

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	AIPF Committee Meetings <ul style="list-style-type: none"> ❖ Annual Meeting ❖ Brand of Excellence ❖ IP Law Bugle ❖ Membership ❖ Trademark ❖ WebIPHour
3:00pm-7:00pm	Board of Directors Meeting
7:00pm-9:00pm	Board of Directors and Annual Meeting Speakers Dinner <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	Registration
7:30am-8:30am	Networking Breakfast
8:30am-8:40am	Welcoming Remarks President's Report and Appointment of Officers and Directors
8:40am-9:10am	Keynote Speaker <ul style="list-style-type: none"> ❖ John Cabeca, Director, Silicon Valley United States Patent and Trademark Office, USA

9:10am-10:10am	<p>Corporate Panel The Challenges for In-House Counsel in a Changing IP Landscape</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: Carlos Olarte, Partner, <i>Olarte Moure</i>, Colombia</p> <ul style="list-style-type: none"> ❖ Jason Rogers, IP Counsel and Attorney, <i>Ford Motor Company</i>, USA ❖ Jonathan Stroud, Chief Patent Counsel, <i>Unified Patents Inc.</i>, USA ❖ Bryan Zielinski, Assistant General Counsel, <i>Pfizer Inc.</i>, USA
10:10am-10:30am	<p>Refreshment Break</p>
10:30am-11:30pm	<p>Monetizing Intellectual Property: Perspectives from Patent Brokers</p> <p>The panel comprises a patent broker representing operating 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, what to expect from the services of a broker, and how patent aggregators affect the marketplace.</p> <p>Moderator: Jennifer Bailey, Partner, <i>Erise IP P.A.</i>, USA</p> <ul style="list-style-type: none"> ❖ Robert Aronoff, IP Counsel, <i>Pluritas LLC</i>, USA ❖ Steven Horowitz, Founder & Principal, <i>Ovidian Group LLC</i>, USA
11:30am-12:30pm	<p>Global Trademark Update</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: Cheryl Burbach, Partner, <i>Hovey Williams LLP</i>, USA</p> <ul style="list-style-type: none"> ❖ Isabelle Jomphe, Partner, <i>Goudreau Gage Dubuc</i>, Canada ❖ Martin Viefhues, Managing Director, <i>Jonas Rechtsanwaltsegesellschaft mbH</i>, Germany ❖ Laura Winston, Partner, <i>Kim Winston LLP</i>, USA
12:30pm-1:45pm	<p>Lunch</p>

1:45pm-5:00pm	Social Media and Personal Branding Essentials
1:45pm-2:45pm 2:45pm-4:25pm 4:25pm-5:00pm	<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: Christopher Agrawal, Partner, <i>Bookoff McAndrews PLLC</i>, USA ❖ Susan Kostal, Legal Marketing & Content Strategist, USA</p>
5:00pm-6:30pm	Networking Reception
7:30pm-9:30pm	Dinner (registration required, separate fee) Bistro Boudin, 160 Jefferson Street

Friday, September 15, 2017

7:30am-8:30am	Networking Breakfast
8:30am-9:30am	<p><i>Trademark Session</i></p> <p><i>[Description will be made available soon]</i></p> <p>❖ J. Scott Evans, Associate General Counsel, <i>Adobe Systems Inc.</i>, USA</p>
9:30am-10:30am	<p>Law Firm Leadership: Responding to Uncertainty</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: Christopher Agrawal, Partner, <i>Bookoff McAndrews PLLC</i>, USA ❖ Lynn Jordan, Partner, <i>Kelly IP</i>, USA ❖ Brett Lunn, Partner, <i>FB Rice</i>, Australia ❖ Carlos Olarte, Partner, <i>Olarte Moure</i>, Colombia ❖ Robert Watson, Partner, <i>Mewburn Ellis LLP</i>, United Kingdom</p>
10:30am-10:50am	Refreshment Break

10:50am-11:50am	<p>Ethics: The Intersection of Legal Ethics with Data Security</p> <p>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.</p> <p>Moderator: Jennifer Bailey, Partner, <i>Erise IP P.A.</i>, USA ❖ Rebecca Stroder, Vice President-Legal, <i>Fire-Eye Inc.</i>, USA</p>
11:50am-12:50pm	<p>Inventorship Issues Across Jurisdictions</p> <p>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.</p> <p>Moderator: Yasin Bismilla, Partner, <i>Elan IP</i>, Canada ❖ Felix Klopmeier, Partner, <i>Lang & Rahmann Rechtsanwälte</i>, Germany ❖ Timothy Letters, Partner, <i>Letters & Thoo Ltd.</i>, Hong Kong ❖ Victor Garrido, Partner, <i>Dumont Bergman Bider & Co.</i>, Mexico</p>
12:50pm-1:05pm	<p>Closing Remarks by AIPF President – Eric Marzluf, Partner, <i>Caesar Rivise PC</i>, USA</p>

Saturday, September 16, 2017

8:30am-5:30am	<p>Wine Country Tour with Lunch</p> <p>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. Please visit our event webpage to register.</p>
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Annual Meeting Sponsors

