

PROGRAM AGENDA

Wednesday, June 17, 2026

8:30 am (5 minutes)	Welcome and Introductions
8:35 am (50 minutes)	Trademarks 101 Connie Stefanou, Morgan Lewis
9:25 am (50 minutes)	Developing a Filing Strategy Shana Olson, Sterne Kessler Goldstein & Fox
10:15 (15 minutes)	Break
10:30 am (90 minutes)	Hands-on Training: Ordering Trademark Clearance Search Reports; Analyzing Search Reports; Preparing Opinions Richard C. Gilmore, Maschoff Brennan AJ Schumacher, Kelly IP, LLP
12:00 pm	Lunch
1:00 pm (50 minutes)	The Application Process John Miranda, Cowan, Liebowitz & Latman, P.C.
1:50 pm (85 minutes)	Hands-on Training: Responding Effectively to Office Actions Jonathan Gelchinsky, Pierce Atwood, LLP Michael Hernandez, Pierce Atwood, LLP Two Supervising and one Managing Attorney from the USPTO (invited)
3:15 (15 minutes)	Break
3:30 pm (50 minutes)	Ex Parte Appeals Heather Smith-Carra, Banner & Witcoff, Ltd
4:20 pm (60 minutes)	Board Practice Tips & Pitfalls Heather Kliebenstein, Merchant & Gould Administrative Trademark Judge, Trademark Trial and Appeal Board, US Patent & Trademark Office TTAB Interlocutory Attorney, US Patent & Trademark Office Administrative Trademark Judge, Trademark Trial and Appeal Board, US Patent & Trademark Office
5:20 pm	Day 1 Concludes

Thursday, June 18, 2026

8:30 am (5 minutes)	Welcome and Introductions
8:35 am (55 minutes)	International Filing Basics Alejandra Camacho Luna, Fross Zelnick, PC Michael Hernandez, Pierce Atwood, LLP
9:30 am (60 minutes)	Cease & Desist Campaigns Danae Robinson and Kim Arriola, Pirkey Barber, PLLC
10:30 am (15 minutes)	Break
10:45 am (90 minutes)	Oppositions & Cancellations/Ethics Clint Taylor and Shelby McGowan, Kelly IP, LLP
12:15 pm	Lunch
1:15 pm (60 minutes)	Dispute Investigations Joel T. Beres, Stites & Harbison, PLLC Samuel Miller, Stites & Harbison, PLLC
2:15 pm (60 minutes)	Consent & Co-Existence Agreements Mary Stottele, Fross Zelnick, PC
3:15 pm (15 minutes)	Break
3:30 pm (60 minutes)	US District Court Litigation Ted Davis, Kilpatrick
4:30 pm	Day 2 Concludes