

PRESENTS

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OFFENSE. DEFENSE. STRATEGY.

ASSERTING YOUR IP

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DEFENDING YOUR PORTFOLIO

MANAGING IP ISSUES

BALANCING THE IP BUDGET

LEVERAGING IP FOR REAL VALUE

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**CIP CUP GOLF TOURNAMENT:
OCTOBER 3, 2016**

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**THE 10TH ANNUAL
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OCTOBER 25 - 26, 2016**

Full Year CLE / Ethics /
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THE CORPORATE IP INSTITUTE®

OFFENSE. DEFENSE. STRATEGY.

WHOM YOU WILL MEET

IP strategy requires careful analysis and planning, while IP licensing (and divestiture) is a networking and shoe leather business. The Corporate Intellectual Property Institute provides a forum that fosters casual interaction with accomplished industry leaders involved in all aspects of intellectual asset management.

Decision-makers from best-in-class organizations share their thoughts in panel discussions as well as during informal networking breaks and social events. Join your peers in exploring business development through IP at the 2016 Corporate Intellectual Property Institute.

*CLE Information

GA CLE Credits Applied for:
12 General / 1 Ethics / 1 Professionalism

FL CLE Credits Applied for:
15 General / 2.5 Ethics

Other states may qualify for CLE credit.

NOTE: If you are applying for CLE and you are outside of Georgia or Florida, please check with your bar for application procedures. A Certificate of Attendance and an agenda will be available upon request to attendees.

ABOUT THE EVENT

This event takes place at a time of significant change in the IP industry. Intellectual property is now recognized at executive levels as leverageable assets – perhaps as a consequence of this, we see the evolution of business models directed at increasing the liquidity of the IP marketplace.

Join your peers in the heart of Georgia for the 2016 Corporate Intellectual Property Institute. Based in Atlanta, this Institute was formed by IP professionals to share best practices, network, and discuss emerging business issues. Georgia State University's Robinson College of Business and College of Law were instrumental in laying the foundations of the networking organization; that synergy continues today as Georgia State University hosts the 2016 Corporate IP Institute.

The Institute meets for two full days, as industry leaders participate in panel discussions focusing on pertinent issues facing IP professionals. Experienced practitioners from recognized best-in-class organizations will share learnings on topics that range from taking a first look at your organization's intangible holdings to reaching out across other industries and leveraging your assets in the global marketplace.



JOIN US at the 6th annual
CIP CUP® Charity Golf Tournament

on October 3rd at Alpharetta Athletic Club. This event will offer prizes throughout the day, so low and high handicaps should come ready to play!

Complimentary entrance fee will be extended to in-house IP professionals who are also attending CIPI.

Registrations is available at gsuip.org/institute.

7:45 – 8:30 **Registration**

8:30 – 8:45 **Opening Remarks**

Speaker: Jessie Gabel Cino, Associate Dean for Academic Affairs and Associate Professor of Law, *Georgia State University College of Law*

Speaker: Chason Carroll, Senior Intellectual Property Counsel, *Mueller Water Products, Inc.*

8:45 – 9:45 **STRATEGIC CONSIDERATIONS FOR INTER PARTES REVIEW OF PATENTS**

Inter Partes review (“IPR”) of patents has become a key strategic alternative for many companies facing patent infringement claims. Our panel will focus on the considerations for patent owners and accused infringers with respect to IPRs. We also will address updates to the law on IPRs during the past year.

Moderator: Jeffrey D. Blake, Partner, *Merchant & Gould P.C.*

Panelist: Patricia Ades, Senior, IP Counsel, *J.M. Huber Corporation*

Panelist: Stephanie Allen-Wang, Senior, IP Counsel, *Cox Communications, Inc.*

9:45 – 10:00 **Networking Break**

10:00 – 11:00 **INTELLECTUAL PROPERTY UPDATE**

This discussion will explore recent developments and important decisions in patent law that are most likely to affect corporate intellectual property programs.

Speaker: Dennis D. Crouch, Co-Director of the Center for Intellectual Property & Entrepreneurship and Associate Professor of Law, *University of Missouri School of Law*

11:00 – 12:30 **Lunch and Discussion: UNITED STATES PATENT AND TRADEMARK OFFICE PRESENTATION: HIGHLIGHTS FOR 2017 AND BEYOND**

The USPTO will highlight new programs and initiatives to improve the patent and trademark application processes. Additionally, the USPTO will provide an update about ex parte patent appeals and AIA trial proceedings before the Patent Trial and Appeal Board. The USPTO intends for the panel to be interactive and include ample time for audience questions and comments.

Moderator: Janet Gongola, Senior Advisor on Law and Policy, Office of the Under Secretary and Director, *USPTO*

Panelist: Tom Beach, Senior Advisor on Big and Open Data, Office of the Under Secretary and Director, *USPTO*

Tasha Bunch, Staff Attorney, Trademark Legal Policy Office, *USPTO*

12:30 – 12:45 **Networking Break**

12:45 – 1:45 **USING IP ANALYTICS TO MANAGE YOUR PORTFOLIO, YOUR TEAMS, AND YOUR PERFORMANCE: A COMPARISON ACROSS COMPANIES AND INDUSTRIES**

Companies are increasingly using analytics to intelligently manage their IP. For example, IP metrics are being used to align patent portfolios with business objectives, to demonstrate the value of IP to company executives, and to manage internal IP departments and external law firms and service providers. Join us for a discussion of how companies in various industries are using IP analytics to help achieve their goals.



Moderator: Neil Kardos, Patent Attorney, *Harrity & Harrity, LLP*

Panelist: Jayne Durden, Vice President, IP Solutions Architecture, *CPA Global*

Panelist: Barbara Fisher, Assistant General Counsel, *Lockheed Martin*

Panelist: Bill Allison, Patent Program Manager, *MathWorks*

Panelist: Michael Gribus, Director of Global Patent Operation, *General Electric*

1:45 – 2:00 **Networking Break**2:00 – 3:00 **USING PATENT TRIAL AND APPEAL BOARD (PTAB) TRIALS TO DEFEND AGAINST PATENT INFRINGEMENT LITIGATION**

In 2012, the America Invents Act (AIA) significantly altered the patent litigation landscape, creating three new types of post-grant proceedings for challenging the validity of an issued patent before the Patent Trial and Appeal Board (PTAB). Since their inception four years ago, these post-grant review challenges have proved very effective—often more effective than their counterpart validity challenges in district court litigation. We are pleased to present a panel of three experts who will discuss how companies can incorporate these proceedings into their strategies for defending against patent infringement litigation.

Moderator: James Stein, Patent Attorney, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*
Panelist: Jonathan Stroud, Chief Patent Counsel, *Unified Patents, Inc. (Unified)*
Panelist: Gabriel Azar, Senior Intellectual Property Counsel, *Fidelity National Information Services, Inc.*

3:00 – 3:15 **Networking Break**3:15 – 4:15 **TWO-PART HARMONY OR COGNITIVE DISSONANCE? USPTO AND ABA ETHICS RULES IN THE REAL WORLD**

Most patent lawyers practice with a foot in both worlds, representing clients directly in USPTO proceedings, and advising them in related transactions or litigation where patent rights are at stake. This session will examine the application of the 2013 USPTO ethics rules and ABA Model Rules in particular contexts that business lawyers are most likely to face, including highlights of recent USPTO disciplinary decisions.

Moderator: Peter G. Pappas, Partner, *Sutherland Asbill & Brennan LLP*
Panelist: Cheryl Tubach, Chief IP Counsel, *JM Huber*
Panelist: Bill Griffin, USPTO Deputy Director, *OED*
Panelist: Murrell Blackburn, Chief Counsel, Intellectual Property, *Southwire Company, LLC*

4:15 – 4:30 **Networking Break**4:30 – 5:30 **INTELLECTUAL PROPERTY'S R&R? RISKS AND REWARDS OF DESIGN PROTECTION FOR GUI AND PRODUCT CONFIGURATIONS**

In today's IP legal landscape, product design protection isn't located on Easy Street, at the corner of Rest & Relaxation. Design patents took the lime light in *Apple Inc. v. Samsung*, proving to have value which can trump that of utility patents on a product. But a host of challenges must be reckoned with in order to realize the value which design patents can offer. Along with the rise of design patents there has been an evolution in the laws that define what product features can be claimed and how they can be claimed. Design patents are no longer used just to protect a product's 3D structural appearance, but are being creatively tailored to protect small areas and 2D features of those products – notably graphical user interfaces. The law is in flux about how later-filed designs claiming a subset of features originally disclosed can satisfy the Written Description Requirement under § 112, and there are a cornucopia of considerations when seeking to protect GUIs in the US and abroad. The panel will explore the corner of Risk & Reward, discussing design protection strategies and carefully crafted design drawings to achieve more robust design IP portfolios.

Moderator: Richard Kirkpatrick, Owner, *Patent Designs*
Panelist: Ted Hesse, Director of Intellectual Property and the Director of Technology Strategy, *NanoLumens, Inc.*
Panelist: Anbar Khal, Senior Patent Counsel, *Oakley, Inc.*
Panelist: George Raynal, Partner, *Saidman DesignLaw Group*

5:30 – 7:00 **Reception**

Please join us for an evening of food, fun, and stimulating conversation at the Institute Reception. Meet the speakers, moderators and other IP professionals that help shape the IP industry. Hors d'oeuvres and drinks will be served.

7:30 – 8:30 **Registration**

8:30 – 8:45 **Opening Remarks**

Speaker: Ed Baker, Assistant Dean for Graduate Recruiting and Student Services,
GSU Robinson College of Business

Speaker: Chason Carroll, Senior Intellectual Property Counsel, *Mueller Water Products, Inc.*

8:45 – 9:45 **IP LICENSING – IMPORTANT ISSUES TO ADDRESS AND PITFALLS TO AVOID**

When drafting and negotiating IP licenses, numerous terms and conditions need to be addressed to successfully protect your IP rights. The panel will discuss various issues to consider and pitfalls to avoid during a licensing negotiation. The panel will also highlight the recent legal developments and licensing trends in the U.S. that may impact the negotiating or litigating of IP agreements.

Moderator: Brian Klock, Partner, *Fitzpatrick, Cella, Harper & Scinto*

Panelist: Sean O'Brien, Vice President and Counsel of IP, *UTC Aerospace Systems*

Panelist: Sean Reilly, General Counsel, *Askeladden*, and Senior Vice President and Associate General Counsel, *The Clearing House Payments Company*

9:45 – 10:00 **Networking Break**

10:00 – 11:00 **PROFESSIONALISM IN IP PRACTICE: TAKING THE HIGH ROAD**

Professionalism has always been an important part of IP practice. With changes in fee shifting law, greater scrutiny of patent litigation, and changes to the Federal Rules of Civil Procedure, the need to take the high road is more important than ever before. This session will examine how professional behavior enhances results in modern IP practice.

Speaker: David Hricik, Professor of Law, *Mercer University School of Law*, Of Counsel, *Taylor English Duma, LLP*

11:00 – 12:30 **Lunch and Discussion: TRADEMARK CLEARANCE: BEST PRACTICES**

Clearing trademarks for use and registration is integral when selecting new brands. This panel will provide an overview of what to do, and what not to do, when conducting trademark clearance searches. The panel will answer questions such as: What is a preliminary trademark search? What is a comprehensive trademark search? When should a clearance search be conducted? How should the results best be reported? The panel will also discuss issues related to the role of trademark clearance for expanding product lines under existing marks and entry into new geographic markets. Finally, the panel will address common issues in-house IP attorneys encounter and need to be aware of, and new tools available to address these issues.

Moderator: Julie Hopkins, *Womble Carlyle Sandridge & Rice, LLP*

Panelist: Jeanene Jobst, Senior Counsel, *Turner Broadcasting System, Inc.*

Panelist: Lauren Linder, VP Associate General Counsel, *The Weather Channel*

Panelist: Paul Allen, *Corporation Service Company*

12:30 – 12:45 **Networking Break**

12:45 – 1:45 **THE CYBERSECURITY AND PRIVACY ISSUES OF INNOVATION**

This panel brings together multinationals who have successfully navigated the cybersecurity and privacy challenges in leading edge innovation including, i) identifying and addressing cybersecurity and privacy law challenges in the development of products ; ii) dealing with cross-border data flow restrictions and the new EU-US Privacy Shield; and iii) addressing cybersecurity and privacy challenges in new technologies such as cloud, the Internet of Things, body-worn-cameras and other surveillance tools.

- Moderator:** Chantal Bernier, Global Privacy and Cybersecurity Group, *Dentons Canada LLP*
Panelist: Irene Amu, Privacy & Data Security Senior Counsel, CIPP/US, CIPP/E Chief Administrative Office (CAO), *Motorola Solutions (MSI)*
Panelist: Dennis C. Garcia, Assistant General Counsel, *Microsoft Corporation*
Panelist: A. Patricia Marcucci, Executive Director – Senior Legal Counsel, *AT&T*
Panelist: Carrie Young, Head of Legal, *Americas at SITA*

1:45 – 2:00 **Networking Break**

2:00 – 3:00 **BEST PRACTICES FOR TRADE SECRETS AFTER NEW FEDERAL STATUTE AND LOSS OF PATENTABLE SUBJECT MATTER**

Trade secrets are enjoying newfound importance in the intellectual property world. The Defend Trade Secrets Act (DTSA) provides new federal protection for trade secrets, and many software systems and business methods are no longer patentable. In addition, courts continue to make very large damages awards for trade secret misappropriation. This session will explore best practices for large and small companies alike.

- Moderator:** Jeffrey R. Kuester, Partner, *Taylor English Duma, LLC*
Panelist: Kenneth M. Massaroni, Executive Vice President of Law, *Seagate Technology*
Panelist: Scott Culpepper, General Counsel, *MailChimp*
Panelist: Reagan Charney, Patent Counsel, *Newell Brands*

3:00 – 3:15 **Networking Break**

3:15 – 4:15 **MANAGING A GLOBAL IP PORTFOLIO AND STRATEGIES FOR REDUCING COSTS**

Managing a global IP portfolio can be a daunting task, and managing the costs associated with the portfolio can be one of the most challenging aspects. This presentation will address strategies for effective management and for reducing costs.

- Moderator:** Maria Baratta, Partner, *Kilpatrick Townsend*
Panelist: Carolyn Dinberg, Vice President and Associate General Counsel, *IHG*
Panelist: Greg Minano, Associate General Counsel, *Interface, Inc.*

Provides 6 general CLE credits and 1 Professionalism.

ABOUT THE LOCATION: ATLANTA AND GEORGIA STATE UNIVERSITY

This one of a kind conference will take place in downtown Atlanta, the financial capital of the South East, and home to an array of well known brands, representing a diversity of industry sectors. Atlanta attracts visitors from around the world, building a rich tapestry of cultures that support a variety of renowned restaurants, cafes, evening entertainment, as well as world-class hotels located throughout the city. Georgia State University, founded in 1913, is a leading research university with an enrollment of over 55,000 undergraduate and graduate students. The J. Mack Robinson College of Business is the largest business school in the South, with 200 faculty, 8,000 students and 70,000 alumni. The college's part-time MBA is ranked among the best by Bloomberg Businessweek and

U.S. News & World Report, and its Executive MBA is on the Financial Times list of the world's best EMBA programs. The College of Law is ranked among the top third of the nation's law schools. A diverse and motivated student body brings a rich variety of work and life experiences to the law school. Dedicated and distinguished faculty members are thoughtful scholars and enthusiastic teachers who are committed to ensuring that students receive a world-class education.

We hope you'll join us for two days of professional networking, education, and business development with licensing leaders from both small businesses and multi-national organizations to academic institutions and licensing solution providers.

SPONSORSHIP OPPORTUNITIES

Contact Chason Carroll at 678-591-4432 or ccarroll@muellerwp.com

Co-Founders/Organizers, GSU Corporate IP Institute

CHASON CARROLL, JD (Committee Chair), ccarroll@muellerwp.com, joined Mueller Water Products, Inc. in March 2013 as Senior Intellectual Property Counsel. Chason's duties include IP creation, development, monetization, licensing, enforcement and oversight of all IP initiatives including infrastructure, strategy, licensing, M&A activity, and litigation. Prior to joining Mueller, Chason's experience included engineering, intellectual property and legal counseling at fortune 100 and start-up companies. Chason is a patent holder and has shared his knowledge through speaking engagements for the State Bar of Georgia, The Licensing Executive Society, and several publications. Chason has a B.S and M.S. in electrical engineering from the Georgia Institute of Technology and a J.D. from Georgia State University. He is also a member of the Georgia State University's Intellectual Property Advisory Board.

PERRY BINDER, JD, pbinder@gsu.edu, is a Clinical Associate Professor of Legal Studies in GSU's Robinson College of Business. In 2010 and 2012, Perry taught the business applications of IP for U.S. students in Italy, and in 2014 was named to The Future of Education Scientific Committee in Florence. In 2008, he received Robinson's MBA Teaching Award and in 2005 and 2013, he received the college's Teaching Excellence Award. Perry has appeared internationally on television, radio, and in print media, including The New York Times, The Financial Times, and ESPN Classic. He is a member of The Florida Bar and conducts law training at PerryBinder.com. Prior to his teaching career, Perry litigated complex business cases and was a member of the NBA Subcommittee to the Miami Sports & Exhibition Authority.

SCOTT M. FRANK, JD/MBA, scott.frank@att.com, was named President of AT&T Intellectual Property in March of 2007 following the December 2006 merger of AT&T and BellSouth, where Scott had previously been the President of Intellectual Property. He is responsible for the identification, development, protection, management, marketing, licensing and sale of all company-wide intellectual property for AT&T and the owner of one of the world's most valuable intellectual property portfolios. Scott is a member of the Board of Directors of the Intellectual Property Owners Assoc., where he is former Chair of the Corporate IP Management Committee; Chair of Georgia Tech's and Georgia State University's Intellectual Property Advisory Boards; Chair of the Board of Trustees of the Georgia Tech Research Corporation; former Chair of the State Bar of Georgia's Intellectual Property Law Section; and a member of the Board of The Swift School for dyslexic children. Scott received his Bachelors in Electrical Engineering from Georgia Tech and his Law Degree and Masters in Business from Georgia State University. Scott lives in Atlanta, Georgia, and is married with four children.

JEFFREY R. KUESTER, JD, jkuester@taylorenghish.com, works in all areas of intellectual property at Taylor | English, an innovative business law firm with many attorneys having in-house experience. Jeff has been ranked one of the Top 100 Attorneys in Georgia and one of the Top 1000 Patent Attorneys in the world. He is Vice-Chair of the Intellectual Property Advisory Board for the GSU College of Law and previously served as Chair of both the Intellectual Property Law Section and the Technology Law Section of the State Bar of Georgia, both of which received the "Section of the Year Award" under his leadership. Prior to receiving his law degree from the GSU College of Law, Jeff earned his Bachelor of Electrical Engineering degree (with honors) from Georgia Tech while working for IBM and Georgia Power Company. Jeff also runs AwakenIP, an IP consulting company that filed an Amicus Brief in *Bilski v. Kappos*, in which Jeff also represented the inventors.

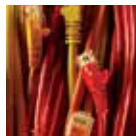
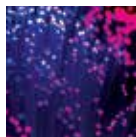
Speaker Biographies are available at www.gsuiip.org/corporate

678-612-8818

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Finnegan proudly supports The 2016 **Corporate IP Institute**[®]

Finnegan is dedicated to advancing the ideas and innovations that drive businesses around the world. From offices in the United States, Europe, and Asia, we work with leading corporations and innovators in virtually every industry and technology to protect, advocate, and leverage their most important intellectual property assets.

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2016 INTELLECTUAL PROPERTY SPONSORSHIPS

Providing Full and Partial Scholarships for students interested in intellectual property and hosting an annual Intellectual Property Job Fair (attended by dozens of employers, dozens of law schools and hundreds of law students from around the country) are just two of many examples of how Georgia State University values Intellectual Property.

In addition to providing excellent intellectual property law classes, professional mentoring, and IP moot court opportunities to its students, GSU College of Law collaborates with the J. Mack Robinson College of Business through support from Sponsoring Alumni, Law Firms, and Corporations to provide outstanding continuing educational programs, including a Corporate Intellectual Property Roundtable luncheon program and the Annual Corporate IP Institute.

There is no doubt that Intellectual Property is a BIG priority with Georgia State University. It is also with great appreciation that GSU College of Law and the Robinson College of Business thank the following organizations for their support of the many intellectual property initiatives at Georgia State University.

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Our sponsors' support has helped the school with its many intellectual property initiatives. One of the most successful is the Corporate Intellectual Property Roundtable. Premier Sponsors get special access to this. The following were members in 2015.

2016 CORPORATE INTELLECTUAL PROPERTY ROUNDTABLE MEMBERS

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Equifax
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GE Power & Water
Georgia Institute of Technology

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THREE WAYS TO REGISTER

- Online: www.gsuip.org/institute
- Fax: 888-253-1271
- Mail: CIPI c/o Christine Nwakamma
Center for Intellectual Property
Georgia State University College of Law
P. O. Box 4037
Atlanta, GA 30302-4037

	by 9/16	by 10/7	Thereafter
1 Day Price:	\$550	\$650	\$750
2 Day Price:	\$895	\$1195	\$1395

# of 1 Day Attendees:	# of 2 Day Attendees:
<input type="text"/>	<input type="text"/>
Discount Code:	Discount Amount*:
<input type="text"/>	\$ <input type="text"/>

1 Day Attendees, circle the day you're attending:
October 25 October 26

TOTAL REGISTRATION: \$

*Contact anna@angelfishmeetings.com for applicable discount codes

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Company Title

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Phone

Email

Are you interested in playing in the CIP CUP Golf event on Monday, October 3rd? Yes No
You will be contacted separately regarding your participation. In-house IP professionals will be extended a complimentary round of golf.

Card Type: VISA MC AMEX

Name on Card

Number

Expiration ____ / ____ CVV Code

(CVV Code will be four numbers on upper right of AMEX or last three numbers above the signature line of VISA/MC)

Signature

Make check payable to
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and mail to CIPI
c/o Christine Nwakamma
Center for Intellectual Property
Georgia State University
College of Law
P. O. Box 4037
Atlanta, GA 30302-4037

I plan to park at GSU: Yes No

Complimentary parking will be available in M Deck.

CLE GA Bar #

12 General / 1 Ethics / 1 Professionalism credits applied for in Georgia
15 General / 2.5 Ethics credits applied for in Florida

Note: If you are applying for CLE and you are outside of Georgia or Florida, please check with your bar for application procedures. A Certificate of Attendance and an agenda will be available upon request to attendees.

ATLANTA HOTEL ROOMS AVAILABLE: (valid through 9/23/16)

The Ritz-Carlton Atlanta

\$254 plus tax per night
181 Peachtree Street

Please call 1-800-241-3333
and reference "GSU-Corporate IP Institute"

EVENT LOCATION

Student Center East, Ballroom, First Floor
Georgia State University
44 Courtland Street | Atlanta, Georgia 30303

TERMS & CONDITIONS

- Payment in full due prior to event
- Includes event, program materials, meals, breaks and first night reception
- Substitution of participants is permissible with prior notification
- No refunds unless event is cancelled
- We reserve the right to change or cancel event
- No liability assumed for change in speaker, venue or dates

THE CORPORATE INTELLECTUAL PROPERTY INSTITUTE

You don't have to hunt for the best practices in corporate IP.
For two days this October, hear global experts share their ideas.



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