



Friday, September 19, 2014  
Convene Midtown East: Wharton Ballroom  
730 Third Avenue, New York

8:00 a.m. - Registration and Continental Breakfast

8:50 a.m. - 9:05 a.m. - Welcome/Opening Remarks

**9:10 a.m. - 10:10 a.m. - 100<sup>X</sup> Shades of NPEs and Evolving Solutions**

Emerging and evolving strategies to mitigate the impact of abusive tactics by NPEs, including:

- Implications of recent Supreme Court decisions
- Incorporating the potential impact of legislative proceedings
- Effective use of joint defense groups; addressing indemnification issues
- Advanced pre-litigation and litigation strategies

**Panelists:**

**Kevin Cranman**, General Counsel, Ericsson Television Inc.

**Karen Kaiser**, Chief Intellectual Property Counsel, Ingredion Inc.

**Matthew Miller**, Deputy General Counsel, Groupon, Inc.

**Michael Shpizner**, Vice President and General Counsel, Fujitsu America, Inc.

**Moderators:**

**Victor de Gyarfas**, Partner, IP Litigation

**Kadie Jelenchick**, Senior Counsel, IP Litigation

**10:15 a.m. - 11:45 a.m. - Global Portfolio Management 4.0 - New Rules, New Tools**

IP counsel from a variety of industries offer best practices on managing a global IP portfolio of patents, copyrights, trademarks/trade dress, and domain names. This is particularly relevant in today's digital age and given the impact of the shifting legal landscape, data privacy and security concerns, and increased mergers, acquisitions, and divestitures, as well as co-branding and joint development efforts. The panel members will identify effective strategies for utilizing various types of legal service providers and emerging technologies and platforms, while managing legal costs.

**Panelists:**

**Floyd Anderson**, Vice President, Chief Patent Counsel, Avago Technologies Limited

**Bradley Blanche**, Associate General Counsel, Broadcom Corporation

**Alisa Hurlburt**, Assistant General Counsel, Elizabeth Arden

**Craig Loest**, Senior IP Attorney, Kohler Co.

**Erich Rhyhart**, Senior Counsel, Intellectual Property, Staples, Inc.

**Jonathan Trousdale**, Intellectual Property Counsel, Stryker Corporation

**John Wilson**, Vice President & Chief Counsel, IP, Caesars Entertainment Corporation

**Moderators:**

**Jami Gekas**, Partner, IP Litigation

**Jeff Gundersen**, Partner & Chair, Mechanical & Electromechanical Technologies

**Jacki Lin**, Associate, Chemical, Biotechnology & Pharmaceutical

11:45 a.m. - 12:25 p.m. - Buffet Lunch - 17<sup>th</sup> Floor Atrium



### 12:30 p.m. – 1:30 p.m. - Views From the Bench – Judges Discuss Current State of IP Litigation

A panel of District Court Judges, a retired Federal Circuit Judge, and an ITC commissioner will discuss the current state of IP litigation, including Markman proceedings, patent damages, non-practicing entities in the ITC, ITC advisory opinions, patent reform, ANDA trials, the role of Local Patent Rules, and more.

#### Panelists:

**Chief Judge Rubén Castillo**, United States District Court of the Northern District of Illinois

**The Honorable Faith Shapiro Hochberg**, United States District Court of New Jersey

**Commissioner F. Scott Kieff**, U.S. International Trade Commission

**Chief Judge Randall Rader (Ret.)**, United States Court of Appeals for the Federal Circuit

#### Moderators:

**Steven Rizzi**, Partner, IP Litigation

**Kenneth Suh**, Associate, IP Litigation

### 1:30 p.m. – 1:45 p.m. – Break

### 1:45 p.m. – 2:15 p.m. - A Decade of Change in IP From an IP Leader

- Learn how Sharon Barner transitioned through various positions in the world of IP to arrive at her current position of general counsel
- Learn which IP-related business challenges Ms. Barner sees as most significant in an evolving legal and technological environment
- Learn how to align IP and business strategies to ensure that your company gets the most out of your IP

#### Speaker:

**Sharon Barner**, Vice President & General Counsel, Cummins Inc.

#### Moderators:

**Cynthia Rigsby**, Partner & Vice Chair, IP Litigation

**Ellen Wong**, Associate, IP Litigation

### 2:20 p.m. – 3:20 p.m. - Remedies: In the Eyes of the Beholder and Beholden?

Review and assessment of various strategies and avenues for seeking remedies:

- Strategies based on IP being asserted (patent vs. trademark)
- Review of recent damages cases
- Pros/cons of various methods of proving damages (i.e., royalty stacking, entire market value and apportionment, Nash bargaining, RAND licensing)
- Tips for handling damages experts and avoiding Daubert issues
- Availability of injunctions in the wake of *eBay*; *Apple v. Samsung*; *Active Sports Lifestyle v. Old Navy*

#### Panelists:

**Dawn Hall**, Managing Director, FTI Consulting, Inc.

**Scott Piering**, Vice President and Chief Intellectual Property Counsel, Spectrum Brands, Inc.

**Kimberly Reddick**, Vice President, Trademarks, NBCUniversal, Inc.

**Melissa Scanlan**, Senior Director, Intellectual Property Litigation and Antitrust, T-Mobile US, Inc.

**Kimberly Van Voorhis**, Assistant General Counsel, Global IP Litigation, Nike Legal

#### Moderators:

**Allen Arntsen**, Partner, IP Litigation

**Ramy Hanna**, Senior Counsel, IP Litigation



3:20 p.m. – 3:35 p.m. - Break

**3:35 p.m. – 4:30 p.m. - USPTO Post Grant Proceedings: Lessons Learned and Winning Strategies**

Key trends gleaned from recent PTAB decisions and tips on when to file and what constitutes a winning petition.

**Panelists:**

**Marcus Burch**, Senior Patent Attorney, Illumina, Inc.

**Tulloss Delk**, Counsel, International Business Machines Corporation

**Honorable Judge Brian McNamara**, Administrative Patent Judge, Patent Trial & Appeal Board, USPTO

**Rodney Young**, Senior Patent Director, Medtronic Spinal & Biologics

**Moderators:**

**Jeffrey Costakos**, Partner, IP Litigation

**George Beck**, Partner, Electronics

**Stephanie Quick**, Associate, IP Litigation

**4:35 p.m. – 5:35 p.m. - Business Impact of the High Court's Heightened Interest in IP**

The Supreme Court's heightened interest in IP and what it means for your company, including discussion of:

- *POM Wonderful v. Coca-Cola*; *Lexmark Int'l, Inc. v. Static Control Components, Inc.*; *ABC v. Aereo*; *Octane Fitness v. ICON Health and Fitness*; *Highmark, Inc. v. Allcare Management Sys., Inc.*; *Nautilus v. Biosig Instruments*; *Alice Corp. v. CLS Bank*; *Limelight v. Akamai*
- Practical tips and best practices in view of the changing case law

**Panelists:**

**Sarah Deutsch**, Vice President & Deputy General Counsel, Verizon Communications

**Jason Groves**, General Counsel, Medifast, Inc.

**Patrice Sabach**, Assistant Vice President & Counsel, MassMutual Financial Group

**John Ward**, Global Trademark Counsel, Novartis Vaccines and Diagnostics, Inc.

**Moderators:**

**Nicola Pisano**, Partner, IP Litigation

**Aaron Weinzierl**, Senior Counsel, IP Litigation

5:35 p.m. – 5:40 p.m. - Closing Remarks

5:40 p.m. – 6:30 p.m. Reception

Location: 17<sup>th</sup> Floor Atrium