

## 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

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| 2:00pm – 3:00pm<br>Carter Room      | <b>AIPF Committee Meetings</b> <ul style="list-style-type: none"> <li>❖ Annual Meeting</li> <li>❖ Boutique Practice</li> <li>❖ Membership</li> <li>❖ Patent</li> <li>❖ Trademark</li> </ul> |
| 3:00pm – 6:00pm<br>Virginia Salon C | <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><br>Vermilion, 1120 King Street, Alexandria, VA 22314   |

### Monday, September 23, 2019

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| 7:30am – 6:00pm<br>Virginia Prefunction                                      | <b>Registration</b>   |
| 7:30am – 8:30am<br>Virginia Prefunction                                      | <b>Networking Breakfast</b>   |
| 8:30am – 8:45am<br>Virginia Ballroom   | <b>Welcome Remarks</b><br>Introduction by AIPF President, Brett Lunn, and Voting of 2019-2020 Officers and Board of Directors   |
| 8:45am – 9:30am<br>Virginia Ballroom   | <b>Keynote Speaker</b><br><a href="#">Laura Peter</a> , Deputy Director, US Patent & Trademark Office   |
| 9:30am – 10:30am<br>Virginia Ballroom<br><br><a href="#">Panel Materials</a> | <b>One Spec to Rule Them All</b><br>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"> <li>• <a href="#">Erin Bowles</a>, Member, Brooks Kushman, United States</li> <li>• <a href="#">Pierre Balesta</a>, Partner, Beau de Lomenie, France</li> <li>• <i>Moderator: Isabelle Girard</i>, Partner, Robic, Canada</li> </ul> |
| 10:30am – 11:00am<br>Virginia Prefunction                                    | <b>Refreshment Break</b>  |

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| <p>11:00am – 11:40am<br/>Virginia Ballroom</p> <p><a href="#">Panel Materials</a></p> | <p><b>Brexit and Latest Updates on Unitary Patent System</b></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"> <li>• <a href="#">David Birchall</a>, Partner, Venner Shipley, United Kingdom</li> <li>• <a href="#">Felix Klopmeier</a>, Partner, Lang &amp; Rahmann Rechtsanwälte, Germany</li> </ul>  |
| <p>11:40am – 12:30pm<br/>Virginia Ballroom</p> <p><a href="#">Panel Materials</a></p> | <p><b>International Trademark Enforcement in the Digital Age</b></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"> <li>• <a href="#">Bibiana Agudelo</a>, Of Counsel, Arochi &amp; Lindner, Mexico</li> <li>• <a href="#">Brandy Baker</a>, Of Counsel, Kangxin Partners, China</li> <li>• <a href="#">Chris Harrs</a>, General Counsel, Spin Master</li> <li>• <a href="#">Yoann Rousseau</a>, Senior Associate, Venner Shipley, United Kingdom</li> <li>• <i>Moderator: Kelu Sullivan</i>, Of Counsel, Kelly IP, United States</li> </ul>  |
| <p>12:30pm – 1:30pm<br/>Atrium</p>  | <p><b>Lunch</b></p>   |
| <p><b>Boutique Practice Workshop: Managing Your Modern IP Practice</b></p>            |   |
| <p>1:30pm – 5:00pm<br/>Virginia Ballroom</p> <p><a href="#">Panel Materials</a></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><b><u>REMOTE WORKING AND FLEXIBLE WORK ARRANGEMENTS</u></b></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"> <li>❖ Who can work remotely?</li> <li>❖ What policies should be in place?</li> <li>❖ How does remote working impact compensation, technology/equipment, and access to office space?</li> </ul> <ul style="list-style-type: none"> <li>• <a href="#">Cristina Guerra</a>, Partner, Guerra IP, Brazil</li> <li>• <a href="#">Brett Lunn</a>, Managing Partner, FB Rice, Australia</li> <li>• <a href="#">Kelu Sullivan</a>, Of Counsel, Kelly IP, United States</li> </ul> <p><b><u>ATTRACTING AND RETAINING MILLENNIAL ATTORNEYS</u></b></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"> <li>❖ Approaches for recruiting,</li> <li>❖ Techniques to encourage employee retention, and</li> <li>❖ Creative tactics for engaging Millennials in the workspace.</li> </ul> <ul style="list-style-type: none"> <li>• <a href="#">Hani Gazal</a>, Associate, Kelly IP, United States</li> <li>• <a href="#">Andrew Taska</a>, Partner, Sughrue Mion, United States</li> <li>• <a href="#">Christopher Weber</a>, Author, <i>Hired for Life: How The Best Organizations Build Lifelong Relationships With Employees</i>, United States</li> </ul> <p><b><u>DESIGNING BOUTIQUE LAW FIRM SPACE FOR 2020 AND BEYOND</u></b></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"> <li>❖ How have they balanced the need for private offices vs. shared space?</li> </ul> |

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

## Tuesday, September 24, 2019

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| 7:45am – 12:45pm<br><i>Virginia Prefunction</i>  | <b>Registration</b>  |
| 7:45am – 8:45am<br><i>Virginia Prefunction</i>   | <b>Networking Breakfast</b>  |
| 8:45am – 9:30am<br><i>Virginia Ballroom</i>      | <b>IT's 2019—Throw Out Your IT</b><br>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"> <li>• <a href="#">Jason Shirdon</a>, President, Ease Technologies, Inc., United States</li> </ul>   |
| 9:30am – 10:15am<br><i>Virginia Ballroom</i>     | <b>The Changing Venue Requirements for Patent Litigation</b><br>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"> <li>• <a href="#">Megan Redmond</a>, Shareholder, Erise IP, United States</li> </ul> |
| 10:15am – 10:30am<br><i>Virginia Prefunction</i> | <b>Refreshment Break</b>   |
| 10:30am – 11:15am<br><i>Virginia Ballroom</i>    | <b>IP and Social Media</b><br>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"> <li>• <a href="#">Lynn Jordan</a>, Partner, Kelly IP, United States</li> </ul>  |
| 11:15am – 11:45am<br><i>Virginia Ballroom</i>    | <b>Changes in Japanese Design Law</b><br>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"> <li>• <a href="#">Tomoya Kurokawa</a>, Partner, SOEI Patent &amp; Law Firm and International Activity Center of the Japan Patent Attorneys Association (JPAA), Japan</li> </ul>   |
| 11:45am – 12:30pm<br><i>Virginia Ballroom</i>    | <b>Insider's Guide to Hiring Top Talent</b><br>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"> <li>• <a href="#">Heather Schwager</a>, Founder &amp; Principal, Revive Recruiting, United States</li> </ul>  |
| 12:30pm – 12:40pm<br><i>Virginia Ballroom</i>    | <b>Closing Remarks</b>   |

## ANNUAL MEETING SPONSORS



## MEDIA PARTNERS



*SAVE THE DATE*

# 2020 ANNUAL MEETING

SEPT. 23-25, 2020 | WESTIN | SAN DIEGO, CA, USA

The banner features a night city skyline background. The text "SAVE THE DATE" is in a white, italicized serif font. "2020 ANNUAL MEETING" is in large, bold, yellow sans-serif font. "SEPT. 23-25, 2020 | WESTIN | SAN DIEGO, CA, USA" is in white sans-serif font at the bottom.