

FREE TO IN-HOUSE COUNSEL

Managing
Intellectual
Property™

INNOVATION & LITIGATION SUMMIT 2019

JUNE 11, FAIRMONT SAN FRANCISCO



SPONSORS

akerman

BAKER BOTTS

Baker
McKenzie.

ROPES & GRAY

Schiff
Hardin

Sterne
Kessler
STERNE KESSLER
GOLDSTEIN & FOX

VENABLE | Fitzpatrick

CLE
POINTS
PENDING

WWW.MANAGINGIP.COM/IPLITIGATION19

REGISTRATIONS

Kevin Pragas
registrations@managingip.com
+44 (0) 20 7739 8938

PROGRAM AND SPEAKERS

Natalie Canter
natalie.canter@managingip.com
+44 207 779 8730

SPONSORSHIP

Melanie Petch
mpetch@euromoneyplc.com
+44 (0) 207 779 8836

INTRODUCTION

With a shift in focus at the USPTO, there is a n greater need to think about your innovation and litigation strategy in a holistic way. The MIP Innovation & Litigation Summit 2019 will identify the core elements of successful patent strategy necessary for developing a globally robust portfolio for 2020 and beyond.

Given the ever-changing landscape, the summit will identify critical insights (key areas) to consider when defending or challenging the validity of patents at the Patent Trial and Appeal Board. The ITC has been widely cited at the forum of choice, further, there will be a case study deconstructing the keys to success and solutions to overcome any enforcement issues.

Interactive discussions will also consider the pros and cons of implementing different enforcement strategies in relation to brands, from the point of invention to enforcement, including the battle with counterfeit products and enforcement of trademarks on a global basis.

Register your place today.

WHO YOU WILL MEET

- IP in-house counsel
- Patent counsel
- General counsel
- Corporate counsel
- Private practice lawyers
- Heads of IP
- Heads of legal

REGISTRATIONS

Kevin Pragas
registrations@managingip.com
+44 (0) 20 7739 8938

PROGRAM AND SPEAKERS

Natalie Canter
natalie.canter@managingip.com
+44 207 779 8730

SPONSORSHIP

Melanie Petch
mpetch@euromoneyplc.com
+44 (0) 207 779 8836

PROGRAMME

9:00 Registration

9:30 Opening remarks by Ellie Mertens, US reporter, Managing IP

9:40 Fireside chat: Core elements of a successful patent strategy

Jeremiah Chan, head of patents, **Facebook**
Thomas Pasternak, partner, **Akerman**

10:05 IP defence and prosecution strategy 2020 and beyond

Roundtable focusing on strategies for risk mitigation; balancing enforcement and commercial costs whilst leveraging IP rights for maximum return of investment.

Jeremy Taylor, partner, **Baker Botts** (*moderator*)
John Blake, vice president, IP strategy, **TiVo**
Subroto Bose, senior director, global patent strategy and IP operations,
Dolby Laboratories
Christiana State, associate general counsel, **Wave Computing**
Patrick Zhang, head of intellectual property, **Atlassian**

10:45-10:55 Table-top discussions

10:55 Coffee break and networking

11:25 Using the ITC as an enforcement body

A case study to explore the keys to success at the ITC and solutions to overcome enforcement issues

Jonathan Tuminaro, director, **Sterne Kessler Goldstein & Fox** (*moderator*)
Tim Schade, general counsel, **Lifetime Products**
Mike Schwartz, senior vice president, IP litigation, **Rovi Corporation**

12:10 Strategies for efficient PTAB defence

- Practically defending assertions of patent infringement
- Leveraging litigation across venues
- Key areas to consider when challenging the validity of patents

Scott McKeown, partner, **Ropes & Gray** (*moderator*)
Duo Chen, director of IP, **Box**
Charles Boudreau, administrative patent judge, **Patent Trial and Appeal Board**
Kirupa Pushparaj, IP director, **Square**
Ed Kelly, partner, **Ropes & Gray**

13:00 Lunch and networking

13:50 Tool kit for enforcement: brand protection, defence & anti-counterfeiting

- Establishing a coherent strategy: monitoring your trademarks and trade dress
- Spotlight on consumer products: from point of invention to enforcement
- Prosecution strategies to deter counterfeits
- Takedown strategies for online platforms

Monica Riva Talley, director, **Sterne Kessler Goldstein & Fox** (*moderator*)
Diane Gabl Kratz, senior intellectual property counsel, **Seagate Technology**
Diana Arredondo, corporate counsel – trademarks, **Amazon**
Hillary Schroeder, senior counsel, trademarks, **Juul Labs**

14:35 Patent litigation post-TC *Heartland*

- Lessons learned since *TC Heartland*
- Leveraging and integrating litigation across venues
- Handling unpredictability and venue challenges

Shane Brun, partner, **Venable Fitzpatrick** (*moderator*)
Danielle Coleman, litigation counsel, **VMware**
Deanna Kwong, IP litigation counsel, **Hewlett Packard**
Sarah Brooks, partner, **Venable Fitzpatrick**

15:20 Coffee break and networking

15:40 Effectively managing and protecting your trade secrets

- Applying measures to ensure your company knowledge does not leave your organisation
- Mitigating the challenges with trade secret litigation
- Choosing between protection through trade secrets or patenting in the digital age

Christine Streatfeild, partner, **Baker McKenzie**
Mackenzie Martin, partner, **Baker McKenzie**

16:25 Strategic considerations when managing and protecting disruptive technologies

- Patent eligibility and new 101 guidance
- Protection, enforcement and licensing of AI and machine learning
- Global licensing and enforcement for the 5G landscape
- Combatting the threat of NPEs and reducing activity
- Examining litigation outcomes and tackling enforcement challenges - which IP enforcement strategies are most effective?

Imron Aly, partner, **Schiff Hardin** (*moderator*)
Bill LaFontaine, general manager, intellectual property, **IBM**
Brandon Roper, patent attorney, **Microsoft**
John Cabeca, director, Silicon Valley office, **USPTO**
Lopa Sengupta, senior director of patent strategy, **TiVo**
Sriranga Veeraraghaven, vice president, legal, **Xperi**

17:25 Closing comments

1 | Register (Please tick one box)

Booking fee	Private practice, IP service providers, advisers and consultants	In-house IP/patent counsel and heads of legal
Early booking rate <small>(before May 3)</small>	<input type="checkbox"/> \$795	<input type="checkbox"/> FREE
Standard booking rate <small>(after May 3)</small>	<input type="checkbox"/> \$995	<input type="checkbox"/> FREE
TOTAL REMITTANCE		

2 | Your details for registration (Please print)

Delegate 1	Delegate 2
Name: _____	Name: _____
Job title: _____	Job title: _____
Company: _____	Company: _____
Address: _____ _____	Address: _____ _____
Postcode: _____	Postcode: _____
Country: _____	Country: _____
Tel: _____	Tel: _____
Email: _____	Email: _____

3 | Method of payment

Please tick the appropriate box to choose your payment method and sign below:

- Bank Transfer (details will be provided by invoice)**
- Credit Card Payment (pay online at www.managingip.com/IPlitigation19 or call +44 (0) 207 779 8811)**

REGISTRATION FEE: The registration fee includes participation in the forum, documentation material, breakfast, coffee breaks and lunch. All delegates are responsible for their own accommodation and travel.

PAYMENT: All registration fees (where applicable) must be received in full prior to the event date or the invoice due date, whichever is sooner

Please note that in completing this booking form you undertake to adhere to the cancellation and payment terms listed opposite.

Signature: _____ Date: _____

Position: _____

To Register

Online
www.managingip.com/IPlitigation19

Telephone
+44 (0) 20 7779 8938

Email
registrations@managingip.com

Mail
Kevin Pragas
Legal Media Group
8 Bouverie Street
London, EC4Y 8AX, UK

CANCELLATION POLICY: By registering for an event, you are agreeing to the terms and conditions where by you are liable for the full conference fee. All cancellations must be received in writing no later than 6 weeks before the first day of the event (May 3 2019) for a full refund less a 10% administration charge.

We cannot accept verbal cancellations. Cancellations received after May 3 2019 are liable for the full conference fee. However, substitutions can be sent to attend in your place at no extra charge.

If owing to a force majeure, Managing IP is obliged to postpone or cancel the event Managing IP will not be liable for any travel or accommodation expenses incurred by delegates or their organisations. Badge swapping with other registered/nonregistered delegates is against our company policy and will not be permitted.

Any private practice attorney may apply for a reduced course fee to attend CLE programs sponsored by Managing IP based on financial hardship. Simply submit an email stating the reason for the hardship no later than 30 working days prior to the program to registrations@managingip.com.

MARKETING PREFERENCES

If you **have not previously registered** with a [Euromoney group](#) website please tick below so that we can keep you updated about Managing IP and other [Euromoney group](#) company products and services by:

- Email
 Telephone
 SMS
 Mail
 Third party (email only)

You can also visit our [preference centre](#) and make more specific selections based on your interests. Of course, you can unsubscribe at any time.

If you **have previously registered** with a [Euromoney group](#) website and wish to update your marketing preferences, then please visit our [preference centre](#) to do so. You can view our [Privacy Notice](#) and [Terms & Conditions](#) of booking.