Negotiation, Persuasion, and Communication

A Series of
MASTER CLASSES

2021 AIPLA VIRTUAL Mid-Winter INSTITUTE

Event Preview

February 1 - 5, 2021

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Next Level Learning - A unique program of master classes focused on effective communication.

The 2021 Virtual Mid-Winter Institute brings together nationally recognized communication experts and IP leaders in a series of master classes on negotiation, persuasion, and communication. These online sessions and hands-on workshops are designed to help practitioners sharpen their skills and develop strategies to improve communications and their practice.

Whatever your role in IP and whatever your experience level, this program will give you real-world examples and tactics to communicate more efficiently - both verbally and in writing. Plus, our session and workshop on negotiating skills will help you sharpen your skills and make better deals, whether in the courtroom or the board room.

The virtual **#aiplaMW21** allows the global IP community to safely share ideas and knowledge that will shape the future. Your registration includes not only the live virtual sessions, but also access to the on-demand recordings. You'll be able to participate in all the motivating moments of the meeting regardless of where you are. Make plans to join us for this unique program that will raise the bar on your communication and negotiation skills and practice.

All times noted are Eastern Standard Time

Connect on #aiplaMW21

Program current as of January 25, 2021

www.aipla.org

AIPLA

1400 Crystal Drive, Suite 600, Arlington, VA 22202

Telephone: 703-415-0780 Fax: 703-415-0786 aipla@aipla.org

Daily Schedule - Monday, Feb 1

8:45 - 9:45 AM
Mentoring Speed Networking

To kick off the 2021 MWI on February 1, 2021, 8:45-9:45am, the Mentoring Committee is hosting a virtual Speed Networking Event. The event is a round robin format providing networking opportunities, as well as providing information about how to become actively involved within AIPLA.

Hosted by the Mentoring Committee and the AIPLA Fellows, on the REMO platform.

10:00 – 11:00 AM
Meeting Kick Off-Keynote-Association Business Meeting

The meeting kicks off with the Association Business Meeting where the 2021 Committee on Nominations will be announced.

Keynote Speaker:
Shira Perlmutter
Register of Copyrights
US Copyright Office
Washington, DC

The presentation will be followed by a Q&A Session moderated by Robert Stoll, Faegre Drinker Biddle & Reath, Washington, DC

11:30 AM – 1:00 PM
A Primer for the Week

Join speakers from our distinguished Mid-Winter Institute faculty to hear about key communications problems and pitfalls that will be addressed as the week progresses. This program will walk you through the series of Master Classes that will be provided to help you improve your negotiation, persuasion, and communication skills.

Our series of expert instructors will provide a road map for your learning throughout the MWI.

Moderator: Ury Fischer, Lott & Fischer, Coral Gables, FL

Speakers:
Communications: James Rae
Negotiation: Ury Fischer, Lott & Fischer, Coral Gables, FL
Written Communication: Michael Stewart
Putting your Best Foot Forward: Gillian Drake

2:00 to 3:30 PM
Diversity & Inclusion

Recognizing and Disrupting Negative Biases

This CLE is designed to raise consciousness about negative biases, discussing these biases at work, how they move about in society, and how they can negatively influence individual decision-making in the workplace. The webinar will conclude with a brief look at strategies to recognize the biases when they arise and how to mitigate their effects to avoid harmful decision-making.

Moderator: Melvin C. Garner, Leason Ellis, White Plains, NY

Speaker:
Professor Kimberly Norwood, Washington University in St. Louis School of Law, St. Louis, MO

Session sponsored by: Harness Dickey & Pierce

90 minutes CLE

4:00 to 5:00 PM
Titans of the IP Bar

Moderated by AIPLA Executive Director Vince Garlock, this is our second Titans of the IP Bar Program - bringing the insights of stalwarts in the IP field to share their words of wisdom.

Featured Speakers:

Donald S. Chisum, Co-Founder, Chisum Patent Academy

LouisT. Pirkey, Founding Partner, Pirkey Barber, Austin, TX

Robert A. Armitage, IP Strategy and Policy Consultant

Sponsored in part by: Barley Snyder

6:00 to 7:00 PM
Opening Night Reception! AIPLA Quiz Night

We often say it takes a village. Well, we want to take a minute and thank our community of members for coming together in these most unusual times. How much do you know about your AIPLA colleagues? We've developed a little quiz so we can get to know each other and learn some surprising and fun facts about each other.

Sponsored in part by: Baker Botts and Morrison Foerster

Event is open to all Mid-Winter Institute registrants.

Daily Schedule - Tuesday, Feb 2

8:45 to 10:15 AM

Women in IP Law Committee Breakfast

Connecting with Colleagues Effectively Through Online Platforms

The program will include a training session addressing some key "mentoring moments" professionals are adopting to activate high levels of engagement in a virtual work environment.

Speaker: Werten Bellamy, President, Stakeholders, Inc.

Sponsored in part by: Knobbe Martens and Finnegan Henderson Farabow Garrett & Dunner

10:30 AM to 2:00 PM

Communication Sessions One and Two

Communicating Complex Ideas Efficiently & Effectively:

Part I: 10:30 am - Noon

An interactive introduction to the foundational ideas and exercises that can help you reach any audience with a clear, engaging message. You will be challenged... and entertained!

BREAK Noon - 12:30 PM

Part II: 12:30 to 2:00 PM

We will continue working through the techniques and communication challenges put forward in Part I, offering you a chance to further internalize the techniques, and to link them to communication topics presented throughout the rest of the conference.

Speaker:
James Rea
Communication Coach & Consultant
Experts Clearly
Washington, DC

180 minutes CLE

2:30 to 4:00 PM

Communication Session Three: ESCAPE ROOM!

Now that you've learned some communication skills, let's put them to the test. Can you escape before the clock runs out?

Join us for an Escape Room Adventure, where you will work within small groups to solve puzzles and "Escape the Room" before time runs out.

No experience necessary. Just bring your sense of humor and problem solving skills.

Sponsored in part by: Foley Hoag and Lee & Hayes

This event is ticketed. Please be sure to include with your registration.

4:30 to 6:00 PM

Committee Educational Session: Artificial Intelligence in Drug Discovery

Hosted by the Emerging Technologies, Food & Drug, Chemical Practice, and Biotechnology Committees.

AI is being increasingly applied in drug discovery, for tasks such as establishing biomarkers, re-purposing existing drugs, and validating and optimizing drug candidates. Not only are advances in AI improving research and development, they are also challenging traditional ways in which companies protect intellectual property, particularly with respect to patents, trade secrets, and data.

The panel will explore how AI is transforming drug discovery and IP protection in the life sciences, as well as broader difficulties and opportunities which AI poses to the fundamental IP framework. Finally, the panel will discuss how advances in AI are changing how regulators approach drug and device approvals.

Moderator: Ryan Abbott, MD, JD, MTOM, PhD (Mediator and Arbitrator, JAMS & Professor of Law and Health Sciences, University of Surrey School of Law)

Speakers:
Corey Salsberg (Vice President and Global Head of IP Affairs at Novartis)

Andrew Whitehead (Assistant General Counsel, Informatics & Personalized Health Care IP at Genentech)

Stephen Johnson (Senior Director, Molecular Structure and Design, Bristol Myers Squibb)

Esther Bleicher, JD MPH (Executive Director of Regulatory Policy and Counsel at Valo Health)

90 minutes CLE

6:30 to 7:30 PM

Networking Event: Tour of Musée D'Orsay

A Virtual Tour of the Musée D'Orsay

The Musée d'Orsay is a museum in Paris, France, on the Left Bank of the Seine. It is housed in the former Gare d'Orsay, a Beaux-Arts railway station built between 1898 and 1900. The museum holds mainly French art dating from 1848 to 1914, including paintings, sculptures, furniture, and photography.

While the museum remains closed to visitors, we've arranged for an art expert to take you on a virtual journey to enjoy the beautiful artwork inside.

Event is open to all Mid-Winter Institute registrants.

AIPLA
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Daily Schedule - Wednesday, Feb 3

8:45 to 10:15 AM
Corporate Practice Committee Breakfast

Using Effective Communication to Achieve Litigation Success

The ability to clearly and consistently communicate the right case themes and messages is critical in complex litigation. Trial lawyers from Fitch Even will discuss ways to utilize effective communication at various stages of litigation to achieve successful outcomes.

Speakers
Timothy P. Maloney, Partner, Co-Chair Litigation Practice Group, Fitch Even

Nicole L. Little, Partner, Co-Chair Litigation Practice, Fitch Even

Karl R. Fink, Partner, Co-Chair Litigation Practice, Fitch Even

Sponsored by: Fitch Even Tabin & Flannery

10:30 to 11:00 AM
National Inventor Hall of Fame Virtual Tour

The National Inventors Hall of Fame® (NIHF) celebrates world-changing inventors and inspires the next generation of creators, innovators and entrepreneurs. Since 1973, NIHF has impacted over 2.5 million children, parents, educators and inventors. The NIHF Museum, located at the United States Patent and Trademark Office headquarters, features exhibits and interactive experiences that tell the story of American ingenuity, demonstrate the power of intellectual property and inspire the next generation.

Event is open to all Mid-Winter Institute registrants.

11:30 AM to 3:00 PM
Negotiation Training: Sessions One and Two

Session I - 11:30 to 1:00 pm EST

Moderator: Phil Petti, USG Corporation, Chicago, IL

Conflict Theory: Psychology of Negotiation
What is your style? How do you respond to conflict? What should you avoid? When should you accommodate? These questions and more will be answered!

Speaker: Ken Adamo, Law Office of KRAdamo, Chicago, IL

Introduction to 7 Different Bargaining Strategies: Positional/Traditional Bargaining
Learn the push and the pull of traditional bargaining and when it may be right for you and your clients

Speaker: Jim Pooley, James Pooley PLC, Portola Valley, CA

Transactional Tactics
How do they do it? Let's learn from China, Japan, Europe and the Middle East

Speaker: Kenneth K. Cho, Wiggin and Dana, LLP, New York, NY

Hardball Tactics
Ready to rumble? When do you want to take it or leave it?

Speaker: William L. LaFuze, McKool Smith, Houston, TX

Break - 1:00 - 2:00 pm

Session II - 2:00 to 3:30 pm

Interest-Based Bargaining ("Getting to Yes")
Now is your chance to cooperate: learn what you need to do

Speaker: Barbara Fiacco, Foley Hoag, Boston, MA

Problem-Solving
Are you empathetic and relational? This may be the style for you

Speaker: Elizabeth Ann "Betty" Morgan, Morgan Mediation and Arbitration System, Philadelphia, PA

Decision-Based Bargaining
Learn how to start with no and get to yes

Speaker: John Johnson, Fish & Richardson, New York, NY

Hostage Negotiation
We will teach you how to negotiate like your life depends on it!

Speaker: Sharon Israel, Shook Hardy & Bacon, Houston, TX

180 minutes CLE

4:30 to 6:00 PM
Negotiation Training - Breakout Sessions/ Table Talks

Now it is time to put your negotiation training and expertise to the test. Join our panel of expert negotiators from Sessions I and II in instructional table talks. There is no requirement to have participated in Sessions I and II.

You will need to select one of the following sessions:

Transactional – Licensing
Examiner Interview – Patent
Litigation - Opening Argument
Litigation – PTAB
Internal Budgeting Discussions (In-House)

Each session will be based on a hypothetical scenario. Be prepared to participate!

90 minutes CLE

6:30 to 8:00 PM
Networking Event: What's My Line

Join us for a fun networking event using an inventor based "what's my line" theme. Test your inventor knowledge, and guess who the mystery inventors are.

Welcome to new AIPLA members and first-time meeting attendees.

Prizes will be awarded to those who guess the inventors!

Sponsored in part: Schwegman Lundberg & Woessner and Shook Hardy & Bacon

Event is open to all Mid-Winter Institute registrants.

Daily Schedule - Thursday, Feb 4

8:45 to 9:45 AM
Global Coffee Tea and Cocktail Meet Up

Join AIPPI-US as we come together to raise a glass, or mug, for a global connect.

10:00 to 11:30 AM
How To Put Your Best Foot Forward

Learn from an expert on how to put your best foot forward in the virtual world

Theater Director and Acting Coach Gillian Drake will present a 90-minute master class on acting for IP Professionals.

Unlike public-speaking courses, Drake tailors her curriculum to the legal set, pushing students to think about how they come across in court and deterring them from using the bullying tactics that frequently wind up in an attorney's playbook. "Lawyers often pick the easiest voice, which is to be louder," she says, when a more modulated tone can actually be more persuasive. She also makes them do things that can at first seem silly, such as silently acting out the process of getting out of bed and starting the day—an exercise meant to show them how effective body language can be without saying a word.

1:00 to 2:30 PM
SEP and FRAND Licensing Developments

Get the latest updates on International SEP and FRAND Licensing from experts in the field.

Moderator: Monica Barone, Qualcomm Inc., San Diego, CA

Speakers:

Erik Puknys, Finnegan Henderson Farabow Garret & Dunner, Palo Alto, CA

Sir Colin Birss, Judge of the Patents Court of England and Wales

Cordula Schumacher, Partner, Arnold Ruess, Germany

90 minutes CLE

3:00 to 4:30 PM
IP During a Pandemic

IP During a Pandemic: Business Agility and Ethics

Top in-house counsel discuss unique challenges presented by a pandemic to generating and protecting IP and closing IP transactions.

Moderator: Randi Karpinia, Sagacity Legal, PLLC

Part I (3:00 - 3:30 PM): Creative use of trademark law to combat price gouging of N95 personal protective equipment during the pandemic.

Speaker: Kevin Rhodes, Vice President and Deputy General Counsel, 3M, St. Paul, MN

Part II (3:30 - 4:30 PM - Ethics CLEs): Ethical implications of distributed and remote working, including contract execution and privilege, and strategies utilized by business to thrive in these new conditions.

Speakers:

Phyllis Turner Brim, Deputy General Counsel, HP, Seattle, WA

David Hricik, Professor, Mercer Law School, Macon, GA

90 minutes CLE

4:30 to 6:00 PM
Committee Educational Session: Getting and Keeping the Job: Writing Skills to Impress Your Boss

Hosted by the Mentoring, New Lawyers, and Patent Law Committees

- Marketing yourself to patent law firms - guidance from a recruiter or other career guidance mentor
- Advice from your mentor: general writing skills to impress your boss - guidance from an experience private practitioner
- More advice from your mentor: patent-drafting skills to impress your boss - guidance from an experience private practitioner and in-house practitioner

Speakers:

Ilene Rein, Executive Recruiter, Marketing and Sales Resources, Inc.

Rochelle "Rocky" Lieberman, Co-Founder, Lieberman & Brandsdorfer, LLC

Matthew de Ruyter, Senior IP Counsel, SABIC

6:30 to 8:00 PM
Networking Event: POKER NIGHT!

Join us for a fun, online networking POKER NIGHT featuring registered patent practitioner and 2004 World Series of Poker Champion Greg Raymer.

Registration and poker tutorials begin at 6:30pm with play starting at 7:00pm. AIPLA prizes up for grabs, with first place receiving a complimentary 2021 AIPLA Annual Meeting registration!

Event is open to all Mid-Winter Institute registrants.

Daily Schedule - Friday, Feb 5

8:00 to 8:45 AM
Morning YOGA and Relaxation

We could all use a break from the daily grind of work-from-home.

Join Yoga Expert Tiffany Lord for a 45-minute movement session involving gentle stretches all done on the floor or from your chair, with meditation and breathing.

Sponsored in part: Fishman Stewart

9:00 to 10:30 AM
The Art of Written Communication

Brushes, Highlighters, And Felt Tip Pens: Painting A Picture With Words

Don't miss this Master Class!

Using the imagery of brushes, highlighters, and felt tip pens as a framework for discussion, this panel will provide guidelines to minimize the challenges often associated with technical writing.

Moderator: Sarah Knight, Talem IP Law, Gainesville, FL

Speakers:
Ed Good, Trainer, Author, Editor, Leesburg, VA
Michael Stewart, Fishman Stewart, Troy, MI
James Crowne, Consultant to AIPLA on Legal Affairs (retired), Bowie, MD

90 minutes CLE

12:00 to 1:30 PM
The Communication Wizard

Best Practices Workshop

The Communication Wizard and Wizard's Apprentice will discuss the "seven deadly sins" of written and oral communication, and then direct a series of vignettes to demonstrate best practices

Moderator: Stacy Lewis, Finnegan Henderson Farabow Garrett & Dunner, Washington, DC

Instructor: Tom Irving, Finnegan Henderson Farabow Garrett & Dunner, Washington, DC

90 minutes CLE

1:45 - 2:30 PM
A Discussion on Vaccine Development

Moderator: Jeremy McKown, Johnson & Johnson, New Brunswick, NJ

Speaker: Brian D. Abramson, Bloomberg Law Author, Vaccine and Immunization Law Specialist, Falls Church, VA

3:00 to 4:00 PM
Effective Written Communication

A View from the Bench

Join AIPLA President Joe Re for a conversation with US Court of Appeals for the Federal Circuit Judge Kathleen O'Malley, as they discuss the importance of written communication from the Court perspective.

Judge Kathleen O'Malley has served on the bench for over 26 years, first as a United States District Court Judge for the Northern District of Ohio, and then as a United States Circuit Judge for the United States Court of Appeals for the Federal Circuit. In addition to her judicial service, Judge O'Malley worked in private practice and served as chief counsel and chief of staff in the Ohio Attorney General's Office. With Judge O'Malley's broad-based experience, she will provide us with her views on effective written communication, as she responds to questions from AIPLA President Joseph Re.

60 minutes CLE

6:30 to 7:30 PM
Closing Networking Happy Hour

Join us for our Closing Networking Event

We'll gather for one last round robin networking event, so please come in, find a seat at a table, and mix and mingle as we say farewell until the next time we meet.

Event is open to all Mid-Winter Institute registrants.

Sponsored in part: Merchant & Gould and Krishna & Saurastri

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Exhibitors

Computer Packages Inc (CPI) is a trusted IP management provider with over 50 years serving the Intellectual Property community. CPI provides reliable, mobile-responsive patent & trademark management systems, on-demand Patent Audit Services, and paperless patent annuity management.

The Foundation assists individuals from underrepresented racial/ethnic groups exploring careers in intellectual property law by increasing the awareness of the IP law profession among such individuals, providing financial and non-financial assistance supporting their legal education, and accelerating their IP law career development otherwise through comprehensive networking, counseling, and mentoring programs

H K Acharya & Company was established in 1977. With an experience of more than four decades knows how to effectively enforce IP rights and aggressively litigate & plead the IP cases distinguish to us. We help address to the clients' identities in local as well as global markets.

Patent Seekers provide expert patent, design & trademark searching for clients worldwide. Professionally delivered and competitively priced. Offices in North America and the United Kingdom.

SyncIDS is a web-based software and services company that organizes all things IDS. SyncIDS links your related matters, keeps your data current and files your IDSs with the USPTO. All your prior art is just a few clicks away from the perfect IDS every time. Our easy-to-use software and expert paralegal services has made SyncIDS the predominant choice for efficient and effective IDS management in corporate and law firm settings, especially for those complicated family and subject-matter relationships.

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Meet Peter Kosztolnik

President/Owner

Peter has been actively involved in the legal community for over thirty years. His strong suit is providing innovative problem solving to complex issues and offering straightforward customer solutions.

He has been in the forefront of what computer patent drafting is today and has been the lead support in several successful litigation cases.

He has stayed abreast of the industry with the latest litigation software as well as 3D solid modeling, printing and scanning, to provide his clients with superior products and services.

You will most likely find Peter riding his motorcycle to IP events.

703-539-8883 nvginc@nvg-inc.com www.nvg-inc.com

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There is no limit to the discount you can earn. Contact **aipla@aipla.org** to learn more.

Corporate In-House Counsel — Attending Your First AIPLA Meeting?

AIPLA has a special offer to encourage in-house corporate counsel to attend an AIPLA major meeting to see first-hand the outstanding CLE and networking programs we provide.

For individuals who have never attended an AIPLA stated meeting, such as an Annual, Mid-Winter or Spring Meeting, who are also corporate in-house counsel, AIPLA will waive the registration fee. There are no additional fees, unless specifically noted, to attend the networking events.

Once AIPLA has verified that this is your first major meeting and that you meet the in-house corporate counsel criteria, you will receive a registration confirmation. Our hope is that you enjoy your experience at your first AIPLA meeting and that you will join us again for future programs and become more actively involved with the work of the Association, especially through involvement with the Committees.

If you qualify for this special offer, please select the box listed as "first-time corporate in-house counsel" on the ***registration form****.*