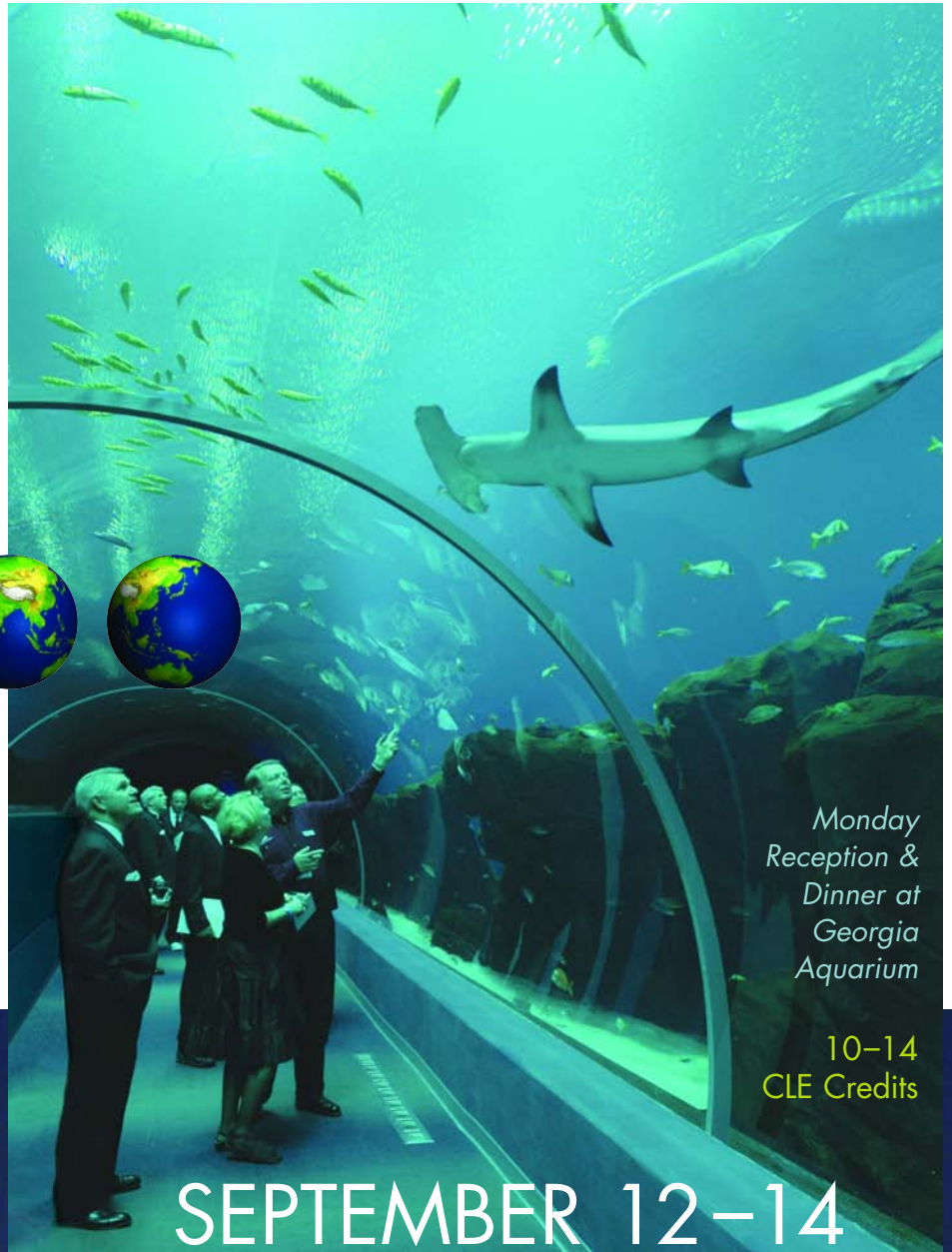


ANNUAL



IPO



*Monday  
Reception &  
Dinner at  
Georgia  
Aquarium*

**10-14  
CLE Credits**

**SEPTEMBER 12-14**

**ATLANTA, GEORGIA, USA**

**KEYNOTE SPEAKERS:**

**HON. RANDALL R. RADER**

Chief Judge, U.S. Court of  
Appeals for the Federal Circuit

**KEVIN KENNEDY**

President and CEO, Avaya, Inc.



For details visit [www.ipo.org/AM2010](http://www.ipo.org/AM2010)

MESSAGE FROM  
THE PRESIDENT



Douglas K. Norman  
*Eli Lilly and Co.*

Dear IPO Members and Colleagues:

It is my pleasure to invite you to the 2010 IPO Annual Meeting at the Hyatt Regency Hotel in Atlanta, GA. The program committee, chaired by Bernard J. Graves of Eastman Chemical Co., has created an excellent program.

The Atlanta IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities, exhibits, and guest activities. Renew acquaintances and make new friends by attending the Monday Reception & Dinner at Georgia Aquarium. Enjoy cocktails and hors d'oeuvres while strolling through the world's largest aquarium, which features more animals than any other aquarium in more than eight million gallons of water. Dinner will take place in the Oceans Ballroom, with views of the beluga whales, manta rays, whale sharks and more.

We are pleased to have the **Honorable Randall R. Rader, Chief Judge, U.S. Court of Appeals for the Federal Circuit**, as Monday's luncheon speaker. Tuesday's luncheon speaker will be **Kevin Kennedy, President and CEO, Avaya, Inc.** Parallel sessions on patent and trademark topics are offered throughout the meeting, including an ethics presentation for both patent and trademark attorneys. Program details begin on page 3.

In addition to the events IPO is offering, you and your family can enjoy Atlanta's many restaurants, shopping, museums, historical sites and attractions. Registered guests will be able to accompany you to the continental breakfasts as well as the Sunday Welcome Reception and Monday Dinner, and take advantage of a free shuttle to Stone Mountain Park or the Virginia Highlands neighborhood. More information is on page 9.

I hope you will join us for what promises to be an outstanding program!

Cordially,

A handwritten signature in blue ink that reads 'Douglas K. Norman'.

Douglas K. Norman  
IPO President



# 2010 IPO ANNUAL MEETING

SEPTEMBER 12-14 | ATLANTA | GEORGIA, USA



## SPECIAL EVENT

### Reception & Dinner at Georgia Aquarium

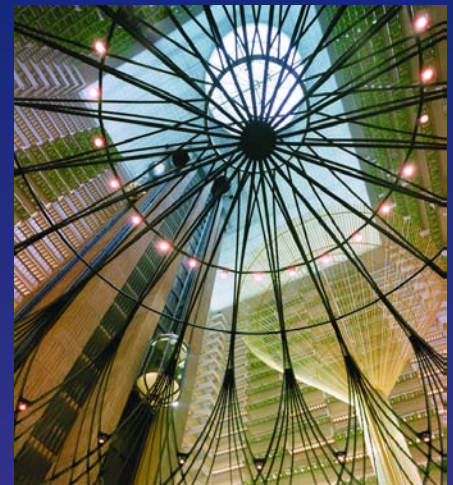
Join us during a private event at this stunning location. See details on page 8.

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**REGISTER AT [www.ipo.org/AM2010](http://www.ipo.org/AM2010)**  
or see registration form on page 17

## About the Hyatt Regency Atlanta



With its innovative design and shimmering blue dome that stands out from the downtown skyline, Hyatt Regency Atlanta is a luxurious architectural landmark located on Atlanta's famous Peachtree Street. As the first contemporary atrium hotel in the world, the Hyatt revolutionized hotel design with its magnificent 22-story lobby.

Hyatt Regency is conveniently accessible to Atlanta's business community and the city's premier attractions.



# PROGRAM-AT-A-GLANCE

PROGRAM AT-A-GLANCE

	SUNDAY SEPTEMBER 12	MONDAY SEPTEMBER 13	TUESDAY SEPTEMBER 14	
<b>Registration Desk</b>	Noon-8:00PM	7:00AM-6:00PM	7:00AM-6:00PM	
<b>IP EXPO Hall</b>	-	7:00AM-4:30PM	7:00AM-4:30PM	
<b>7:00 AM</b>		<b>CONTINENTAL BREAKFAST, IP EXPO, INTERNET CAFÉ &amp; PRINT CENTERS</b>	<b>CONTINENTAL BREAKFAST, IP EXPO, INTERNET CAFÉ &amp; PRINT CENTERS</b>	
:30				
<b>8:00</b>		<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Recent Decisions Affecting Patent Law</p> </div> <div style="width: 45%;"> <p>Recent Updates in Trademark &amp; Copyright Law</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Alternatives to Patent Litigation</p> </div> <div style="width: 45%;"> <p>Stopping Counterfeiting Around the World</p> </div> </div>	
:30				
<b>9:00</b>			<b>IPOEF Board Meeting</b> (8:00AM-11:00AM)	
:30				
<b>10:00</b>		<b>COFFEE BREAK, IP EXPO, INTERNET CAFÉ &amp; PRINT CENTERS</b>		<b>COFFEE BREAK, IP EXPO, INTERNET CAFÉ &amp; PRINT CTRS.</b>
:30				
<b>11:00</b>		<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>False Marking of Patent Numbers</p> </div> <div style="width: 45%;"> <p>Growing Pains of Going Green</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Establishing an Objective Value of IP</p> </div> <div style="width: 45%;"> <p>Right of Publicity</p> </div> </div>	
:30				
<b>12:00 NN</b>	<b>IPO Board of Directors Meeting</b> <i>(Members and Alternates)</i>	<b>LUNCHEON</b> Address by <b>Hon. Randall R. Rader</b>	<b>LUNCHEON</b> Address by <b>Kevin Kennedy</b>	
:30				
<b>1:00</b>				
:30				
<b>2:00</b>			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>IPO Committee CLE Presentations <i>(Select One of Six)</i></p> </div> <div style="width: 45%;"> <p>Practical Tips for Policing IP Portfolios Around the World</p> </div> </div>	<p>Internet Surveys and Dilution Surveys</p>
:30				
<b>3:00</b>			<b>COFFEE BREAK, IP EXPO, INTERNET CAFÉ &amp; PRINT CENTERS</b>	<b>COFFEE BREAK, IP EXPO, INTERNET CAFÉ &amp; PRINT CENTERS</b>
:30				
<b>4:00</b>			<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Patent Prosecution</p> </div> <div style="width: 45%;"> <p>ICANN gTLDs</p> </div> </div>	<b>ETHICS SESSION</b>
:30				
<b>5:00</b>	<b>IPO Committee Business Meetings</b>		<i>Meeting Adjournment</i>	
:30				
<b>6:00</b>				
:30				
<b>7:00</b>	<b>Welcome Reception</b>			
:30				
<b>8:00</b>		<b>Reception &amp; Dinner at Georgia Aquarium</b>		
:30				
<b>9:00</b>	<b>IPO Board of Directors &amp; Special Guests Dinner</b> <i>(By Invitation)</i>			
:30				
<b>10:00</b>				

- Breaks, Meals and Social Events
- CLE & Business Meetings
- Concurrent Sessions:
  - Patent
  - Trademark



ATLANTA, GEORGIA, USA  
ADVANCE PROGRAM

## SUNDAY, SEPTEMBER 12

12:00PM – 8:00PM . . . . . EARLY REGISTRATION

12:00PM – 4:00PM . . . . . IPO BOARD OF DIRECTORS MEETING (*Board Members and Alternates*)

5:00PM – 6:00PM . . . . . COMMITTEE BUSINESS MEETINGS (*Concurrent*)

- |                             |                                  |                               |
|-----------------------------|----------------------------------|-------------------------------|
| • Asian Practice            | • Green Technology Innovation    | • Pharmaceutical Issues       |
| • Corporate IP Management   | • International Trade Commission | • Software & Business Methods |
| • Counterfeiting and Piracy | • Litigation                     | • Standards Setting           |
| • Design Rights             | • Patent Law & Practice (Int'l)  | • Trade Secrets               |
| • Discovery                 | • Patent Office Practice (US)    | • Trademark Law (US)          |

6:00PM – 8:00PM . . . . . WELCOME RECEPTION

*Sponsored by Kenyon & Kenyon LLP*

8:00PM – 10:00PM . . . . . IPO BOARD OF DIRECTORS & SPECIAL GUESTS DINNER (*By Invitation Only*)

## MONDAY, SEPTEMBER 13

7:00AM – 8:00AM . . . . . REGISTRATION ■ CONTINENTAL BREAKFAST ■ IP EXPO ■ INTERNET CAFÉ ■ PRINT CENTERS

*Breakfast Sponsored by Leydig, Voit & Mayer, Ltd. | Print Centers Sponsored by Baker & McKenzie, LLP*

8:00AM – 9:30AM . . . . . **OPENING SESSIONS** (*Concurrent*)

### PATENT

#### WELCOME REMARKS

Douglas K. Norman, *Eli Lilly and Co., Indianapolis, IN*

#### RECENT DECISIONS AFFECTING PATENT LAW

Overview of significant recent decisions affecting patent law and practice. The Supreme Court and the Federal Circuit have been actively reforming the rules of play. From defining patentable subject matter in *Bilski*, clarifying the law under § 112 in *Ariad*, to narrowing the scope of damages, the Courts, for better or worse, have addressed many concerns of Congress and the IP community.

Moderator: **Paul H. Berghoff**, *McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL*

**Meg Boulware**, *Baker & McKenzie, LLP, Houston, TX*  
**J. Michael Jakes**, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC*  
**Gale "Pete" R. Peterson**, *Cox Smith Matthews Incorporated, San Antonio, TX*

### TRADEMARK

#### WELCOME REMARKS

Herbert C. Wamsley, *Intellectual Property Owners Association, Washington, DC*

#### RECENT UPDATES IN TRADEMARK & COPYRIGHT LAW

Learn the latest developments in trademark, copyright, and related areas of law, as well as practical advice for responding to them, from leading commentators.

Moderator: **Theodore H. Davis, Jr.**, *Kilpatrick Stockton LLP, Atlanta, GA*

**James H. Johnson**, *Sutherland Asbill & Brennan LLP, Atlanta, GA*

**Kate Spelman**, *Cobalt LLP, Berkeley, CA*  
**Speaker**, *U.S. Patent and Trademark Office, Alexandria, VA (invited)*

### Deadlines

**JULY 31, 2010**  
EARLY  
REGISTRATION  
DISCOUNT

**AUGUST 11, 2010**  
HOTEL  
RESERVATIONS

**AUGUST 27, 2010**  
REGISTRATION  
CANCELLATION

MONDAY, SEPTEMBER 13 > *continued*

9:30AM – 10:15AM . . . . COFFEE BREAK ■ IP EXPO ■ INTERNET CAFÉ ■ PRINT CENTERS

Coffee Break Sponsored by Leydig, Voit & Mayer, Ltd.

Print Centers Sponsored by Baker & McKenzie, LLP

10:15AM – 11:45AM . . . . **BREAKOUT SESSIONS** (*Concurrent*)

## PATENT

### FALSE MARKING OF PATENT NUMBERS: LITIGATION SPIKE OR CONTINUING ISSUE?

Discussion on the explosion of *qui tam* suits for false patent marking resulting in more than 100 pending suits. Issues include amount of potential liability (*Forest Group, Inc. v. Bon Tool, Inc.*), requirement for intent to deceive the public (*Pequignot v. Solo Cup Co.*), standing to bring suit (*Stauffer v. Brooks Brothers*), pending legislation to abolish *qui tam* suits, and strategies for avoiding liability.

Moderator: **Prof. Elizabeth Winston**, *Catholic University, Washington, DC*

**John Fargo**, *Department of Justice, Washington, DC (invited)*

**Joe Matal**, *Senate Judiciary Committee, Washington, DC*

**Jason White**, *Howrey LLP, Chicago, IL*

## TRADEMARK

### GROWING PAINS OF GOING GREEN: TRIALS AND TRIBULATIONS OF "GREEN" MARKS AND MARKETING

As companies increasingly position themselves as environmentally aware, government agencies are faced with a surge of "green" trademarks and advertisements touting the climate-friendly benefits of their products and services. This panel will discuss marketing efforts and trademark applications that attempt to ride this "green" wave—those that stay within the boundaries and those that go too far.

**Jeffrey Greenbaum**, *Frankfurt Kurnit Klien & Selz P.C., New York, NY*

**Laura Koss**, *Federal Trade Commission, Washington, DC (invited)*

**Kathryn Barrett Park**, *General Electric Co., Fairfield, CT*

**Speaker**, *Natl. Advertising Division Council of Better Business Bureaus, Arlington, VA (invited)*

12:00NN – 1:30PM . . . . LUNCHEON

Sponsored by StoneTurn Group



Address by: **Hon. Randall R. Rader**

*Chief Judge, U.S. Court of Appeals for the Federal Circuit, Washington, DC*

Randall R. Rader was appointed to the U.S. Court of Appeals for the Federal Circuit by President George H. W. Bush in 1990 and assumed the duties of Chief Judge on June 1, 2010. He was appointed to the U.S. Claims Court (now the U.S. Court of Federal Claims) by President Ronald W. Reagan in 1988. Chief Judge Rader has taught courses on patent law and other advanced intellectual property courses at George Washington University Law School, University of Virginia School of Law, Georgetown University Law Center, Munich Intellectual Property Law Center, and university programs in Tokyo, Taipei, New Delhi, and Beijing. He has also co-authored several texts on patent law. He has won acclaim for leading dozens of government and educational delegations to other countries, teaching rule of law and intellectual property law principles. Before appointment to the bench, he served as Minority and Majority Chief Counsel to Subcommittees of the U.S. Senate Committee on the Judiciary.

*Optional event; separate registration required (see page 17 for details)*

1:45PM – 3:15PM . . . . **COMMITTEE BREAKOUT SESSIONS** (*Concurrent*)

#### ■ Asian Practice Committee

#### The Sum of All Fears: Compulsory Licensing as an Emerging Global IP Issue.

Recent developments, issues, cases, and legislation associated with compulsory licensing will be addressed from various geographical perspectives including the U.S., Europe, Taiwan and China.

#### ■ Discovery and Litigation Committees

#### Best Practices in Multi-Defendant Litigation.

Litigation strategy and discovery issues arising in multi-defendant settings where joint defense teams have to work together efficiently and effectively.

*Continued >*

MONDAY, SEPTEMBER 13 > *continued*

1:45PM – 3:15PM. . . . . **COMMITTEE BREAKOUT SESSIONS (Concurrent)** > *continued*

■ **European Practice Committee**

**Recent Trends in European Practice.** Recent developments with respect to European centralization of litigation, the increased tension with European Competition Law, the rule changes and case law of the EPO and the OHIM, and insight into the idiosyncrasies of EU litigation.

■ **Pharmaceutical Issues Committee**

**A New Patent Dance: The Biologics Price Competition and Innovation Act.** Overview of the recently enacted Biologics Price Competition and Innovation Act, which provides a new regulatory pathway for FDA approval of biosimilars. Various requirements, exclusivities and incentives for reference product sponsors and biosimilar applicants, mechanisms for instituting patent litigation, comparisons between this new legislation and the existing Hatch-Waxman scheme, status of implementation by the FDA, and issues that are likely to arise under the new law.

■ **Trademark Law (US) Committee**

**Use and Abuse of Trademarks on the Internet.** Hot trademark topics arising from online use, including such evolving issues as protecting and enforcing marks on social networking sites, contributory infringement on online auction sites, trademark issues in online gaming, the use of keywords in search engines, counterfeits in real and “virtual” online settings, and domain name issues.

■ **Trade Secrets Committee**

**Creating a Culture of Privacy: Merging Privacy Compliance and Protection of IP.** Key regulatory and legal developments at the intersection of privacy and protection of trade secrets and intellectual property, and the cost-efficiencies of merging privacy compliance with an overall data governance program.

3:15PM – 4:00PM. . . . . **COFFEE BREAK ■ IP EXPO ■ INTERNET CAFÉ ■ PRINT CENTERS**

Coffee Break Sponsored by *Leydig, Voit & Mayer, Ltd.*

Print Centers Sponsored by *Baker & McKenzie, LLP*

4:00PM – 5:30PM. . . . . **BREAKOUT SESSIONS (Concurrent)**

**PATENT**

**PATENT PROSECUTION**

An update on recent USPTO changes and current plans, including new obviousness guidelines, Board of Patent Appeals and Interferences rules and practice, multi-track patent prosecution, patent prosecution highway, and 112 practice in view of the U.S. Supreme Court decision in *Bilski*.

Moderator: **William F. Smith**, *Woodcock Washburn, LLP, North Augusta, SC*

**Andrew Faile**, *U.S. Patent and Trademark Office, Alexandria, VA*

**Manny Schecter**, *IBM Corp., Armonk, NY (invited)*

**Cheryl J. Tubach**, *J.M. Huber Corporation, Atlanta, GA*

**TRADEMARK**

**ICANN gTLDs: IMMINENT REALITY AND IMPLICATIONS FOR IP OWNERS**

The range of generic Top-Level Domains (gTLD) is about to open up dramatically to encompass whatever a qualified applicant can successfully pursue through ICANN's evaluation process. With the release of the 4th Draft Applicant Guidebook, the launch of the program is imminent, despite concerns raised by IP owners.

Moderator: **Paula Guibault**, *The Coca-Cola Co., Atlanta, GA*

**Kathleen McCarthy**, *King & Spalding, New York, NY*

**Rick McMurtry**, *Turner Broadcasting System, Inc. Atlanta, GA*

**Kristina Rosette**, *Covington & Burling LLP, Washington, DC*

7:00PM – 9:30PM. . . . . **RECEPTION & DINNER AT GEORGIA AQUARIUM**

Reception & Dinner Cosponsored by *Brinks Hofer Gilson & Lione*; and *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*. Transportation Sponsored by *Kilpatrick Stockton LLP*

Enjoy cocktails and hors d'oeuvres while strolling through the world's largest aquarium. Dine in the Oceans Ballroom, with views of the beluga whales, manta rays, whale sharks and more.



## TUESDAY, SEPTEMBER 14

7:00AM – 8:00AM . . . . . REGISTRATION ■ CONTINENTAL BREAKFAST ■ IP EXPO ■ INTERNET CAFÉ ■ PRINT CENTERS

Continental Breakfast Sponsored by Sughrue Mion, PLLC

Print Centers Sponsored by Baker & McKenzie, LLP

8:00AM – 11:00AM . . . . . IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING (*Board Members and Alternates*)

8:00AM – 9:30AM . . . . . **BREAKOUT SESSIONS** (*Concurrent*)

### PATENT

#### ALTERNATIVES TO DISTRICT COURT LITIGATION

Other options are available for both the patent owner and the accused infringer. Filings of §337 actions in the ITC are up substantially. What are the benefits and how can the proceedings be best utilized? Is Reexam a better option today for the accused infringer? What are reasons to proceed with an *ex parte* or *inter partes* filing?

Moderator: **Pamela R. Crocker**, *Eastman Kodak Co., Rochester, NY*

**Kenneth R. Adamo**, *Jones Day, Cleveland, OH*

**Ruffin B. Cordell**, *Fish & Richardson PC, Washington, DC*

**Steven I. Weisburd**, *Dickstein Shapiro LLP, New York, NY*

### TRADEMARK

#### STOPPING COUNTERFEITING AROUND THE WORLD: A "HOW TO" SESSION

Companies usually have no problem identifying counterfeit goods but once the counterfeits have been identified what should you do? Learn about civil and criminal options available for pursuing counterfeiters, including insights into how to get the government interested in your case and how other companies are effectively handling counterfeiters.

Moderator: **Leigh Ann Lindquist**, *Sughrue Mion, PLLC, Washington, DC*

**Brian Brokate**, *Gibney Anthony & Flaherty, New York, NY*

**Paul Kunze**, *U.S. Immigration and Customs Enforcement, Minneapolis, MN (invited)*

**Brian Pearce**, *U.S. Attorney's Office, Northern District of Georgia, Atlanta, GA*

9:30AM – 10:15AM . . . . . COFFEE BREAK ■ IP EXPO ■ INTERNET CAFE ■ PRINT CENTERS

Coffee Break Sponsored by Sughrue Mion, PLLC

Print Centers Sponsored by Baker & McKenzie, LLP

10:15AM – 11:45AM . . . . . **BREAKOUT SESSIONS** (*Concurrent*)

### PATENT

#### ESTABLISHING AN OBJECTIVE VALUE OF IP

A review of the means and methods used by companies to value their IP for the purposes of conducting business. This session will attempt to place specific emphasis on methods used by consultants and IP intermediaries to establish an objective value for patents and/or portfolios that is most likely to match the actual market value for those IP assets.

**John Cronin**, *ipCapital Group, Inc., Williston, VT*

**James E. Malackowski**, *Ocean Tomo, Chicago, IL*

**Jonathan D. Putnam**, *Charles River Associates, Boston, MA*

**Chelton D. Tanger**, *PriceWaterhouseCoopers, Atlanta, GA*

### TRADEMARK

#### RIGHT OF PUBLICITY: WHAT'S THE RIGHT BALANCE OF RIGHTS?

From sports players to celebrities, everyone is seeking to control the commercial use of their identity. But what is "commercial"? What is "identity"? How long does this right last? A failure to understand these boundaries can be an expensive mistake; this panel will provide an overview of where the court decisions and statutory amendments are headed.

**Ronald S. Katz**, *Manatt, Phelps & Phillips, LLP, Palo Alto, CA*

**Elizabeth McNamara**, *Davis Wright Tremaine, LLP, New York, NY*

**Rebecca Tushnet**, *Georgetown University Law Center, Washington, DC*

TUESDAY, SEPTEMBER 14 > *continued*

12:00NN – 1:30PM . . . . . LUNCHEON



Cosponsored by Buchanan Ingersoll & Rooney PC and DLA Piper LLP

*Optional event; separate registration required (see p. 17).*

Address by: Kevin Kennedy, *President & CEO, Avaya, Inc.*

Kevin Kennedy is the President and Chief Executive Officer of Avaya. Avaya is a leading global provider of business communications applications, systems and services. Prior to joining the company in January 2009, Mr. Kennedy served as President and CEO of JDS Uniphase Corporation. Before joining JDSU, Mr. Kennedy served as Chief Operating Officer of Openwave Systems, Inc. Prior to joining Openwave Systems, he spent close to eight years at Cisco Systems, Inc., most recently as Senior Vice President of the Service Provider Line of Business and Software Technologies Division. Earlier in his career, he spent 17 years with AT&T Bell Laboratories. Mr. Kennedy holds a B.S. in engineering from Lehigh University in Pennsylvania, and M.S. and Ph.D. degrees in engineering from Rutgers University.

1:45PM – 3:15PM. . . . . BREAKOUT SESSIONS (*Concurrent*)

PATENT	TRADEMARK
<p><b>PRACTICAL TIPS FOR POLICING IP PORTFOLIOS AROUND THE WORLD</b></p> <p>Many IP owners spend millions of dollars to protect their inventions and are strategic and sophisticated in their approach; but what strategies, processes and funding do they have for offensively searching for infringing companies? Some of the US leaders in proactive policing and enforcing of their IP portfolios share their secrets of success.</p> <p>Introduction: <b>Richard Plansky</b>, <i>Kroll Associate Inc., New York, NY</i></p> <p>Panel:</p> <p><b>Edward Blocker</b>, <i>Koninklijke Philips Electronics N.V., Briarcliff Manor, NY (invited)</i></p> <p><b>Scott M. Frank</b>, <i>AT&amp;T, Atlanta, GA</i></p> <p><b>Steven W. Miller</b>, <i>Procter &amp; Gamble Co., Cincinnati, OH</i></p>	<p><b>INTERNET SURVEYS AND DILUTION SURVEYS</b></p> <p>With the explosion in internet marketing and social media has come the challenge of how to measure likelihood of confusion when the usual “mall intercept” survey just doesn’t capture the experience of the ordinary consumer. In addition, trademark practitioners and survey experts alike continue to wrestle with whether and how a survey might be used to evaluate the extent of trademark dilution.</p> <p>Moderator: <b>Hildy Bowbeer</b>, <i>3M Innovative Properties Co., St. Paul, MN</i></p> <p><b>Bruce R. Ewing</b>, <i>Dorsey &amp; Whitney, LLP, New York, NY</i></p> <p><b>Gerald L. Ford</b>, <i>Ford Bubala &amp; Associates, Huntington Beach, CA</i></p> <p><b>Manny D. Pokotilow</b>, <i>Caesar, Rivise, Bernstein, Cohen &amp; Pokotilow, Ltd., Philadelphia, PA</i></p>

3:15PM – 4:00PM. . . . . COFFEE BREAK ■ IP EXPO ■ INTERNET CAFÉ ■ PRINT CENTERS

Coffee Break Sponsored by Sughrue Mion, PLLC  
Print Centers Sponsored by Baker & McKenzie, LLP

4:00PM – 5:30PM. . . . . ETHICS SESSION

Top ten causes of malpractice claims in the practice of intellectual property law. In addition, a discussion of lawyer’s ethical obligations in the supervision of lawyers and non-lawyers with whom they work, including outsourcing of legal services.

Moderator: **Lynn Alstadt**, *Buchanan Ingersoll & Rooney, PC, Pittsburgh, PA*

**Prof. David Hricik**, *Mercer University School of Law, Macon, GA*  
**Frank E. Quirk**, *University of Akron School of Law, Akron, OH (invited)*

5:30PM . . . . . ADJOURNMENT

ATLANTA 2010

**MONDAY, SEPT. 13**

7:00PM – 9:30PM

## Reception & Dinner at Georgia Aquarium



*The exterior of Georgia Aquarium was designed to resemble a giant ship breaking through a wave.*

Reception & Dinner  
cosponsored by

**Brinks Hofer  
Gilson & Liono**

**Finnegan, Henderson,  
Farabow, Garrett &  
Dunner, LLP**

Transportation to the  
reception sponsored by  
**Kilpatrick Stockton LLP**

In November 2005, Georgia Aquarium officially opened its doors to the public. As the world's largest aquarium, Georgia Aquarium features more animals than any other in more than eight million gallons of water. This world-class attraction features more than 100,000 animals from over 500 species. Through a path of more than sixty exhibits, the Aquarium tells a global water story, with features modeled after the greatest zoos and aquariums in the world. Each majestic exhibit is designed to inspire, entertain and educate.

Registered guests will be led by "a wall of fish" into Georgia Aquarium's Atrium, where cocktails and hors d'oeuvres will be served. During the reception, guests can explore the Aquarium's fascinating exhibits.

The **River Scout Gallery** showcases river fauna. Here, you will discover a wide diversity of animals found in the rivers of Africa, South America, Asia and right here in Georgia, USA. The **Tropical Diver** exhibit features sparkling living corals and thousands of colorful reef fishes presented in a faithful recreation of a tropical Pacific coral reef, complete with an overhead crashing wave. **Cold Water Quest** is home to the Aquarium's beloved beluga whales, California sea lions, sea otters, and African black-footed penguins. The **Ocean Voyager** exhibit features the second largest viewing window in the world at 23 ft. tall by 61 ft. wide. It is here that visitors can view the whale sharks, Trixie, Alice, Yushan and Taroko.

After the reception, guests will be led to the Ocean Ballroom for dinner. The room features two private viewing windows of the breathtaking aquatic environments. One window offers views of the whale sharks, manta rays and more. The other viewing window looks into the home of the beluga whales.



Transportation will be provided between Georgia Aquarium and the Hyatt Regency Hotel. Buses will depart promptly at 6:50PM. Please meet at the corner of Baker and Peachtree Streets, located outside the main lobby entrance of the hotel, at 6:40PM. The Aquarium is four blocks away. Guests may choose to walk to the event. For guests arriving on their own, please use the Baker Street Entrance. Please note that buses returning to the hotel from the Aquarium will be departing from the Ballroom exit, located on Ivan Allen Jr. Boulevard.

# 2010 IPO ANNUAL MEETING

SEPTEMBER 12-14  
ATLANTA, GA, USA

## 2010 IPO ANNUAL MEETING PROGRAM COMMITTEE

### Chair

Bernard J. Graves, Jr.  
Eastman Chemical Co.,  
Kingsport, TN

### Officer in Charge

Richard F. Phillips,  
Exxon Mobil Corp.,  
Houston, TX

### Vice Chair – Patents

Carl B. Horton  
General Electric Co.,  
Fairfield, CT

### Vice Chair – Trademarks

Paula Guibault  
The Coca-Cola Co.,  
Atlanta, GA

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Buchanan Ingersoll &  
Rooney PC,  
Pittsburgh, PA

Ronald A. Bleeker  
Finnegan, Henderson,  
Farabow, Garrett &  
Dunner, LLP,  
Washington, DC

Hildy Bowbeer  
3M Innovative Properties  
Co., St. Paul, MN

Theodore H. Davis, Jr.  
Kilpatrick Stockton LLP,  
Atlanta, GA

Patryce Y. Denson  
Accenture, Chicago, IL

Michael L. Fuller,  
Knobbe Martens  
Olson & Bear, LLP,  
San Diego, CA

Gary M. Hoffman  
Dickstein Shapiro LLP,  
Washington, DC

Leigh Ann Lindquist  
Sughrue Mion, PLLC,  
Washington, DC

Kenneth L. Ng  
Illinois Tool Works Inc.,  
Glenview, IL

Pete G. Pappas  
Sutherland Asbill &  
Brennan LLP,  
Atlanta, GA

Cheryl J. Tubach,  
J.M. Huber Corporation,  
Atlanta, GA

Brian H. Way  
Altera Corp.,  
San Jose, CA

Jayna R. Whitt  
Apple Inc.,  
Cupertino, CA

## Guest Pass

GUESTS OF ANNUAL MEETING REGISTRANTS MAY PURCHASE A GUEST PASS FOR \$150 PER PERSON.

The pass allows your guest or spouse to accompany you to the Sunday evening reception, continental breakfasts on Monday and Tuesday, the Reception & Dinner at Georgia Aquarium on Monday evening, and access to a free shuttle to **Stone Mountain Park** or **Virginia Highlands** neighborhood on Monday.

**Stone Mountain Park** is a 3,200 acre world where excitement is carved in stone. Stone Mountain was formed approximately 300 million years ago. The giant granite rock rises 1,683 feet above sea level and covers 583 acres of rolling plateau.

The largest bas-relief sculpture in the world, the Confederate Memorial Carving, depicts three heroes of the U.S. Civil War — Confederate President Jefferson Davis and Generals Robert E. Lee and Thomas J. “Stonewall” Jackson. The three-acre carved surface is larger than a soccer field! Other park attractions

include Summit Skyride, a cable car that provides a stunning view of the Confederate Memorial Carving as it takes guests to the top of the mountain.

*Note: Tickets to enter Stone Mountain Park are not included and must be purchased separately either in advance or at the entrance to the park.*



**Historic Virginia Highlands** is Atlanta’s most popular neighborhood for shopping, dining and nightlife. Developed in the early 1900’s, it consists of seven distinct commercial “villages” alternating with short, walkable blocks of charming bungalow homes. Its name derives from the intersection of Virginia and Highland Avenues. Virginia Highlands is acclaimed for its eclectic shopping. Trend-setting apparel, classic to kitschy antiques, folk and pop art, whimsical decorative accessories, natural linens, distinctive art books, gourmet kitchenwares, fine woodworking and gardening tools, unusual fresh flowers, rare cigars, full-service day spas, fashionable salons, gelatos, contemporary, antique or traditional furniture – all are just a few of the extensive retail offerings.



# 2010 ANNUAL MEETING SPONSORS AS OF JUNE 30, 2010

SPONSORS & EXHIBITORS

## Monday Reception & Dinner Cosponsor



## Monday Reception & Dinner Cosponsor



## Sunday Welcome Reception



## Materials in the Meeting Bag



## Transportation (For Monday Reception & Dinner at Georgia Aquarium)



## Monday Lunch



## Meeting Pocket Program Cosponsor



## Hotel Room Key Cards



## Tuesday Lunch Cosponsor



## Meeting Pocket Program Cosponsor



## Pillow Drop



## Tuesday Lunch Cosponsor



## Water Bottles



## Pens



## Meeting CD-ROM



## Monday Breakfast & Breaks



## Hospitality Suite & Other Events



## Print Centers



## Tuesday Breakfast & Breaks



## Media Partners



# 2010 IP EXPO EXHIBITORS AS OF JUNE 30, 2010



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**TECHINSIGHTS**



Committees play an integral role in policy development at IPO by researching and providing analysis on current IP issues and producing recommendations for the Board of Directors. To learn more or to join an IPO committee, visit [www.ipo.org/committees](http://www.ipo.org/committees).

## IPO STANDING IP COMMITTEES

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VC: Vice-Chair

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VC: Robert P. Taylor, Glovsky and Popeo, P.C.

#### ■ Standards Setting

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C: Amy A. Marasco, Microsoft Corp.  
VC: James J. Kulbaski, Oblon, Spivak, McClelland, Maier & Neustadt, LLP

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VC: John K. Williamson, K&L Gates

#### ■ Counterfeiting & Piracy

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VC: Laurie C. Self, Covington & Burling LLP

#### ■ IP Licensing

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C: Aaron Weiss, STMicroelectronics, Inc.  
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VC: Kurt Calia, Covington & Burling LLP

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VC: Kevin Luo, Microsoft Corp.

#### ■ European Practice\*

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VC: Hans Prins, Bird & Bird

#### ■ Genetic Resources & Traditional Knowledge

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C: Manisha A. Desai, Eli Lilly and Co.  
VC: Ana Cristina Almeida Müller, BM&A Propriedade Intelectual

#### ■ Green Technology Innovation

C: Alan W. Hammond, Life Technologies Corporation  
VC: Valerie K. Friedrich, Baker & McKenzie, LLP

#### ■ International Agreements & Trade

C: Paul Coletti, Johnson & Johnson  
VC: Jon Santamauro, Sidley Austin LLP

#### ■ Patent Law & Practice (Int'l)

C: Lawrence T. Welch, Eli Lilly and Co.  
VC: Samson Helfgott, Katten Muchin Rosenman LLP

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VC: Elizabeth E. Houlihan, Houlihan2 Patent & Trade Mark Attorneys

### Litigation & Dispute Resolution Division

#### ■ Amicus Brief

C: Kevin H. Rhodes, 3M Innovative Properties Co.  
VC: Paul H. Berghoff, McDonnell Boehnen Hulbert & Berghoff LLP  
VC: Meg Boulware, Baker & McKenzie, LLP

#### ■ Arbitration & Mediation

C: Hildy Bowbeer, 3M Innovative Properties Co.  
VC: Patrick D. Lane, Dinsmore & Shohl, LLP

#### ■ Damages & Injunctions

C: Joseph Shirtz, Johnson & Johnson  
VC: Scott Miller, Connolly Bove Lodge & Hutz LLP

#### ■ Discovery\*

C: Jayna R. Whitt, Apple Inc.  
VC: Paul D. Ackerman, Dorsey & Whitney, LLP

#### ■ International Trade Commission

C: David Kelley, Ford Global Technologies LLC  
VC: Jamie Beaber, Steptoe & Johnson, LLP  
VC: Jamie D. Underwood, Adduci Mastriani & Schaumberg LLP

#### ■ Litigation\*

C: Joseph C. Kirincich, Pitney Bowes Inc.  
VC: David W. Long, Howrey LLP  
VC: Scott J. Pivnick, Pillsbury Winthrop Shaw Pittman, LLP

Many of IPO's Standing IP Committees will be holding business meetings on **Sunday, September 12, 5:00PM-6:00PM**, preceding the annual meeting opening reception.

### The following committees will be holding business meetings on Sunday:

- |                           |                                 |                               |
|---------------------------|---------------------------------|-------------------------------|
| ■ Asian Practice          | ■ Green Technology Innovation   | ■ Pharmaceutical Issues       |
| ■ Corporate IP Management | ■ Int'l Trade Commission        | ■ Software & Business Methods |
| ■ Counterfeiting & Piracy | ■ Litigation                    | ■ Standards Setting           |
| ■ Design Rights           | ■ Patent Law & Practice (Int'l) | ■ Trade Secrets               |
| ■ Discovery               | ■ Patent Office Practice (US)   | ■ Trademark Law (US)          |

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VC: Michael L. Fuller, Knobbe Martens  
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VC: Stephen G. Kunin, Oblon, Spivak,  
McClelland, Maier & Neustadt, PC

### ■ Patent Office Inter Partes Proceedings (U.S.)

C: Michael J. Blake, Eastman Chemical Co.

C: Matthew Rainey, Intellectual Ventures, LLC

VC: Herbert D. Hart, III, McAndrews,  
Held & Malloy, Ltd.

### ■ Patent Office Practice (U.S.)

C: Brett Alten, Apple Inc.

C: Aaron Brodsky, Oracle USA, Inc.

VC: Gary C. Ganzi, Siemens Corp.

VC: William F. Smith, Woodcock  
Washburn LLP

### ■ Patent Search

C: Michele Crecca, IBM Corp.

VC: Ford Khorsandian, Technology &  
Patent Research International, Inc.

### ■ Pharmaceutical Issues\*

C: J. Eric Thies, Merck & Co., Inc.

VC: Jack Griem, Milbank, Tweed, Hadley  
& McCloy, LLP

### ■ Software & Business Methods

C: Michael B. Chernoff, Accenture

VC: Erika Arner, Finnegan, Henderson,  
Farabow, Garrett & Dunner, LLP

VC: Patrick A. Lujin, Shook, Hardy &  
Bacon, LLP

## Trademark Division

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Mobil Corporation

VC: Julia Huston, Foley Hoag LLP

### ■ Trademark Office Practice (U.S.)

C: Scott Ouellette, EMC Corporation

VC: Brian M. Davis, VLP

(\*) Thank you to the Standing IP  
Committees that are organizing CLE  
sessions on **Monday, September 13,**  
1:45PM–3:15PM. See pages 4–5 for  
details on these sessions.

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Covidien

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Abbott Laboratories

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Herbert C. Wamsley  
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# Annual Meeting Information



## HOTEL INFORMATION

### Hyatt Regency Atlanta

265 Peachtree St, NE  
Atlanta, GA 30303  
Toll Free Reservations: 1-800-233-1234  
International: (+1) 404-577-1234

**IPO Group Rate:** \$189 single/double per night plus current sales taxes and fees.

IPO has reserved a block of rooms at the Hyatt Regency Atlanta. To be assured of a room at the group rate, you must make your reservation directly with the hotel and reference "IPO Annual Meeting". This rate is available until the room block is sold out, or until **August 11, 2010**, whichever comes first. Reserve early — availability is limited.

## CLE CREDIT

Continuing Legal Education (CLE) credit is being requested in every state in which attendees are licensed to practice that has a mandatory CLE requirement. The number of credit hours will vary depending on the requirements of the individual state. IPO's Hardship Policy is available upon request. IPO expects most states will award 10 to 14 credit hours, including 1–2 hours for ethics.

## ATTENDEE LIST

In order to be listed on the Attendee List, you must be registered as of **Friday, September 3, 2010**. Anyone who registers after this time will be listed on the Final Attendee List, which will be available on our conference website after the meeting.



## WEATHER AND DRESS

The average temperature for Atlanta in September is 75°F during the day and 60°F in the evenings. Please check the weather conditions before you depart to help you pack for the meeting. The preferred dress for all conference and networking functions is **business attire**. As meeting room temperatures and personal comfort zones vary widely, it is recommended that you bring a sweater or jacket to the sessions.

## ANNUAL MEETING REGISTRATION FEES

- IPO Member . . . . . \$950
- IPO Inventor/Author Member . . . . . \$500
- Non-Member . . . . . \$1,450
- Contact IPO for Student and Government rates

The Annual Meeting registration fee includes the Sunday Welcome Reception; Monday breakfast and Reception & Dinner at Georgia Aquarium; Tuesday breakfast; and conference materials on CD-ROM.

**Monday & Tuesday Luncheons:** In order to attend the Monday and/or Tuesday Luncheons, separate tickets can be purchased for **\$50/day**. Space is limited.

**Annual Meeting Guest Pass:** Guests of Annual Meeting Registrants may purchase a guest pass for **\$150 per person**. The pass allows your guest or spouse to accompany you to the Sunday evening reception, continental breakfasts on Monday and Tuesday, the Reception & Dinner at Georgia Aquarium on Monday evening, and access to a free shuttle to Stone Mountain Park or Virginia Highlands Neighborhood on Monday.

## THREE EASY WAYS TO REGISTER

Advance registration is required. Registrations will be accepted online, via fax or mail. Registrations will not be processed until full payment is received.

**Online:** [www.ipo.org/AM2010](http://www.ipo.org/AM2010)

**Fax:** 202-507-4501

**Mail:** 1501 M Street NW  
Suite 1150  
Washington, DC 20005  
USA

Please register early. Space is limited. All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting. The program is subject to change. Please visit **[www.ipo.org/AM2010](http://www.ipo.org/AM2010)** for updates and additional details.

Any employee of a company, university, or law firm is entitled to register at the IPO member rate if the employer belongs to IPO. A person is not entitled to the member rate, however, merely because she or he is employed in the same organization as an IPO individual member.

## DISCOUNTS

All Annual Meeting registrations received or postmarked by **July 31, 2010**, with accompanying payment, will receive an early registration discount of **\$100 off the conference fee**. All registrations received or postmarked after July 31 are subject to the standard fee.

### ONE TIME ONLY:

IPO and Georgia State's Corporate IP Institute are offering a discount to those who attend BOTH meetings. Register for IPO's Annual Meeting and receive 50% off your registration fee to attend **GSU's**



### Corporate IP Institute

on November 4–5, 2010 — a value of up to **\$497.50 off the conference fee**.

## MEETING CANCELLATION POLICY

Any cancellation received by **August 27, 2010** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after August 27. These deadlines for cancellation apply to all registrants. Course materials on CD-ROM will be sent to those unable to attend, but who cancel on or after August 27. If a registrant is unable to attend, another person may substitute upon written request. Please note that fees are not transferable to another IPO meeting.

## IPO ANNUAL MEETING SCHOLARSHIPS

IPO is proud to provide eligible students with the opportunity to interact with corporate and private practice attorneys, academics and other attendees during the 2010 IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. For more information please contact [meetings@ipo.org](mailto:meetings@ipo.org).

# GSU Corporate IP Institute

NOVEMBER 4–5, 2010 • ATLANTA, GA

[www.gsuip.org/corporate](http://www.gsuip.org/corporate)

The Corporate IP Institute is about corporate people speaking to other corporate people, outside counsel and consultants about their wants and needs, as well as their successes and failures. **Intellectual Property Owners Association (IPO) will be presenting a panel** at GSU Corporate IP Institute with top intellectual property experts from corporate America.

A special discount is being offered this year: **Receive 50% off the registration fee to attend GSU Corporate IP Institute if you are already registered to attend IPO's 2010 Annual Meeting.**

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NOVEMBER 4–5, 2010

Mark your calendar now for future IPO and IPO Education Foundation meetings!

**NOVEMBER 16, 2010**

IPO Corporate IP Management Roundtable  
Four Seasons Hotel  
Philadelphia, PA

**FALL, 2010**

IPO Corporate IP Management Roundtable  
Houston, TX

**DECEMBER 6, 2010**

IPO Foundation PTO Day  
Ronald Reagan Building  
Washington, DC

**MAY 23–25, 2011**

IPO Foundation 6th International Judges Conference  
Hotel le Plaza  
Brussels, Belgium

**SEPTEMBER 11–13, 2011**

IPO Annual Meeting  
JW Marriott – LA Live  
Los Angeles, CA

**SEPTEMBER 9–11, 2012**

IPO Annual Meeting  
JW Marriott Hill Country Resort & Spa  
San Antonio, TX

**SEPTEMBER 15–17, 2013**

IPO Annual Meeting  
Sheraton Boston Hotel  
Boston, MA

For more details please visit  
[www.ipo.org/calendar](http://www.ipo.org/calendar)

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ATLANTA 2010



# IPO ANNUAL MEETING

## SEPTEMBER 12-14, 2010

Hyatt Regency Atlanta  
265 Peachtree Street, NE  
Atlanta, GA 30303

REGISTRATION FORM

IPO 2010 ANNUAL MEETING

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
 List state(s) for CLE credit: \_\_\_\_\_  
 Bar number(s) for each state: \_\_\_\_\_

FEES	SUBTOTAL
------	----------

**I. ANNUAL MEETING REGISTRANT** — Fee covers the Welcome Reception; Monday Reception & Dinner at the Georgia Aquarium; breakfasts; and meeting materials. **Fee does not include luncheons or Guest Pass.**

**APPLICABLE RATE:**

<input type="checkbox"/> IPO Member	..... \$950 per person	} .....	\$ _____
<input type="checkbox"/> IPO Inventor/Author Member	..... \$500 per person		
<input type="checkbox"/> Non-member	..... \$1,450 per person		
<input type="checkbox"/> OPTIONAL MONDAY LUNCHEON	— Address by Hon. Randall R. Rader	..... \$50 per person	\$ _____
<input type="checkbox"/> OPTIONAL TUESDAY LUNCHEON	— Address by Kevin Kennedy	..... \$50 per person	\$ _____
<input type="checkbox"/> EARLY REGISTRATION DISCOUNT*	..... DEDUCT \$100 per person	.....	\$ < _____ >
<input type="checkbox"/> CORPORATE MEMBER DISCOUNT*	..... DEDUCT \$200 per person	.....	\$ < _____ >

\*To receive the early registration or the corporate member discounts, submit registration form and payment postmarked on or before **July 31, 2010**. Subtract discount from the applicable rate listed above.

**II. GUEST(S) OF ANNUAL MEETING REGISTRANT**

Guest Name(s): \_\_\_\_\_

ANNUAL MEETING GUEST PASS. .... \$150 per person. .... \$ \_\_\_\_\_  
 Includes admission to the Sunday Welcome Reception; Continental Breakfast on Monday and Tuesday; and the Monday Reception & Dinner at the Georgia Aquarium.

**ANNUAL MEETING REGISTRANTS – PLEASE CHECK BELOW IF YOU PLAN TO ATTEND THE FOLLOWING FUNCTIONS:**

(Included in your registration fee; for planning purposes only)

**General Sessions (select one):**  Patent  Trademark

**Monday Committee CLE Sessions • 1:45PM—3:15PM (select one):**

- Asian Practice: Compulsory Licensing as an Emerging Global IP Issue
- Discovery and Litigation: Best Practices in Multi-Defendant Litigation
- European Practice: Recent Trends in European Practice
- Trade Secrets: Merging Privacy Compliance & Protection of IP
- Trademark Law (U.S.): Use and Abuse of Trademarks on the Internet
- Pharmaceutical Issues: The Biologics Price Competition and Innovation Act

- Sunday Welcome Reception
- Monday Reception & Dinner at The Georgia Aquarium

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

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**ADVANCE REGISTRATION IS REQUIRED. Send registrations via:**

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**Or Mail to:** Intellectual Property Owners  
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Registrations will not be processed until full payment is received. All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting. **Questions?** Please call (202) 507-4500.



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