

january 25

thursday

COMMITTEE EDUCATIONAL SESSIONS (4:00 – 6:00 PM)

Committee Educational Sessions are open to all attendees and are included in the Mid-Winter Institute's overall CLE offering.

4:00 – 6:00 PM

BAYSIDE A, 4TH FLOOR

ANTI-COUNTERFEITING AND ANTI-PIRACY/TRADEMARK INTERNET-CYBERSPACE/TRADEMARK LAW/TRADEMARK LEGISLATION/TRADEMARK LITIGATION/TRADEMARK-RELATIONS WITH THE USPTO – INTER PARTES/TRADEMARK-RELATIONS WITH THE USPTO – PROSECUTION/TRADEMARK TREATIES AND INTERNATIONAL LAW (JOINT SESSION) (60 ETHICS MINUTES OF CLE REQUESTED)

4:00 – 4:10 PM

Introduction

4:10 – 5:10 PM

Ethics and Other Challenges in Pretext Investigations

Ken Taylor
Marksmen, Inc.,
Chapel Hill, NC

5:10 – 6:00 PM

Other Committee Business

4:00 – 6:00 PM

BAYSIDE C, 4TH FLOOR

LICENSING AND MANAGEMENT OF IP ASSETS (120 MINUTES OF CLE REQUESTED)

CORPORATE IP COST MANAGEMENT

Welcome Remarks

Aaron A. Weiss, Chair of Licensing and Management of IP Assets Committee
STMicroelectronics
Carrollton, TX

Corporate IP Cost Management Panel Discussion

For several years, converging trends have been elevating the importance of cost management in the corporate IP setting. This educational session will investigate the trends and explore tactical and strategic approaches to controlling costs while effectively carrying out the corporate IP department mission. The panel will discuss capturing, analyzing, and modeling legal costs for identifying and procuring intellectual property. Panelists will discuss evolving standards for billing IP-related costs and activities, projecting corporate patent portfolio costs, foreign filing mechanisms, and global filing strategies.

Moderator: **Domenic Leo**
DataCert, Inc.
Houston, TX

4:00 – 4:10 PM

Overview of Cost Management

Robert Silverman
Millennium Pharmaceuticals
Cambridge, MA

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4:10 – 4:35 PM

Standards: Uniform Task-Based Management System I/P Billing Codes

William Heinz
Thomas Kayden Horstemeyer & Risley, LLP
Atlanta, GA

4:35 – 5:00 PM

Corporate Patent Portfolio Cost Projections

Tim Guffey
Procter & Gamble
Cincinnati, OH

5:00 – 5:25 PM

Where and When to File

T. David Reed
TDRPatents
Cincinnati, OH

5:25 – 6:00 PM

Global Filing Strategies

Robert Silverman
Millenium Pharmaceuticals
Cambridge, MA

COMMITTEE MEETINGS (4:00 – 6:00 PM)

Unless otherwise noted, Committee Meetings are open to all attendees.

5:00 – 6:00 PM

AIPLEF (COMMITTEE MEMBERS ONLY)

OAK ALLEY, 4TH FLOOR

5:00 – 6:00 PM

ALTERNATIVE DISPUTE RESOLUTION

NOTTOWAY, 4TH FLOOR

The committee will hold a business meeting to follow up on the initiatives agreed upon at the 2006 Annual Meeting. The Committee's tasks will be to continue to organize the committee into subcommittees to address: review of and clean up of Mediator list and recommendations for requirements for listing; preparation of CLE programs at both stated meetings and online directed to ADR practice; review and updating of written materials and the ADR Guide and to consider moving the ADR Committee into a more formal role of advocating use of AIPLA mediators and Arbitrators. The Committee will also plan for an ADR program at the Spring Meeting in Boston directed to *How To Mediate an Intellectual Property Case*.

4:00 – 5:00 PM

ANTITRUST LAW

EDGEWOOD A/B, 4TH FLOOR

The committee will meet to discuss recent antitrust developments relating to intellectual property and future committee projects. Discussion will include the Federal Trade Commission's recent staff report on the Noerr-Pennington doctrine and the Committee's planned activities in the area of standards-setting. The meeting is open to all who are interested.