INTERNATIONAL WOMEN’S LEADERSHIP FORUM 2017

JUNE 8 2017 | THE CONVENE TIMES SQUARE, NEW YORK

JOIN YOUR WOMEN PEERS TO

• Gain knowledge on being effective in licensing agreements
• Discover how to battle challenges in anti-counterfeiting and brand protection
• Learn more about the PTAB and interactions with the courts
• Adapt best practices to increase trademark protection
• Discuss the importance of leadership and building your network with leading general counsel
• Take part in an interactive fishbowl session and meet a potential mentor

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SUPPORTED BY

To register, or for more information please call Alicia Sprott: +44 (0) 20 7779 8334 | Email: registrations@managingip.com
For in-house speaking opportunities please contact Natalie Canter: +44 207 779 8730 | Email: natalie.canter@managingip.com
INTRODUCTION

After hugely successful events in New York, Palo Alto and London, Managing Intellectual Property will return with the fourth International Women’s Leadership Forum, held in New York on June 8 2017. It will focus on US and global IP developments, and will provide an opportunity for women in IP to hear the latest thoughts from senior leaders. Subjects include: licensing; increasing anti-counterfeiting technologies; challenges with emerging technologies and advertising in relation to trademarks, among many others.

This interactive Forum will examine best practice and innovation around leadership, networking and business development. It will feature leading general counsel and IP counsel who will share their thoughts and insights with the audience.

Unlike many events that are aimed at only the most senior lawyers, this event welcomes newly-admitted and experienced lawyers, from junior associates through to partners in private practice. It also targets legal counsel, senior legal counsel and general counsel on the in-house side. It is a development opportunity for the next generation of women leaders. The aim is to provide an inclusive debate around building the talent pipeline as well as discussing the latest developments in IP.

TO REGISTER, OR FOR MORE INFORMATION PLEASE CALL

ALICIA SPROTT: +44 (0)20 7779 8334
EMAIL: registrations@managingip.com

FOR IN-HOUSE SPEAKING OPPORTUNITIES PLEASE CONTACT

NATALIE CANTER: +44 207 779 8730
EMAIL: natalie.canter@managingip.com

LAST YEAR’S SPEAKERS INCLUDED:

• Julia Anne Matheson, partner, Finnegan Henderson Farabow Garrett & Dunner
• Kelly Williams, senior counsel, trademarks, Under Armour
• Anna Naydonov, associate, Finnegan Henderson Farabow Garrett & Dunner
• Leslie Spencer, partner, Ropes & Gray
• Sophia Lee, general counsel, IEX Group
• Candice Hebden, intellectual property attorney, High 5 Games
• Dalila Wendlandt, partner, Ropes & Gray
• Anna Kurian Shaw, partner, Hogan Lovells
• Melissa Berger, IP counsel, Coach
• Diana Arredondo Ramirez, senior IP counsel, Televisa
• Rubie Mages, director of strategic planning, compliance division, Pfizer
• Lisa Meyerhoff, partner, Baker & McKenzie
• Anna Volftsun, associate counsel, Humanscale
• Judge Rama Elluru, administrative patent judge, USPTO
• Mackenzie Martin, partner, Baker & McKenzie
• Penny Gilbert, partner, Powell Gilbert
• Sabine Agé, partner, Véron & Associés
• Anna-Lisa Gallo, senior counsel, global IP, BASF
• Zoë Butler, partner, Powell Gilbert
• Kathleen McCarthy, partner, King & Spalding
• Jessica Elliot Cardon, SVP & general counsel, Camuto Group
• Molly Stech, attorney advisor, office of policy & international affairs, USPTO
• Marianne Schaffner, partner, Dechert
• Ashley Moore, principal, McKool Smith
• Gwen Marcus, EVP & general counsel, Showtime Networks
• Naomi Waltman, SVP & associate general counsel, CBS
• Kim Youngberg, SVP & general counsel, Screenvision

SPONSORSHIP OPPORTUNITIES

We will create a bespoke solution that will position your organisation as a thought leader and ensure you engage with your target audience. This will help you to meet and influence the people who are going to grow your business. Please contact Melanie Petch on +44 20 7779 8836 or mpetch@euromoneyplc.com to discuss.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>8.30</td>
<td>Registration</td>
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<tr>
<td>9.00</td>
<td>Opening remarks by Managing IP</td>
<td>Amanda Agati, associate, Fross Zelnick Lehrman &amp; Zissu (moderator) Ainslee Schreiber, former vice president &amp; associate general counsel, Starwood Hotels Lesley Matty, counsel, Tiffany &amp; Co Carole Klinger, vice president &amp; associate general counsel, ANN INC Laura Popp-Rosenberg, partner, Fross Zelnick Lehrman &amp; Zissu</td>
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<tr>
<td>9.10</td>
<td>International trademark disputes: challenges and strategies</td>
<td>• Partnering with the business and managing expectations • Launching a brand into new markets • Leveraging rights in cross border disputes • Brand protection where rights are uncertain</td>
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<td>10.00</td>
<td>Embracing pro bono beyond IP in a brave new world</td>
<td>Esther Lim, partner, Finnegan Henderson Farabow Garrett &amp; Dunner (moderator) Cathy Luederst, assistant general counsel, Mastercard Naomi Waltman, senior vice president, associate general counsel, CBS Susan Crane, group vice president, legal, Wyndham Worldwide Corporation Barbara Butterworth, partner, Finnegan Henderson Farabow Garrett &amp; Dunner</td>
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<tr>
<td>10.50</td>
<td>Coffee break and networking</td>
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<td>11.10</td>
<td>Business card exchange</td>
<td>Take advantage of this networking opportunity to introduce yourself and exchange business cards with other conference delegates. Start with the people closest to you and then move around the room to learn more about other attendees and their companies and projects.</td>
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<td>11.20</td>
<td>The influence of IP in the life sciences industry</td>
<td>Abby Parsons, senior associate, King &amp; Spalding Paula Wittmayer, executive director, intellectual property &amp; assistant corporate secretary, Boehringer Ingelheim Margaret Brivanlou, partner, King &amp; Spalding Jennifer Burdman, partner, King &amp; Spalding</td>
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<td>12.10</td>
<td>Patent Trial and Appeal Board and the role of the Courts</td>
<td>Regina Sam Penfi, counsel, Ropes &amp; Gray (moderator) Anna Voltsins, associate counsel, Humanscale Joan McGillycuddy, chief intellectual property counsel, Avon</td>
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<td>13.00</td>
<td>Lunch and networking</td>
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<td>13.50</td>
<td>Developing a plan to handle anti-counterfeiting and brand protection</td>
<td>Helen Saunders, head of intelligence &amp; operations, INCOPRO (moderator) Diana Arredondo Ramirez, senior IP counsel, Televiisa Roxanne Elings, partner, Davis Wright Tremaine</td>
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<td>15.30</td>
<td>Coffee break and networking</td>
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<td>15.50</td>
<td>Canada: a round up of legislative changes</td>
<td>Kamleh Nicola, partner, Baker McKenzie (moderator) Nadia Droumbanis, senior counsel, Brooks Brothers Stephanie Vaccari, partner, Baker McKenzie</td>
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<td>16.40</td>
<td>The importance of leadership in developing your career</td>
<td>Laurie Fitzgerald, principal, McKool Smith (moderator) Caren Khoo, associate general counsel, Verizon Erika Wilson, global chief IP counsel, assistant corporate secretary, Cabot Microelectronics Stephanie Abrutyn, senior vice president &amp; chief counsel, litigation, HBO</td>
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<td>17.30</td>
<td>Close of conference</td>
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Managing IP now has over 900 members of the Women in IP Global Network, launched 3 years ago. Members of the group are invited to join any of our events, free of charge. The group has been developed with the following aims:

**EVENTS**

The International Women’s Leadership Forum will take place in:

- **New York**, June 8, 2017
- **Bay Area**, November 29, 2017
- **London**, February, 2018

And we hold a **networking cocktail reception** at INTA every year.

**WEBINARS**

We will also produce **webinars** and **online events** across the year, featuring our members.

**BEST PRACTICE SERIES**

On the **best practice series** side we will continue to publish bi-monthly articles featuring real life examples of best practice from our members.

**INTERVIEWS**

And we will publish regular **interviews** with brilliant and accomplished women working in and around IP.

**MEMBERSHIP OPTIONS**

**CONFERENCES AND NETWORKING**

International Women’s Leadership Forum (one day conference):

- New York, June 8, 2017
- Bay Area, November 29, 2017
- London, February, 2018

**INTA annual meeting cocktail reception**

**Exclusive membership of online platform**

**DEVELOPMENT**

Live Q&A (panel discussion, 60 mins, 1 CLE/CPD)

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<tr>
<th>BRONZE</th>
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<td>1 invite</td>
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<td>Logo promotion Opportunity to contribute editorially</td>
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**PRICE**

- **Standard**: $2,028
- **Quote code Brochure 17 (rate ends May 8, 2017)**: $1,690
- **20% DISCOUNT**: $1,690
- **30% DISCOUNT**: $1,690
- **40% DISCOUNT**: $1,690

**Exclusive content (posted on online platform)**

- **Leadership series** - bi-monthly interviews with senior women executives
- **Best practice series** - bi-monthly articles illustrating innovative initiatives around women lawyers, including law firm case studies

**PRICE**

- **Standard**: $7,527
- **Quote code Brochure 17 (rate ends May 8, 2017)**: $5,790
- **20% DISCOUNT**: $6,022
- **30% DISCOUNT**: $5,790
- **40% DISCOUNT**: $5,474