

7:00 - 9:00 am

Women in IP Law Breakfast - *Open to all registrants. Please RSVP on the registration form.*
(See page 7 for more details.)
Sponsored by: HOWREY, LLP

8:00 - 9:30 am

Continental Breakfast

8:00 am - 5:30 pm

Registration, Cyber Café, Technology Center, Spouse/Guest Hospitality Suite

8:00 am - 3:00 pm

Exhibits

9:00 am - 1:00 pm

Spouse/Guest Tour: "Seaside Adventures - La Jolla" (tickets required)
Meet in the Main Lobby at 8:45 am for a 9:00 am departure.
advanced reservations required/space is limited. See page 19 for more details.

committee meetings (8:00 - 9:00 am)

See list of committee descriptions on pages 5-7 or at www.aipla.org/html/spring/2009/committeemeetings.

morning concurrent track #1 (9:00 am - 12:00 noon)

CURRENT PERSPECTIVES ON ADVERTISING AND PUBLICITY LAW

Moderator: Amie Peele Carter, *Baker & Daniels, LLP • Indianapolis, IN*

9:00 am

Advertising Law 101

Linda Goldstein, *Manatt Phelps & Phillips • New York, NY*

9:20 am

Litigating Advertising Claims (Including Defenses)

Brendan J. O'Rourke, *Proskauer Rose • New York, NY*

9:50 am

Is the NAD the Right Forum for You? Arguing Advertising Disputes Before the National Division of the Council of Better Business Bureaus

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

10:20 am

Trends in Advertising Law

Linda Goldstein, *Manatt Phelps & Phillips • New York, NY*

10:45 am

Celebrities & Recent Developments in Right of Publicity

Mark Roesler, *CMG Worldwide • Indianapolis, IN*

11:15 am

Biting the Hand that Feeds You: Product Placement & Unauthorized Depictions

Jody Zucker, *Warner Bros. Television • Los Angeles, CA*

11:45 am

Panel Discussion

morning concurrent track #2 (9:00 am - 12:00 noon)

BUILDING THE CASTLE BEFORE THE BATTLE: PROSECUTION IN VIEW OF IMMINENT LITIGATION

Moderator: Robert J. O'Connell, *Qualcomm, Inc. • San Diego, CA*

Gaps in the Walls: Lessons to be Learned from Patent Enforcement

9:00 am

Top Mistakes in Prosecution from a Litigator's Point of View
Robert H. Sloss, *Farella Braun + Martel, LLP • San Francisco, CA*

9:40 am

Patent Profanities in Drafting and Prosecution
Thomas L. Irving, *Finnegan Henderson Farabow Garrett & Dunner, LLP • Washington, DC*

Putting the Blocks Together

10:10 am

Best Practices for the Life Sciences/Chemical Arts
Jennifer K. Johnson, *ZymoGenetics, Inc • Seattle, WA (invited)*

10:40 am

Best Practices for the Electrical & Software Arts
Gregory L. Maurer, *Klarquist Sparkman, LLP • Portland, OR*

Delivering the Castle on Time and on Budget

11:10 am

Reducing Pendency Times and Costs
Lawrence E. Ashery, *RatnerPrestia • Berwyn, PA*

11:45 am

Panel Discussion on Comparing Strategies and Practices

morning concurrent track #3 (9:00 am – 12:00 noon)

PATENT LITIGATION—FROM DISCOVERY THROUGH APPEAL
Moderator: David P. Ruschke, *Medtronic Cardiovascular • Santa Rosa, CA (invited)*

9:00 am

Be Careful What You Wish For: Mandatory Disclosure of “All Relevant Evidence” in the Eastern District of Texas
David J. Healey, *Fish & Richardson, PC • Houston, TX*

9:30 am

“Flash of Reality”— Lessons and Trends from the Kearns Windshield Wiper Cases
Christopher R. Benson, *Fulbright & Jaworski, LLP • Austin, TX (invited)*

10:00 am

Damages—Litigating Damage Apportionment Issues
Chief Judge Paul R. Michel, *US Court of Appeals for the Federal Circuit • Washington, DC*

10:30 am

De Novo Review of Markman Rulings by the Federal Circuit
Frank Bernstein, *Kenyon & Kenyon • San Jose, CA*

11:00 am

“The Claim Construction Game”
Edward D. Manzo, *Cook Alex • Chicago, IL*

thursday lunch reception & luncheon (12:00 noon – 2:00 pm)

12:00 noon – 12:30 pm

Luncheon Reception - *Open to all registrants.*
Sponsored by: FINNEGAN HENDERSON
FARABOW GARRETT & DUNNER, LLP

12:30 – 2:00 pm

Luncheon Speaker:
Tickets required.

Intellectual Property: A Client's View
Donald J. Rosenberg, *Qualcomm Incorporated • San Diego, CA*



afternoon concurrent track #1 (2:00 – 3:30 pm)

ALL'S FAIR THAT ENDS FAIR—A SURVEY OF FAIR USE IN PATENT, TRADEMARK AND COPYRIGHT

Moderator: Kate Spelman, *Cobalt, LLP • Berkeley, CA*

2:00 pm

Copyrights—Hot Topics: Recent Decisions Regarding Copyright Fair Use

Claudia Ray, *Kirkland & Ellis, LLP • New York, NY*

2:30 pm

Trademarks—Fair Use is Not Just About Copyrights

Neil D. Greenstein, *TechMark • Carlsbad, CA*

2:45 pm

Trademarks—Statutory Fair Use, Nominative Fair Use and Parody

Kieran G. Doyle, *Cowan Liebowitz & Latman, PC • New York, NY*

3:00 pm

Patents—The Pale Reflection of Fair Use in Patent Law: Section 271(e) and eBay

Michael J. Meurer, *Boston University School of Law • Boston, MA*

3:25 pm

Panel Discussion on Fair Use

afternoon concurrent track #2 (2:00 – 3:30 pm)

TOOLS FOR MOVIN' UP THE LADDER IN YOUR CAREER, LAW FIRM AND AIPLA

Moderator: Ashok Mannava, *Mannava & Kang, PC • Fairfax, VA*

2:00 pm

Maximize Your Career Development: Effective Mentoring Strategies

Ida Abbott, *Ida Abbott Consulting • Oakland, CA*

2:35 pm

How to Make it in Your Law Firm: Perspectives on Making Partner

Perspectives on Tracking a Course to Partnership at a Large Law Firm

Richard de Bodo, *Hogan & Hartson, LLP • Los Angeles, CA*

2:50 pm

Perspectives on Navigating a Path to Partnership at a Medium-Sized Law Firm

Patric Rawlins, *Procopio Cory Hargreaves & Savitch, LLP • San Diego, CA*

3:05 pm

Becoming an AIPLA Leader: The Corporate Perspective from a Former AIPLA President

Judith Saffer, *Broadcast Music, Inc. • New York, NY*

3:25 pm

Panel Discussion on Comparing Strategies and Practices

afternoon concurrent track #3 (2:00 pm – 3:30 noon)

COPYRIGHT UNBOXED

Moderator: Georgann S. Grunebach, *Fox Group • Beverly Hills, CA*

2:00 pm

Copyright Live: Witness a Performance and Hear How Precedent Jives with Improvisation Jazz

Jonathan Z. King, *Cowan Liebowitz & Latman, PC • New York, NY*

3:00 pm

Copyright in the Quiver of Unfair Competition Claims

John Harbin, *King & Spalding, LLP • Atlanta, GA*

committee meetings (3:30 – 5:30 pm)

See list of committee descriptions on pages 5-7 or at www.aipla.org/html/spring/2009/committeemeetings.

committee educational sessions (3:30 – 5:30 pm)

**JOINT COMMITTEE EDUCATIONAL SESSION
IP PRACTICE IN EUROPE COMMITTEE AND CHARTERED INSTITUTE OF PATENT ATTORNEYS (CIPA)
FROM THE UNITED KINGDOM**

3:30 pm

Welcome and Introduction of Speakers

Understanding Patent Change on Both Sides of the Atlantic

Moderator: Matt Rainey, *Intellectual Ventures, LLC* • Bellevue, Washington

3:55 pm

Understanding Patents Without Borders: Extraterritorial Enforcement of US Patents

• James H. Wallace, Jr., *Wiley Rein, LLP* • Washington, DC

4:15 pm

What European/UK Attorneys Should Understand About *In re Bilski*

• John Duffy, Jr., *George Washington University Law School* • Washington, DC

4:35 pm

Surviving the Changing Sea of Software Patents in Europe

• Torsten Duhme, *Witte Weller & Partner* • Germany

4:55 pm

A Tale of Two Patent Offices: Problems Facing the EPO and USPTO and How Office Leadership is Addressing Them

• Jim Boff, *Phillips & Leigh* • London, United Kingdom

5:15 pm

Panel Discussion

**COMMITTEE EDUCATIONAL SESSION
INDUSTRIAL DESIGNS**

3:30 pm

Brief Welcome and Official Committee Business

3:45 pm

The Application of Section 112 to Design Patent

• John S. Artz, *Dickinson Wright, PLLC* • Bloomfield Hills, MI

4:45 pm

The Aftershock of *Egyptian Goddess*: An Analysis of Post-*Egyptian Goddess* Case Law

• Christopher Carani, *McAndrews Held & Malloy, Ltd.* • Chicago, IL

5:15 pm

Panel Discussion

thursday evening events (7:00 – 11:00 pm)

7:00 – 9:00 pm

Dinner “Timeless Glamour”

Sponsored by: SUGHRUE MION, PLLC

visit www.aipla.org/html/spring/2009/tablereservation to reserve a table at this premier AIPLA event!
Tickets required.

9:00 – 11:00 pm

Dessert Reception - *Open to all registrants.*

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