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Intellectual
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Owners
Association

41ST I.P.O. { ANNUAL MEETING } BOSTON

Massachusetts ★ USA
September 15-17, 2013
★ SHERATON BOSTON HOTEL ★

ADVOCATING EFFECTIVE RIGHTS

IPO is the only association in the U.S. that serves **all intellectual property owners** in all industries and all fields of technology.

KEYNOTE SPEAKERS



David I. Goulden
President & COO
EMC Corporation



Hon. Kathleen M. O'Malley
Circuit Judge
U.S. Court of Appeals
for the Federal Circuit

Register TODAY at www.ipo.org/AM2013



JOIN US IN
BOSTON



Richard F. Phillips
Exxon Mobil Corp.

Dear IPO Members and Colleagues:

It is my pleasure to invite you to IPO's 2013 Annual Meeting at the Sheraton Hotel in Boston, Massachusetts. The Program Committee, chaired by **James Trussell**, BP America, Inc., has created an excellent event.

The Boston IPO Annual Meeting will offer a mix of educational programs, committee meetings, networking opportunities and exhibits. Renew acquaintances and make new friends by attending the Monday Dinner Reception at one of America's oldest Major League Baseball stadiums, **Fenway Park**. Attendees will pass by the bronze statue of Red Sox teammates Ted Williams, Johnny Pesky, Bobby Doerr and Dom DiMaggio as they enter Fenway Park, where they will be greeted by Wally, the Green Monster Mascot. Participants can tour the park, test their pitching skills and create their own baseball card.

We are pleased to have **David Goulden**, President & COO, EMC Corporation, as Monday's luncheon speaker. Tuesday's luncheon speaker will be **Hon. Kathleen O'Malley**, Circuit Judge, U.S. Court of Appeals for the Federal Circuit. Parallel sessions on patent and trademark/copyright topics are offered throughout the meeting, including ethics presentations for both patent and trademark attorneys. Program details begin on page 3.

Boston is one of America's oldest cities, with a rich economic and social history. Just blocks from the Sheraton Hotel is The Freedom Trail, a 2.5 mile walking trail with sixteen historical sites including Boston Common, Faneuil Hall, Paul Revere House and the USS Constitution. Enjoy indoor access from the hotel to shopping and restaurants at The Shops at Prudential Center and Copley Place and step out to explore a wide array of establishments in Boston's Back Bay neighborhood. Or stroll just a few blocks to Copley Square, the Charles River or Boston Common.

I hope you will join us for what promises to be an outstanding program!

Cordially,

Richard F. Phillips



Register TODAY at www.ipo.org/AM2013



41ST I.P.O. [ANNUAL MEETING] BOSTON

Massachusetts ★ USA
September 15-17, 2013
★ SHERATON BOSTON HOTEL ★

SPECIAL EVENT

Dinner Reception at

★ Fenway Park ★

Monday, September 16 ★ 7:00PM-10:00PM

Join us for a private event at America's oldest baseball stadium! Experience behind-the-scenes access to parts of Fenway Park that are normally off-limits to fans... Meet Wally, the Green Monster Mascot... Enjoy food and drink from the classic concession stands... Test your aim and speed at the pitching stations... Create your own personalized baseball card... And listen to live music!



★ CONTENTS ★

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About the Sheraton Boston Hotel



Sheraton Boston Hotel is located at the gateway to Boston's Back Bay neighborhood. Four miles from Logan International Airport, Sheraton Boston sits within walking distance of Fenway Park, Newbury Street, Boston Common, the financial district and the Charles River. Enjoy indoor access from the hotel to shopping and restaurants at The Shops at Prudential Center and Copley Place.



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41ST I.P.O. [ANNUAL MEETING]

BOSTON ★ 2013

10-14
CLE
CREDITS

Program at-a-Glance

Sunday, September 15

Monday, September 16

Tuesday, September 17

REGISTRATION DESK

Noon-8:00PM

7:00AM-6:00PM

7:00AM-6:00PM

IP EXPO Hall

-

7:00AM-4:30PM

7:00AM-4:30PM

AM 6:00

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10:00



IPO Fun Run/Walk

Continental Breakfast
IP EXPO + Tech Center

Continental Breakfast
IP EXPO + Tech Center

Chief IP Counsel
Breakfast
(By invitation)

Welcome Remarks
★

Welcome Remarks
★

★
Recent
Developments in
International IP

★
Recent
Developments on
the Internet

★
Patent Case Law
Updates

★
Trademark/Copyright
Case Law Updates

Coffee Break
IP EXPO + Tech Center

Coffee Break
IP EXPO + Tech Center

★
AIA: Looking Backward
& Looking Forward

★
E-Discovery

★
Corporate
Collaborations with
Universities

★
Global Trademark
License
Agreements

★ Luncheon
Address by:

David Goulden



★ Luncheon
Address by:

Hon. Kathleen O'Malley



IPO Board of Directors
Meeting
(Board members & alternates only)

IPO Committee
CLE Presentations
(Select one of six)

★
Trade Secret
Enforcement

★
Non-Traditional
Marks

IPO Committee
Business Meetings
(All registered attendees are welcome)

Coffee Break
IP EXPO + Tech Center

Coffee Break
IP EXPO + Tech Center

★
Patent Damages and
Injunctive Relief

★
Trademark/Copyright
Fair Use

★
Patent
Ethics

★
Trademark/Copyright
Ethics

IPO Committee
Business Meetings
(All registered attendees are welcome)

Adjournment

Annual Meeting
Welcome Reception



DINNER RECEPTION
AT FENWAY PARK

IPO Board of Directors
Dinner
(By invitation)

Key to Annual Meeting Sessions & Events

- Breaks, Meals & Social Events
- CLE Sessions
- Optional Luncheons

Concurrent Breakouts

- ★ Patent
- ★ Trademark/Copyright

Register TODAY at
www.ipo.org/AM2013



★ **IMPORTANT DATES IN 2013** ★

- July 31 Early Registration Discount Ends
- August 20 Hotel Reservations Deadline
- August 31 Registration Cancellation Deadline

Schedule of Events

Sunday, September 15

12:00NN – 8:00PM	EARLY REGISTRATION
12:00NN – 4:00PM	IPO BOARD OF DIRECTORS MEETING (BOARD MEMBERS & ALTERNATES ONLY)
3:30PM – 4:30PM	IPO COMMITTEE BUSINESS MEETINGS* (ALL REGISTERED ATTENDEES ARE WELCOME)
5:00PM – 6:00PM	IPO COMMITTEE BUSINESS MEETINGS* (ALL REGISTERED ATTENDEES ARE WELCOME)
6:00PM – 8:00PM	WELCOME RECEPTION Sponsored by Kenyon & Kenyon LLP
8:00PM – 10:00PM	IPO BOARD OF DIRECTORS & SPECIAL GUESTS DINNER (BY INVITATION ONLY)

★ *The following IPO Standing IP Committees will hold concurrent business meetings on Sunday. All registered attendees are welcome to attend.*

Anti-Counterfeiting & Anti-Piracy	International Patent Law & Practice
Arbitration & Mediation	Litigation
Asian Practice	Pharmaceutical & Biotechnology
Copyright	Issues
Corporate IP Management	Software & Business Methods
Damages	Standards Setting
Discovery	Trade Secrets
Emerging Technologies	US Patent Law
European Practice	US Patent Office Practice
Industrial Designs	US Post-Grant Patent Office Practice
Internet Domain Names	US Trademark Law

Monday, September 16

6:00AM – 7:15AM	IPO FUN RUN/WALK (5K Run or 3K Walk) Sponsored by Banner & Witcoff, Ltd.
7:00AM – 8:00AM	REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO / TECHNOLOGY CENTER Breakfast Sponsor: Leydig, Voit & Mayer, Ltd. Technology Center Sponsor: Fitzpatrick, Cella, Harper & Scinto
8:00AM – 9:30AM	BREAKOUT SESSIONS (Concurrent)

PATENT

Welcome & Introductions
Richard Phillips, Exxon Mobil Corp., Houston, TX

Recent Patent Case Law Update
Key developments from U.S. Federal Courts in multiple-actor infringement, patentable subject matter litigations, and multidistrict litigation, among other significant recent changes that impact patent law practice.

Speakers:
Paul Berghoff, McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL
Donald Dunner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC
Prof. Paul Janicke, The University of Houston Law Center, Houston, TX
Charles Kinzig, GlaxoSmithKline, King of Prussia, PA

TRADEMARK/COPYRIGHT

Welcome & Introductions
Herbert Wamsley, Intellectual Property Owners Association, Washington, DC

Recent Trademark/Copyright Case Law Update
Key trademark and copyright cases in the U.S. Federal Courts and the International Courts during the past year, including new trends, developments and international implications. Cases include: *Already L.L.C. v. Nike Inc.*, *Sunbeam Products, Inc. v. Chicago American Manufacturing, LLC*, *Kirtsang v. John Wiley & Sons*, and key TTAB decisions.

Moderator: Colm Dobbyn, MasterCard International Corporation, Purchase, NY (invited)

Speakers:
John Crittenden, Cooley LLP, San Francisco, CA
Glenn Gundersen, Dechert LLP, Philadelphia, PA
John Olsen, Edwards Wildman Palmer, LLP, London, United Kingdom

MONDAY, SEPTEMBER 16 *continued*

9:30AM – 10:15AM **COFFEE BREAK / IP EXPO / TECHNOLOGY CENTER**
 Coffee Break Sponsor: **Leydig, Voit & Mayer, Ltd.**
 Technology Center Sponsor: **Fitzpatrick, Cella, Harper & Scinto**

10:15AM – 11:45AM **BREAKOUT SESSIONS — CONCURRENT**

PATENT

AIA: Looking Backward and Looking Forward

Sweeping changes to U.S. patent law made by the America Invents Act have begun — in stages — to affect the patent community in significant ways since its enactment two years ago. In this session, we will hear from litigators, prosecutors and the PTO about their experiences handling the changes under AIA, including: lessons learned, best practices, unanticipated consequences, and what to expect (or what is uncertain) about the future.

Speakers:

Robert Armitage, Eli Lilly and Co. (retired), Marco Island, FL
 Robert Sterne, Sterne, Kessler, Goldstein & Fox, PLLC, Washington, DC
 Hon. Michael Tierney, U.S. Patent and Trademark Office, Alexandria, VA
 Marian Underweiser, IBM Corp., Armonk, NY

TRADEMARK

Electronic Discovery in U.S. Trademark Litigation and TTAB Proceedings – Meeting Your Obligations to the Court, TTAB, Your Opponent and Your Client Without Derailing Your Business Processes

A great deal of attention has been paid to discovery in patent litigation, particularly in the wake of recent decisions about patent litigants' failure to comply with preservation obligations, and the Model EDiscovery Order proposed by Chief Judge Rader, but there has been comparatively little discussion of discovery in trademark litigation and TTAB proceedings. Panelists will comment on litigation holds in trademark matters, the role of proportionality in how the parties and courts approach discovery, and best practices for discovery preparedness in trademark disputes.

Speakers:

Hildy Bowbeer, 3M Innovative Properties Co., St. Paul, MN
 Dickerson Downing, Crowell & Moring, LLP, New York, NY
 Hon. Susan Hightower, U.S. Patent and Trademark Office, Alexandria, VA
 Anne Sterba, Fish & Richardson, PC, Washington, DC

12:00NN – 1:30PM

LUNCHEON

Sponsored by **StoneTurn Group**



ADDRESS BY: David I. Goulden, President & COO, EMC Corporation, Hopkinton, MA

David Goulden is President and COO of EMC Corporation. EMC is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect, and analyze their most valuable asset—information—in a more agile, trusted, and cost-efficient way. Mr. Goulden joined EMC in July 2002. He has responsibility for overseeing EMC's business units as well as Global Sales and Customer Operations, Global Services, Global Marketing and G&A functions and continues to serve as CFO. Mr. Goulden has over 32 years of experience in the IT industry.

1:45PM – 3:15PM **COMMITTEE BREAKOUT SESSIONS — CONCURRENT (SELECT ONE OF SIX)**

★ **Patents Essential for Implementation of an Industry Standard**

Organizing Committees: **Antitrust & Competition Law / Damages & Injunctions / Litigation / Standards Setting / U.S. International Trade Commission**

This panel will explore issues arising from the inclusion of patented inventions in technical standards and will review the perspectives of patent holders, standards development organizations (SDOs), antitrust enforcement agencies and adjudicative bodies concerning the patent holder's obligation to license such standard essential patents (SEPs) on a reasonable and non-discriminatory (RAND) basis and the availability of injunctive relief.

★ **Trends in Corporate IP Management – 2013 Corporate Benchmarking Survey Results**

Organizing Committee: **Corporate IP Management**

Key findings of IPO's 2013 Corporate IP Management Benchmarking Survey and noteworthy trends from the 2006, 2009, 2011 and 2013 surveys. Chief IP Counsel representing diverse industries will comment on the analysis of the survey results and offer their insights on its implications for future changes in corporate IP management.

★ **10 Things About Patent Licensing That You Don't Know, But Wish You Did**

Organizing Committee: **IP Licensing**

This cross-industry panel of experts will dissect ten provisions that frequently appear in license agreements and will identify pitfalls and best practices. From issues arising in definitions and royalty provisions to termination and license scope, attendees will learn the history of the relevant provisions, the "gives and gets" that frequently arise in negotiation and unexpected traps for the unwary.

★ **Back To The Future: Trial Practice at the PTAB**

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

Panelists will address PTAB trial proceedings under the AIA from a unique perspective — that of practitioners having decades of experience litigating before the Board. Join us to learn why a unique set of trial skills is essential to achieving success in PTAB trials.

Committee Breakout Sessions Continued ►

MONDAY, SEPTEMBER 16 *continued*

1:45PM – 3:15PM COMMITTEE BREAKOUT SESSIONS — CONCURRENT (continued)

★ **Biopiracy: Fact or Fiction? International Treaty Negotiations Could Affect Your Bottom Line and Your IP Rights**

Organizing Committees: **Emerging Technologies / Genetic Resources & Traditional Knowledge**

This panel will examine the host of multilateral and bilateral negotiations and proposals in various international forums on the protection of genetic resources and traditional knowledge, and their impact on protection of emerging and other technologies. The panel will analyze a typical patent to show how patent disclosure requirements as currently proposed could reach far beyond the life sciences and will also analyze the myths and facts behind a product that has commonly been subject to claims of “biopiracy.”

★ **Bad Faith Filings from an International Perspective**

Organizing Committee: **International Trademark Law & Practice**

It is an internationally accepted principle that the Registrant of a Trade Mark has to be a *bona fide* owner and should apply for the same for *bona fide* use only. In this presentation, panelists look at how this principle has been applied in the jurisdictions of the U.S., Brazil, China and Europe. Find out more about the relevant statutes, regulations or case law regarding bad faith filings in each of these regions and also get some practical tips and strategies.

3:15PM – 4:00PM COFFEE BREAK / IP EXPO / TECHNOLOGY CENTER

Coffee Break Sponsor: **Leydig, Voit & Mayer, Ltd.**
Technology Center Sponsor: **Fitzpatrick, Cella, Harper & Scinto**

4:00PM – 5:30PM BREAKOUT SESSIONS — CONCURRENT

PATENT

Navigating the Uncertain Waters of Patent Damages and Injunctive Relief

An interactive session with skilled trial lawyers presenting mock arguments on cutting edge issues pertaining to damages and injunctive relief to an active panel of two judges. This is a unique opportunity to gain insight from top practitioners and judges about the toughest questions in this constantly evolving area of the law.

Moderator: **Scott Miller**, Sheppard Mullin Richter & Hampton LLP, Los Angeles, CA

Speakers:

- Dianne Elderkin, Akin Gump Strauss Hauer & Feld LLP, Philadelphia, PA
- William Lee, Wilmer Cutler Pickering Hale and Dorr, LLP, Boston, MA
- Hon. Paul Michel, U.S. Court of Appeals for the Federal Circuit (retired), Bethesda, MD
- Hon. William Young, U.S. District Court, District of Massachusetts, Boston, MA

TRADEMARK/COPYRIGHT

Trademark and Copyright Fair Use

An overview of the often misunderstood theories of fair use in copyright and trademark law, the differences between the types of fair use, and a hands-on exploration of their application in the context of case law and real life.

Speakers:

- Julia Huston, Foley & Hoag, Boston, MA
- Anthony Prenol, Blake, Cassels & Graydon LLP, Toronto, Canada
- Rowan Freeland, Simmons and Simmons, Munich, Germany

7:00PM – 10:00PM

DINNER RECEPTION AT FENWAY PARK

Co-Sponsored by **Finnegan, Henderson, Farabow, Garrett & Dunner, LLP** and **McDonnell Boehnen Hulbert & Berghoff LLP**

Registered attendees will enjoy a private dinner at one of America’s oldest baseball stadiums. Begin the evening with an up-close, behind-the-scenes look at parts of **Fenway Park** that are normally off-limits to fans including a walk around the warning track. The first stop around the warning track will be in the dugout, followed by Pesky’s Pole, the right field foul pole named for the old-time Red Sox shortstop, and finally a visit to the bullpens.



Surrounded by the all-American red brick of the **Big Concourse** located behind the right field and center field bleachers, guests can mingle and catch the spirit of Fenway Park as they enjoy food and drink served from the classic concession stands; test their aim and speed at the pitching stations; create their own personalized baseball card; and listen to live music.

Transportation Sponsor: **Andrews Kurth LLP**

Tuesday, September 17

7:00AM – 8:00AM CHIEF IP COUNSEL BREAKFAST (BY INVITATION ONLY)

7:00AM – 8:00AM REGISTRATION / CONTINENTAL BREAKFAST / IP EXPO / TECHNOLOGY CENTER
 Breakfast Sponsor: **Vinson & Elkins LLP**
 Technology Center Sponsor: **Fitzpatrick, Cella, Harper & Scinto**

8:00AM – 9:30AM BREAKOUT SESSIONS — CONCURRENT

PATENT

Recent Developments in International IP

This session will cover new patent office rules and court decisions affecting IP owners that file outside of the United States. Particularly, the panel will focus on changes in IP law in Asia, Latin America, and Europe. Panelists will discuss the upcoming EP Unitary Patent and implementation of the Uniform Patent Court and movements to harmonize grace periods including Korea's adoption of a grace period in the wake of AIA coming into force. The session will also provide an overview of issues surrounding requirements to compensate inventors, how to maintain strong international Trade Secrets and the rise of global assertion entities.

Moderator: Edward Blocker, Koninklijke Philips N.V., Briarcliff Manor, NY

Speakers:

Aloys Hüttermann, Michalski Hüttermann & Partner, Düsseldorf, Germany
 Ricardo Dutra Nunes, Luis Leonardos Advogados & Cia., Rio de Janeiro, Brazil
 Nongfan Zhu, King & Wood Mallesons, Beijing, China

9:30AM – 10:15AM COFFEE BREAK / IP EXPO / TECHNOLOGY CENTER

Coffee Break Sponsor: **Vinson & Elkins LLP**
 Technology Center Sponsor: **Fitzpatrick, Cella, Harper & Scinto**

10:15AM – 11:45PM BREAKOUT SESSIONS — CONCURRENT

PATENT

The Ins and Outs of Corporate Collaborations with Universities

Corporate collaborations with universities can take on many flavors, from joint or outsourced preliminary research to end-stage joint development towards a close-to-market product. This session will explore successful strategies and challenges of corporate/university collaborations.

Speakers:

Lita Nelsen, Massachusetts Institute of Technology, Cambridge, MA
 Larry Respess, San Diego, CA (invited)
 James Trussell, BP America, Inc., Naperville, IL



TRADEMARK/COPYRIGHT

Recent Developments with Trademarks and Copyrights on the Internet

As the Internet continues to evolve, so do the trademark and copyright issues arising from its use. This panel will discuss topics such as liability for user-generated content, issues arising from crowdsourcing, keyword advertising using registered trademarks, and the ramifications of new gTLD launches.

Speakers:

Terri Chen, Google Inc., Mountain View, CA
 Kristina Rosette, Covington & Burling LLP, Washington, DC
 Carl Rohsler, Squire Sanders, London, United Kingdom (invited)

TRADEMARK

Negotiating and Drafting Global Trademark License Agreements

Issues that arise during the negotiation and drafting of a global trademark license agreement, including analysis of standard and essential clauses for licensors and licensees, tips for addressing worldwide licensing, anticipating issues resulting from use of trademarks on the Internet, and implementing an effective brand licensing program.

Moderator: Jill Abasto, Qualcomm, Inc., San Diego, CA

Speakers:

Simon Chalkey, Redd Solicitors LLP, London, United Kingdom
 Jamie Lemons, Nike, Inc., Beaverton, OR (invited)
 David Modzeleski, Discovery Communications, LLC, Washington, DC



Register TODAY at www.ipo.org/AM2013

12:00NN – 1:30PM

LUNCHEON

Sponsored by **Perry + Currier Inc.**



ADDRESS BY: Hon. Kathleen O'Malley, Circuit Judge, U.S. Court of Appeals for the Federal Circuit, Washington, DC

Hon. Kathleen M. O'Malley was appointed to the U.S. Court of Appeals for the Federal Circuit by President Barack Obama in 2010. Prior to her elevation to the Federal Circuit, Judge O'Malley was appointed to the U.S. District Court for the Northern District of Ohio by President William J. Clinton in 1994. During her sixteen years on the district court bench, Judge O'Malley presided over in excess of 100 patent and trademark cases and sat by designation on the U.S. Circuit Court for the Federal Circuit. As an educator, Judge O'Malley has regularly taught a course on Patent Litigation at Case Western Reserve University Law School; she is a member of the faculty of the Berkeley Center for Law and Technology's program designed to educate Federal Judges regarding the handling of intellectual property cases.

1:45PM – 3:15PM

BREAKOUT SESSIONS — CONCURRENT

PATENT

Trade Secret Enforcement

Practical advice for preventing and addressing trade secret theft. A panel of in-house counsel, experienced practitioners, and cyber security experts will provide up-to-date advice on steps to take before and after a theft occurs. The growing role of the U.S. government in trade secret enforcement will also be explored.

Moderator: Jack Griem, Loeb & Loeb LLP, New York, NY
Speakers:
 James Dottavio, Ford Global Technologies LLC, Dearborn, MI
 Mark Krotoski, U.S. Department of Justice, Washington, DC (invited)
 Mark Lopez, TSC, Inc., Washington, DC

TRADEMARK/COPYRIGHT

Non-Traditional Marks – Not So Unusual Anymore

More trademark offices are recognizing non-traditional marks as marks which can be registered. Whether it is trade dress, a sound, a smell, a touch, the concept that trademarks can be registered for something other than a word or a logo is becoming more common. Speakers will discuss not only the protection and enforcement of such marks in their jurisdictions, but will also identify the “non-traditional marks” of the future – such as mobile app icons. They will also touch on other forms of protection that might be considered for some of the trademarks, such as design patents, utility models, design registrations, and copyright protection.

Moderator: JoAnn Sherman, Siemens Industry Inc., Lowell, MA
Speakers:
 Ella Cheong, Ella Cheong Patent, Design & Trademark Agents, Beijing, China
 Theodore Davis, Jr., Kilpatrick Townsend & Stockton LLP, Atlanta, GA
 Verena Von Bomhard, Hogan Lovells, Alicante, Spain

3:15PM – 4:00PM

COFFEE BREAK / IP EXPO / TECHNOLOGY CENTER

Coffee Break Sponsor: **Vinson & Elkins LLP**
 Technology Center Sponsor: **Fitzpatrick, Cella, Harper & Scinto**

4:00PM – 5:30PM

ETHICS BREAKOUT SESSIONS — CONCURRENT

PATENT

Patent Ethics

Panelists will discuss how the media has viewed the ethics of IP lawyers and also the tension lawyers face in serving their clients but not running afoul of their ethical obligations to the USPTO and court. Topics will include presentation of fact situations where lawyers had to make ethical choices and how those were resolved; acting ethically under the new the America Invents Act, patent malpractice jurisdiction, inequitable conduct at the Federal Circuit post *Therasense*, and more.

Speakers:
 William Covey, U.S. Patent and Trademark Office, Alexandria, VA
 Michael Fuller, Knobbe Martens Olson & Bear, LLP, San Diego, CA
 Shauna Reeder, CNA Pro., New York, NY

TRADEMARK/COPYRIGHT

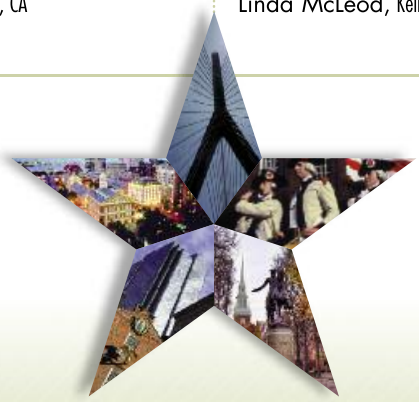
Trademark/Copyright Ethics

Panelists will discuss ethical issues relating to trademark practice, including a discussion of ethics in searching and clearing marks and how to resolve conflicts that arise during the clearance process.

Moderator: Prof. Susan Barbieri Montgomery, Northeastern University School of Law, Boston, MA
Speakers:
 David Gryce, Arent Fox LLP, Washington, DC
 Thomas Kingsbury, Bridgestone America Inc., Akron, OH
 Linda McLeod, Kelly IP, Washington, DC

5:30PM

ADJOURNMENT



SPECIAL EVENT

Dinner Reception at FENWAY PARK

Monday, September 16 ★ 7:00PM – 10:00PM

Registered attendees will enjoy **A PRIVATE DINNER AT ONE OF AMERICA'S OLDEST MAJOR LEAGUE BASEBALL STADIUMS!** Upon arrival, participants will pass by the bronze statue of Red Sox teammates Ted Williams, Johnny Pesky, Bobby Doerr and Dom DiMaggio as they enter **GATE B** of **FENWAY PARK**, where they will be greeted by Wally, the Green Monster Mascot.

Begin the evening with an up-close, behind-the-scenes look at parts of Fenway Park that are normally off-limits to fans including a walk around the warning track. The first stop around the warning track will be in the dugout, followed by Pesky's Pole, the right field foul pole named for the old-time Red Sox shortstop, and finally a visit to the bullpens.

NOTE: Tours will only be offered at the beginning of the evening and last approximately 45 minutes.

Don't miss this once-in-a-lifetime opportunity! Entertainment, activities, food and drink will be available throughout the entire evening. Surrounded by the all-American red brick of the **BIG CONCOURSE** located behind the right field and center field bleachers, guests can mingle and catch the spirit of Fenway Park as they enjoy food and drink served from the classic concession stands, test their aim and speed at the pitching stations, create their own personalized baseball card, and listen to live music.



TRANSPORTATION & ATTIRE

Transportation Sponsor: **Andrews Kurth LLP**

Transportation between Fenway Park and the Sheraton Hotel will run throughout the evening. Buses will depart the Sheraton Hotel every 15 minutes beginning at 6:45PM. Please meet at the hotel main entrance to board buses. Guests who wish to either walk (under ¾ of a mile walk from the hotel) or arrive by taxi **must enter Fenway Park through Gate B**, located at the corner of Van Ness and Ipswich Streets.

Suggested attire is casual – **dress in your favorite team's apparel!**

ABOUT FENWAY PARK

- 1912 Fenway Park hosted its first professional baseball game
- 1926 A fire destroyed bleachers along left field
- 1933 The club was sold to Tom Yawkey and a major overhaul of the park began; during construction a fire ravaged the building and few areas of the ballpark were left undamaged.
- 1934 Renovations completed in time for the season opener
- 1940 Bullpens constructed in right field
- 1946 Skyview seats installed in the ballclub
- 1947 The Green Monster was born; lights installed.
- 1976 Fenway's first message board was added over the centerfield bleachers.
- 1988–89 Stadium club seats constructed above the grandstand behind home plate, where the former press box was located.
- 2003 Before the season began, a seating section was constructed on top of the Green Monster
- 2013 Dinner Reception for IPO Annual Meeting attendees

Other than those additions, Fenway Park for the most part is unchanged with its manually operated scoreboard, its geometrically peculiar shape, and the stories of the legends that have played there for more than eight decades.

EVENT SPONSORS



FINNEGAN

mbhb McDonnell Boehnen
Hulbert & Berghoff LLP
Intellectual Property Law



IPO Fun Run/Walk

Monday, September 16 ★ 6:00AM – 7:15AM

Sponsored by **Banner & Witcoff, Ltd.**

Join your fellow attendees on a guided **5K Run** or a **3K Walk** through the scenic Boston neighborhood of Back Bay, along the Charles River and across the finish line of the Boston Marathon.

The IPO Fun Run/Walk is open to all 2013 Annual Meeting attendees – **all skill levels welcome**. This is not a race, although all participants will win the admiration of other conference attendees that slept in.

Runners/walkers will meet at 6:00AM at the Sheraton Hotel where they will be greeted by their guides. A healthy grab-and-go breakfast will be available for all participating runners/walkers. Guides will ensure that everyone returns to the Sheraton Hotel by 7:15AM.

Register for the IPO Fun Run/Walk at www.ipo.org/AM2013 or on the registration form on page 15.

2013 IPO ANNUAL MEETING

Social Events { Guest Package }

IPO is offering a special **Social Events Pass** for spouses/guests of the Annual Meeting attendees. The package fee of \$150 includes:

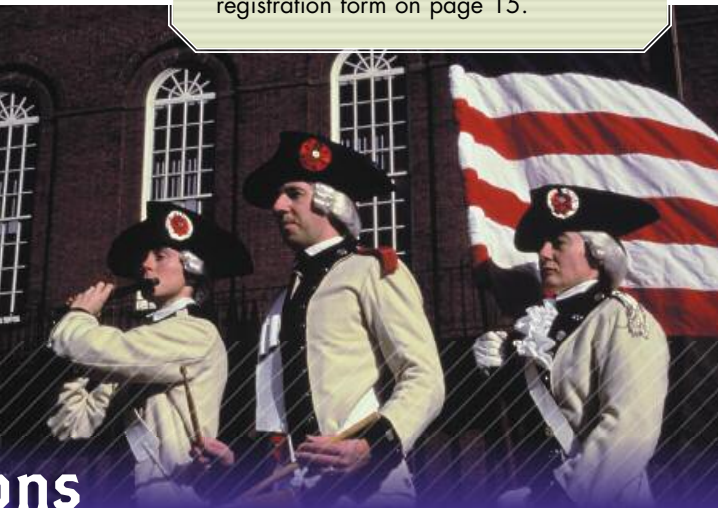
- ★ Admission to the **Welcome Reception** on Sunday
- ★ Admission to the **Dinner Reception at Fenway Park** on Monday
- ★ **Continental Breakfast** on Monday and Tuesday.

Spouses/Guests may be registered for the special social events pass online at www.ipo.org/AM2013 or on the registration form on page 15.



FOR THOSE WHO SEEK TO EXPLORE ON THEIR OWN, WE SUGGEST THE FOLLOWING

Boston Attractions



The Freedom Trail: Tour the 2.5-mile trail and stop at sixteen historical sites to learn about 350 years of American history.

Museum of Science: Experience the power of discovery through more than 700 interactive exhibits accented by an ever-changing cavalcade of touring exhibits, watch a film projected onto the IMAX Dome screen, rocket through a universe of stars in the Charles Hayden



Planetarium, experience indoor lightning storms in the Theater of Electricity, surround yourself with beautiful creatures in the Butterfly Garden, or take off on an adventure in the 3-D Digital Cinema!

New England Aquarium: Experience New England's largest shark and ray touch tank. Spiral up the 200,000-gallon Giant Ocean Tank to see tropical fish, sea turtles and sharks. Watch fur seals and sea lions frolic in their waterfront exhibit, and catch a 3D IMAX film.



Faneuil Hall: At this outdoor festival marketplace built in 1826 you will find a wide variety of pushcart eateries and restaurants. Aside from the world class food, you can also find great shopping, street performers, and specialty establishments in its Quincy, South and North Market Buildings.

Guests can also enjoy world renowned shopping in some of Boston's most chic and fashionable stores and boutiques found on **Newbury Street, The Shops at Prudential Center** and **Copley Place** – located just steps away from the Sheraton Hotel.



For additional recommendations on tours, museum passes, places of interest, and other Boston attractions, visit the Sheraton Boston Hotel's concierge desk located in the main lobby.

SPONSORS



Additional Sponsorships are Available!

To become a sponsor for this meeting please email cstanfield@ipo.org or call +1 (202) 507-4500.

Sunday Welcome Reception

Kenyon & Kenyon LLP

Dinner Reception at Fenway Park

FINNEGAN

Dinner Reception at Fenway Park

mbhb **McDonnell Boehnen Hulbert & Berghoff LLP**
Intellectual Property Law

Monday Luncheon

S **STONE TURN GROUP**

Tuesday Luncheon

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Monday Breakfast + Breaks

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EXHIBITORS

Limited Exhibit Space Remains!

To become an exhibitor for this meeting, please email cstanfield@ipo.org or call +1 (202) 507-4500

Attendees who visit all exhibit booths will be entered to **Win an iPad Mini!**
Details will be provided upon check-in.



Computer Packages Inc





MEETING INFORMATION



{ ANNUAL MEETING }

BOSTON

Massachusetts ★ USA

September 15-17, 2013

★ SHERATON BOSTON HOTEL ★



Weather & Attire

The average temperature for Boston in September is in the 70s°F during the day and in the 60s°F in the evening. Please check the weather conditions before you depart to help you pack for the meeting.

The preferred dress for all conference and networking functions is business attire. As meeting room temperatures and personal comfort zones vary widely, it is recommended that you bring a sweater or jacket to the sessions.

Suggested attire for Monday's Dinner Reception at Fenway Park is casual — dress in your favorite team's apparel.

Registration Fees

Per person

- IPO Member \$975
- Non-Member \$1475
- Government Employees & Academics . . . \$500
- Students *Contact IPO for student rates*

Registration Fee Includes: Welcome Reception on Sunday; Dinner Reception at Fenway Park on Monday; Breakfast and Coffee Breaks on Monday and Tuesday; and conference materials on CD-ROM.

Early Registration Discount: Meeting registrations received or postmarked by **July 31, 2013**, with accompanying payment, will receive a **discount of \$100** off the conference fee. All registrations received or postmarked after July 31 are subject to the standard fee.

Monday & Tuesday Luncheons: In order to attend the Luncheons on Monday or Tuesday, **separate tickets must be purchased for \$50** per person, per day. Space is limited.

IPO Fun Run/Walk on Monday: Attendees may register for a 5K run or 3K walk (FREE!)

Annual Meeting Social Events Guest Pass: Guests of registrants may purchase a Guest Pass for **\$150** per person. Fee includes access to the Sunday Welcome Reception; continental breakfasts on Monday and Tuesday; and the Dinner Reception at Fenway Park on Monday.

All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting. The meeting program is subject to change. For updates and additional details please visit our meeting web site at www.ipo.org/AM2013.

Three Easy Ways to Register

Advance registration is required. Registrations will be accepted online, via fax or mail.

Online: www.ipo.org/AM2013

Fax: 202-507-4501

Mail: 1501 M Street NW, Suite 1150
Washington, DC 20005 USA

Registrations will not be processed until full payment is received. Space is limited so please register early. Any employee of a company, university, or law firm is entitled to register at the IPO member rate if the employer belongs to IPO. A person is not entitled to the member rate, however, merely because she or he is employed in the same organization as an IPO individual member.

Accommodations

IPO has reserved a block of rooms at the **Sheraton Boston Hotel**. To reserve a room at the IPO group rate of \$269 (single/double) per night plus tax, you must make your reservation with the hotel directly by **August 20, 2013**, pending space availability.

Call **1 (888) 627-7054** and reference "IPO 2013 Annual Meeting."

Sheraton Boston Hotel
39 Dalton Street
Boston, MA 02199 USA

Toll Free Reservations:
1 (888) 627-7054



Register TODAY at www.ipo.org/AM2013

IPO ANNUAL MEETING FREE MOBILE APP

The 2013 **IPO Annual Meeting Mobile App** will offer instant access to the attendee list with the ability to communicate through messaging with other attendees; access to the meeting schedule and speaker materials; a full listing of exhibitor and sponsor information; floor plans; and local information about Boston. The IPO Annual Meeting Mobile App is FREE for all registered attendees.



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CLE Credit

Continuing Legal Education (CLE) credit is being requested in every state in which attendees are licensed to practice that has a mandatory CLE requirement. The number of credit hours will vary depending on the requirements of the individual state. IPO's Hardship Policy is available upon request. IPO expects most states will award 10 to 14 credit hours, including 1–2 hours for ethics.

Attendee Lists

In order to be listed on the Attendee List, you must be fully registered as of **Saturday, August 31, 2013**. Anyone who registers after this time will be listed on the Final Attendee List, which will be available on our conference website after the meeting.

Cancellation Policy

Cancellations received by **August 31, 2013** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after **September 1, 2013**. These deadlines for cancellation apply to all registrants. Course materials on CD-ROM will be sent to those unable to attend, but who cancel on or after September 1. If a registrant is unable to attend, another person may substitute upon written request. Please note that fees are not transferable to another IPO meeting.

IPO reserves the right to cancel this event without liability, and the total amount of any and all liability of the organizers will be limited to a refund of the registration fee. Any fees associated with cancellation of travel or housing reservations is the exclusive responsibility of conference attendees.

Scholarships

IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics and other attendees during the 2013 IPO Annual Meeting. A limited number of scholarships are available for law students to attend the event. For more information contact meetings@ipo.org.



Register TODAY at www.ipo.org/AM2013

If the IPO Annual Meeting topics interest you, consider joining IPO. To apply please visit www.ipo.org/joinipo or call (202) 507-4500 for more information.

JOIN US!





IPO Committees CORNERSTONE OF THE ASSOCIATION

Committees play an integral role in policy development at IPO by researching and providing analysis on current IP issues and producing recommendations for the Board of Directors. For more information visit www.ipo.org/committees.

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Corporate IP Management*
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International Trademark Law & Practice*
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U.S. Post-Grant Patent Office Practice*

Trademark Division

Internet Domain Names
U.S. Trademark Law
U.S. Trademark Office Practice

Many of IPO's Standing IP Committees will hold business meetings on **Sunday, September 15** (3:30PM-4:30PM and 5:00PM-6:00PM), preceding the Annual Meeting Opening Reception. A list of those committees hosting meetings is on page 3 of the program. Annual Meeting attendees are welcome to attend these committee meetings.

★ IPO thanks the Standing IP Committees that are organizing CLE sessions on **Monday, September 16** (1:45PM-3:15PM). See pages 4-5 of the program for more information about these sessions.

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**41ST IPO ANNUAL MEETING
BOSTON**
Massachusetts ★ USA ★ Sheraton Boston
SEPTEMBER 15-17, 2013

Please register early.
Space is limited.

Register TODAY at
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Name _____
 Title _____
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 Address _____
 City _____ State _____ Zip _____ Country _____
 Phone _____ Fax _____ E-mail _____
 List state(s) for CLE credit: _____
 Bar number(s) for each state: _____

FEES

1. ANNUAL MEETING REGISTRANT — Fee covers the Sunday Welcome Reception; Monday Dinner Reception at Fenway Park; Breakfast on Monday and Tuesday; and Meeting Materials. (Fee does not include Luncheons or Guest Pass.) Per person

APPLICABLE RATE	<input type="checkbox"/> IPO Member \$975 <input type="checkbox"/> Non-member \$1,475 <input type="checkbox"/> Government Employees & Academics \$500	} . . . \$ _____	
<input type="checkbox"/> Early Registration Discount*			Per person: Deduct \$100 \$ < _____ >
*To receive the discount, submit registration and payment postmarked on or before JULY 31, 2013 . Subtract \$100 from the applicable rate above			

2. OPTIONAL LUNCHEONS Per person

Monday Address by David I. Goulden \$50 \$ _____

Tuesday Address by Hon. Kathleen M. O'Malley \$50 \$ _____

3. GUEST(S) OF THE ANNUAL MEETING REGISTRANT Per person

2013 Annual Meeting Social Events Guest Pass \$150 \$ _____

Includes admission to the Sunday Welcome Reception; Continental Breakfast on Monday and Tuesday; and the Monday Dinner Reception at Fenway Park.

Guest Name(s): _____

ANNUAL MEETING REGISTRANTS:

Please check below if you plan to attend the following functions:
(Included in your registration fee; for planning purposes only)

- Sunday Welcome Reception
- Monday Dinner Reception at Fenway Park

General Session Breakout Tracks (Select one):

- PATENT TRADEMARK

Monday IPO Fun Run/Walk (6:00AM-7:15AM) (Select one):

- 5K Run 3K Walk

Monday Committee CLE Sessions (1:45PM-3:15PM) (Select one):

- A. Patents Essential for Implementation of an Industry Standard
- B. Trends in Corporate IP Management
- C. Biopiracy: Fact or Fiction?
- D. Bad Faith Filings
- E. Ten Things About Patent Licensing That You Don't Know
- F. Trial Practice at the PTAB

TOTAL AMOUNT DUE:	\$ _____
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METHOD OF PAYMENT	
<input type="checkbox"/> Check (Payable to Intellectual Property Owners Association)	
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QUESTIONS? Visit www.ipo.org or call +1 (202) 507-4500

ADVANCE REGISTRATION IS REQUIRED. For faster service register online at ► www.ipo.org/AM2013
Or send a registration form with payment via Email: meetings@ipo.org, **Fax:** +1 (202) 507-4501
Or mail: Intellectual Property Owners Association, 1501 M Street NW, Suite 1150, Washington, DC 20005, USA



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10-14
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41ST I.P.O. { ANNUAL MEETING } BOSTON

Massachusetts ★ USA
September 15-17, 2013
★ SHERATON BOSTON HOTEL ★



SPECIAL EVENT
**Dinner Reception at
★ Fenway Park ★**

