

Managing Intellectual Property™

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INTERNATIONAL WOMEN'S LEADERSHIP FORUM 2014

5
CLE POINTS
PENDING

DECEMBER 9, 2014 | THE FAIRMONT SAN JOSE, CALIFORNIA



JOIN YOUR WOMEN PEERS TO

- Find out the latest in licensing and litigation
- Look at the current challenges in biotechnology
- Debate how to deal with non-practising entities
- Engage in an update on global IP developments
- Consider the trade mark and copyright issues
- Discover changes and key issues in post-grant proceedings
- Hear from leading general and IP counsel about how they progressed their careers
- Discuss the importance of leadership and building your network

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INTRODUCTION

The intellectual property landscape is changing with significant legal developments across the globe. Amendments to the America Invents Act (AIA), a more activist Supreme Court, as well as a raft of anti-patent troll bills are affecting practice around patents in the US and globally. Meanwhile patent reform in Europe moves ahead with the Unitary Patent and Unified Patent Court (UPC).

The debate around definition of a trade mark continues and recent trade mark dilution cases have provided interesting conclusions. In copyright, digital liability is still dominating and copyright legislation may soon be changing.

Further to Managing IP's International Women's Leadership Forum in New York in June, MIP is pleased to launch the event in California. It will focus on IP developments in the US and globally and will provide an opportunity for women in IP to hear from thought leaders on subjects such as litigation, licensing, patent protection, copyright and trade marks.

This interactive Forum also examines 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 at the most senior lawyers, this event welcomes associates, senior associates and partners in private practice, and 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.



CONFIRMED SPEAKERS:

- **Catherine Lacavera**, Director of Litigation, **Google**
- **Kat Johnston**, Associate General Counsel, IP, and head of trademarks, **Facebook**
- **Mary Huser**, General Counsel, **BlackBerry Technology Solutions**
- **Christa Anderson**, Partner, **Keker & Van Nest**
- **Michelle Fang**, General Counsel & Chief Legal Officer, **StubHub, Inc**
- **Marisa McGilliard**, Legal Counsel, **Twitter**
- **Eileen Evans**, Vice President & Deputy General Counsel, **Hewlett-Packard**
- **Keltie Sim Luft**, Partner, **Smart & Biggar**
- **Yoon Kang**, Partner, **Smart & Biggar**
- **Carolyn Tang Director**, Legal Affairs, **InterMune, Inc**
- **Naomi Waliman**, Senior Vice President & Associate General Counsel, **CBS Corporation**
- **Alexis Garcha**, Senior Intellectual Property Litigation Counsel, **Nokia**
- **Lori A. Gordon**, Director, **Sterne, Kessler, Goldstein & Fox**
- **Deborah Sterling**, Ph.D., Director, **Sterne, Kessler, Goldstein & Fox**
- **Jessica Le Gros**, Head of Trade Marks, **Baker & McKenzie**
- **Lisa Rosaya**, Partner, **Baker & McKenzie**
- **Danielle J. Holmes**, Assistant General Counsel, Patents, **Microsoft**
- **Kate Drakos**, Assistant General Counsel, Innovation & IP Group, **Microsoft**
- **Jill McWhirter**, Partner, **King & Spalding**
- **Emma Maconick**, Partner, **King & Spalding**
- **Anna Johns**, VP Licensing, **Inventergy**
- **Nicole Campbell**, General Counsel, **SK Planet**
- **Joyce L. Morrison**, Director, Intellectual Property, **Boehringer Ingelheim Vetmedica, Inc.**
- **Lisa McFall**, Deputy General Counsel, IP, **Workday, Inc.**
- **Lisa Buccino**, Senior IP Counsel, **SAP AG**
- **Christine Lhulier**, Corporate Counsel, DuPont Industrial Bioscience, **DuPont**
- **Elizabeth Rushforth**, Senior Vice President & General Counsel, **MedeAnalytics**
- **Christine L. Lofgren**, Managing Counsel, **Toyota, U.S.A., Inc.**
- **Giselle C.W. Huron**, Associate Trademark Counsel, Google
- **Lissi Mojica**, Principal, Dentons
- **Rosie Hardy**, Senior Patent Attorney, Withers & Rogers

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.

PROGRAMME

8.20	Breakfast	
8.50	Introduction to day	Emma Barraclough , Group editor, Managing IP
9.00	Litigation and technology trends <ul style="list-style-type: none"> • Best practice for IP litigation • The importance of the ITC as litigation increases • Injunctive relief in standard-essential patents litigation • Trends in technology • Avoiding litigation issues as the social media grows 	Christa Anderson , Partner, Kecker & Van Nest Mary Huser , General Counsel, BlackBerry Technology Solutions Naomi Waltman , Senior Vice President & Associate General Counsel, CBS Corporation Alexis Garcha , Senior Intellectual Property Litigation Counsel, Nokia Elizabeth Rushforth , Senior Vice President & General Counsel, MedAnalytics
9.50	Licensing trends <ul style="list-style-type: none"> • Tips for writing and negotiating licenses • How to pre-empt and prevent post-licensing disputes • Utilising patent pools and standards setting 	Jill McWhirter , Partner, King & Spalding Emma Maconick , Partner, King & Spalding (moderator) Anna Johns , VP Licensing, Inventergy Nicole Campbell , General Counsel, SK Planet Joyce L. Morrison , Director, Intellectual Property, Boehringer Ingelheim Vetmedica, Inc.
10.40	Coffee	
11.00	Dealing with non-practising entities <ul style="list-style-type: none"> • A summary of anti-NPE bills (The Innovation Act, The Patent Transparency and Improvements Act) • What will the impact be on the US patent system? • How do other countries and jurisdictions handle NPEs? 	Kate Drakos , Assistant General Counsel, Innovation & IP Group, Microsoft Christine L. Lofgren , Managing Counsel, Toyota, U.S.A., Inc. Lissi Mojica , Principal, Dentons
11.30	Challenges in biotechnology <ul style="list-style-type: none"> • Current status and recent developments in the pharmaceuticals and biotech on the west coast • The ramifications of US Supreme Court decisions on patent law • How biotech/pharmaceutical companies are dealing with uncertainty • What is and what is not eligible to be patented? • How to further biotech within the language of Myriad guidance • Anti-counterfeiting strategies globally 	
12.00	How to Protect and Avoid Pitfalls relating to Copyrights, Trademarks, Advertising and Rights of Publicity <ul style="list-style-type: none"> • Protection – registration strategies and considerations for trademarks and copyrights • Enforcement – scoping and tailored approach – brick and mortar vs. online • Social Media Challenges & Avoiding Pitfalls – Ownership issues, enforcement & compliance • Advertising Challenges • Liability Issues 	Jessica Le Gros , Head of Trade Marks, Baker & McKenzie Lisa Rosaya , Partner, Baker & McKenzie Kat Johnston , Associate General Counsel, IP, and head of trademarks, Facebook Giselle C.W. Huron , Associate Trademark Counsel, Google
12.50	Networking lunch	
1.40	Keynote address	Chief Magistrate Judge Elizabeth D. Laporte , Northern District of California
2.00	PTAB litigation <ul style="list-style-type: none"> • Perspectives from the front lines • What to expect from PTAB trials • How APJs are interpreting the law and PTO guidelines • Key issues in the discovery process • Key procedures in PTAB procedures • How patent owners' strategies will evolve 	Deborah Sterling, Ph.D. , Director, Sterne, Kessler, Goldstein & Fox (moderator) Lori A. Gordon , Director, Sterne, Kessler, Goldstein & Fox Lisa McFall , Deputy General Counsel, IP, Workday, Inc. Lisa Buccino , Senior IP Counsel, SAP AG Christine Lhulier , Corporate Counsel, DuPont Industrial Bioscience, DuPont
2.50	Patent reform in Europe <ul style="list-style-type: none"> • Patent reform in Europe: Unitary Patent and Unified Patent Court (UPC) • Any country specific legal challenges • Application fees and monetary considerations • Overview of predominant in-house strategies to-date 	Catherine Lacavera , Director of Litigation, Google Danielle J. Holmes , Assistant General Counsel, Patents, Microsoft Rosie Hardy , Senior Patent Attorney, Withers & Rogers

3.20	Canada: A round up of legislative changes <ul style="list-style-type: none">• Canada's new trade mark law – what will change? Opportunities for companies arising from the change in Legislation• Canada's Combating Counterfeit Products Act• CETA and other developments in pharmaceutical IP protection	Keltie Sim Luft , Partner, Smart & Biggar Yoon Kang , Partner, Smart & Biggar Carolyn Tang Director , Legal Affairs, InterMune, Inc
3.50	Coffee	
4.10	The importance of leadership in developing your career <ul style="list-style-type: none">• What are the attributes of a good leader?• Is leadership innate or can it be learned?• What makes a good team? Team dynamics• How to practically map your career path• What if partnership or board isn't for you? – alternative career paths	Michelle Fang , General Counsel & Chief Legal Officer, StubHub, Inc Marisa McGilliard , Legal Counsel, Twitter Eileen Evans , Vice President & Deputy General Counsel, Hewlett-Packard
5.00	Close of forum and cocktail hour	

REGISTERED DELEGATES TO MANAGING IP WOMEN'S LEADERSHIP FORUM IN SAN JOSE INCLUDE:

- Corporate Counsel, Actuate
- Director, Associate General Counsel, Adobe
- Intellectual Property Counsel, Advanced Bionics
- Trademark Counsel, Agilent Technologies
- Patent Licensing & Strategy, Apple
- Corporate Counsel, Apple
- Corporate Counsel, Internet Services & Marketing, Apple
- Senior Counsel, Apple iTunes
- Senior Counsel, Trademark & Copyright, Apple, Inc.
- Managing Director of IP, Head of Operations, Applied Materials
- Associate General Counsel, Arbonne International
- Head of Trade Marks, Baker & McKenzie
- Partner, Baker & McKenzie
- Legal Operations Manager, Benefit Cosmetics
- General Counsel, Birdi & Associates, Inc.
- VP, Deputy General Counsel, BlackBerry
- Director, Intellectual Property, Boehringer Ingelheim Vetmedica
- Associate General Counsel, California Institute of Technology
- Vice President, Castle Harlan
- Vice President Of Business Development And General Counsel, Cataphora Inc
- Senior Vice President & Associate General Counsel , CBS Corporation
- Global Intellectual Property Manager, Chevron Oronite
- Partner, Cleveland IP
- Senior Legal Counsel, Cortina Systems, Inc.
- Director, Intellectual Property, Coupons.com, Inc.
- Partner, Covington & Burling
- Corporate Counsel, CreativeLive
- Corporate Counsel, DuPont Industrial Biosciences
- Partner, Durie Tangri
- Litigation Counsel And Senior Manager Operations, Ebay
- IP Director, Electronic Frontier Foundation
- Attorney, Electronic Frontier Foundation
- Corporate Counsel, Esurance
- Legal Counsel, Expedia
- Associate General Counsel, Facebook
- Vice President, Legal Operations, Finjan Holdings, Inc.
- Partner, Finnegan Henderson Farabow Garrett & Dunner
- Vice President General Counsel, Five9 Network Systems
- Associate General Counsel, GAP, Inc.
- Senior Corporate Counsel, GAP, Inc.
- Intellectual Property Paralegal, GE
- Corporate Counsel, IP Litigation, Gilead Sciences
- Litigation Paralegal, Intellectual Property, Gilead Sciences
- General Counsel & Corporate Secretary, Chief Compliance Officer, GlobalLogic
- Corporate Counsel, Glu Mobile
- Litigation Counsel, Google
- Patent Paralegal, Google
- Senior Patent Paralegal, Manager, Google
- Corporate Counsel, Google
- Corporate Counsel, Google
- Counsel, Google
- Director, IP and litigation, Google
- Legal Specialist, Google
- Patent Counsel, Google
- Of Counsel, Greenberg Traurig
- General Counsel, Havok
- IP Business Planning & Operations Manager, Hewlett Packard
- Trademark Attorney, Hewlett Packard
- Vice President & Deputy General Counsel, Hewlett-Packard
- Partner, Honigman Miller Schwartz and Cohn
- In-House Counsel, INCUMEDx
- Manager, Patent and IP, Infineon Technologies
- CEO & General Counsel, InGeneron, Inc.
- Director, Technology Insights, Intel Corporation
- Senior Attorney, Intel Corporation
- Senior Counsel, Attorney, Intel Corporation
- Senior Litigation Attorney, Intel Corporation
- Senior Attorney, Intel Corporation
- R&D Consultant, Intelec Group
- Director, Legal Affairs, InterMune, Inc.
- VP Licensing, Inventergy
- Partner, Jenner & Block
- Legal Director, JustAnswer
- Partner, Keker & Van Nest
- Associate, Kilpatrick Townsend & Stockton
- Partner, King & Spalding
- General Counsel, Knowledge Adventure
- Chief Executive Officer, LENS Ventures
- Legal Counsel, Live365
- Partner, Loeb & Loeb
- General Counsel, Technology & IP Transactions, Luidia, Inc.
- Partner, Marshall Gerstein & Borun
- Partner & Executive Committee, Marshall Gerstein & Borun
- Founder, Master-McNeil
- Associate Counsel, Maxim Integrated
- Managing Director & Associate General Counsel, IP, Maxim Integrated
- Senior Vice President & General Counsel, MedeAnalytics
- Assistant General Counsel, Patents, Microsoft
- Assistant General Counsel, Patent Strategy, Microsoft
- Director of IP Licensing, Microsoft
- Senior Patent Attorney, Microsoft
- Attorney, Microsoft
- Corporate Counsel, Mindjet
- Patent Scientist/Intellectual Property Specialist, Monsanto
- In-House Counsel, Law Clerk, My Goods Market
- Senior Counsel, NBCUniversal
- Senior Intellectual Property Litigation Counsel, Nokia
- Senior Manager, Patent Licensing, Nokia
- Patent Attorney, Novartis Institutes for Biomedical Research
- Director, Office of the General Counsel, Pacific Gas and Electric Company
- Co-founder, Parley Pro
- Patent Counsel, Qualcomm, Inc.
- Partner, Quinn Emanuel Urquhart & Sullivan
- Patent Portfolio Manager/Patent Agent, Restoration Robotics, Inc.
- Patent Attorney, Rovi Corporation
- Senior Director, RPX Insurance Services
- Legal Counsel, SanDisk
- Co-Director of the Law Library, Santa Clara University School of Law
- Senior IP Counsel, SAP
- Vice President, General Counsel and Corporate Secretary, Senomyx, Inc.
- Senior Corporate Counsel, Shutterfly
- Senior Corporate Counsel, Shutterfly
- Patent Counsel, Singularity IP
- General Counsel, SK Planet
- Counsel, Intellectual Property and Technology, Skadden, Arps, Slate, Meagher & Flom
- Partner, Smart & Biggar
- Senior Counsel, Sonos, Inc.
- Senior Vice President, Business Affairs, Sony Pictures Home Entertainment
- IP Manager, Specialized Bicycle Components
- Director of Corporate & Foundation Relations, Stanford Law School
- Legal and Patent Counsel, Stem CentRx Inc.
- Director, Sterne Kessler Goldstein & Fox
- General Counsel & Chief Legal Officer, Stubhub, Inc
- Foreign Counsel Liaison, SUG-IMURA International Patent & Trademark
- Corporate Counsel, Symantec
- Senior Corporate Counsel, Symantec
- Vice President, Symantec
- Senior Director, Symantec
- Senior Corporate Counsel, Director, The Clorox Company
- Corporate Counsel, Thismoment, Inc.
- Senior Director, Global Licensing - Americas, TIBCO Software
- Managing Counsel, Toyota Motor Sales
- In-House Counsel, Trimble Navigation
- Legal Counsel, Twitter
- Assistant General Counsel, U-Haul International
- Vice President Intellectual Property, Uniloc USA, Inc.
- Partner, Venable
- Partner, Venable
- Associate, Venable
- Partner, Venable
- Counsel, Venable
- Assistant General Counsel, IP Litigation, Verizon Communications
- General Counsel, VF Outdoor, Inc.
- In-House IP Counsel, Via Licensing
- In-House Counsel & Corporate Secretary, Vionic Group
- Vice President, Trademarks, Visa
- Trademark Counsel, Western Digital
- Vice President, Associate General Counsel, Williams-Sonoma
- Deputy General Counsel, Intellectual Property, Workday, Inc.
- Partner, Wragge Lawrence Graham & Co
- Senior Legal Counsel, Yahoo! Inc.
- Attorney, Young Basile Hanlon & MacFarlane
- Senior IP Counsel, ZTE