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 2015 Corporate Intellectual Property Institute.

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 2015 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 2015 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.

*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.

Join us at the 6th annual CIP CUP® Charity Golf Tournament on October 26th 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.

www.gsuip.org/corporate  •  (678) 612-8818
8:45 – 9:30  Registration, Introduction and Opening Remarks
Speaker:  Associate Dean Harley E. “Chip” Ryan, Jr.,  J. Mack Robinson College of Business
Speaker:  Chason Carroll,  Mueller Water Products, Inc.

9:30 – 10:30  HOW TO HANDLE THE SECTION 101 CONFUSION  POST-ALICE V. CLS BANK
Since the Supreme Court issued its opinion in Alice v. CLS Bank, patent attorneys have been attempting various strategies to handle Section 101 issues in both prosecution and litigation. The panel will discuss some of the trends and tips relating to Section 101 issues that are arising in the prosecution and litigation of patents (post-Alice), and what they are doing both internally and externally to deal with the changes to Section 101 patent law.
Moderator:  Stephen E. Belisle, Partner,  Fitzpatrick, Cella, Harper & Scinto
Speaker:  Dr. Leslie Fischer, Senior Patent Attorney,  Novartis Pharmaceuticals Corp.
Speaker:  Scott Pojunas, Patent Development Director,  Hewlett-Packard Company
Speaker:  Matthew Sked, Legal Policy Advisor,  United States Patent and Trademark Office

10:30 – 10:45  Break

10:45 – 11:45  DESIGN PATENT DRAWINGS: ILLUSTRATION, VALIDITY AND ENFORCEMENT SCOPE
Design is economically and socially important and a significant business asset in which IP rights exist. Design patenting offers the most effective protection against copiers that attempt to steal the market advantage an original design fostered. Carefully prepared drawings are critical to securing a design patent with a meaningful scope to enable successful enforcement against similar designs. The panel will discuss design patent illustration techniques and considerations, effective coordination between attorneys and illustration service providers, and recent case law which highlights the importance of drawing preparation with regard to validity and enforcement scope.
Moderator:  Richard Kirkpatrick, Owner,  Patent Designs
Panelist:  Jonathan Shoolman, President,  intention
Panelist:  George Raynal, Partner,  Saidman DesignLaw Group
Panelist:  Anbar Khal, Senior Patent Counsel,  Oakley, Inc.

11:45 – 1:15  Lunch and Discussion:  MANAGING AN IP BUDGET IN SMALL AND BIG COMPANIES
Whether you are a multi-billion dollar corporation or a start-up business, the ability to manage your spend on intellectual property matters is likely a key factor in your everyday business. Our panel will explore the decisions in-house counsel make when dealing with their internal clients and outside counsel in order to meet their budgetary goals.
Moderator:  Jeffrey Blake, Partner,  Merchant & Gould
Panelist:  Allen Yee, Senior Counsel,  The Coca-Cola Company
Panelist:  Bill Silverio, Senior Corporate Counsel, IP Litigation,  Cisco Systems
Panelist:  Laura Fahey Fritts, Director, Patent and License Strategy & Chief Intellectual Property Officer,  Emory University, Office of Technology Transfer

1:15 – 1:30  Break
1:30 – 2:45  **CORPORATE IP MANAGEMENT BEST PRACTICES**

Results of IPO’s Corporate IP Management Committee case study focusing on IP strategy, organizational structure, patent prosecution, education, licensing-out, licensing-in, and software will be shared during this session. Chief IP Counsel will discuss methods of using metrics and analytics to demonstrate alignment between the IP portfolio and business strategy. Speakers will also address what companies are doing or what tools they are using for invention mining and how they are processing invention disclosures in the post AIA world.

**Moderator:** Bruce Burton, Managing Director, *Stout Risis Ross*

**Speaker:** Cheryl Tubach, Chief Intellectual Property Counsel, *J.M. Huber Corporation*

**Speaker:** Mike Young, Vice President and Chief Intellectual Property Counsel, *Roche, Inc*

**Speaker:** Bernie Zidar, Chief Intellectual Property Counsel, *McKesson Corporation*

2:45 – 3:00  **Break**

3:00 – 4:00  **AIA TRIALS – STRATEGY, BEST PRACTICES, AND BUSINESS CONSIDERATIONS**

Practice before the Patent Trial & Appeal Board continues to evolve. We intend to discuss AIA trial strategy and recent best practices based on the current state of the Board’s regulations and decisions. Even those who have never been before the Board must be mindful of how AIA trials affect other aspects of their businesses. Examples include the effect on licensing discussions, opinions of counsel, and valuing patents during mergers and acquisitions. We will discuss these and other business considerations.

**Moderator:** Jason Stach, Partner, *Finnegan*


**Panelist:** Adam Kubelka, Senior Director, Intellectual Property, *Lumentum*

**Panelist:** Stephen MacKenzie, Senior Counsel, IP and IP Litigation, *Koch Companies Public Sector*

4:00 – 4:15  **Break**

4:15 – 4:30  **2015 GSU WRITING WINNER**

4:30 – 5:30  **PROFESSIONALISM IN PATENT PRACTICE: WHAT’S NEW AND EXCITING!**

The competing obligations of honesty, candor, and confidentiality often put patent counsel in difficult positions. This session will analyze recent challenges to professionalism arising in post-grant proceedings and other forums.

**Speaker:** David Hricik, Professor of Law, Mercer University School of Law

5:30 – 7:00  **Reception**

*Provides 6 general CLE credits and 1 Professionalism.*

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.

[www.gsuip.org/corporate](http://www.gsuip.org/corporate)  •  (678) 612-8818
ENFORCEMENT SCOPE

Property Officer,
Panelist:
Panelist:

...intellectual property matters is likely a key factor in your everyday business. Our panel will explore the... 

...advantage an original design fostered. Carefully prepared drawings are critical to securing a design patent...

...Design patenting offers the most effective protection against copiers that attempt to steal the market...

...Design is economically and socially important and a significant business asset in which IP rights exist.

8:30 – 9:30

PRIVACY AND DATA ISSUES AND THE POLICIES AND PROCEDURES TO ADDRESS THEM

Today's in-house counsel face increasing challenges in managing the risks associated with privacy and data security issues. Responsible in-house counsel should be aware of the evolving and applicable laws and regulations governing these issues, including those arising in the context of daily operations, commercial and IP transactions, and due diligence. Our panel will assist privacy and data security practitioners to understand how to address these evolving issues.

Moderator: Christopher J. Chan, Partner, Sutherland Asbill & Brennan LLP
Speaker: Elizabeth Lester, Assistant General Counsel, Intellectual Property, Equifax Inc.
Speaker: Catherine Hora Anderson, VP & Chief Privacy Officer, McKesson Medical-Surgical

9:30 – 9:45

Break

9:45 – 10:45

THE PERILS OF THE PATENT-ANTITRUST INTERFACE: ANTITRUST RED FLAGS FOR PATENT LAWYERS

There is an inherent tension between patent and antitrust law. Antitrust law seeks to drive prices down to benefit consumers whereas patent law seeks to drive them up to encourage producers to innovate. This topic examines patent-related practices that can trigger antitrust liability, including price, output, use, and territorial limitations in licenses, patent nonuse and trolling, IP settlements, patent accumulation, patent pooling, and R&D joint ventures.

Speaker: Ramsi Woodcock, Legal Studies professor, GSU Robinson College of Business

10:45 – 11:00

Break

11:00 – 12:00

COPYRIGHT LICENSING: IMPORTANT ISSUES TO ADDRESS AND PITFALLS TO AVOID

The panel will discuss important issues to address and pitfalls to avoid in drafting or negotiating copyright license agreements. The panel also will highlight the most significant recent cases addressing those issues.

Moderator: Joseph Beck, Senior Counsel, Kilpatrick Townsend & Stockton LLP
Panelist: Brenton Hund, Senior Counsel, Head of Music Group, Turner Broadcasting System, Inc.
Panelist: Ben Findley, Senior Counsel, Intellectual Property and Transactions, Cox Enterprises, Inc.

12:00 – 1:30

Lunch and Discussion: ETHICAL CONSIDERATIONS WITH EMPLOYEES USING SOCIAL MEDIA AND LAWYER ASSISTANCE PROGRAMS

Is it okay for employees to promote the company brand in social media? How narrow or broad is your social media policy? Does an at-will employee have any legal rights when tweeting about your company? Can an employer demand an employee’s social media password? These legal and ethical issues and more will be discussed in this interactive session. In addition, an update will be provided on State Bar Lawyer Assistance Programs.

Speaker: Perry Binder, Clinical Associate Professor of Legal Studies, GSU Robinson College of Business
Speaker: Chason Carroll, Senior IP Counsel, Mueller Water Products, Inc.
Speaker: Jeff Kuester, Partner, taylor english
1:30 – 2:30  **MONEY TALKS – MAKING EARLY AND BETTER-INFORMED DISPUTE RESOLUTION DECISIONS USING DAMAGES AND VALUATION MODELS**

While always important, recent court rulings have made damages an even greater focus in IP litigation. Given the considerable costs for plaintiffs and defendants in litigation, all litigants need to realistically assess what a case is “worth” as they move through the various stages of litigation, and even before a case truly begins. How can in-house counsel reasonably assess potential exposure or possible recovery when facing or considering a suit? What are the key levers that push damages one way or the other? What tools are used to estimate initial case value? What steps should you take early-on in discovery to bring clarity to the patent value question? How should you use your analysis in settlement negotiations? These questions and others will be answered by a panel of experts that have sat on both sides of the table.

**Moderator:** Preston Heard, **Womble Carlyle Sandridge & Rice, LLP**  
**Panelist:** Michael Milani, Managing Director, **Ocean Tomo, LLC**  
**Panelist:** Larry Tedesco, Associate Director, **Berkeley Research Group**

2:30 – 2:45  **Break**

2:45 – 3:45  **EXHAUSTION AND FIRST-SALE IN PATENT AND COPYRIGHT CASES**

The doctrines of patent and copyright exhaustion / first-sale are defenses to infringement that arise after an initial authorized sale of an article by a patent or copyright owner (or the owner’s licensee). After the authorized sale, the specific article sold can no longer infringe the owner’s patent or copyright rights. The panel will discuss exhaustion and first-sale in patent and copyright cases. International exhaustion and post-sale restriction issues will also be discussed.

**Moderator:** Joshua D. Curry, Patent and IP Litigation Attorney, **Dentons US LLP**  
**Panelist:** Ken Hobday, Vice President and Intellectual Property Counsel, **Fiserv, Inc.**  
**Panelist:** Troy Van Aacken, Vice President and Lead Counsel, **ARRIS Group, Inc.**

*Provides 6 general CLE credits and 1 Ethics.*
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 30,000 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) 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. His IP organization has grown the patent portfolio significantly and has successfully licensed and sold patents, trademarks and copyrighted technology to add hundreds of millions of dollars to AT&T’s bottom line. AT&T has been in the Top 20 U.S. organizations granted patents since 2011 and in 2014 was ranked #2 by the Wall Street Journal for Innovation based on patents in the telecom industry (only behind Qualcomm). 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; Vice Chair of the Board of Directors of the Georgia Tech Research Corporation; and former Chair of the State Bar of Georgia’s Intellectual Property Law Section. He is also Vice-Chair of the Board of Directors of the Mary Hall Freedom House, an organization that helps and rehabilitates women with substance abuse and domestic violence problems. 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@taylorenglish.com, works in all areas of intellectual property and leads the Patent Practice Group 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.gsuip.org/corporate

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Finnegan proudly supports
The 2015 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.

For more information please visit www.finnegan.com.
2015 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.

2015 Premier Sponsors

AT&T
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Dentons
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Klipatric Townsend & Stockton
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Merchant & Gould

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Taylor I English

2015 Supporting Sponsors

Murgitroyd & Company

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 2014.

2015 Corporate Intellectual Property Roundtable Members

AT&T
CISCO
Chick-fil-A
Collegiate Licensing Company
Eaton’s Cooper Lighting Business
Equifax
Georgia Power
GE Power & Water

Georgia Institute of Technology
Georgia State University
J. M. Huber Corporation
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Noble Systems Corporation

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The Patent Institute of Training
RockTenn Company
Scientific Games International
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Three Ways to REGISTER

- Online at: www.gsuip.org/corporate
- Fax: 888-253-1271
- Mail: CIPI c/o Angelfish Meetings & Events 828 Highland Lane, NE - Suite 2201 Atlanta, GA 30306

Name__________________________________________________________
Company_______________________________________Title________________
Address________________________________________________________________________________
City________________________State________Zip___________________
Phone__________________________________________________________________________________
Email__________________________________________________________________________________

Are you interested in playing in the CIP CUP Golf event on Monday, October 26th? 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________________________________________________________________

I plan to park at GSU: Yes No
Complimentary parking will be available in M Deck.

GA Bar #_______________ CLE
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 9/28/15)

The Ritz-Carlton Atlanta
$235 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

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.