

## Special Committee on Judges

Will Not Meet

## Standards and Open Source (Committee Educational Session) (60 Minutes of CLE Requested)

Thursday 3:30 – 5:30 pm

*See page 9 for program information.*

## Trade Secret Law

See International Trade Commission

## Trademark Internet

See Anti-Counterfeiting and Anti-Piracy

## Trademark Law

See Anti-Counterfeiting and Anti-Piracy

## Trademark Litigation

See Anti-Counterfeiting and Anti-Piracy

## Trademark-Relations with the USPTO

See Anti-Counterfeiting and Anti-Piracy

## Trademark Treaties and International Law

See Anti-Counterfeiting and Anti-Piracy

## US Bar/JPO Liaison Council (Council Members Only)

Thursday 4:30 – 5:30 pm

The Council serves as a forum for the exchange of ideas and information between Council delegates and the Japan Patent Office (JPO). Any national, regional or local IP law association or bar association in the US that is interested in JPO patent matters may become a Member Association of the Council. Each Council Member Association may appoint two Council delegates. This meeting of the Council will focus on planning the 2015 meeting with the JPO in Tokyo.

## US Bar/SIPO Liaison Council (Council Members Only)

Friday 4:30 – 5:30 pm

## USPTO Inter Partes Patent Proceedings

See Electronic and Computer Patent Law

## WIPO Advisory Group Breakfast Meeting (Group Members Only)

Saturday 8:00 – 9:00 am

## Women in IP Law (Breakfast Meeting)

Sponsored by:

**Fitzpatrick Cella Harper & Scinto**

Friday 6:45 – 8:45 am

A View From the Top: Former female AIPLA Presidents share insight into career opportunities and challenges in the evolving intellectual property landscape.

\* Committees meetings are open to all attendees unless otherwise noted.

# IT'S BACK!

AIPLA is excited to once again bring you a mobile app for our Annual Meeting!



Mobile App  
Sponsored by:

**C/M/S**

Law . Tax

Check your email  
often for  
download details!

# Spouse/Guest Activities and Tours



The Hillwood Museum

Start your day with a tour of **Hillwood Museum and Gardens**. Marjorie Merriweather Post (1887-1973), heir to the *Post* cereal fortune, was the founder of Hillwood Museum and Gardens—her former twenty-five acre estate in Washington, DC. Known as one of America's first businesswomen, she was a distinguished art collector, noted philanthropist, and socialite.

Guests will tour her manicured gardens and opulent Georgian mansion which houses French and Russian fine art and furnishings, porcelain, Russian icons, Fabergé eggs and one of the country's finest orchid collections.

**Cost: \$87**  
**9:00 am - 12:30 pm**

### Accompanying Guest Suite Hours:

- Thursday: 7:00 am-6:00 pm
- Friday: 7:45 am-6:00 pm
- Saturday: 8:00 am-12:00pm

Throughout the meeting, the suite will be open to provide refreshments and a gathering place for our accompanying guests.



The US Capitol + Union Market

Enjoy a day of elegance, history, and enchantment, as they explore the **US Capitol** in a unique private tour.

Upon arrival to Capitol Hill, guests will gather at the base of the Capitol Building where they will begin their private tour of the United States Capitol, led by a former member of Congress. On the stroll, guests will learn about the architecture of the building and will be able to see what portions are of the original structure and what has been added on over the years. Once inside, guests travel the ornately painted Burmudi Corridors until they reach Statuary Hall, which served as the House of Representatives' Chamber until 1857. Following Statuary Hall, guests will enjoy a very rare opportunity to pass through the Rotunda for a closer look at its magnificent architecture and stunning murals depicting early America and its growth as a democracy. Leaving the Rotunda, guests walk The Hall of Statues and see the remaining donated statues of each States famous citizens.

Next, guests will head to **Union Market** where they will enjoy time on their own to have lunch and explore. Union Market is a year-round indoor market featuring 40 local artisans. It is the culinary epicenter of the Capital City. Surrounding the market is a vibrant mix of retail, restaurants, and entertainment for guests to explore during their visit.

**Cost: \$95**  
**9:00 am - 2:00 pm**

**Accompanying Guests must register. See page 22 for details.**



# Reserve a Premier Table Location at

# AIPLA'S FRIDAY EVENING DINNER!



*Sponsored In-Part by: Carter DeLuca Farrell and Schmidt, LLP; Kenyon and Kenyon, LLP; Mayer Brown LLP; and Merchant and Gould, PC*

**Friday, October 24, 2014 • 8:00 – 10:00 pm**

- The cost includes a reserved table that features your firm's name and includes 10 dinner tickets. (Your dinner table guests must have a ticket to gain entry to the event.)
- Use this form to buy your table. All 10 tickets will be placed in your registration packet unless you request that tickets be sent to you in advance. To receive your tickets in advance, you must place your order before Wednesday, October 8, 2014.
- To reserve a table on-site, please visit the on-site registration desk.
- Fax to (703) 415-0786 or mail this form with payment back to AIPLA, 241 18th Street, South, Suite 700, Arlington, VA 22202 no later than Wednesday, October 8, 2014. AIPLA will send a confirmation. If you do not receive a confirmation, please contact Morgan Greenfield at (703) 412-1311.

please type or print

first name: \_\_\_\_\_

last name: \_\_\_\_\_

firm/corporation: \_\_\_\_\_

address: \_\_\_\_\_

phone: \_\_\_\_\_

fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

method of payment:

check     credit card (please circle one— AMEX, M, or VISA)

credit card number: \_\_\_\_\_

exp. date: \_\_\_\_\_

name on card: \_\_\_\_\_

signature: \_\_\_\_\_

amount: \$ \_\_\_\_\_

- please indicate your preference for receiving your tickets:  
 please mail my tickets in advance (you must reply by Wednesday, October 8, 2014 to choose this option.)  
-OR-  
 please place my tickets in my registration packet.

**\$2,500 Premier Table Reservation:**

**Includes:**

- Reserved Table with 10 Tickets to Friday Night Dinner
- Prominent Location
- Reserved Table Sign with your Firm/Corporation Name



# Hotel

**Marriott Wardman Park Hotel**  
2660 Woodley Rd, NW  
Washington, DC 20008

**Hotel Cut-Off:**  
September 24, 2014

**Group/single/double rate is: \$295.00**  
(This rate is available 3 days pre and post the meeting dates based on availability.)



Call 877-212-5752 or 202-328-2000 and ask for the AIPLA 2014 Annual Group Rate, or book online at: <https://resweb.passkey.com/go/2014AIPLA>

**Parking at the Hotel**  
On-site parking fee: \$41 daily  
Valet parking fee: \$46 daily

## Transportation



### Area Airports

There are three airports that service the Washington, DC metropolitan area. Due to its convenience with Metrorail and close proximity to the hotel, we highly recommend Ronald Reagan National Airport (DCA).

The Marriott Wardman Park Hotel does not offer a shuttle service to the hotel. See the descriptions below for estimated taxi fare from each airport.

#### Ronald Reagan National Airport (DCA)

Located south of the city along the Potomac River. Taxi fare to the hotel is approximately \$19. You may also pick up Metrorail's Yellow or Blue Line and connect at Gallery Place/Chinatown to the Red Line to the hotel at the Woodley Park-Zoo/Adams Morgan Metro station.

[www.mwaa.com/national/](http://www.mwaa.com/national/)

#### Washington Dulles International Airport (IAD):

Located 26 miles west of DC in Virginia. Taxi fare to the hotel is approximately \$61. Super Shuttle ([www.supershuttle.com](http://www.supershuttle.com)) provides shuttle service to the hotel for \$29 for the 1st guest and \$10 for each additional guest.

[www.metwashairports.com/Dulles](http://www.metwashairports.com/Dulles)

**Baltimore/Washington International Airport (BWI):** Located 30 miles east of DC in Maryland. Taxi fare to the hotel is approximately \$80. Super Shuttle ([www.supershuttle.com](http://www.supershuttle.com)) provides shuttle service to the hotel for \$37 for the 1st guest and \$12 for each additional guest. [www.bwiairport.com](http://www.bwiairport.com)

### Other Transportation

#### Bus and Train Station

Union Station is 3.5 miles NW.



#### Metro Station

The hotel is located on Metrorail's Red Line at the Woodley Park-Zoo/Adams Morgan Metro station 0.1 mile(s) SE.

Please visit [www.wmata.com](http://www.wmata.com) for more information on Metro.



#### Car Rentals

In addition to renting a car at the airports, there is an Enterprise Rental Car Branch in the lobby of the hotel.

For reservations call 1-202-232-4443.

# **AIPLA** is accepting applications for The 2014 Maurice Klitzman Award

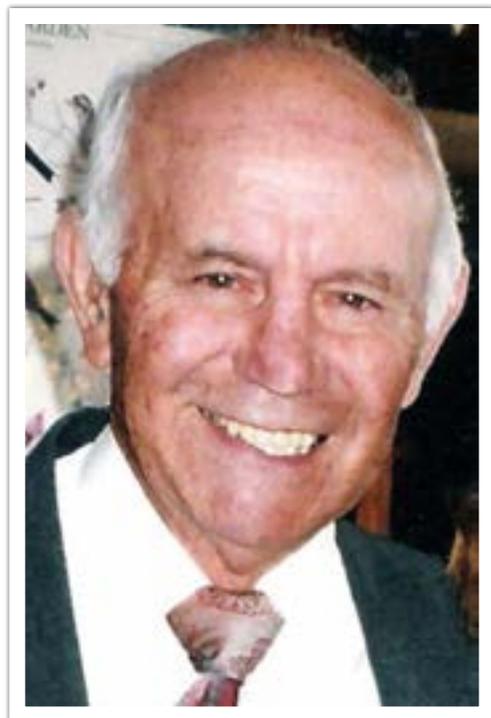
*for Junior Corporate Attorneys or Corporate Patent Agents*

AIPLA is accepting applications for the 2014 Maurice Klitzman Award created to help young corporate patent attorneys continue their learning.

The Maurice Klitzman Award provides a junior corporate attorney or corporate patent agent the opportunity to attend the AIPLA Annual Meeting —this year held October 23-25, 2014 in Washington, DC—and to be connected with an experienced mentor during the meeting. The deadline for entries is August 22, 2014.

The award was established as a lasting and appropriate memorial to Mr. Klitzman for his active service to AIPLA. His heart and soul were dedicated to training young patent attorneys and helping them to develop a broad approach to IP Law with a conviction to moral principles and ethics. His career was a unique blend of corporate IP law, heart-felt support for the inventor, and shaping the mindset of future IP leaders.

The award will cover the recipient's reasonable travel and accommodation expenses during the 2014 Annual Meeting October 23-25 in Washington, DC; namely, coach air or train fare, hotel accommodation at the conference hotel, complimentary registration and function tickets, and incidental ground transportation. In addition, the recipient of the award will be assigned a mentor to provide guidance during the meeting and facilitate the opportunity to meet members of the AIPLA leadership.



## **The 2014 Maurice Klitzman Award**

**Deadline to Apply:**  
August 29, 2014

**Winner selected:**  
Around September 16, 2014

- Award includes:**
- Complimentary Registration for the AIPLA 2014 Annual Meeting, October 23-25, in Washington, DC
  - Coach airfare or train fare
  - Hotel accommodations at the conference hotel
  - Tickets to all functions and incidental ground transportation.

**Apply online at:**

[www.aipla.org/resources2/programs/Pages/MauriceKlitzmanAward.aspx](http://www.aipla.org/resources2/programs/Pages/MauriceKlitzmanAward.aspx)

# Invitation for In-House Corporate Counsel First-Time Attendees

AIPLA has a special offer to encourage in-house corporate counsel to attend an AIPLA major meeting to see first-hand the outstanding CLE programs we provide.

For individuals who have never attended an AIPLA stated meeting, such as an Annual, Mid-Winter or Spring Meeting, who are also corporate in-house counsel, AIPLA will waive the registration fee. Tickets to the events are not included in this registration. You will need to pay for those events separately. This waiver of fees is available for one stated meeting only.

To take advantage of this one-time offer, simply complete the registration form and fax it to us at (703) 412-1304. Once AIPLA has verified that this is your first major meeting and that you meet the in-house corporate counsel criteria, you will receive a registration confirmation. Our hope is that you enjoy your experience at your first AIPLA meeting and that you will join us again for future programs and become more actively involved with the work of the Association, especially through involvement with the Committees.

If you qualify for this special offer, please select the box listed as “first-time corporate in-house counsel” on the registration form.

## Recruit and Save! Our Member-Get-a-Member Program

Take a look at the benefits of recruiting a new member:

- Reduction of your 2014 Annual Meeting Registration fee in increments of \$50 for each Regular, Patent Agent (in practice more than five years), or Foreign Affiliate member you recruit and \$25 for each Junior or Patent Agent-Junior member you recruit. There is no limit to the discount you can earn.
- An invitation to attend the New Member/First-Time Attendee Reception, Thursday, October 23, 2014, 5:30–6:30 pm.

To recruit new members, tell them about the special benefits of joining now:

- They can register for the 2014 Annual Meeting at the member rate instead of the non-member rate—a savings of hundreds! Register before September 26, 2014, and save an additional \$100 off the registration fee!
- Each new member who registers for the Annual Meeting will receive a special invitation in their registration packet to attend the New Member/First-Time Attendee Reception.

Access the Special Membership Application from the Annual Meeting homepage—<http://www.aipla.org/learningcenter/AM14>

After the newly recruited member has completed the membership application form(s):

- Sign on the Recruiter line.
- Important: Include the Membership Application form(s) with your 2014 Annual Meeting Registration Form to ensure proper credit.
- Fax both to (703) 412-1304, or mail both to AIPLA Headquarters, 241 18th Street South, Suite 700, Arlington, VA 22202.
- If you are a first-time AIPLA meeting attendee, be sure to indicate it on the registration form.

We can't wait to see you in Washington, DC!



# Did You Know...

## AIPPI is also AIPPI-US?

AIPPI is one of just two long-established global intellectual property associations and has major visibility and influence in the global IP community.

As a result, AIPLA members have the opportunity to join the AIPPI-US Division of AIPLA and make even *more* of a difference in international IP law.

### **Why Join the AIPPI-US Division of AIPLA?**

AIPPI brings together leaders from many national groups on a level playing field, providing unique opportunities to learn about IP law in other countries. One of the important benefits of membership in the AIPPI-US Division of AIPLA is the chance to meet and get to know top US and international IP lawyers and to learn about US intellectual property law in an international context.

Membership in AIPPI provides opportunities to contribute in Working Committees uniquely focused on working questions related to international IP law. AIPPI members can also participate in US and international AIPPI meetings with interesting scientific and social/cultural programs, often involving interesting travel to leading cities in the US and other countries of the world. In AIPPI, each active member increases his or her knowledge and skills in US and international IP law and advocacy, and thereby advances the IP and legal systems at home and across the globe, while getting to know key players personally.

### **AIPPI at Work**

AIPPI Resolutions can and do provide support for international and national lawmakers, advocates and decision-makers engaged in the work of advancing the development of IP treaties and laws and in applying such authority to determine the rights of parties. WIPO and the "IP5," i.e., USPTO, EPO, JPO, SIPO, KIPO, as well as other regional and national patent or intellectual property offices, legislatures and courts, are among the important organizations and institutions to receive such input from AIPPI.

### **AIPPI-US Program at the Annual Meeting**

Join us during the AIPPI-US Committee Educational Session on Friday from 3:30–5:30 pm. Hear a report on the Toronto Working Questions. A reception will follow.

### **Join Today**

And if you're not yet a member of AIPPI-US, join today! If you've never been a member, you can join for two years for the price of one. Please visit the AIPPI-US website at [www.aippi-us.org](http://www.aippi-us.org) for more information.

# Important Registration and Cancellation Information

## 1. HOTEL RATES AND CUTOFF:

The cutoff date for making reservations at the hotel is September 24, 2014. It is important to make your hotel reservations early. Call in your reservation at (877) 212-5752 or (202) 328-2000 and ask for the AIPLA Annual Meeting rate - \$295.00 (single/double).

## 2. REGISTRATION:

Register by October 10 to be included on the participation list (attendees registering after October 10 run the risk of having to register again on-site). On-site registrations will be accepted; however, please be prepared to pay by check, cash or credit card. We DO NOT invoice for any fees. Attendees must register for the meeting if they wish to register for or attend social events. Badges are required at all meetings and social events.

## 3. SUBMITTING YOUR REGISTRATION:

- **ONLINE:** You should receive an email confirmation shortly after you complete the process. Please keep this confirmation for your records. [www.aipla.org](http://www.aipla.org)
- **FAX:** Faxed registrations must contain credit card information, signature of the cardholder, and expiration date. AIPLA fax number: **(703) 412-1304** (for registrations only). **DO NOT FAX REGISTRATION AND THEN MAIL A COPY. IT MAY BE PROCESSED TWICE AND YOU MAY BE BILLED TWICE.**
- **MAIL:** Mail registrations to:  
AIPLA  
241 18<sup>th</sup> Street, South, Suite 700  
Arlington, VA 22202.

## INTERNATIONAL REGISTRATIONS:

If you submit a registration via fax with credit card payment, do not send a "confirmation copy" via mail as it may be processed twice, and you may be billed twice. If you are paying by check, please mail your registration. You may fax (703) 412-1304 a copy of your check and registration to account for possible foreign mail delay. Payment for meeting registration must be in US currency.

## 4. SPOUSES OR ACCOMPANYING GUESTS MUST REGISTER.

Guests over 18 pay a guest fee of \$150. There are many opportunities for your spouse or guest to join you throughout the meeting, as well as network with and get to know the other spouses and guests attending the meeting. The Guest fees include a guest badge and access to all unticketed events, including: the continental breakfasts, luncheon receptions, morning and afternoon breaks, and access to a special hospitality suite open during the posted meeting registration hours and stocked with beverages and snacks. This fee is intended for spouses and guests attending the Annual Meeting who are not eligible for AIPLA membership or who would not otherwise attend the meeting for CLE purposes. This guest fee is not available in lieu of paying the registration fee for vendors requesting more than the allotted number of exhibitor badges.

## 5. PURCHASING EVENT TICKETS ON-SITE:

Events may sell out. Tickets on-site are sold on an "as available" basis. Tickets will be collected at all food functions and the spouse/guest tours.

## 6. RETURNED CHECK AND CREDIT CARD FEES:

Registrations received that result in a returned check or contain incomplete credit card information, including omitted signature, omitted expiration date, wrong number sequences, etc., will be charged a \$35 fee for each instance.

## 7. CANCELLATION:

Cancel by October 2, 2014 and receive a refund less a \$50 processing fee. Cancel between October 3-15, 2014 and receive a refund less a \$250 processing fee. No refunds issued after close of business October 15, 2014. Cancellations must be made in writing. Please mail or fax—(703) 415-1304—your cancellation in writing to AIPLA, 241 18th Street, South, Suite 700, Arlington, VA 22202. Any refunds will be processed after the meeting.

**CAUTION:** If you duplicate your registration with AIPLA, it is your responsibility to notify AIPLA in writing after the meeting and request a refund. No refunds will be given at the meeting site.

## 8. REGISTRATION TRANSFER:

Registrants may transfer their registration based on the following:

- Members may transfer their registration to other members.
- Non-members may transfer their registration to other non-members.
- A transfer from a member to a non-member will incur an additional fee equal to the difference in registration rates.

## 9. PHOTOGRAPHS AND VIDEO:

There will be photographs and video taken throughout AIPLA's 2014 Annual Meeting that will be used in AIPLA print and electronic publications, including AIPLA's website.

# AIPLA

## 2014 Annual Meeting

October 23–October 25, 2014  
Marriott Wardman Park • Washington, DC

3 ways to register:

(1) register online:  
Go to [www.aipla.org](http://www.aipla.org)  
Credit card only

(2) fax:  
703.412.1304  
Credit card only

(3) mail:  
AIPLA  
241 18<sup>th</sup> St South, Suite 700  
Arlington, VA 22202

\* to use the member rate, please submit a membership application and payment with this registration. to obtain a membership application, please visit our website at [www.aipla.org](http://www.aipla.org)

Member ID: \_\_\_\_\_ First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Name for Badge: \_\_\_\_\_

Firm/Company: \_\_\_\_\_

Mailing address: \_\_\_\_\_ City/State/Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

(Spouse/Guest) Name: \_\_\_\_\_

### I. AIPLA's 2014 Annual Meeting Registration Rates

**See AIPLA's Cancellation Policy for Important Dates and Information	Early Bird by 9/26/14	Standard/ Onsite after 9/26/14	
AIPLA Member	\$825	\$925	
Government Employee/AIPLA Academic Member	\$70	\$70	
AIPLA Student Member	\$55	\$55	
First-Time Corporate In-House Counsel (Corporate in-house counsel only) (See page 20 for information.)	\$0	\$0	
Non-Member*	\$1280	\$1380	
Spouse/Guest Fee (For guests over 18. See page 22.)	\$150 x # _____	\$150 x # _____	
Membership Drive Discount (Based on number of new members recruited. Only available through mail or fax registration and subject to AIPLA verification. See page 20 for information.)	( _____ )	( _____ )	

### II. AIPLA 2014 Social and Networking Events

#### Thursday, October 23

Corporate Practice Breakfast (Corporate In-House Counsel Only)	\$0 x # _____	
Spouse/Guest Tour: The Hillwood Museum	\$87 x # _____	
Luncheon Speaker: EPO President Benoît Battistelli	\$67 x # _____	
Opening Night Reception	\$85 x # _____	

#### Friday, October 24

Women in IP Law Breakfast	\$0 x # _____	
Spouse/Guest Tour: US Capitol & Union Market	\$95 x # _____	
Luncheon Speaker: Honorable Ray Chen, US Court of Appeals for the Federal Circuit	\$69 x # _____	
Dinner and Entertainment • Table Reservation (Includes 10 tickets, see page 17)	\$155 x # _____ \$2500 x # _____	

#### Saturday, October 25

Networking Luncheon	\$68 x # _____	
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*Social and Networking Events Subtotal* \$

**Grand Total** \$

**YES**, I would like to be contacted about participating as a mentor or mentee during the 2014 Annual Meeting! Email me at: \_\_\_\_\_

For information purposes only, so that we may better allocate room locations, please indicate which track you may attend.

#### Thursday, October 23:

am track 1     am track 2     am track 3  
 pm track 1     pm track 2     pm track 3

#### Friday, October 24:

am track 1     am track 2     am track 3  
 pm track 1     pm track 2     pm track 3

#### Saturday, October 25:

Plenary Session

Is this your first time attending an AIPLA meeting?  YES

#### method of payment

check enclosed (make checks payable to AIPLA)  
 credit card (please circle one – AMEX, MC, or VISA)

card number \_\_\_\_\_ exp. date \_\_\_\_\_

name on card \_\_\_\_\_

signature \_\_\_\_\_

**IMPORTANT!** Please indicate food restrictions/special needs requests \_\_\_\_\_

# AIPLA

American Intellectual Property Law Association  
241 18<sup>th</sup> Street, South • Suite 700 • Arlington, VA 22202

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**AIPLA** 2014  
Annual Meeting  
October 23-25, 2014

