

save the date!

AIPLA

2010 spring meeting

May 6-8, 2010 • New York Marriott Marquis • New York, NY

Trademarks

- Solutions, Tactics & Remedies for Counterfeiting & Piracy - Perspectives from the Front Line
- Consumer & Luxury Goods
- Trademark Remedies - General Update & Proposal for Statutory Reform
- Trademarks and Internet Advertising

Patents

- How to Avoid Common Pitfalls in Drafting and Prosecuting Patent Applications
- Avoiding Inequitable Conduct
- Economic Patent Application Drafting – Best Practices
- Recent Cases that Affect Prosecution Practice
- The Impact of the ITC on Patents
- Reforming the PTO - New Programs and Trends
- Update on Legislative Reform

Copyrights

- Digital Distribution - Batteries Not Included
- Orphan Works and Other Policy Activities of the Copyright Office
- Copyright Infringement Damages Update
- Combating Counterfeiting - Industry's Practical Solutions, Best Approaches and Winning Tactics
- Taking Advantage of Interception by US Customs and Other Available Remedies
- Discussion of Gucci

Ethics

- Mobility of the IP Attorney: Beware of Ethical Obstacles to Practicing Where You Please
- Attorney-Client Privilege and Related Issues in the First Client Contact, in Prosecution and in Litigation
- Conflict Waivers - What Rules Apply and the Effect of Advance Waivers
- Efforts Underway to Reform Conflict Rules Affecting Attorney Mobility
- Ethical Considerations in Law Firm Mergers and Acquisitions

Law Practice Management

- Representing Your Client for Less: Real World Approaches to Cost Efficient Advocacy
- Preventing Workplace Discrimination
- Full Disclosure vs. Privacy
- Mentoring and Leadership - Rising to the Top at Your Firm, Company and AIPLA
- Tricks of the Trade: How a Lawyer Persuades

Litigation

- Patent Litigation in a post-Bilski (or soon-to-be-post-Bilski) World
- Venue and Jurisdiction Selection
- Update on Districts and Adopted Patent Rules
- Taking Advantage of Interception by US Customs & Other Available Remedies: Seizures, Injunctions & Money Damages
- Trademark Remedies - General Update
- The Impact of the ITC on Patent Litigation
- The Art of Persuasion - How to Carry the Day, Whether in the Courtroom or the Boardroom
- Damages - Market Value

Licensing

- How to Deal with Open Source Licensing Issues from an In-House Perspective
- Client Counseling for Common Open Source Licensing Problems and Implied Licensing
- Standard Setting and Fair, Reasonable, and Non-Discriminatory Terms
- OSS Licenses - Common Characteristics & Provisions

International

- The Nuts and Bolts of Managing Global Litigation
- Litigating at Home While Fact Finding Abroad
- Foreign Exchange - Use of Foreign Forums to Reduce Litigation Cost at Home
- Global Warming - Hot Topics in IP Litigation at Home and Abroad
- ITC Filing Considerations - Benefits, Drawbacks, Costs & Remedies

New York Marriott Marquis

1535 Broadway
New York, NY 10036

hotel reservation information:

to make a hotel reservation, please call
1-800-843-4898 or 212-704-8700
room rate: \$279 (single/double)
room block cut-off is April 14, 2010

sponsorship opportunities available!

for information on sponsorship opportunities,
please contact Lindsay Nalevanko at 703.412.4357 or
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exhibitor opportunities available!

for information on exhibitor opportunities,
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iris@aipla.org.