#### NEW YORK STATE BAR ASSOCIATION



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# NYSBA

Intellectual Property and The Global Marketplace

# **Intellectual Property Law Section**

**Fall Meeting** 

The Sagamore Bolton Landing, New York October 17 - 20, 2013

Attendance at this meeting offers up to 10.5 MCLE credit hours—including 9.5 in Professional Practice and 1.0 in Ethics.



#### IMPORTANT INFORMATION

# **Important Information**

Under New York's MCLE rule, this program has been approved for a total of 10.5 credit hours; 1.0 hours in ethics and 9.5 hours in professional practice. This program will not qualify for credit for newly admitted attorneys because it is not a transitional basic practical skills program.

ACCOMMODATIONS FOR PERSONS WITH DISABILITIES: NYSBA welcomes participation by individuals with disabilities. NYSBA is committed to complying with all applicable laws that prohibit discrimination against individuals on the basis of disability in the full and equal enjoyment of its goods, services, programs, activities, facilities, privileges, advantages, or accommodations. To request auxiliary aids or services or if you have any questions regarding accessibility, please contact Catheryn Teeter at New York State Bar Association, One Elk Street, Albany, New York 12207 or cteeter@nysba.org

DISCOUNTS AND SCHOLARSHIPS: New York State Bar Association members and non-members may apply for a discount or scholarship to attend this program, based on financial hardship. This discount applies to the educational portion of the program only. Under this policy, any member of our Association or non-member who has a genuine basis for his/her hardship, if approved, can received a discount or scholarship, depending on the circumstances. To apply for a discount or scholarship, please send your request in writing at least 10 business days prior to the meeting to Catheryn Teeter at: New York State Bar Association, One Elk Street, Albany, New York 12207 or cteeter@nysba.org

For more information about this program or to register, visit www.nysba.org/ipl or contact Catheryn Teeter at 518-487-5573.

## **UPCOMING SECTION EVENTS:**

Monday, December 6, 2013: IP Law Section Annual Law Student Writing Contest submissions deadline. Call 518-487-5587 or visit the IP Section page at www.nysba.org/ipl for contest rules.

**Tuesday, January 28, 2014: IP Law Section Meeting during NYSBA Annual Meeting**. The Hilton, 1335 Avenue of the Americas, New York, NY. 9 am to 5:30 pm with Luncheon. Call 518-463-3200 for more information or visit www.nysba.org/ipl in November.

# **Thursday, October 17**

7:00 - 10:00 pm Buffet Dinner for Sagamore Hotel Guests Only

Mr. Brown's Pub, Downstairs, Main Hotel

Attendees, Guests & Children Staying at the Sagamore Thursday Evening are Welcome!

Children must be signed up on the meeting registration to attend.

### Friday, October 18 All Sessions will be held in the Sagamore Conference Center

7:00 - 10:00 am Breakfast on Your Own - Ala Carte or Buffet at La Bella Vita Restaurant, Main Hotel

Breakfast is not included in the Meeting Registration fee.

7:00 am Fun Run

Join your fellow attorneys and guests for an early morning 5K run on the grounds

of the Sagamore. Sign up on the meeting registration form.

9:00 am - 1:00 pm Registration - Conference Center Foyer

**12:00 - 1:00 pm Lunch** - Shelving Rock Terrace, Main Hotel

**GENERAL SESSION - Wapanak Room, Conference Center** 

1:05 - 1:15 pm Welcome & Introductory Remarks

Glenn Lau-Kee, Esq., President-Elect, New York State Bar Association

**Kelly M. Slavitt, Esq.**, Intellectual Property Law Section Chair

1:15 - 2:30 pm CHINA: IS IT STILL THE WILD, WILD EAST?

**Moderator:** Lester S. Ross, Esq., Wilmer Cutler Pickering Hale And Dorr LLP, Beijing, China

**Panelists:** Mark A. Cohen, Esq., United States Patent & Trademark Office, Alexandria, VA

Manny W. Schecter, Esq., Chief Patent Counsel, IBM, Armonk, NY

**Grace Chen, Esq.**, Bird & Bird, Beijing, China **Douglas Clark**, Barrister, Hong Kong, China

**2:30 - 2:40 pm Coffee Break** - Conference Center Foyer

**Sponsored by: HISCOCK & BARCLAY LLP** 

2:40 - 3:55 pm AN INSIDE-OUTSIDE LOOK AT SOCIAL MEDIA FOR IP ATTORNEYS

Our distinguished panel will review results from surveys taken of outside and in-house intellectual property counsel on the use and importance of social media in the intellectual property profession, as well as provide tips on how we can make

more effective and proper use of social media in our practices.

**Panelists:** Itai Maytal, Esq., Miller Korzenik Sommers LLP, New York, NY

**Lee Pham,** American Express, New York, NY

**Brian Colucci**, Chief Marketing Officer, Kilpatrick Townsend LLP, New York, NY

# Friday, October 18, Continued

3:55 - 4:45 pm INTERNATIONAL ARBITRATION: IS IT THE WAVE OF THE FUTURE

FOR IP ENFORCEMENT?

Listen in on a discussion among counsel and arbitrators about the pros and cons of using arbitration to resolve global intellectual property disputes, as well as strategies

to employ for navigating such disputes.

**Panel Chair:** Pamela Tracey, Esq., General Counsel, Osram Sylvania Inc., Danvers, MA

**Panelists:** Christian P. Alberti, Esq., International Centre for Dispute Resolution, American

Arbitration Association, New York, NY

Hagit Elul, Esq., Hughes Hubbard & Reed LLP, New York, NY

Rory J. Radding, Esq., Edwards Wildman Palmer LLP, New York, NY

**6:00 - 9:00 pm Children's Dinner** - Evelley Room, Conference Center

**6:30 - 7:30 pm Cocktail Hour** - Conference Center Foyer

7:30 - 9:00 pm Dinner - Nirvana Room, Conference Center

Wine Sponsored by: KILPATRICK TOWNSEND & STOCKTON LLP

9:00 - 11:00 pm Join us for After Dinner Drinks in Mr. Brown's Pub - Downstairs, Main Hotel

Sponsored by: ROUSE

### Saturday, October 19 All Sessions will be held in the Sagamore Conference Center

7:00 - 10:00 am Breakfast on Your Own - Ala Carte or Buffet at La Bella Vita Restaurant, Main Hotel

Breakfast is not included in the Meeting Registration fee.

8:00 - 9:00 am Registration with Coffee and Pastries - Conference Center Foyer

Sponsored by: CASALONGA

**MORNING SESSION - Wapanak Room, Conference Center** 

9:00 - 10:15 am DEVELOPMENTS IN ANTI-COUNTERFEITING IN LATIN AMERICA

Our panel of Latin American practitioners will discuss legislative, judicial and local government enforcement initiatives to stem the counterfeiting tide in Latin America.

**Moderator:** Daniela Rojas, Intellectual Property Law Specialist, Payless ShoeSource, Inc., Topeka, KS

**Panelists:** Otávio Saraiva Padilha Velasco, Soerensen Garcia Advogados Associados,

Rio de Janeiro, Brazil

**Abraham Alegria,** Alegria, Mendez & Fernandez Wong, S.C., Mexico City, Mexico

Pedro A. Jedlicka, Markven, S.C., Caracas, Venezuela

Danilo Romero, Romero Raad Abogadou Ltd., Bogota, Colombia

# Saturday, October 19, Continued

**10:15 - 10:25 am Coffee Break** - Conference Center Foyer

Sponsored by: CASALONGA

10:25 - 11:15 am WHAT TO DO WHEN YOUR CLIENT LIES TO YOU

An ethical presentation designed to challenge and engage the best legal minds.

**Speakers:** David A. Lewis, Esq., Hinshaw & Culbertson LLP, New York, NY

Philip Furgang, Esq., Furgang & Adwar, LLP, New York, NY

11:15 - 12:30 pm MIDDLE EAST IP LAW DEVELOPMENTS, PRACTICES AND PROGRESS

Our Middle Eastern panel will discuss the transforming economies and the developing legal framework to not only protect, but also to enforce and promote, intellectual

property rights throughout the region.

**Moderator:** Eric E. Gisolfi, Esq., Sabin Bermant & Gould LLP, New York, NY **Panelists:** Shlomo Cohen, Esq., Dr. Shlomo Cohen & Co., Tel-Aviv, Israel

**Sara Holder**, Rouse, Dubai, United Arab Emirates

**12:30 - 1:30 pm** Attorney's Lunch - Nirvana Room, Conference Center

**AFTERNOON SESSION - Wapanak Room, Conference Center** 

1:35 - 2:25 pm BRAND VALUATION: AN INTERNATIONAL PERSPECTIVE

Our panelists will explore the unique factors effecting global brand transactions which counsel and executives face in today's active marketplace, and discuss trends in brand transactions; valuing brand worth; assessing whether your brand is ready

to be sold; and best practices and risks associated with brand transactions.

**Panel Chair:** Marc A. Lieberstein, Esq., Kilpatrick Townsend LLP, New York, NY

**Panelists:** Howard Feller, Marketing Management Group, New York, NY

Julianna Saitz, CPA, FTI Consulting, New York, NY

2:25 - 2:35 pm Coffee Break - Conference Center Foyer

**Sponsored By: EDWARDS WILDMAN PALMER LLP** 

2:35 - 3:50 pm AMERICA INVENTS ACT AND EUROPEAN UNION PATENT LAW REFORM --

WHAT IS HAPPENING NOW AND WHAT DOES IT MEAN FOR THE FUTURE

**Moderator:** David B. Bassett, Esq., Wilmer Cutler Pickering Hale & Dorr LLP, New York, NY

**Panelists:** David A. Manspeizer, Esq., Wilmer Cutler Pickering Hale & Dorr LLP, New York, NY

Willem Hoyng, Hoyng Monegier LLP, Amsterdam, Netherlands

Virginie Martin-Charbonneau, Casalonga, Paris, France

# Saturday, October 19, Continued

4:30 pm Cocktail Boat Cruise Around Lake George on "THE MORGAN"

**Sponsored by:** THOMSON COMPUMARK THOMSON REUTERS

Boarding begins at 4:30 pm at the dock behind the Main Hotel

THE MORGAN departs promptly at 4:45 pm!

**6:30 - 8:30 pm Dinner** - Bayview Room (the former Hotel Registration Building)

Wine Sponsored by: STOUT RISIUS ROSS

8:30 - 10:30 pm Casino Night - Bayview Room

Join us for an evening of fun and games...Try your luck at blackjack and roulette.

# Sunday, October 20

7:00 - 10:00 am Breakfast on Your Own - Ala Carte or Buffet at La Bella Vita Restaurant, Main Hotel

Breakfast is not included in the Meeting Registration fee.

11:00 am Departure

# THE SECTION THANKS THE FOLLOWING FALL MEETING FUNCTION SPONSORS

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