

**2017 Annual Meeting**  
**Marriott Fisherman's Wharf, San Francisco, CA, September 13-15**




**An Age of Uncertainty: How do Boutique IP Firms Respond?**

**Wednesday, September 13, 2017**

2:00pm-3:00pm <b>Mendocino Room</b>	<b>AIPF Committee Meetings</b> <ul style="list-style-type: none"> <li>❖ Annual Meeting</li> <li>❖ Brand of Excellence</li> <li>❖ IP Law Bugle</li> <li>❖ Membership</li> <li>❖ Trademark</li> <li>❖ WebIPHour</li> </ul>
3:00pm-6:00pm <b>Mendocino Room</b>	<b>Board of Directors Meeting</b>
7:00pm-9:00pm	<b>Board of Directors and Annual Meeting Speakers Dinner</b> <i>(By Invitation Only)</i> Waxman's San Francisco Restaurant, 900 North Point Street Suite B-201 A

**Thursday, September 14, 2017**

7:30am-6:00pm <b>Golden Gate Ballroom</b>	<b>Registration</b>
7:30am-8:30am <b>Golden Gate Ballroom</b>	<b>Networking Breakfast</b>
8:30am-8:40am <b>Golden Gate Ballroom</b>	<b>Welcoming Remarks</b> President's Report and Appointment of Officers and Directors
8:40am-9:10am <b>Golden Gate Ballroom</b>	<b>Keynote Speech</b> <ul style="list-style-type: none"> <li>❖ <u><b>John Cabeca</b></u>, Director, <i>Silicon Valley United States Patent and Trademark Office, USA</i></li> </ul>

<p>9:10am-10:10am <b>Golden Gate Ballroom</b></p>	<p><b>Corporate Panel</b> <b>The Challenges for In-House Counsel in a Changing IP Landscape</b></p> <p>The in-house counsel panel will discuss their unique challenges, especially given the changing U.S. and global IP law in the past few years. Discussion topics include addressing patent infringement risks given the cost of IP litigation and the role of IPRs and other post-grant reviews, the commoditization of certain IP-related services, and serving as a liaison between outside counsel and C-level executives. Time permitting, the panel will also discuss qualities of outside counsel they like to see and tips for outside counsel in communicating and working with in-house counsel.</p> <p>Moderator: <b>Carlos Olarte</b>, Partner, <i>Olarte Moure</i>, Colombia</p> <ul style="list-style-type: none"> <li>❖ <b>Jason Rogers</b>, IP Counsel and Attorney, <i>Ford Motor Company</i>, USA</li> <li>❖ <b>Jonathan Stroud</b>, Chief Patent Counsel, <i>Unified Patents Inc.</i>, USA</li> <li>❖ <b>Bryan Zielinski</b>, Vice President and Assistant General Counsel, <i>Pfizer Inc.</i>, USA</li> </ul>
<p>10:10am-10:30am</p>	<p><b>Refreshment Break</b></p> <p>Sponsored by <b>Practice Insight GmbH</b> </p>
<p>10:30am-11:30pm <b>Golden Gate Ballroom</b></p>	<p><b>Monetizing Intellectual Property: Perspectives from Patent Brokers</b></p> <p>The panel features a buyer's agent that represents entities purchasing patent portfolios, and a patent broker representing patent-selling entities. The panel discussion will be a question-answer session highlighting topics such as what an attorney/company can do to best position a portfolio for sale, realistic price expectations, key technology areas where the market is buying/selling, how companies benefit from targeted patent acquisition programs, what to expect from the services of a broker, and how patent aggregators and NPEs affect the marketplace.</p> <p>Moderator: <b>Jennifer Bailey</b>, Partner, <i>Erise IP P.A.</i>, USA</p> <ul style="list-style-type: none"> <li>❖ <b>Robert Aronoff</b>, Managing Partner, <i>Pluritas LLC</i>, USA</li> <li>❖ <b>Steven Horowitz</b>, Founder &amp; Principal, <i>Ovidian Group LLC</i>, USA</li> </ul>
<p>11:30am-12:30pm <b>Golden Gate Ballroom</b></p>	<p><b>Trademark Session</b> <b>Global Trademark Update</b></p> <p>Wondering about the current interplay between the United States Constitution and trademark laws? Confused by the discrepancies among European jurisdictions when marks containing both distinctive and non-distinctive terms are analyzed for confusion? Looking for information about the state of affairs in Canada now that the Nice Classification System has been implemented and accession to the Madrid Protocol is just around the corner? This comprehensive panel will address these questions and others in this Global Trademark Update.</p> <p>Moderator: <b>Cheryl Burbach</b>, Partner, <i>Hovey Williams LLP</i>, USA</p> <ul style="list-style-type: none"> <li>❖ <b>Isabelle Jomphe</b>, Partner, <i>Goudreau Gage Dubuc</i>, Canada</li> <li>❖ <b>Martin Viefhues</b>, Managing Director, <i>Jonas Rechtsanwaltsgesellschaft mbH</i>, Germany</li> <li>❖ <b>Laura Winston</b>, Partner, <i>Kim Winston LLP</i>, USA</li> </ul>
<p>12:30pm-1:45pm <b>Napa Ballroom</b></p>	<p><b>Lunch</b></p>

1:45pm-5:00pm	<b>Social Media and Personal Branding Essentials</b>
<b>Golden Gate Ballroom</b>	<p>In this session, attendees will be led through an innovative and interactive roundtable on how IP boutiques and partners can improve their personal branding and messaging, and how to use LinkedIn and Twitter to express a compelling and effective message.</p> <p>Ms. Kostal is an award winning writer, editor, business development strategist and media coach with over 25 years of experience on the beat and in the C-suite. She is based in San Francisco with work published in San Francisco Magazine, San Francisco Attorney, The ABA Journal, Forbes ASAP, California Lawyer, and the Daily Journal. This session is a must attend for those leading or working in IP firms.</p> <p>Moderator: <b>Christopher Agrawal</b>, Partner, <i>Bookoff McAndrews PLLC</i>, USA</p> <p>❖ <b>Susan Kostal</b>, Legal Marketing &amp; Content Strategist, USA</p>
5:00pm-6:30pm <b>St. Helena Ballroom</b>	<b>Networking Reception</b>
7:30pm-9:30pm	<b>Dinner</b> (registration required, separate fee) Bistro Boudin, 160 Jefferson Street

## Friday, September 15, 2017

7:30am-1:05pm <b>Golden Gate Ballroom</b>	<b>Registration</b>
7:30am-8:30am <b>Golden Gate Ballroom</b>	<b>Networking Breakfast</b>
8:30am-9:30am <b>Golden Gate Ballroom</b>	<p><b>Brand Owners in ICANN-land: The REAL Virtual Reality of Domain Name Expansion</b></p> <p>Since October 2013, ICANN has delegated approximately 1,200 new generic top-level domains. This session will advise on the current state of the new gTLD program at ICANN and provide insights into the arcane self-regulatory, bottom up consensus process that is ICANN.</p> <p>Moderator: <b>Brett Lunn</b>, Partner, <i>FB Rice</i>, Australia</p> <p>❖ <b>J. Scott Evans</b>, Director-Trademarks, <i>Adobe Systems Inc.</i>, USA</p>
9:30am-10:30am <b>Golden Gate Ballroom</b>	<p><b>Law Firm Leadership: Responding to Uncertainty</b></p> <p>Partners from geographical diverse regions will discuss the challenges and experiences they have experienced when dealing with uncertainty in their respective law firms. Discussion topics include how their firms address potential or rising competition, increase in efficiency, major technological challenges, and the changing benefits landscape.</p> <p>Moderator: <b>Christopher Agrawal</b>, Partner, <i>Bookoff McAndrews PLLC</i>, USA</p> <p>❖ <b>Lynn Jordan</b>, Partner, <i>Kelly IP</i>, USA</p> <p>❖ <b>Brett Lunn</b>, Partner, <i>FB Rice</i>, Australia</p>

	<ul style="list-style-type: none"> <li>❖ <b><u>Carlos Olarte</u></b>, Partner, <i>Olarte Moure</i>, Colombia</li> <li>❖ <b><u>Robert Watson</u></b>, Partner, <i>Mewburn Ellis LLP</i>, United Kingdom</li> </ul>
10:30am-10:50am	<b>Refreshment Break</b> Sponsored by <b>E-Merge Tech</b> 
10:50am-11:50am <b>Golden Gate Ballroom</b>	<b>Ethics Session</b> <b>The Intersection of Legal Ethics with Data Security</b>  Law firms increasingly find themselves the targets of hackers and advanced threat actors, who seek to obtain confidential information in order to gain industry or financial advantage. This presentation will help educate lawyers on their ethical obligations to stop, detect and remediate security incidents, and what they can do today to help ensure they're engaging in security best practices to meet their ethical obligations.  Moderator: <b><u>Jennifer Bailey</u></b> , Partner, <i>Erise IP P.A.</i> , USA  ❖ <b><u>Rebecca Stroder</u></b> , Vice President-Legal, <i>Fire-Eye Inc.</i> , USA
11:50am-12:50pm <b>Golden Gate Ballroom</b>	<b>Inventorship Issues Across Jurisdictions</b>  An international panel will discuss the restrictions on inventor residency/citizenship and where the applicant must file first, what defines an inventor with a focus on any differences, and procedures to add or remove inventors after filing. The panel will also address procedures to add or remove inventors after issuance, divisional applications and its impact on inventors, the importance of recording initial assignments from inventors to first applicant, and managing situations where you get instructions or direction from inventors that may differ from those of the applicant.  Moderator: <b><u>Yasin Bismilla</u></b> , Partner, <i>Elan IP</i> , Canada  ❖ <b><u>Victor Garrido</u></b> , Partner, <i>Dumont</i> , Mexico ❖ <b><u>Felix Klopmeier</u></b> , Partner, <i>Lang &amp; Rahmann Rechtsanwälte</i> , Germany ❖ <b><u>Timothy Letters</u></b> , Partner, <i>Letters &amp; Thoo Ltd.</i> , Hong Kong ❖ <b><u>Andrew Ritter</u></b> , Associate, <i>Sughrue Mion PLLC</i> , USA
12:50pm-1:05pm <b>Golden Gate Ballroom</b>	Closing Remarks by <b>AIPF President</b> – <b><u>Eric Marzluf</u></b> , Partner, <i>Caesar Rivise PC</i> , USA

## Saturday, September 16, 2017

8:30am-5:30am	<b>Wine Country Tour with Lunch</b> (registration required, separate fee)  Join the AIPF on a relaxing and informative tour of Sonoma and Napa Valley wineries. Tasting fees for three wineries and restaurant lunch are included.
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