

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

Knowles Conference Center
at the Georgia State University College of Law

THE 12TH ANNUAL
CORPORATE IP INSTITUTE:
OCTOBER 22 - 23, 2018

Full Year CLE / Ethics /
Professionalism*
gsuiip.org/institute



Charity Intellectual Property Golf Tournament

CIP CUP® GOLF TOURNAMENT
OCTOBER 4, 2018

In-house CIPI Attendees Play Free

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 2018 Corporate Intellectual Property Institute.

*CLE Information

GA CLE Credits Approved:
12 General / 1 Ethics / 1 Professionalism

FL CLE Credits Approved:
14.5 General / 2.5 Ethics / 1 Technology /
14.5 Business Litigation and IP

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 2018 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 2018 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 9th annual
CIP CUP® Charity Golf Tournament

on October 4th 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 I.

Registrations is available at gsuip.org/institute

7:30 – 8:30 **Registration and Continental Breakfast**

8:30 – 8:45 **Opening Remarks**

Speaker: Wendy Hensel, Dean, *Georgia State University College of Law*
Speaker: Chason Carroll, Senior Intellectual Property Counsel, *Mueller Water Products, Inc.*

8:45 – 9:45 **BUILDING A QUALITY IP PROGRAM FROM START TO FINISH**

The protection of Intellectual Property (IP) rights is an important aspect of the business operations of every company. There are several challenges, however, to establishing the internal practices and procedures through which a company's IP is identified and protected. We are pleased to present a panel of three in-house IP attorneys to discuss a number of best practices for building a program to protect the IP of a company. Among others, the topics for discussion will include best practices to establish good working relationships among business units, to identify, prioritize, and seek protection for IP, and to manage the costs of IP protection.

Moderator: Jason M. Perilla, *Thomas | Horstemeyer*
Panelist: John DiRico, Intellectual Property Counsel, *VMware*
Panelist: Pratik Jhanb, IP Counsel, *Aristocrat Technologies Inc.*
Panelist: Andy Thomson, Assistant General Counsel, *Kimberly-Clark*

9:45 – 10:00 **Networking Break**

10:00 – 11:00 **ALLOCATING YOUR IP RESOURCES....IN-HOUSE PROSECUTION, FTO SEARCHING, LITIGATION DECISIONS, MANAGING OUTSIDE COUNSEL, LANDSCAPES, ETC.**

In-house counsel often have more demands on their time and budget than can be met. At any given time, decisions may have to be made concerning patent prosecution, litigation, product clearance, and other items. Our panel of experienced in-house counsel will provide insights into how they prioritize their time and invest their energy meeting the needs of the business.

Moderator: Jeffrey Blake, Partner, *Merchant & Gould*
Panelist: Murrell Blackburn, IP Counsel, *Southwire Company*
Panelist: Patricia Ades, Sr. Intellectual Property Counsel, *J.M. Huber Corporation*

11:00 – 11:15 **Networking Break**

11:15 – 12:15 **THE INTERPLAY OF COMMON KNOWLEDGE, OPEN SOURCE, IP AND RELATED ISSUES**

There is often a fine line between what is protectable and what is common knowledge. The concept of open source technology and its accompanying restrictions further blurs the line. The panel will discuss the interplay between these concepts, along with practical and strategic implications that in-house counsel should consider.

Moderator: Benjamin R. Schlesinger, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*
Panelist: Jennifer Miller, *Change Healthcare*
Panelist: Matt Nesbitt, *The Home Depot*
Panelist: Jeff Watson, *Husqvarna Group*

12:15 – 1:45 **Lunch**

1:45 – 2:00 **Networking Break**

2:00 – 3:00 **LICENSING ESSENTIALS: PRACTICAL TOOLS AND TIPS IN INTELLECTUAL PROPERTY LICENSING**

This panel will offer first-hand tales from the trenches, as our panelists share their tips and best practices for structuring and negotiating IP licenses. Learn from their experiences and leave armed with practical tools and tips on how to successfully navigate a range of IP licensing situations.

Moderator: Tiffany Williams, Partner, *Kilpatrick Townsend & Stockton LLP*

Panelist: Kerri Baun, Group Intellectual Property Counsel, *Andritz USA Inc*

Panelist: Suzanne Shope, Patent Attorney, *Boehringer Ingelheim Animal Health (formerly Merial, Ltd.)*

Panelist: Kevin Cranman, Associate General Counsel, *Noble Systems Corporation*

3:00 – 3:15 **Networking Break**

3:15 – 4:15 **EMPLOYEES AND IP – AVOIDING PITFALLS FOR THE UNWARY**

When dealing with employees at virtually every step of their employment, care must be taken both to protect a company's intellectual property and to avoid stepping on the IP rights of others. The purpose of this panel is to explore those issues and discuss best practices relating to the handling of IP, from the employee onboarding process to the employee's departure, and the many steps in between. The Panel will also note the impact of any recent developments in the law, such as the evolution of the Defend Trade Secrets Act.

Moderator: Ryan K. Walsh, Partner, *Jones Day*

Panelist: Laura Fahey Fritts, Director, Patent & License Strategy and Chief Intellectual Property Officer, *Emory University*

Panelist: Nakul Warriar, Assistant General Counsel, *Ricoh USA, Inc.*

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

4:15 – 4:30 **Networking Break**

4:30 – 5:30 **STATE BAR OF GEORGIA ETHICS UPDATE**

The Office of General Counsel (OGC) for the State Bar of Georgia now has expanded investigative powers and new jurisdiction to initiate disciplinary grievances against attorneys. The OGC may also make referrals to mental health professionals in cases of suspected impairment or incapacity to defer disciplinary findings. Separate from the OGC, and as one effort to help attorneys avoid future disciplinary problems, the Lawyer Assistance Program has added a new Peer Program to assist attorneys willing to ask for help from volunteer peer attorneys in order to better cope with the mental stresses of our profession.

Speaker: Jeffrey R. Kuester, Partner, *Taylor English Duma LLP*

5:30 – 7:00 **Networking 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.

7:00 – 8:00 **Registration and Continental Breakfast**

8:00 – 8:15 **Opening Remarks**

Speaker: Jennifer H. Sherer, Ph.D., Director, *GSU Entrepreneurship and Innovation Institute*
Speaker: Chason Carroll, Senior Intellectual Property Counsel, *Mueller Water Products, Inc.*

8:15 – 9:15 **THE IP REVOLUTION CONTINUES!**

Find out from our IP experts what the next big IP growth areas may be.

Moderator: Christopher J. Chan, Partner, Intellectual Property, *Eversheds Sutherland (US) LLP*
Speaker: Stephanie Allen, Senior IP Counsel, *Cox Communications, Inc.*
Speaker: Carol Ansley, Senior Counsel, *ARRIS International Plc*

9:15 – 9:30 **Networking Break**

9:30 – 10:30 **WHAT ARE THE VARIOUS CAREER PATHS FOR THE IP ATTORNEY?**

There are a variety of roles within an organization that may be suitable for attorneys with an IP background. While IP attorneys typically start off with a focus on preparation and prosecution, licensing, or portfolio management, many eventually broaden their careers by taking on responsibilities in complementary areas such as cybersecurity, technology, or enforcement, and/or by moving up to positions such as Chief IP Counsel, General Counsel, or even CEO. We are pleased to present a panel of in-house attorneys that began their careers in traditional IP roles, including as outside IP counsel, but decided to branch out and up within their respective companies. Discussion topics will include practical tips and considerations for those thinking of making similar shifts in their careers.

Moderator: Coby Nixon, Partner, *Taylor English Duma LLP*
Panelist: Scott Culpepper, General Counsel, *MailChimp*
Panelist: Todd Williams, Senior Counsel, *Turner*
Panelist: Colin Wright, Senior Counsel for IT & Information Security, *Change Healthcare*

10:30 – 10:45 **Networking Break**

10:45 – 12:00 **STRATEGIES FOR ADDRESSING GENDER DISPARITY IN PATENTING**

Women are significantly underrepresented in the innovation process. Recent studies show that “although women have more than quintupled their representation among patent holders since 1977, only 18.8 percent of all patents had at least one women inventor in 2010.” A panel of subject matter experts will bring awareness to the issue of gender diversity in patenting.

Moderator: Neil Kardos, Patent Attorney, *Harrity & Harrity, LLP*
Panelist: Sandra Nowak, Assistant Chief IP Counsel, *3M Company*
Panelist: Audrey Sherman, Division Scientist, *3M Company*



12:00 – 1:15 **Lunch Panel: RECENT IP CASES AND REAL-WORLD IMPLICATIONS FOR IN-HOUSE COUNSEL**

The panel will discuss how recent intellectual property decisions have required practical, real-world changes in how in-house counsel approach their jobs, counsel their internal business clients, and manage risk. We will address the impact of recent IP cases on litigation, prosecution, licensing, and operational matters relevant to in-house counsel at companies of all sizes. A major focus of the discussion will be on patent issues, but we will also discuss trademark, copyright, and trade secret issues.

Moderator: Joshua D. Curry, Partner, *Lewis Brisbois Bisgaard & Smith LLP*
Panelist: Susanne Hollinger, Head of Patents, *The Coca-Cola Company*
Panelist: Joe Benz, President and COO, *Ford Global Technologies*

1:15 – 1:30 **Networking Break**

1:30 – 2:30 **PRACTICAL TECHNIQUES FOR TAMING FOREIGN COUNTERFEIT PRODUCTS THROUGH IP ENFORCEMENT**

While counterfeit products are relatively commonplace in some countries, they have made their way to American markets, especially through large online retailers such as Amazon, eBay, and Etsy. A single counterfeit product, made in one foreign factory by one foreign manufacturer, could be sold under many different brand names and through numerous sales channels, creating a headache for IP enforcement. We will be discussing practical and effective techniques for taming counterfeit products using patents, copyrights, and trademarks such as “takedown requests,” working with customs without an ITC exclusion order, sending direct communications to foreign infringers, and filing ITC actions.

Moderator: Andrew Strickland, Partner & Patent Attorney, *Lee & Hayes*
Panelist: Reagan Charney, Ph. D., Patent Counsel, *Newell Brands*
Panelist: Blake A. Nickles, Senior Patent Counsel, *Hubbell Incorporated*

2:30 – 2:45 **Networking Break**

2:45 – 3:45 **HOW TECHNOLOGY CREATES PROFESSIONALISM ISSUES**

Curt texts, abusive emails, and unprofessional voicemails are all examples of unprofessional and uncivil conduct technology seems to permit more readily. This session will analyze the various challenges technology creates for civil yet zealous and competent representation, and provide suggestions for ways to address those challenges.

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

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 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



Finnegan proudly supports the **2018 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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2018 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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VMware AirWatch

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 10/1 (early bird)	by 10/15 (final increase)	Thereafter
1 Day Price:	\$550	\$650	\$750
2 Day Price:	\$895	\$1195	\$1395
# of 1 Day Attendees:	<input type="text"/>	# of 2 Day Attendees:	<input type="text"/>
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1 Day Attendees, circle the day you're attending:			
	October 22	October 23	
TOTAL REGISTRATION:	<input type="text" value="\$"/>		

*Contact anna@angelfishmeetings.com for applicable discount codes

Name

Company Title

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City State Zip

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Are you interested in playing in the CIP CUP Golf event on Monday, October 4th? 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

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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.

CLE GA Bar #

12 General / 1 Ethics / 1 Professionalism credits approved for in Georgia

14.5 General / 2.5 Ethics / 1 Technology / 14.5 Business Litigation and IP credits approved 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 10/9/18)

The Ritz-Carlton Atlanta

\$219 plus tax per night
181 Peachtree Street

Please call 1-800-570-1382
and reference "GSU-Corporate IP Institute"

EVENT LOCATION

College of Law, Knowles Conference Center, Lower Level
Georgia State University
85 Park Place NE | 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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