

#IPWOMEN

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INTERNATIONAL WOMEN'S LEADERSHIP FORUM 2015

DECEMBER 11, 2015 | THE FAIRMONT SAN JOSE, CALIFORNIA



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PROGRAMME

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8.30	Breakfast	
9.00	Introduction to day	Alice O'Donkor, Managing IP
9.10	The <i>Alice Corp v CLS Bank</i> decision <ul style="list-style-type: none"> • Is it still impacting decision-making over one year later? • Is protecting your patent still as valuable? • How has patent drafting/prosecution practice evolved • Litigation strategies for 101 challenges 	Lim , partner, Finnegan Henderson Farabow Garrett & Dunner (moderator) Judy Yee , assistant general counsel, Microsoft Eve Saltman , deputy general counsel, GoPro Karna Nisewaner , associate general counsel, Cadence Design Systems Dori Hines , partner, Finnegan Henderson Farabow Garrett & Dunner
10.00	Practical advice for handling post-grant challenges: Lessons learned from PTAB <ul style="list-style-type: none"> • Perspectives from the front line • 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 	Lori Gordon , director, Sterne Kessler Goldstein & Fox (moderator) Kimberly Schmitt , managing counsel, Intel Xiao Chang , senior corporate counsel, Cisco Tina Hulse , administrative patent judge, USPTO Michelle Holoubek , partner, Sterne Kessler Goldstein & Fox
10.50	Coffee	
11.10	IP in arbitration <ul style="list-style-type: none"> • What is arbitration? • The pros and cons of arbitration versus litigation, particularly in the context of IP disputes • An overview of the different contexts in which an IP arbitration might arise, including contractually or pursuant to international investment agreements • Drafting and negotiating arbitration clauses • A discussion of various institutional rules, including rules governing IP disputes • Available arbitral remedies and enforcing the arbitral award 	Natasha Moffitt , partner, King & Spalding (moderator) Timur Engin , patent litigation counsel, Google Suzanne Montgomery , associate general counsel - specialized litigation, AT&T Nicky Espinosa , general counsel, Heartflow Silvia Marchili , partner, King & Spalding
12.00	Challenges to online enforcement and potential pitfalls <ul style="list-style-type: none"> • Challenges and considerations for wearable tech and 3D Printing • Practical tips for policing and enforcing your trademarks and copyrights online • Update on online advertising, marketing and disclosures • Branding strategies as part of developing a retailer's culture: eco-issues, personalising products, etc. 	Pamela Church , partner, Baker & McKenzie (moderator) Emily Burns , senior trademark counsel, Google Cara Baldwin , associate general counsel, Overstock.com Lisa Rosaya , partner, Baker & McKenzie
12.50	Networking lunch	
1.40	Trends in licensing <ul style="list-style-type: none"> • Important considerations for writing and negotiating licences • Cross border and cross-licences • How to pre-empt and prevent post-licensing disputes 	Jennifer Bennett , partner, Dentons (moderator) Jill Bowman , associate general counsel, Intel Katherine Chu , associate corporate counsel, Glu Mobile
2.20	From pay-for-delay to SEPs – Where does Canada stand on IP and competition law <ul style="list-style-type: none"> • Review of IP and competition policy in Canada • Proposed changes to competition policy: Draft IP Enforcement Guidelines • Other measures to address competition and IP: Patented Medicine Prices Review Board 	Christine Genge , partner, Smart & Biggar/ Fetherstonhaugh (moderator) Monica Barone , senior legal counsel, Qualcomm Daphne Lainson , partner, Smart & Biggar/ Fetherstonhaugh
2.50	Patent reform in Europe <ul style="list-style-type: none"> • Patent reform in Europe: Unitary Patent and Unified Patent Court (UPC) • Legal challenges in the transition period • Application fees and financial considerations • Risks and opportunities – evolving in-house strategies 	Penny Gilbert , partner, Powell Gilbert (moderator) Sonia Cooper , senior patent attorney, Skype Division, Microsoft Michele Wales , principal, In House Patent Counsel Amandine Métier , partner, Véron & Associés Sabine Agé , partner, Véron & Associés
3.40	Coffee	
4.00	Recent USA and EU developments in trademark law <ul style="list-style-type: none"> • Trade mark dilution • The impact of recent cases: <i>Nestlé v Cadbury</i> • Rights of publicity – how to handle each state and its different rules 	Tania Clark , partner, Withers & Rogers (moderator) Jennifer Draffen , associate general counsel, Facebook
4.30	The importance of leadership in developing your career <ul style="list-style-type: none"> • Experiences that have best prepared you for your current leadership role • How did your career path come about • Advice for junior or senior lawyers who want to progress their careers • How did you go about building your network • Balancing work-life commitments 	Susan Heller , partner, Greenberg Traurig (moderator) Danielle Johnston Holmes , assistant general counsel, Microsoft Cynthia Tregillis , senior director, brand protection & trademark law, Western Digital Eileen Evans , VP & deputy general counsel, Hewlett-Packard Maureen Beacom Gorman , partner, Marshall Gerstein & Borun
5.20	Microsoft cocktail reception in The Lobby Lounge	