

# AIPLA boot camp

# AIPLA

## 2009 Trademark Boot Camp

New practitioners shouldn't miss  
this comprehensive program!

- Pre-filing Considerations
- Prosecution Basics
- Appeals
- International Applications

.....

june 17, 2009

westin alexandria  
alexandria, va

.....

american intellectual property law association  
241 18th street south, suite 700 • arlington, va 22202

# AIPLA boot camp

june 17, 2009 • westin alexandria • alexandria, va

program chair:  
Kimberly Van Voorhis  
Morrison & Foerster LLP  
Palo Alto, CA

## overview

The First Annual Trademark Bootcamp is designed for new practitioners or others interested in learning the basics of trademark application preparation and prosecution. The comprehensive CLE program includes instructional sessions on pre-filing considerations, prosecution basics, appeals and international applications. Participants will also participate in two hands-on workshops taught by skilled and experienced practitioners: (1) reviewing search reports and preparing an opinion letter, and (2) preparing a response to an office action. Representatives from the United States Patent & Trademark Office have also been invited to serve as instructors.

## CLE credit

We are an approved provider by most states requiring CLE, and we have applied for credit for this meeting to all states requiring CLE. The number of credit hours will vary depending on the requirements of the individual state. For 50-minute states, up to 9.0 CLE credits are being offered. Certificates of Attendance for various states will be available at the Registration Desk.

The 2009 Trademark Boot Camp has been approved for Minimum Continuing Legal Education credit by the State Bar of California (a 60-minute state) in the amount of 7.5 hours. AIPLA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

## hotel reservation information

westin alexandria  
400 courthouse square  
alexandria, virginia 22314

For hotel reservations, please call the westin alexandria and ask for the AIPLA meeting rate of \$219 single/double. The cut-off date to secure this rate is May 26th, 2009. Call 866.837.4210. Limited hotel rooms have been blocked, so please reserve as soon as possible.

The registration desk will open on Wednesday, June 17, 2009 from 7:00 am - 5:30 pm for attendees to pick up meeting materials.

# training schedule

wednesday, june 17

7:00 am–5:30 pm registration & CLE information

7:00–8:00 am continental breakfast

8:00–8:15 am welcome & overview

*Kimberly Van Voorhis (Moderator)*  
*Morrison & Foerster, LLP*  
*Palo Alto, CA*

*AIPLA Board Member*  
*TBD*

• PRE-FILING CONSIDERATIONS (8:15 – 10:15 AM) •

8:15–8:55 am Trademarks 101 and Initial Considerations

Trademark basics; counseling clients on whether to apply for federal registration, including benefits of registration; differences between federal and state registrations; types of trademarks, including design marks, word + design marks, collective marks, certification marks; and an overview of Paris Convention based applications and Madrid applications.

*Sheldon H. Klein*  
*Arent Fox LLP*  
*Washington, DC*

8:55–9:35 am Developing a Filing Strategy (Part I)

Selection of trademarks; relative strength of trademarks along the arbitrary-descriptive continuum; creating families of marks; an introduction to searching (informal v. formal search report); and counseling clients re: ownership issues.

*Rick Gilmore*  
*Workman Nydegger*  
*Salt Lake City, UT*

9:35–10:15 am Developing a Filing Strategy (Part II)

Identification of goods/services and relative strategic considerations; types of applications, including intent to use or use-based; and finding appropriate specimens of use.

*Jonathan Hudis*  
*Oblon Spivak McClelland Maier & Neustadt, PC*  
*Alexandria, VA*

10:15–10:30 am break

• THE APPLICATION PROCESS (10:30 AM - 12:00 NOON) •

10:30–11:15 am The Application Process

Nuts and bolts of filing federal trademark applications (navigating the USPTO website; timetables for responses), effective use of discussions with the examiner; how to be cost-effective during prosecution; supplemental register.

*Molly Richard*  
*Richard Law Group*  
*Dallas, TX*

11:15 am Appeals

–12:00 noon

Creating a record if an appeal is likely; final refusals; requests for reconsideration; filing a notice of appeal.

*Brian E. Banner*  
*Rothwell Figg Ernst & Manbeck, PC*  
*Washington, DC*

12:15–1:00 pm lunch

• OVERVIEW OF INTERNATIONAL APPLICATIONS (1:00–2:00 PM) •

Relevant deadlines; selection of international associates; liability issues; searching issues; examples of prosecution differences in other countries; highlights of Paris Convention and Madrid Protocol.

*Cara Boyle*  
*Fross Zelnick Lehrman & Zissu, PC*  
*New York, NY*

*B. Brett Heavner*  
*Finnegan Henderson Farabow Garrett & Dunner, LLP*  
*Washington, DC*

2:00–2:15 pm break

# training schedule

• BREAKOUT SESSIONS - HANDS-ON TRAINING (2:15-5:30 PM) •

- 2:15-3:45 pm Training 1: Hands-on training on how to review a search report and prepare an opinion letter
- Introduction: *Kathleen Davis*  
*Project Manager*  
*Corporate Service Company*
- Speakers: *Rick Gilmore*  
*Workman Nydegger*  
*Salt Lake City, UT*
- Jon Gelchinsky*  
*Finnegan Henderson Farabow Garrett & Dunner, LLP*  
*Cambridge, MA*
- Amie Peele Carter*  
*Baker & Daniels*  
*Indianapolis, IN*
- 3:45-5:30 pm Training 2: Hands-on training on responding to Office Actions
- Speakers: *Jody Drake*  
*Sughrue Mion, PLLC*  
*Washington, DC*
- Brian E. Banner*  
*Rothwell Figg Ernst & Manbeck, PC*  
*Washington, DC*
- Ray Thomas, Jr.*  
*Wenderoth Lind & Ponack, LLP*  
*Washington, DC*
- USPTO Trademark Examiners: *Dayna Browne*  
*Mitchell Front*  
*Gwen Stokols*
- 5:30-6:30 pm reception for all attendees

## 2009 trademark boot camp sponsors

.....

reception sponsored by:

**FINNEGAN**

**MORRISON | FOERSTER**



# AIPLA boot camp

## registration form 2009 trademark boot camp

June 17, 2009 • westin alexandria • alexandria, va

### 3 ways to register:

mail • AIPLA 241 18th street south, suite 700, arlington, va 22202

fax • 703.415.0786

online • *(credit card payment only)* - [www.aipla.org](http://www.aipla.org)

first name: \_\_\_\_\_

last name: \_\_\_\_\_

firm/company: \_\_\_\_\_

mailing address: \_\_\_\_\_

city/state/zip code: \_\_\_\_\_

telephone: \_\_\_\_\_

fax number: \_\_\_\_\_

e-mail: \_\_\_\_\_

Pre-registration is required and is on a first-come, first-serve basis. Pre-registration is available until COB Friday, June 12. Please note participation is limited. Only on-site registration will be accepted after that date. Walk-ins onsite will be permitted on a "space available" basis only.

Refunds will be made only if cancellation is received by AIPLA no later than Wednesday, June 3. Cancellations must be in writing and faxed to 703.415.0786. No refunds or credit will be issued for cancellations received after June 3.

### registration fees

- AIPLA members  
\$445 \$ \_\_\_\_\_  
member ID # \_\_\_\_\_
- non-members\*\*  
\$595 \$ \_\_\_\_\_
- government/student AIPLA member  
\$223 \$ \_\_\_\_\_
- non-member government employee  
\$298 \$ \_\_\_\_\_
- all inclusive fee \$ \_\_\_\_\_

### method of payment

amount enclosed: \$ \_\_\_\_\_

- check enclosed (please make checks payable to AIPLA)
- credit card (please circle one – AMEX MC VISA)

card number: \_\_\_\_\_

name on card: \_\_\_\_\_

expiration date: \_\_\_\_\_

signature: \_\_\_\_\_

\*\* To get the member rate, please submit a membership application and payment with this registration. To obtain a membership application, please visit [www.aipla.org](http://www.aipla.org).

PRESORTED STD  
US POSTAGE  
**PAID**  
Dulles, VA  
Permit No. 299

June 17, 2009 • westin alexandria • alexandria, va



**AIPLA** \_\_\_\_\_  
AMERICAN INTELLECTUAL PROPERTY LAW ASSOCIATION  
241 18TH STREET SOUTH • SUITE 700 • ARLINGTON, VA 22202