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Managing Intellectual Property™

US PATENT REFORM FORUM 2012

March 27 2012, Washington DC
Willard InterContinental Hotel



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Speakers include

- **Robert Armitage**, Eli Lilly
- **David T Beck**, JDS Uniphase Corporation
- **Dr Brent Bellows**, Knowles Intellectual Property Strategies
- **Mark Davies**, Orrick
- **Q Todd Dickinson**, AIPLA
- **Douglas Graham**, IDDEX
- **Gary Griswold**, 3M Innovative Properties Company
- **Phil Johnson**, Johnson and Johnson
- **David Kappos**, USPTO
- **F Scott Kieff**, George Washington University
- **Sherry Knowles**, Knowles Intellectual Property Strategies
- **William LaMarca**, USPTO
- **Gary Lauder**, Lauder Partners
- **Richard Martinelli**, Orrick
- **Dan McCurdy**, Allied Security Trust and PatentFreedom
- **Michael Messinger**, Sterne Kessler Goldstein Fox
- **Judge Paul Michel**
- **Michael O'Neill**, Novak Druce + Quigg
- **Raymond P Niro**, Niro Haller & Niro
- **Teresa Stanek Rea**, USPTO
- **Eric K Steffe**, Sterne Kessler Goldstein Fox
- **Gene Quinn**, IPWatchdog
- **Bob Stoll**, former commissioner, USPTO
- **Steven I Weisburd**, Dickstein Shapiro
- **Steven Wood**, Brookhaven National Laboratory

US Patent Reform Forum

The recent enactment of the Leahy-Smith America Invents Act follows a number of groundbreaking decisions from the US Federal Circuit and Supreme Court. Together, these legislative and judicial developments have resulted in the most dramatic changes to the US patent system in more than 50 years, leaving in-house counsel to contemplate what it all means for them. As the USPTO rules accompanying the America Invents Act are promulgated throughout 2012, even more questions will arise about the future of the US patent system.

To address these issues, Managing IP is pleased to announce the US Patent Reform Forum a one-day event in Washington DC on March 27 2011. The forum will bring together top officials, leading counsel at US corporations, and their private practice advisers for a number of lively and informative sessions looking at the strategic implications of US Patent Reform.

Held in conjunction with Managing IP's Annual North America Awards, which will take place that evening, the US Patent Reform Forum will also be streamed in real-time as live webinars to a global audience of IP professionals.



Benefits for attending

- Gain a practical understanding of new AIA rules and how they might affect your patent strategies
- Get tips for preparing a successful post-grant review
- Discuss the future of patent trolls and analyse the effects of multi-party suit limitations
- Learn about new opportunities and tactics for acquiring and managing your patent portfolio
- Hear the latest false marking developments and debate the implications of AIA on your enforcement and litigation strategies

Who should attend the forum?

- Patent and IP counsel
- Licensing and technology professionals
- Research institutions and R&D professionals
- Executives at leading corporations
- Academics
- Officials
- Law firms
- IP agencies
- Service providers

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Located one block from the White House the **Willard InterContinental Washington** is internationally known as one of the best Washington DC hotels. The Willard's unique blend of contemporary luxury, historic charm and sustainable hospitality subtly reflects the spirit of the city.

- Located in the heart of the Nation's Capital, one block from the White House, National Mall and Metro Center.
- Walking distance to the Smithsonian Museums, the National Theater, and other major DC attractions and monuments
- 10 blocks from the Washington Convention Center
- Just 15 minutes from Reagan National Airport, 45 minutes from Washington Dulles International Airport, and 50 minutes from Baltimore



Programme | March 27 2012

8.30	Registration and coffee	
9.00	Opening remarks: James Nurton, managing editor, MIP UK	
9.10	Keynote address: Robert Armitage, senior vice president and general counsel, Eli Lilly	
9.30	Roundtable: AIA rulemaking overview <ul style="list-style-type: none"> Where are we now? Update on the rulemaking progress Demystifying the latest developments and their implications for patent owners: a view from big business and SME's Anticipating the introduction of Supplemental Examination A guide to the USPTO practice reforms and the effects on US companies 	Speakers Q Todd Dickinson , executive director, AIPLA Douglas Graham , CEO, IDDEX Teresa Stanek Rea , deputy under secretary of commerce for intellectual property and deputy director of the USPTO Sherry Knowles , principal, Knowles Intellectual Property Strategies Michael O'Neill , partner, Novak Druce + Quigg
10.30	Coffee	
10.50	An Industry Perspective: We lobbied the cause; the act was passed – where did we land? <ul style="list-style-type: none"> Case notes from the pharmaceuticals and life science industry perspective Comparative reflections from the IT and software industry Discussions on implications of AIA for the future of patenting Advantages of trade secrets in the light of AIA: Considering recent trade secrets case law and developments 	Speakers Phil Johnson , chief intellectual property counsel, Johnson and Johnson Gary Griswold , former president and chief intellectual property counsel, 3M Innovative Properties Company Eric K Steffe , director, Sterne Kessler Goldstein Fox Michael Messinger , director, Sterne Kessler Goldstein Fox
11.50	Key considerations: The Joinder Provision; ITC proceedings and the new rules on false marking <ul style="list-style-type: none"> Will the Joinder Provision of AIA result in more ITC filings? Analyzing the relationship between post-grant procedures, litigation and ITC investigations Pros and cons of ITC under AIA Is this the end of false marking litigation and how will or should 'Competitive Injuries' be defined? A look at the opportunities and risks in the new enforcement landscape 	Speakers Judge Paul Michel F Scott Kieff , professor of law, George Washington University Mark Davies , partner, Orrick Richard Martinelli , partner, Orrick William LaMarca , office of the solicitor, USPTO
12.50	Keynote address: David Kappos, undersecretary of commerce for intellectual property and director of the USPTO	
1.20	Lunch	
2.20	Keynote address: Bob Stoll, former commissioner, USPTO	
2.40	In focus: Post Grant Review and litigation strategies under AIA <ul style="list-style-type: none"> Scrutinising the requirements of the new PGR system Which patents are vulnerable to a PGR and how are such vulnerabilities defended? How to utilise the new prior-use defence Elimination of the best mode defence Patent portfolio management: Budgeting for increased fees 	Speakers Steven I Weisburd , partner, Dickstein Shapiro Phil Johnson , chief intellectual property counsel, Johnson and Johnson Gary Griswold , former president and chief intellectual property counsel, 3M Innovative Properties Company David T Beck , Patent Attorney, JDS Uniphase Corporation
3.40	Coffee	
4.00	First-to-file system: Implications of a significant change in the law <ul style="list-style-type: none"> Untangling the complexities of discussing the impact of the first-to-file approach in the context of new definitions of 'prior art' and 'prior use' Prior Art: Do pre-issuance submissions by third parties lead to higher quality patents? What are the exceptions to the first-to-file approach under AIA? 	Speakers Dr Brent Bellows , Knowles Intellectual Property Strategies Gary Lauder , managing partner, Lauder Partners Steven Wood , patent licensing associate, Brookhaven National Laboratory Gene Quinn , president and founder, IPWatchdog
5.00	AIA and NPEs: Impact or more of the same? <ul style="list-style-type: none"> What's the future for NPEs under the reformed legislation? Will the Joinder Provision level the playing field and what does the playing field really look like? Patent Troll or 'Skeptisaurus'? Is there a possibility of a more positive perspective? 	Speakers Dan McCurdy , chairman, Patent Freedom and CEO, Allied Security Trust Raymond P Niro , senior partner, Niro Haller & Niro
6.00	Close of conference	

Booking forum

1 | Register (Please tick one box)

Booking fee	Private practice	In-house counsel/academics/ research institutes
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