

2019 ANNUAL MEETING

The IP Firm's Workspace 3.0: *The Future is Now*

SEPT. 22-24, 2019 | EMBASSY SUITES | ALEXANDRIA, VA, USA

Sunday, September 22, 2019

2:00pm – 3:00pm Carter Room	AIPF Committee Meetings <ul style="list-style-type: none"> ❖ Annual Meeting ❖ Boutique Practice ❖ Membership ❖ Patent ❖ Trademark
3:00pm – 6:00pm Virginia Salon C	Board of Directors Meeting
7:00pm – 9:00pm	Board of Directors and Annual Meeting Speakers Dinner <i>(By Invitation Only)</i> Vermilion, 1120 King Street, Alexandria, VA 22314

Monday, September 23, 2019

7:30am – 6:00pm Virginia Prefunction	Registration
7:30am – 8:30am Virginia Prefunction	Networking Breakfast
8:30am – 8:45am Virginia Ballroom	Welcome Remarks Introduction by AIPF President, Brett Lunn, and Voting of 2019-2020 Officers and Board of Directors
8:45am – 9:30am Virginia Ballroom	Keynote Speaker Laura Peter , Deputy Director, US Patent & Trademark Office
9:30am – 10:30am Virginia Ballroom Panel Materials	One Spec to Rule Them All Using a mock case as a basis for discussion, the panelists will contrast requirements and best practices for drafting patent specifications in both the United States and Europe. With a bit of luck and help from the audience, tips for drafting a single spec optimized for both these jurisdictions and others will be developed. <ul style="list-style-type: none"> • Erin Bowles, Member, Brooks Kushman, United States • Pierre Balesta, Partner, Beau de Lomenie, France • <i>Moderator: Isabelle Girard</i>, Partner, Robic, Canada
10:30am – 11:00am Virginia Prefunction	Refreshment Break

<p>11:00am – 11:40am Virginia Ballroom</p> <p>Panel Materials</p>	<p>Brexit and Latest Updates on Unitary Patent System</p> <p>Is Brexit happening? When is it happening? How will it impact the Unitary Patent System? The presentation will provide the latest updates on Brexit and discuss its impact on intellectual property rights.</p> <ul style="list-style-type: none"> • David Birchall, Partner, Venner Shipley, United Kingdom • Felix Klopmeier, Partner, Lang & Rahmann Rechtsanwälte, Germany
<p>11:40am – 12:30pm Virginia Ballroom</p> <p>Panel Materials</p>	<p>International Trademark Enforcement in the Digital Age</p> <p>The panel discussion will cover the need to create a global strategy for trademark enforcement in light of the cross-border nature of infringements and the need to balance enforcement with publicity concerns.</p> <ul style="list-style-type: none"> • Bibiana Agudelo, Of Counsel, Arochi & Lindner, Mexico • Brandy Baker, Of Counsel, Kangxin Partners, China • Chris Harrs, General Counsel, Spin Master • Yoann Rousseau, Senior Associate, Venner Shipley, United Kingdom • <i>Moderator: Kelu Sullivan</i>, Of Counsel, Kelly IP, United States
<p>12:30pm – 1:30pm Atrium</p>	<p>Lunch</p>
<p>Boutique Practice Workshop: Managing Your Modern IP Practice</p>	
<p>1:30pm – 5:00pm Virginia Ballroom</p>	<p>This <i>interactive, afternoon</i> workshop will discuss various hot-button issues every IP firm faces. This unique session is a great opportunity to interact with other attendees and is a <i>must-attend</i> event for attorneys seeking different perspectives on the following topics:</p> <p><u>REMOTE WORKING AND FLEXIBLE WORK ARRANGEMENTS</u></p> <p>Discuss how firms are grappling with key questions raised by the trend toward remote working and flexible work arrangements:</p> <ul style="list-style-type: none"> ❖ Who can work remotely? ❖ What policies should be in place? ❖ How does remote working impact compensation, technology/equipment, and access to office space? <ul style="list-style-type: none"> • Cristina Guerra, Partner, Guerra IP, Brazil • Brett Lunn, Managing Partner, FB Rice, Australia • Kelu Sullivan, Of Counsel, Kelly IP, United States <p><u>ATTRACTING AND RETAINING MILLENNIAL ATTORNEYS</u></p> <p>Learn how boutique IP firms around the world are attracting and retaining Millennial attorneys through a discussion on various:</p> <ul style="list-style-type: none"> ❖ Approaches for recruiting, ❖ Techniques to encourage employee retention, and ❖ Creative tactics for engaging Millennials in the workspace. <ul style="list-style-type: none"> • Hani Gazal, Associate, Kelly IP, United States • Andrew Taska, Partner, Sughrue Mion, United States • Christopher Weber, Author, <i>Hired for Life: How The Best Organizations Build Lifelong Relationships With Employees</i>, United States <p><u>DESIGNING BOUTIQUE LAW FIRM SPACE FOR 2020 AND BEYOND</u></p> <p>Get a sneak peek at how several of your peer firms have positioned themselves for success by designing (or moving into) office space geared for the next decade. Panelists will discuss:</p> <ul style="list-style-type: none"> ❖ How have they balanced the need for private offices vs. shared space?

	<ul style="list-style-type: none"> ❖ How has modern technology, outsourcing, remote/flexible working, etc. changed what tomorrow's IP firm office space looks like? • Jennifer Bailey, Partner, Erise IP, United States • Sherry Cushman, Executive Managing Director, Cushman Wakefield, United States • Isabelle Girard, Partner, Robic, Canada
6:00pm – 9:00pm	Networking Reception and Dinner Bistro Sancerre, 1725 Duke Street, Alexandria, VA 22314

Tuesday, September 24, 2019

7:45am – 12:45pm <i>Virginia Prefunction</i>	Registration
7:45am – 8:45am <i>Virginia Prefunction</i>	Networking Breakfast
8:45am – 9:30am <i>Virginia Ballroom</i>	IT's 2019—Throw Out Your IT Unless your firm is staying current with the rapidly changing technology landscape, maybe it's time for a change. We'll examine new ways the cloud, enhanced security, single sign-on, reliable remote access and real-time data analytics can change how IT helps drive your practice instead of being a noisy, back seat passenger. <ul style="list-style-type: none"> • Jason Shirdon, President, Ease Technologies, Inc., United States
9:30am – 10:15am <i>Virginia Ballroom</i> Panel Materials	The Changing Venue Requirements for Patent Litigation Where to file a patent litigation lawsuit is an important issue for patent litigators. Venue requirements are strict, especially in view of recent case law, and motions to dismiss the litigation because of improper venue are more common. This presentation will focus on venue requirements and practical issues that you need to be aware of to avoid dismissal or (as the defendant's counsel) possibly obtain dismissal. <ul style="list-style-type: none"> • Megan Redmond, Shareholder, Erise IP, United States
10:15am – 10:30am <i>Virginia Prefunction</i>	Refreshment Break
10:30am – 11:15am <i>Virginia Ballroom</i> Panel Materials	IP and Social Media Social media usage is prevalent, and along with it is the proper (and improper use) of IP rights. The presentation will discuss how best to identify and counsel your clients on right of publicity, privacy, influencers, and trademark usage. <ul style="list-style-type: none"> • Lynn Jordan, Partner, Kelly IP, United States
11:15am – 11:45am <i>Virginia Ballroom</i> Panel Materials	Changes in Japanese Design Law Japan recently made significant changes to design patent protection. This presentation will discuss the new changes and best practices for counseling clients on design protection in Japan. <ul style="list-style-type: none"> • Tomoya Kurokawa, Partner, SOEI Patent & Law Firm and International Activity Center of the Japan Patent Attorneys Association (JPAA), Japan
11:45am – 12:30pm <i>Virginia Ballroom</i>	Insider's Guide to Hiring Top Talent As human beings, we all have implicit biases that run the show when we're hiring. Learn how to surface those biases, break them down, and put them aside. From there, you'll learn how to design the outline of an interview process that helps you and your team only hire optimal players in perpetuity. <ul style="list-style-type: none"> • Heather Schwager, Founder & Principal, Revive Recruiting, United States
12:30pm – 12:40pm <i>Virginia Ballroom</i>	Closing Remarks

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