NEW YORK STATE BAR ASSOCIATION

Annual Meeting of the Intellectual Property Law Section

Tuesday, January 27, 2015 The New York Hilton Midtown 1335 Avenue of the Americas, New York City	
MORNING PROGRAM, 8:55 a.m. Mercury Ballroom, 3rd Floor	**AFTERNOON PROGRAM, 2:00 p.m.** Mercury Ballroom, 3rd Floor
LUNCHEON, 12:55 p.m. Regent, 2nd Floor	**COCKTAIL RECEPTION, 5:35 p.m.** Grand Ballroom West Foyer, 3rd Floor

IMPORTANT INFORMATION

Under New York's MCLE rule, this program has been approved for a total of up to 8.5 credit hours including 7.5 in professional practice and 1.0 in ethics. This meeting will not qualify for credit for newly admitted attorneys because it is not a basic practical skills program.

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 of hardship, if approved, can receive a discount or scholarship, depending on the circumstances. Requests for a discount or scholarship must be received **by *January 14, 2015***. For more details, please contact Catheryn Teeter at the New York State Bar Association, One Elk Street, Albany, New York 12207 or cteeter@nysba.org.

Section Chair
Charles T.J. Weigell, Esq.
Fross Zelnick Lehrman & Zissu PC
New York City

Program Co-Chair
Alexandra Goldstein, Esq.
Wahab & Medenica LLC
New York City

Program Co-Chair
Andrew Ashford Tucker, Esq.
Fross Zelnick Lehrman & Zissu PC
New York City

Program Co-Chair
Danielle E. Gorman, Esq.
Edwards Wildman Palmer LLP
New York City

HOT TOPICS IN INTELLECTUAL PROPERTY

8:45 am **Registration and Continental Breakfast**

8:55 - 9:00 am **Welcoming Remarks**
Charles T.J. Weigell, Esq., Section Chair
Andrew Ashford Tucker, Esq., **Danielle E. Gorman, Esq. and Alexandra Goldstein, Esq.,** Program Co-Chairs

9:00 - 10:15 am **ITC Practice Beyond Patents: Fashion, Digital Downloads, Trademarks & Trade Secrets**
Recently, such as in the Smart Phone Wars, the U.S. International Trade Commission (ITC) has been faced with new issues beyond the technology patent claims they have traditionally addressed: the fashion industry, digital downloads, trademarks, and trade secrets have all been brought to the steps of the ITC. We'll start with a brief landscape of ITC practice then explore these newest developments.

Moderator: **Joshua B. Pond, Esq.**, Partner, Kilpatrick Townsend & Stockton LLP, Washington, DC
Panelists: **Kate Bouquard, Esq.**, Former Global Compliance Counsel, Ralph Lauren, New York City
Pallavi Seth, Ph.D., The Brattle Group, Washington, DC
Gillian Thackray, Esq., Senior Corporate Counsel, The Clorox Company, Oakland, CA
Vaishali Udupa, Esq., IP Litigation Counsel, Hewlett-Packard Company, Herndon VA

10:15 - 11:05 am **Ethics: Inadvertent Disclosure Construction — The Double-Edged Sword**
What are lawyers' ethical duties when they receive inadvertently transmitted information or documents from opposing counsel – or others? Answering this and related questions involves the interplay of the Rules of Professional Conduct on the one hand and case law on the other – and often the two are contradictory and can be complicated by jurisdictional issues.

Speaker: **Anthony E. Davis, Esq.**, Partner, Hinshaw & Culbertson LLP, New York City

11:05 - 11:15 am **Coffee Break –** Sponsored by Kilpatrick Townsend & Stockton LLP

11:15 am - 12:05 pm **U.S. Patent Post-Grant Review: Lessons Learned**
After roughly two years of USPTO Patent Trial and Appeal Board administrative trials in Inter-Partes Review proceedings, we continue to see interesting and surprising results from the Board. This discussion will highlight some of the recent decisions from the Board and the courts, and their impact on patent litigation and prosecution.

Panelists: **Timothy E. Bianchi, Esq.**, Schwegman Lundberg & Woessner, Minneapolis, MN
Douglas A. Miro, Esq., Partner, Ostrolenk Faber LLP, New York City

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12:05 - 12:55 pm	**Workplace Tools for Protecting and Preserving Trade Secrets** Identifying tools for protecting and preserving trade secrets is crucial to preventing unauthorized use and disclosure and retaining a competitive advantage. This presentation will explore valuable tips and tools to prevent loss of trade secret information.
Panelists:	**Jennifer M. Hall, Esq.**, General Counsel - Intellectual Property, Mars Incorporated, Chicago, IL **Victoria A. Cundiff, Esq.**, Partner, Paul Hastings Janofsky & Walker, LLP, New York City
12:55 - 1:55 pm	**Lunch –** Regent, 2nd Floor
2:00 - 3:15 pm	**Advertising and Social Media Compliance Realities** Given the FTC's continued focus on advertisers from the Endorsement Guides to Operation Full Disclosure, what can advertisers do to protect themselves beyond having the right policies? This panel will provide practical guidance for working with agencies and vendors in light of the proliferation of analytics, social and content agencies that go beyond traditional agency partners.
Panelists:	**Gillian M. Lusins, Esq.**, Vice President, Intellectual Property, NBC Universal Media, LLC, New York City **A. Cassidy Sehgal-Kolbet, Esq.**, Vice President, Digital & Advertising Law, L'Oreal USA, Inc., New York City **Brooke Erdos Singer, Esq.**, Partner, Davis & Gilbert LLP, New York City **Marc Yudkin, Esq.**, General Counsel, VaynerMedia, LLC, New York City
3:15 - 3:25 pm	**Coffee Break**
3:25 - 4:15 pm	**Practical Considerations: Registering a Trademark Internationally** This panel will explore the impact of China's "first-to-file" trademark system, the hurdles it presents for international companies entering the market, and recent reforms.
Panelists:	**Fabio Giacopello, Esq.**, Partner, HFG Law Firm and IP Agency, Shanghai, China **Linda Du, Esq.**, Partner, Kilpatrick Townsend & Stockton LLP, New York City **Cynthia Henderson, Esq.**, Attorney Advisor, Office of Policy & International Affairs, United States Patent & Trademark Office, Alexandria, VA
4:15 - 5:30 pm	**Supreme Court - IP Year in Review** IP cases from the Court's 2014 term and a preview of cases docketed for the upcoming term.
Panelists:	**David A. Donahue, Esq.**, Partner, Fross Zelnick Lehrman & Zissu PC, New York City **Ronald Mann, Esq.**, Albert E. Cinelli Enterprise Professor of Law; Co-Director, The Charles Evans Gerber Transactional Studies Center, Columbia Law School, New York City
5:30 pm	**Closing Remarks** **Charles T.J. Weigell, Esq.**, Section Chair
5:35 - 7:00 pm	**Networking Cocktail Reception –** Sponsored by Thomson CompuMark/Thomson Reuters *All Meeting Attendees are Invited*

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 518-487-5573.

For overnight room accommodations, please call the Hilton New York at 1-800-445-8667 and identify yourself as a member of the New York State Bar Association. Room rates are $259.00 for single/double occupancy. Reservations must be made by Monday, December 22, 2014. You also can reserve your overnight room on the web at www.nysba.org/15accomm.

For questions about this specific program, please contact Catheryn Teeter at 518-487-5573. **For registration questions only, please call 518-487-5621. Fax registration form to 518-463-5993.**

Intellectual Property Law Section

TUESDAY, JANUARY 27, 2015
The New York Hilton Midtown
1335 Avenue of the Americas, New York City

Morning Program, 8:55 a.m.
Mercury Ballroom, 3rd Floor

Ticketed Luncheon, 12:55 p.m.
Regent, 2nd Floor

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Grand Ballroom West Foyer, 3rd Floor