

introduction & welcome



Best Practices in IP Today – Practical Considerations From Both In-House and Outside Counsel



photography © Michael Wilson, Courtesy of Greater Phoenix Convention & Visitors Bureau

Welcome to Phoenix—land of sunshine, the Diamondbacks, and . . . learning best practices in IP!

Techniques for efficient and effective IP representation constantly evolve, as do the day-to-day practices of in-house and outside counsel.

At this year's Mid-Winter Institute, you will learn best practices and practical considerations from experienced in-house and outside IP counsel. Optimal approaches covered will span the life of an IP matter, including the initial retention of outside counsel, key factors in long-term lawyer-client relationships, alternative fee arrangements, and ethical considerations of those arrangements. Pragmatic considerations in managing litigation, budgeting, e-discovery, IP portfolios, licensing/enforcement,

electronic patent applications and opinions will also be discussed.

Highlights of the Institute include luncheon speaker Mark J. Larson, Vice President & Chief Litigation Counsel for Honeywell Aerospace, who will speak on how best to manage litigation; and luncheon speaker Thomas L. Sager, Vice President and assistant General Counsel for E.I. DuPont De Nemours & Company, who will speak on diversity. In addition, three Federal District Court judges will give their perspectives on e-discovery in intellectual property litigation, an increasing source of time and money expenditure.

We look forward to seeing you in Phoenix and sharing the best IP practices AIPLA experts have to offer!