



Get Ready Now!
Boosting Your IP Fitness
for the Next Business Cycle

12TH ANNUAL IP CONFERENCE

Get Ready Now! Boosting Your IP Fitness for the Next Business Cycle

Friday, September 16, 2016

Gleacher Center Chicago, IL

8:00 a.m. Registration and Breakfast

8:45 a.m. – 9:00 a.m. Welcome/Opening Remarks

9:00 a.m. – 9:55 a.m. **PTAB Post Growing Pains**

- Industry-specific considerations
 - Pharma has incentives not to clear the field for generics
 - High tech has different considerations
 - Competitor vs competitor has even more considerations
- Considerations for parallel litigation
 - Keeping consistent between lit team, PTAB team, and prosecution team
 - Use of experts between PTAB and district court
 - Consideration of counsel

Panelists:

Jay Kolman, Executive Director, IP Counsel, **Noven Pharmaceuticals, Inc.**

Richard Sonnentag, Litigation Counsel, **Google Inc.**

Richard Watkins, Patent Counsel II, Pain Therapies Group, **Medtronic PLC**

Foley Speakers:

Jeffrey Costakos, Partner and Vice Chair, IP Litigation

Kristel Schorr, Partner and Chair, Chemical, Biotechnology, & Pharmaceutical

Facilitator:

Jason Mock, Chemical, Biotechnology, & Pharmaceutical

10:00 a.m. – 10:55 a.m. **Evolving Faces of Digital Media and Elusive Legal Solutions**

- Governance and risk management strategies for digital/social media
- What happens when third parties control the message and how to respond
- Dealing with issues created by internal “social media” like platforms, e.g., “yammer”
- Ongoing compliance with FTC and other regulatory bodies

Panelists:

Ann Chen, Senior Counsel for Social Media & Digital Assets, **Abbott Laboratories**

Robin Nunn, Vice President & Senior Associate General Counsel, **Capital One Financial Corporation**

Stanley Pierre-Louis, Senior Vice President & General Counsel, **Entertainment Software Association**

Sylvia Stein, Associate General Counsel, Marketing and Regulatory, **The Kraft Heinz Company**

Heather Steinmeyer, Managing Senior Associate General Counsel, **Anthem Inc.**



Get Ready Now!
**Boosting Your IP Fitness
for the Next Business Cycle**

Foley Speakers:

Mark Diliberti, Partner and Chair, Trademark, Copyright, & Advertising

Aaron Tantleff, Partner, Technology Transactions & Outsourcing

Facilitator:

Sara Suleiman, Associate, Trademark, Copyright & Advertising

10:55 a.m. – 11:15 a.m. Break

11:15 a.m. – 12:10 p.m. Winning Strategies for Plaintiffs

- A case study related to a sample product invented such as a new smartphone
- Fact pattern and a lawsuit example will be included in the case study.
- Fact pattern will include patent, trademark, copyright and trade secret issues.
- Pre-litigation discussion
 - Potential Causes of Action
 - Damages case
 - Where to sue?
 - Patent considerations
 - Preparation for retaliation
 - How in-house and outside counsel team can collaborate

Panelist:

Thomas Barnes, IP Counsel, **International Paper Company**

Megan Dortenzo, Chief Patent Counsel & Assistant General Counsel, **Cummins Inc.**

John Miller, Vice President & Chief IP Counsel, **Rockwell Automation, Inc.**

Margaret Walker, Associate General IP Counsel, **Xerox Corporation**

Foley Speakers:

Kevin Littman, Partner, IP Litigation

Cynthia Rigsby, Partner, IP Litigation

Facilitator

Debra Lange, Senior Counsel, IP Litigation

12:10 p.m. – 1:10 p.m. Lunch

12:30 p.m. – 12:55 p.m. Lunch Keynote

Vikrum D. Aiyer, Chief of Staff, **United States Patent and Trademark Office**

1:10 p.m. – 2:15 p.m. Winning Strategies for Defendants

- Following the plaintiff's panel discussion, the Defendants group will discuss their pre-litigation strategies and response
 - Making the litigation more difficult for the plaintiff to pursue
 - Resolving the dispute from a business perspective
 - Preparing for discovery



Get Ready Now!
**Boosting Your IP Fitness
for the Next Business Cycle**

- Damages considerations
- Venue considerations
- Both groups will jointly conduct their wrap-up discussion

Panelists:

Carrie Distler, Senior Managing Director, **FTI Consulting**

Jason Fokens, Global IP Legal Director, **GOJO Industries, Inc.**

Daniel Shulman, Chief IP Counsel, **Reynolds Group Holdings**

Foley Speakers:

Jami Gekas, Partner, IP Litigation

Jose Patino, Partner, IP Litigation

Facilitator:

Justin Gray, Senior Counsel, IP Litigation

2:20 p.m. – 3:15 p.m. Legal Issues Relating to Wearables and Connected Devices

- New IP challenges derived by intertwined issues related to patent, trademark and data protection & privacy, etc.
- Regulatory challenges relating to wearables classified as medical devices
- Advertising and consumer protection issues related to wearables
- Data governance and ownership
- Business and Legal Considerations when developing IP strategies related to wearables

Panelists:

Alexandre Fainberg, Co-Founder and CEO, **Heddoko**

Stuart Kauffman, Director and Senior Counsel, Marketing & Advertising, **Samsung Electronics America, Inc.**

Jennifer Prioleau, Division Counsel, **HP Inc.**

Amol Purohit, Senior Counsel, Patents, **Under Armour, Inc.**

Foley Speakers:

Paul Hunter, Partner and Co-Chair, Electronics

Robert Weisbein, Partner, IP Litigation

Facilitator:

Shabbi Khan, Senior Counsel, Electronics

Break: 3:15 p.m.– 3:30 p.m.

3:30 p.m. – 4:45 p.m. Judges Panel

- Views from the bench on IP Litigation trends and best practices for IP litigants, including:
 - Enhanced Damages and Patent Eligible Subject Matter
 - ITC Investigations
 - Developments in Trade Secret Law
 - Alternative Dispute Resolution in IP Disputes



Get Ready Now!
**Boosting Your IP Fitness
for the Next Business Cycle**

Panelists:

Honorable Faith Hochberg, Judge (retired), United States District Court for the District of New Jersey
Honorable F. Scott Kieff, Commissioner, United States International Trade Commission
Honorable James Peterson, Judge, United States District Court for the Western District of Wisconsin

Foley Speakers:

Eley Thompson, Partner, IP Litigation
Jeffrey Simmons, Partner, Business Litigation & Dispute Resolution

Facilitator:

Matthew Ambros, Senior Counsel, IP Litigation

4:45 p.m. – 5:40 p.m.: When IP Makes or Breaks a Deal – Strategic Considerations for M&A Transactions

- Valuation issues in IP-driven M&A deals – and diligence considerations surrounding such issues in corporate transactions
- What should companies be doing to get their IP ready for licensing, collaboration, monetization and M&A opportunities, and what are the things to consider before one of these transactions even comes up?
- The role of IP in increasingly complex technology-driven transactions and how parties can ensure alignment between corporate and IP strategies
- Tips on enhancing revenues and valuations through IP-driven strategies prior to an exit

Panelists:

Jason Berta, Counsel, Licensing and Intellectual Property, **Scientific Games Corporation**
Matthew Golden, Chief Counsel, Global Patents, **Mondelēz International, Inc.**
Neer Gupta, Associate General Counsel, Intellectual Property, **Verizon Communications Inc.**
Chad Johnson, Senior Corporate Counsel, **Renewable Energy Group Inc.**

Foley Speakers:

Steven Barth, Partner and Co-Chair, Transactional & Securities
Beni Surpin, Partner, Technology Transactions & Outsourcing

Facilitator:

Sophie Chen, Associate, Mechanical & Electromechanical Technologies

5:40 p.m. – 5:45 p.m. Closing Remarks

5:45 p.m. – 6:45 p.m. Reception