



Knowing When and How to Pivot

15th Annual IP Conference Agenda

Friday, October 4, 2019 – 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. – 10:10 a.m. Creating Scalable and Nimble IP Strategies and Operations

In the current IP landscape, it is just as vital for IP counsel to align their IP strategies with their company's larger corporate strategies. Hear from experienced IP and corporate counsel on lessons learned in deciding and knowing when and how to pivot in light of various changes, whether they be strategic, operational, fiscal, etc.

Panelists:

Nadeem Bridi, Chief Intellectual Property Counsel, **Acelity L.P. Inc.**

Jennifer Burdman, Chief Intellectual Property Officer and Deputy General Counsel, **PolarityTE, Inc.**

Serena Farquharson-Torres, Ph.D., Senior Patent Counsel, **Bristol-Myers Squibb Company**

Anna-Lisa L. Gallo, Associate General Counsel, Head of Intellectual Property, **LIXIL Water Technology Americas**

Jyri Lassi, Vice President, Legal and Chief IP Officer, **PayPal Holdings, Inc.**

Phyllis Turner-Brim, Vice President, Assistant General Counsel, IP, Technology, and Brand Protection, **Starbucks Corporation**

Foley Moderator and Facilitators:

John Lanza, Partner, Electronics Practice

Melissa El Menaouar, Associate, Chemical, Biotechnology & Pharmaceutical Practice

AJ Schumacher, Associate, Trademark, Copyright & Advertising Practice

10:10 a.m. – 11:10 a.m. What Would You Do When the Courts Throw You a Curve Ball? – Cases You Should Know

This panel will address developments on key cases at the U.S. Supreme Court and the Federal Circuit and the implications for corporate counsel in adapting their IP strategies and day-to-day operations.

Panelists:

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

Stephanie Lollo Donahue, Senior Director, Patent Litigation, **Sanofi S.A.**

David Frey, Former Chief IP Counsel, Americas, **Rolls-Royce Holdings plc**

Tanuja Garde, Vice President, Intellectual Property & Licensing, **Raytheon Company**

John Mulgrew, Associate General Counsel and Global Head of IP, **Uber Technologies, Inc.**

Scott Rittman, Chief Counsel – Intellectual Property, **Becton, Dickinson and Company**

Foley Moderator and Facilitator:

Paul Storm, Partner, Intellectual Property Litigation Practice

Brad Roush, Senior Counsel, Intellectual Property Litigation Practice

11:10 a.m. – 11:25 a.m. Break



11:25 a.m. – 12:25 p.m. Lessons Learned in False Advertising, Unfair Competition, and Anti-Counterfeiting

This panel will address growing suits related to false advertising claims (including class action suits) and unfair competition across industries, including food & beverage, cosmetics, luxury goods, etc. Panelists will also address best practices in anti-counterfeiting.

Panelists:

Rory Bens, Former Head of Intellectual Property, **Helix**

Matthew Griffin, Chief Counsel, Refrigerated; Beverages & Snacks; O That's Good!, **The Kraft Heinz Company**

Jennifer Hamilton, Vice President and Senior Counsel, IP Americas, **Diageo plc**

Stuart Kauffman, Chief Marketing Counsel, **Samsung Electronics America, Inc.**

Raven Moore, Managing Counsel, Commercial Litigation, **McDonald's Corporation**

Eileen Ridley, Partner, Business Litigation & Dispute Resolution

Moderators and Facilitator:

Benjamin U. Okeke, Associate General Counsel - Trademarks & Digital Brand Protection, **Nike, Inc.**

JP Ciardullo, Partner, Intellectual Property Litigation Practice

Eoin Connolly, Associate, Trademark, Copyright & Advertising Practice

12:25 p.m. – 1:15 p.m. Networking Lunch

1:15 p.m. – 2:30 p.m. General Counsel Panel

This panel will consist of General Counsels from multiple industries who will present from the 50,000-foot level on current IP risks and opportunities, including a discussion of the importance of IP (whether brands, software, patentable assets, copyrights, or trade secrets) to their companies and how the GCs interact with their IP counsel and/or direct their businesses to take certain actions based on the IP portfolio they have, want to acquire, or need to defend. The GCs may also comment on when any IP matter rises to level of Board attention and where they get involved in that communication. This panel could also explore how recent Supreme Court or Federal Circuit decisions and/or trends have impacted their IP strategy.

Panelists:

Rebecca House, Senior Vice President, General Counsel & Secretary, **Rockwell Automation, Inc.**

Khalaf M. Khalaf, Senior Managing Director, Legal Affairs & Secretary, **Johnson Outdoors Inc.**

David Kirtley, General Counsel – Americas, **Mettler-Toledo International Inc.**

Joe Pierce, Vice President & General Counsel, **Hornets Sports & Entertainment**

Foley Moderator and Facilitator:

Jami Gekas, Partner, Intellectual Property Litigation Practice

Alex Neuworth, Associate, Mechanical & Electromechanical Technologies Practice



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2:30 p.m. – 3:30 p.m. Emerging Hot Topics: AI and the Changing Privacy and Security Legal Landscape

Across all industries, companies' products, services, business methods, and other inventions are increasingly leaning on data in their features and functionality. This is particularly true for software, methods, and services that incorporate artificial intelligence (AI) and other machine learning. This panel will discuss the regulatory and legal landscape surrounding data use and examine IP opportunities as well as the associated risks therewith. Panelists, across various industries, will address managing data, the uncertain regulatory landscape surrounding AI, IP strategy (patenting AI vs. keeping it as a trade secret), related privacy and cybersecurity concerns, as well as hot button issues facing both large companies and startups alike.

Panelists:

Lily Lim, Director, IP, **ServiceNow, Inc.**

Julian Moore, Associate Director – Legal, **Twitter, Inc.**

Elizabeth Ortmann-Vincenzo, Assistant General Counsel – Privacy and Data Use, **Cigna-Express Scripts**

Karl Reichenberger, Vice President and Co-Chief Patent Counsel, **Johnson Controls International plc**

Foley Moderators and Facilitator:

Shabbi Khan, Partner, Electronics Practice

Jennifer Rathburn, Partner, Privacy, Security & Information Management Practice

Tom Chisena, Associate, Privacy, Security & Information Management Practice

3:30 p.m. – 3:45 p.m. Break

3:45 p.m. – 4:55 p.m. Views from the Bench

This panel is comprised of U.S. District Court Judges who are knowledgeable about IP matters. It is designed to provide an interactive forum for exchanging insights while educating attorneys on IP litigation and trial/appellate practice tips given the current state of the law.

Panelists:

Hon. Alan D. Albright, District Judge, **Western District of Texas**

Hon. William M. Conley, District Judge, **Western District of Wisconsin**

Hon. Joy Flowers Conti, Chief Judge, **Western District of Pennsylvania**

Hon. Sherry R. Fallon, Magistrate Judge, **District of Delaware**

Hon. Maryellen Noreika, District Judge, **District of Delaware**

Foley Moderator and Facilitators:

Kadie Jelenchick, Partner and Vice Chair, Intellectual Property Litigation Practice

Jacki Wallace, Senior Counsel, Intellectual Property Litigation Practice

Kadmiel Perez, Associate, Intellectual Property Litigation Practice

4:55 p.m. – 5:00 p.m. Closing Remarks

5:00 p.m. – 6:00 p.m. Reception