THE 11TH ANNUAL CORPORATE IP INSTITUTE:
NOVEMBER 8 - 9, 2017

PRESENT

THE CORPORATE IP INSTITUTE®
OFFENSE. DEFENSE. STRATEGY.

ASSERTING YOUR IP

SPOTTING QUALITY & VALUE

DEFENDING YOUR PORTFOLIO

MANAGING IP ISSUES

BALANCING THE IP BUDGET

LEVERAGING IP FOR REAL VALUE

NEW LOCATION
Knowles Conference Center at the Georgia State University College of Law

THE 11TH ANNUAL CORPORATE IP INSTITUTE:
NOVEMBER 8 - 9, 2017

Full Year CLE / Ethics / Professionalism*

gsuip.org/institute

CIP CUP® GOLF TOURNAMENT
OCTOBER 17, 2017
In-house CIPI Attendees Play Free
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 2017 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 2017 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 8th annual CIP CUP® Charity Golf Tournament on October 17th at St. Ives Country 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 CIP. Registrations is available at gsuip.org/institute
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<th>Time</th>
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<tr>
<td>7:30 – 8:30</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>8:30 – 8:45</td>
<td>Opening Remarks</td>
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<tr>
<td><strong>Speaker:</strong></td>
<td><strong>Georgia State University College of Law</strong></td>
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<tr>
<td>8:45 – 9:45</td>
<td>MISSION (NOT) IMPOSSIBLE: STRATEGIES FOR SAVING OR SINKING PATENTS IN IPR PROCEEDINGS</td>
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<td><strong>Speaker:</strong></td>
<td><strong>GSU Entrepreneurship &amp; Innovation Institute</strong></td>
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<td><strong>Mueller Water Products, Inc.</strong></td>
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<td>MISSION (NOT) IMPOSSIBLE: STRATEGIES FOR SAVING OR SINKING PATENTS IN IPR PROCEEDINGS</td>
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<tr>
<td>Moderator:</td>
<td>Justin J. Oliver, Partner, <strong>Fitzpatrick, Cella, Harper &amp; Scinto</strong></td>
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<tr>
<td>Panelist:</td>
<td>Rodney M. Young, Chief IP Counsel, <strong>Medtronic, plc.</strong></td>
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<td>Panelists:</td>
<td>Other Panelists Invited</td>
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<tr>
<td>9:45 – 10:00</td>
<td>Networking Break</td>
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<tr>
<td>10:00 – 11:00</td>
<td>MANAGING YOUR IP PORTFOLIO: ALIGNING IP STRATEGY AND BUSINESS</td>
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<tr>
<td>Moderator:</td>
<td>M. David Weingarten, <strong>Finnegan, Henderson, Farabow, Garrett &amp; Dunner, LLP</strong></td>
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<td>Panelist:</td>
<td>Patricia Ades, Senior IP Counsel, <strong>J.M. Huber Corporation</strong></td>
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<td>Panelist:</td>
<td>Radha Murphy, Global Chief IP Counsel, <strong>Imerys SA</strong></td>
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<td>Panelist:</td>
<td>Laura Fahey Fritts, Director, Patent and License Strategy &amp; Chief Intellectual Property Officer, <strong>Emory University, Office of Technology Transfer and Emory Patent Group</strong></td>
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<tr>
<td>Panelist:</td>
<td>Jessica Kattula, Patent Counsel, <strong>Newell Brands</strong></td>
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<td>11:00 – 11:15</td>
<td>Networking Break</td>
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<tr>
<td>Moderator:</td>
<td>Adrian Tou Lungi, Partner, <strong>Eversheds Sutherland (International) LLP</strong></td>
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<td>Panelist:</td>
<td>Jason Chang, Assistant Vice President – IP Senior Legal Counsel, <strong>AT&amp;T Inc.</strong></td>
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<td>Panelist:</td>
<td>Matthew S. Goodwin, Chief IP Counsel, <strong>Newell Brands</strong></td>
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<td>Panelist:</td>
<td>Ami Patel Shah, Managing Director, <strong>Fortress Investment Group LLC</strong></td>
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<tr>
<td>12:15 – 1:45</td>
<td>Lunch</td>
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With IPR proceedings becoming a routine tactic in patent disputes, many patent owners and challengers alike are discovering various benefits and pitfalls associated with them. The panel will discuss strategic issues that in-house counsel should consider with respect to these proceedings. The panel also will share their perspectives on IPR strategies in the context of parallel litigations.

**MISSION (NOT) IMPOSSIBLE: STRATEGIES FOR SAVING OR SINKING PATENTS IN IPR PROCEEDINGS**

This panel will offer observations and suggestions for managing IP and discuss the criticality of aligning an IP program’s goals and targets with the corporate objectives. Strategies for improving efficiencies and reducing costs while strengthening IP portfolios and IP litigation positions will also be discussed.

**MANAGING YOUR IP PORTFOLIO: ALIGNING IP STRATEGY AND BUSINESS**

The UP and UPC reforms will usher in radical changes to the patent landscape in Europe. Multiple delays and lack of key information have hampered in-house counsel’s preparations - until now. As the project moves towards the final countdown, this panel will give you the data you need over the next 12 months to get your business into shape for the UP/UPC, including:

- The new timetable
- Recent news from the UPC Preparatory Committee and EPO Select Committee
- Latest developments on ratification and implementation
- The impact of Brexit, the UK general election and the German constitutional challenge
- Tailoring new IP strategies for your business and how to prepare your portfolio for the new opportunities
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<tr>
<td>1:45 – 2:00</td>
<td>Networking Break</td>
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<tr>
<td>2:00 – 3:00</td>
<td><strong>STRATEGIES FOR MANAGING AND EVALUATING IP ASSETS</strong></td>
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<td>Issues related to the evaluation of IP assets arise in a variety of contexts including mergers, acquisitions, asset transfers, licensing, joint ventures, bankruptcy, and portfolio management. The panel will discuss current trends and tips relating to IP management and evaluation.</td>
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<td>Moderator: Brenda Holmes, Partner, <em>Kilpatrick Townsend &amp; Stockton LLP</em></td>
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<td>Panelist: Heather McNay, Group Intellectual Property Counsel, <em>Landis+Gyr</em></td>
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<td>Panelist: Dan Cenatempo, Executive Director, <em>FairValue Advisors, LLC</em></td>
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<td>Panelist: Kevin Cranman, Senior Group Legal Counsel, <em>Ericsson Inc.</em></td>
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<td>3:00 – 3:15</td>
<td>Networking Break</td>
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<td>3:15 – 4:15</td>
<td><strong>MANAGING PATENT ELIGIBLE SUBJECT MATTER IN SOFTWARE RELATED ORGANIZATIONS</strong></td>
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<td>Even after dozens of Federal Circuit decisions applying the Supreme Court’s holding in Alice Corp. v. CLS Bank International, the question of which software inventions are patent eligible under 35 U.S.C. § 101 remains unclear. This lack of clarity makes it difficult to plan and build software-based patent portfolios. This discussion will focus on strategies for preparing patent applications with an eye toward avoiding § 101 rejections, techniques for responding to § 101 rejections, strategies for commercializing patent assets impacted by § 101, communicating with management, and legislative proposals for changing § 101 and the potential impact of those proposals on portfolio development.</td>
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<td>Panelist: Kirk Somers, Chief Legal, Privacy, and People Officer, <em>Cardlytics</em></td>
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<td>4:15 – 4:30</td>
<td>Networking Break</td>
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<td>4:30 – 5:30</td>
<td><strong>COMMUNICATING, PROSECUTING, AND LAWYERING PROFESSIONALLY</strong></td>
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<td>This session will explore conflicts between the duty to the client, on the one hand, and to the system, opposing counsel, the responsibility to professionally and effectively communicate, as well as the use and abuse of discovery.</td>
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<td>Speaker: David Hricik, Professor of Law, <em>Mercer University School of Law</em></td>
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<tr>
<td>5:30 – 7:00</td>
<td>Networking Reception</td>
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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.
7:00 – 8:00  **Registration and Continental Breakfast**

8:00 – 8:15  **Opening Remarks**
**Speaker:**  Chason Carroll, Senior Intellectual Property Counsel, *Mueller Water Products, Inc.*

8:15 – 9:15  **HOW THE RISKS IN SAAS CONTRACTS DIFFER FROM TRADITIONAL SOFTWARE LICENSING MODELS**

As the Cloud grows to engulf nearly all business functions, licensing lawyers must walk their clients through a different set of minefields. Concerns about harm to client systems have been replaced with concerns about return of data. Support and maintenance have been replaced by service level agreements. New security concerns arise, and old compatibility issues drift to the wayside. This panel will address management of client risk in a new and networked world, with an emphasis on practical advice and straightforward negotiating tips from both sides of the cloud.

**Moderator:**  Theodore F. Claypoole, Partner, *Womble Carlyle Sandridge & Rice, LLP*
**Panelist:**  Creighton Frommer, Chief Counsel, Intellectual Property, *RELX Group*
**Panelist:**  Evan Glover, Chief Counsel, Software, *NCR*
**Panelist:**  Phil Gura, Chief Legal Officer, *Sionic Mobile*

9:15 – 9:30  **Networking Break**

9:30 – 10:30  **OPINIONS OF COUNSEL BEST PRACTICES**

Are opinions of counsel now more important? Have attorney-client privilege considerations changed? What are current best practices for opinions?

**Moderator:**  Jeffrey R. Kuester, Partner, *Taylor English Duma LLP*
**Panelist:**  Kenneth M. Massaroni, Vice President and Advisor to the Chairman of the Board, *Seagate Technology*
**Panelist:**  Robert J. Starr, Senior Counsel – Intellectual Property, *ARRIS Group*
**Panelist:**  Buddy Toliver, *Cisco Systems*

10:30 – 10:45  **Networking Break**

10:45 – 12:00  **TRENDS IN CORPORATE IP MANAGEMENT – WHERE HAVE WE BEEN AND WHERE SHOULD WE BE HEADING?**

This presentation and panel of senior IP law leaders will address key trends in IP management over the past decade as identified in IPO’s 2017 Corporate IP Survey Report and prior IPO surveys conducted in 2013 and 2011. This rich source of corporate IP data provides a baseline for panelists to consider the implications these developing trends may have for corporate IP organizations in the future.

**Moderator:**  Robert Williamson, President, *ipPerformance Group*
**Panelist:**  Hanns Hallesius, Head of Group Patents, *Electrolux AB*
**Panelist:**  Gene Potkay, SVP Intellectual Property, *Nielsen*
**Panelist:**  Al Riddle, VP IP, *Baker Hughes, a GE Company*
12:00 – 1:15  **Lunch Panel: IP DUE DILIGENCE ISSUES FOR IN-HOUSE COUNSEL**

In-house counsel face numerous due diligence issues on a daily basis. These range from launching new products to monitoring competitor products to navigating mergers, acquisitions and spin-offs. Our panel will discuss practical tips learned from their experiences working through patent, trademark, and trade secret due diligence issues.

**Moderator:** Jeffrey D. Blake, Partner, *Merchant & Gould P.C.*
**Panelist:** Cheryl Tubach, Chief Intellectual Property Counsel, *J.M. Huber Corporation*
**Panelist:** Rhett White, Intellectual Property Counsel, *Superior Essex Inc.*
**Panelist:** Bill Cook, Intellectual Property Counsel, *Eaton Corporation*

1:15 – 1:30  **Networking Break**

1:30 – 2:30  **2017-18 US SUPREME COURT PATENT AND IP DECISIONS**

The US Supreme Court has issued several important patent and IP decisions thus far in 2017 and has granted certiorari in several cases to be decided later in 2017 or in 2018. In pending patent cases, the Court will decide whether inter partes review is constitutional and whether the PTAB must issue a decision on all challenged claims. In decided patent cases, the issues addressed ranged from long-standing rules about venue and exhaustion to the laches defense to worldwide liability for supplying a single component of a patented invention from the United States. Other IP decisions concern the copyrightability of useful articles, such as fashion designs, and whether “disparaging” marks can be trademarked. Our panel will discuss these cases, their interpretation in the lower courts, and their impact on legal and business decision-making.

**Moderator:** Joshua D. Curry, Partner, *Dentons US LLP*
**Panelist:** Nakul K. Warrier, Assistant General Counsel, *Ricoh USA, Inc.*
**Panelist:** Marcus Delgado, Assistant General Counsel, *Cox Enterprises*

2:30 – 2:45  **Networking Break**

2:45 – 3:45  **ETHICS ISSUES FACING IN-HOUSE INTELLECTUAL PROPERTY COUNSEL**

In-house counsel face a variety of ethics issues when working with members of their company, members of outside companies, outside counsel, the courts, and the USPTO. The panel will discuss a number of ethical issues surrounding example fact patterns based on real-world situations facing in-house counsel. The panel will also discuss the ABA and USPTO Rules of Professional Conduct as they pertain to these ethical issues, as well as practical tips and considerations.

**Moderator:** Jason M. Perilla, Associate, *Thomas Horstemeyer*
**Panelist:** Carol Ansley, Senior Director, Counsel, *ARRIS*
**Panelist:** Dr. Judy Jarecki-Black, Head, Patent Prosecution and Patent Litigation, *Boehringer Ingleheim Animal Health*
**Panelist:** Matt Nesbit, Intellectual Property Attorney, *The Home Depot*
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.

Join us at this year’s new location, the Knowles Conference Center, located in the recently built College of Law building. 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. Perry currently teaches Technology Law for Entrepreneurs, which addresses the business applications of IP. Every year since 2010, Perry has taught courses or presented at conferences in Austria, Canada, Greece, Hungary, and Italy. He appears internationally on television, radio, and in print media, including The New York Times, The Financial Times, and ESPN Classic. Perry 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@taylorenglish.com, works in all areas of intellectual property and is Co-Chair of the IP Practice and Patent Practice 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 currently serves on the ABA’s Commission on Lawyer Assistance Programs Advisory Committee and as Chair of the ABA Substance Abuse and Mental Health Committee of the IPL Section, in addition to serving the State Bar of Georgia as Chair of the Lawyer Assistance Committee and as a member of the Board of Governors.

Speaker Biographies are available at www.gsuip.org/institute

678-612-8818
Finnegan proudly supports The 2017 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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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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For two days this November, hear global experts share their ideas.