



Intellectual
Property
Owners
Association

ADVOCATING EFFECTIVE RIGHTS | PATENTS | TRADEMARKS | COPYRIGHTS | TRADE SECRETS



September 11-13 | Los Angeles
CALIFORNIA, USA | JW MARRIOTT AT L.A. LIVE

KEYNOTE SPEAKERS



Chad C. Deaton
*Chairman and CEO
Baker Hughes Incorporated*



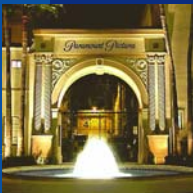
James Pooley
*Deputy Director General
for Patents, WIPO*

PLUS:
*Additional one-day program on
Compulsory Licensing
Wednesday, September 14*



LUNCHEON SPEAKER
Willard K. Tom
*General Counsel
Federal Trade Commission*

SPECIAL EVENT



*Exclusive Monday
Reception and Dinner
at Paramount Studios*

**10-14
CLE
CREDITS**



REGISTER AT www.ipo.org/AM2011
or see registration form on page 17



Intellectual[®]
Property
Owners
Association



Douglas K. Norman
Eli Lilly and Co.



Dear IPO Members and Colleagues:

It is my pleasure to invite you to the 2011 IPO Annual Meeting at the JW Marriott in Los Angeles, California. The program committee, chaired by **Charles M. Kinzig**, GlaxoSmithKline, and vice chaired by **Bart Eppenauer**, Microsoft Corp., and **Dee Ann Weldon-Wilson**, Exxon Mobil Corp, have created an excellent event.

The Los Angeles IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities and exhibits. Renew acquaintances and make new friends by attending the **Monday Reception & Dinner at Paramount Studios**, one of the worlds' largest and busiest production facilities.

We are pleased to have **Chad Deaton**, CEO of Baker Hughes, Inc., as Monday's luncheon speaker. Tuesday's luncheon speaker will be **James Pooley**, Deputy Director General for Patents at the World Intellectual Property Organization. Concurrent parallel sessions on **Patent** and **Trademark** topics are offered throughout the meeting, including **Ethics** presentations for both patent and trademark attorneys. Program details begin on page 3.

This year, IPO is offering an additional, one-day CLE conference on "**Compulsory Licensing as an Emerging Global IP Issue.**" This program will take place on September 14 at the JW Marriott, the day after the Annual Meeting. See page 12 for program details.

In addition to the events that IPO is offering, you and your family can enjoy Los Angeles — the entertainment capital of the world, a cultural mecca boasting more than 300 museums, and a paradise of good weather. I hope you will join us for two outstanding programs!

Cordially,

A handwritten signature in blue ink that reads "Douglas K. Norman". The signature is written in a cursive, flowing style.

Douglas K. Norman
IPO President



JOIN US IN

L.A.



ABOUT THE JW MARRIOTT AND L.A. LIVE

With its central location in L.A.'s burgeoning downtown district, the **JW Marriott Los Angeles at L.A. LIVE** provides a deluxe level of comfort and personal service within a unique environment designed to reflect its location. Guests can enjoy convenient access to the city, whether visiting the revitalized downtown area or other parts of Los Angeles.

L.A. LIVE is a one-of-a-kind sports, entertainment and residential district in downtown Los Angeles, immediately adjacent to STAPLES Center and the Los Angeles Convention Center. The district features NOKIA Theatre L.A. LIVE, Club NOKIA, The GRAMMY Museum, and Conga Room, giving L.A. LIVE more music per square foot than anywhere else in the world.



IPO 2011 ANNUAL MEETING

September 11-13

**JW MARRIOTT AT L.A. LIVE
LOS ANGELES, CALIFORNIA, USA**

**PLUS: Additional one-day program* on
Compulsory Licensing
Wednesday, September 14**

** Separate registration required to attend*

SPECIAL EVENT

Exclusive Reception & Dinner at Paramount Studios

Join us during a private event at one of the world's largest and busiest production facilities.

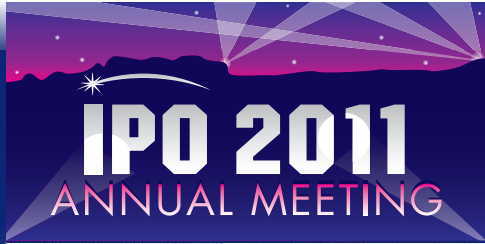


Contents

Conference-at-a-Glance	2
Annual Meeting Program	3
Reception & Dinner at Paramount Studios	8
Annual Meeting Sponsors	10
Annual Meeting Exhibitors	11
Compulsory Licensing Conference Program	12
IPO Committees and Board of Directors	14
General Meeting Information	15
Registration Form	17

**TO REGISTER PLEASE VISIT
www.ipo.org/AM2011 OR www.ipo.org/Sept2011
or see registration form on page 17**

JOIN US
LIVE IN
L.A.



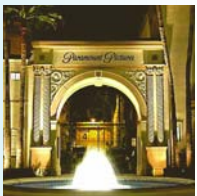
Program At-A-Glance

REGISTER FOR ONE OR BOTH PROGRAMS AT www.ipo.org/AM2011 or see registration form on page 17

ONE-DAY PROGRAM* ON **COMPULSORY LICENSING**

	SUNDAY SEPTEMBER 11	MONDAY SEPTEMBER 12	TUESDAY SEPTEMBER 13	WEDNESDAY SEPTEMBER 14
--	------------------------	------------------------	-------------------------	---------------------------

Registration Desk	Noon-8:00PM	7:00AM-6:00PM	7:00AM-6:00PM	*Separate registration is required to attend the one-day program
IP EXPO Hall	-	7:00AM-4:30PM	7:00AM-4:30PM	

Time	Sunday	Monday	Tuesday	Wednesday	
AM 7:00					
:30		CONTINENTAL BREAKFAST & IP EXPO	CONTINENTAL BREAKFAST & IP EXPO		
8:00		WELCOME & INTRODUCTIONS		Registration & Continental Breakfast INTRODUCTION	
:30		IP Issues in Cloud Services	Current State of the ITC	Standards and Compulsory Licensing	
9:00			Protection of Famous Marks Against Dilution		
:30		COFFEE BREAK & IP EXPO	COFFEE BREAK & IP EXPO		
10:00				Coffee Break	
:30		Recent Case Law Developments	Patentability Issues	Compulsory Licensing in the Pharmaceutical Industry	
11:00		Enforcement and Protection of Your Trademark Portfolio	Ethics In Trademark Practice		
:30					
NN 12:00	IPO Board of Directors Meeting (Members and Alternates)	LUNCHEON Address by Chad Deaton	LUNCHEON Address by James Pooley	LUNCHEON Address by Willard Tom	
:30					
1:00					
:30			IPO Committee CLE Presentations (Select One of Six)	Developments In Patent Offices Around The World	Compulsory Licensing in Asia
2:00				How To Avoid Declaratory Judgment Actions	Coffee Break
:30			COFFEE BREAK & IP EXPO	COFFEE BREAK & IP EXPO	Compulsory Licensing in the U.S.
3:00					
:30			Damages	Therasense	ADJOURNMENT
4:00			Boundary of Trademark Rights	Trademark Transactions	See the full one-day program on page 12
:30					
5:00	IPO Committee Business Meetings		ADJOURNMENT		
:30					
6:00					
:30					
7:00	Welcome Reception				
:30		Reception & Dinner at Paramount Studios			
8:00					
:30					
9:00	IPO Board of Directors Dinner (By Invitation)				
:30					
10:00					

KEY TO PROGRAM SESSIONS & EVENTS

- Breaks, Meals and Social Events
- CLE & Business Meetings
- Optional Luncheons
- Concurrent Breakouts:**
- Patent
- Trademark
- /E Ethics



IPO 2011 ANNUAL MEETING

September 11-13

JW MARRIOTT AT L.A. LIVE
LOS ANGELES, CALIFORNIA, USA



IMPORTANT DATES

July 29, 2011
Early Registration
Discount Ends

August 15, 2011
Hotel Reservations
Deadline

August 26, 2011
Registration
Cancellation
Deadline

PROGRAM

Sunday, September 11

12:00NN – 8:00PM **EARLY REGISTRATION**

12:00NN – 4:00PM **IPO BOARD OF DIRECTORS MEETING** *(Board Members and Alternates)*

5:00PM – 6:00PM **COMMITTEE BUSINESS MEETINGS**

6:00PM – 8:00PM **WELCOME RECEPTION**
Sponsored by **Kenyon & Kenyon LLP**

8:00PM – 10:00PM **IPO BOARD OF DIRECTORS & SPECIAL GUESTS DINNER** *(by invitation only)*

Monday, September 12

7:00AM – 8:00AM **REGISTRATION | CONTINENTAL BREAKFAST | IP EXPO**
Breakfast co-sponsored by **Fitzpatrick, Cella, Harper & Scinto**
and **McAndrews, Held & Malloy, Ltd.**

8:00AM – 8:15AM **WELCOME REMARKS**
Douglas K. Norman, *Eli Lilly and Co., Indianapolis, IN*

8:15AM – 9:30AM **JOINT SESSION: IP ISSUES IN CLOUD SERVICES**
As cloud computing becomes increasingly common, IP owners and practitioners are challenged by a host of new issues. This session will set the stage with a brief overview of cloud computing, then focus on specific IP issues that develop in the "cloud."

Moderator: Patrick A. Lujin, *Shook, Hardy & Bacon, LLP, Kansas City, MO*
Speakers: **COPYRIGHTS:** Scott Feldmann, *Crowell & Moring, LLP, Irvine, CA*
PATENTS: Theodore C. McCullough, *Hewlett-Packard Co., Palo Alto, CA*
TRADEMARKS: Russell Pangborn, *Microsoft Corp., Redmond, WA*

9:30AM – 10:15AM **COFFEE BREAK | IP EXPO**
Coffee break co-sponsored by **Fitzpatrick, Cella, Harper & Scinto**
and **McAndrews, Held & Malloy, Ltd.**



REGISTER AT www.ipo.org/AM2011
or see registration form on page 17

10:15AM – 11:45AM . . . **BREAKOUT SESSIONS** (CONCURRENT)

■ **PATENT**

Recent Patent Case Law Developments

The Supreme Court's interest in patent law continues this year, with a near-record number of patent cases coming before the Court in a single term. This session will update practitioners on the Court's rulings and offer tips for practicing in their wake. In addition, the Federal Circuit has tackled some of the biggest issues in patent law this year, taking several of them *en banc*.

Speakers:

Thomas L. Irving, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC*

Kevin H. Rhodes, *3M Innovative Properties Co., St. Paul, MN*

Wayne Sobon, *Rambus Inc., Sunnyvale, CA*

■ **TRADEMARK**

21st Century Issues and Developments Relating to the Enforcement and Protection of Your Trademark Portfolio

This session will address the most current issues in trademark enforcement and protection in the digital and internet age, including use of trademarks as keywords, domain names and meta-tags, and the new gTLDs – what you need to know from a legal and practical perspective, including details on the safeguards implemented by ICANN.

Moderator: Kristina Rosette, *Covington & Burling LLP, Washington, DC*

Speakers:

Kristine Dorrain, *National Arbitration Forum, Minneapolis, MN*

Kenneth Wilton, *Seyfarth Shaw LLP, Los Angeles, CA*

12:00NN – 1:30PM . . . **LUNCHEON**

Co-Sponsored by **Buchanan Ingersoll & Rooney PC** and **DLA Piper LLP**



Address by: Chad C. Deaton, *Chairman and CEO, Baker Hughes Incorporated*

Chad Deaton serves as Chairman of the Board and Chief Executive Officer of Baker Hughes Incorporated. Prior to joining Baker Hughes, Mr. Deaton was President and Chief Executive Officer of Hanover Compressor Company. He also held senior positions at Schlumberger Oilfield Services and is a Director of Ariel Corporation and Air Products and Chemicals, Inc.

1:45PM – 3:15PM **COMMITTEE BREAKOUT SESSIONS** (CONCURRENT)

■ **Alternative Fee Arrangements – Litigation; Arbitration and Mediation; and Corporate IP Management Committees**

Moderator: Scott J. Pivnick, *Alston & Bird LLP, Washington, DC*

Speakers:

Russell W. Binns, Jr., *Avaya, Basking Ridge, NJ*

John F. Rabena, *Sughrue Mion, PLLC, Washington, DC*

Eley O. Thompson, *Leydig, Voit & Mayer, Ltd., Chicago, IL*

Cheryl J. Tubach, *J.M. Huber Corporation, Atlanta, GA*

■ **Technology Joint Ventures, Collaborations and Alliances in China – IP Licensing and Asian Practice Committees**

Moderator: Charan Sandu, *Weil, Gotshal & Manges, LLP, New York, NY*

Speaker:

Cecilia Vega, *General Electric Co., Fairfield, CT*

Additional speakers to be announced

■ **A Look at Patent Landscaping and Analysis – Patent Search Committee**

Moderator: Camilla C. Williams, *Kilpatrick Townsend & Stockton LLP, Atlanta, GA*

Speakers:

Navendu Agarwal, *Netscribes Inc., Mumbai, India*

Steven J. Hampton, *McAndrews, Held & Malloy, Ltd., Chicago, IL*

Shayne Phillips, *Halliburton, Houston, TX*

Committee Breakout Sessions continued >



MONDAY, SEPTEMBER 12 > continued

1:45PM – 3:15PM COMMITTEE BREAKOUT SESSIONS (CONCURRENT) > continued

■ **Legal Issues Surrounding Genetic Information Research and Development** – *Pharmaceutical Issues and Biotechnology; IP Licensing; and Antitrust & Competition Committees*

Introduction: J. Eric Thies, Merck & Co., Inc., Rahway, NJ

Panel 1 – Moderator: Teresa Lavenu, Dykema Gossett, PLLC, Washington, DC

Speakers:

Kevin E. Noonan, McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL

Bradford Schmidt, Life Technologies, Carlsbad, CA

Qin Shi, Edge Tech Law LLP, Palo Alto, CA

Panel 2 – Moderator: Charles W. Calkins, Kilpatrick Townsend & Stockton LLP, Winston Salem, NC

Speakers:

Eric C. Cohen, Katten Muchin Rosenman LLP, Chicago, IL

Kevin A. Marks, Roche Molecular Systems, Pleasanton, CA

Denise McNairn, Response Genetics, Los Angeles, CA

■ **Top Ten Things You Should Do to Protect Your Trade Secrets In a Time of Increased Employee Mobility and Shrinking Budgets, Including Lessons Learned from Hewlett Packard v. Mark Hurd** – *Trade Secrets Committee*

Moderator: James W. Morando, Farella Braun & Martel, LLP, San Francisco, CA

Speakers:

To be announced

■ **Branding Development in the World of Social Networking** – *U.S. Trademark Law Committee*

Moderator: Wendy Larson, Pirkey Barber LLP, Austin, TX

Speakers:

Andrea Bauer, IBM Corp., Markham, Canada

Timothy J. Quinlan, Brooks Kushman P.C., Detroit, MI

(invited)

3:15PM – 4:00PM COFFEE BREAK | IP EXPO

Coffee break co-sponsored by **Fitzpatrick, Cella, Harper & Scinto** and **McAndrews, Held & Malloy, Ltd.**

4:00PM – 5:30PM BREAKOUT SESSIONS (CONCURRENT)

■ **PATENT**

Damages

The law of damages is in the midst of a transformation that requires the attention of the parties, counsel, experts and the court. This session will address the current state of the law regarding damages as well as a discussion from counsel and experts about the changes in the law and how to manage these changes within your budget.

Moderator: Scott Miller, Connolly Bove Lodge & Hutz LLP, Los Angeles, CA

Speakers:

Morgan Chu, Irell & Manella LLP, Los Angeles, CA

Joseph T. Fitzgerald, Symantec Corp., Cupertino, CA

Philip S. Johnson, Johnson & Johnson, New Brunswick, NJ

Hon. Paul R. Michel, IPO Education Foundation Distinguished Scholar in Residence, Washington, DC

Alan Ratliff, StoneTurn Group, Houston, TX

■ **TRADEMARK**

The Functional Boundary of Trademark Rights

Comparative presentations from U.S. and non-U.S. speakers on the functionality as a limitation on trade dress and 3D trademarks; aesthetic functionality; and any inconsistencies between the various forms of IP protection.

Moderator: Robert W. Sacoff, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP, Chicago, IL

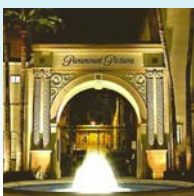
Speakers:

Luis-Alfonso Duran, Duran-Corretjer, S.L., Barcelona, Spain

Prof. David Franklyn, University of San Francisco School of Law, San Francisco, CA

Henry Lue, Dimock Stratton LLP, Toronto, Canada

7:00PM – 9:30PM RECEPTION & DINNER AT PARAMOUNT STUDIOS



Registered guests will enter Paramount Studios through the famous Bronson Gate and walk to the New York Street back lot where they will enjoy cocktails and dinner in Hollywood style. In addition, private tours of the studio will be available throughout the evening.



Tuesday, September 13

7:30AM – 8:00AM. . . . **REGISTRATION | CONTINENTAL BREAKFAST | IP EXPO**

Breakfast sponsored by **Leydig, Voit & Mayer, Ltd.**

8:00AM – 9:30AM. . . . **BREAKOUT SESSIONS (CONCURRENT)**

■ PATENT

Current State of the ITC

In the last several years, we have witnessed a marked increase in the number of ITC cases being filed by both U.S. companies and foreign companies doing business in the U.S. – panelists will discuss whether this is a result of the evolving landscape of remedies law, particularly as it relates to availability of injunctions in federal district courts.

Speakers:

Hon. Theodore R. Essex, *International Trade Commission, Washington, DC*
Ruffin B. Cordell, *Fish & Richardson, PC, Washington, DC*
Tom Schaumberg, *Adduci, Mastriani & Schaumberg, LLP, Washington, DC*
John Scott, *Qualcomm Inc., San Diego, CA*

■ TRADEMARK

Protection of Well Known Marks and Protection of Famous Marks Against Dilution

In the U.S., dilution is an association that diminishes the distinctiveness of a famous mark. There need be no deception or likelihood of confusion of the consumer. The harm is to the brand owner rather than to the consumer. In non-U.S. jurisdictions, protection of famous/well-known marks is different. The differences among jurisdictions will be highlighted by way of a case scenario put to each panelist. The manner in which survey evidence should be gathered, who to get as an expert witness, and how to have this evidence admitted into infringement proceedings will be discussed.

Moderator: Elizabeth Houlihan, *Houlihan² Patent & Trade Mark Attorneys, Melbourne, Australia*

Speakers:

Shlomo Cohen, *Shlomo Cohen & Co., Tel Aviv, Israel*
John W. Crittenden, *Cooley LLP, San Francisco, CA*
Qiang Ma, *Jun He Law, Beijing, People's Republic of China*
Paul-Alexander Wacker, *Kuhnen & Wacker, PC, Freising, Germany*

9:30AM – 10:15AM. . . . **COFFEE BREAK | IP EXPO**

Coffee Break Sponsored by **Leydig, Voit & Mayer, Ltd.**

10:15AM – 11:45PM . . . **BREAKOUT SESSIONS (CONCURRENT)**

■ PATENT

Patentability Issues

Patentable Subject Matter as it relates to the *Myriad*, *Bilski*, and *Mayo* cases.

Moderator: Timothy Crean, *SAP Labs, LLC, Palo Alto, CA*

Speakers:

Hon. Robert Stoll, *U.S. Patent and Trademark Office, Alexandria, VA*
Jeffrey P. Kushan, *Sidley Austin LLP, Washington, DC*
Michael B. Chernoff, *Accenture, Reston, VA*
Henry Hadad, *Bristol-Myers Squibb Co., Princeton, NJ*

■ TRADEMARK ETHICS

Ethics In Trademark Practice

Ethical issues surrounding good faith/bad faith intentions as it relates to the use marks in multiple jurisdictions, including: What standards need to be met in various global jurisdictions? When is it appropriate for outside counsel to sign documents for clients? What if the media in which the mark is registered changes? What constitutes a material alteration of a mark? When can a mark be modernized? When can the use of a mark in a different form be “tacked on” to an existing use? And, tips on how to position your applications to allow for most flexibility in the future.

Moderator: Tina Pompey, *Fox Entertainment Group, Beverly Hills, CA*

Speakers:

Philip G. Hampton, II, *Dickstein Shapiro LLP, Washington, DC*
Bernard Knight, *U.S. Patent and Trademark Office, Alexandria, VA*
Patricia Smart, *Smart and Bostjancich, Chicago, IL*

12:00NN – 1:45PM LUNCHEON

Sponsored by **StoneTurn Group**



Address by **James Pooley**, Deputy Director General for Patents, World Intellectual Property Organization

James Pooley joined the WIPO in December 2009 as Deputy Director General for Patents, with responsibilities for the PCT, the Standing Committee on the Law of Patents, innovation promotion and technology transfer. Before joining WIPO, Mr. Pooley worked as a lawyer in Silicon Valley since 1973, where he handled a wide range of patent, trademark and copyright cases in state and federal courts. He has also taught for many years as an Adjunct Professor at Boalt Hall Law School (University of California at Berkeley), and has authored numerous texts relating to patents and trade secrets.

1:45PM – 3:15PM CONCURRENT SESSIONS

PATENT

Recent Developments In Patent Offices Around the World

Patent filing, issuance, backlog statistics and practical tips for interacting successfully with patent offices around the world. A summary of tips for successfully drafting a truly “global” patent application will be presented.

Moderator: Sharon Barner, *Foley & Lardner, Chicago, IL*

Speakers:

Heinz Goddar, *Boehmert & Boehmert, Munich, Germany*

Carlos Olarte, *OlarteMoure, Bogota, Colombia*

Shinjiro Ono, *former Deputy Commissioner of the Japan Patent Office, Yuasa and Hara, Tokyo, Japan*

Hon. Teresa Stanek Rea, *U.S. Patent and Trademark Office, Alexandria, VA*

TRADEMARK

A Global Perspective on the Use of Warning Letters: How to Avoid Declaratory Judgment Actions and Unjustified Threats

This program will focus on the when, how, and where warning letters should be drafted and sent: (1) to maximize your likelihood of getting the infringer to “cease and desist”; (2) to minimize your likelihood of being defendant and violating regulations; and (3) to whom do you send cease and desist letters.

Moderator: Valerie Calloway, *Polymer Group, Inc., Charlotte, NC*

Speakers:

Pravin Anand, *Anand & Anand, Noida, India*

Juan Martin Aulman, *Obligado & Cia, Buenos Aires, Argentina*

Keith Howick, *Carpmaels & Ransford, London, England*

James Johnson, *Sutherland Asbill & Brennan LLP, Atlanta, GA*

3:15PM – 4:00PM COFFEE BREAK | IP EXPO | INTERNET CAFE | PRINT CENTER

Coffee Break Sponsored by **Leydig, Voit & Mayer, Ltd.**

4:00PM – 5:30PM CONCURRENT SESSIONS

PATENT ETHICS

Ethical Questions Arising From *En Banc* Review of *Therasense v. Becton Dickinson*

Ethical issues arising from *Therasense v. Becton Dickinson* including the implications of pleading inequitable conduct in litigation; inconsistent representations made during prosecution of related patent applications; prior art dumping versus selection of references for disclosure to USPTO; and multiple patent applications in multiple countries leading to constant receipt of foreign search reports/prior art before and after issuance in the U.S. Panelists will also discuss the implications of *McKesson v. Bridge Medical* on patent prosecution practice.

Moderator: Paul H. Berghoff, *McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL*

Speakers:

Raymond Chen, *U.S. Patent & Trademark Office, Alexandria, VA*

B. Jim Badke, *Ropes & Gray LLP, New York, NY*

James J. Kelley, *Eli Lilly and Co., Indianapolis, IN*

Rohit Singla, *Munger, Tolles and Olson, Los Angeles, CA*

TRADEMARK

Trademark Transactions: Doing Deals – From Due Diligence to Ink. An International Perspective

The nuts and bolts of due diligence and how each region differs in drafting final agreements. Should language agreeing not to contest the validity of the trademark be included? Is it in your best interest to include good will or joint ownership of a mark? In addition, how to address rights not registered as trademarks such as the look and feel of a web design or ad campaign or unregistered trade dress. Who owns rights and can they be transferred and/or licensed? Finally, the session will address protecting the attorney/client privilege in due diligence.

Moderator: John Slafsky, *Wilson Sonsini Goodrich & Rosati, Palo Alto, CA*

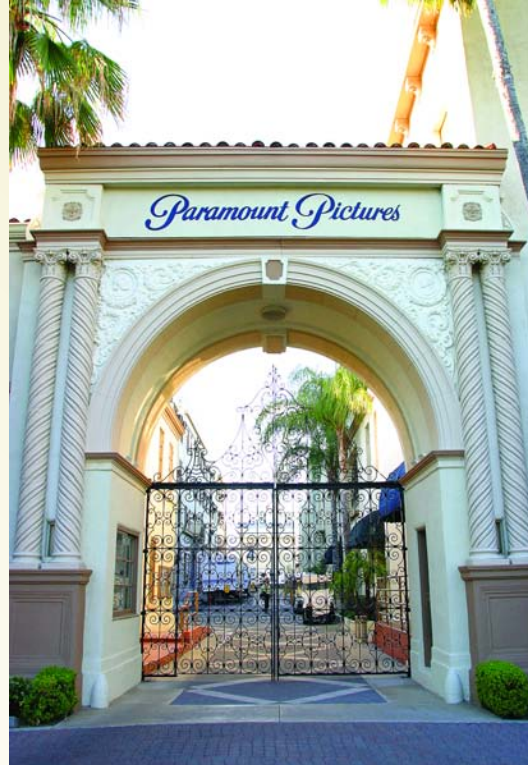
Speakers:

Brian Darville, *Brocadiant IP PLLC, Alexandria, VA*

Stefan Naumann, *SNR Denton LLP, Paris, France*

Eleanor Hynes Yost, *Goodwin Procter, LLP, Washington, DC*

5:30PM ADJOURNMENT



Reception & Dinner at Paramount Studios

**Monday,
September 12**
7:00PM – 9:30PM

Paramount Studios began in 1912 and the 64-acre lot is one of Hollywood's preferred production locations, with nearly thirty sound stages and the historic and popular "New York Street" featuring ten distinct neighborhood backdrops. The Studios also houses post production facilities such as eight screening rooms including the Paramount Theatre with seating for over 500 people.

The Studios at Paramount is home to countless famous television and motion picture productions. Past productions include Seinfeld, 24, Ally McBeal, Frasier, Mission Impossible III, JAG, C.S.I. New York. Many of these productions filmed on the Studios' New York Street back lot, which encompasses 5-acres and recreates eight distinct areas of the city: Brooklyn, Brownstone, Financial District, Greenwich Village, Lower East Side, SoHo, Upper East Side and Washington Square. In addition, there is a Chicago section of the backlot, which resembles common architectural styles found in the Midwest. At several stories tall, the facades in each and every section create an authentic urban atmosphere perfect for capturing the excitement and drama that New York and other major metropolitan areas provide (even when they're in Hollywood).

Paramount Studio's ornate, wrought iron entry gate (as seen in "Sunset Boulevard") was built in 1926. This renowned arched gateway is located at the north end of Bronson Avenue, and is hence called "The Bronson Gate".



IPO RECEPTION & DINNER

Registered guests will enter through the main Bronson Gate of Paramount Studios and walk to the New York Street back lot where they will enjoy cocktails and dinner. In addition, private tours of the studio will be available throughout the evening.

Transportation will be provided between Paramount Studios and the JW Marriott. Buses will depart promptly at 6:30PM. Please meet at the lobby entrance by 6:20PM. Guests must take the bus to Paramount Studios and bring a government issued I.D. Suggested attire is business casual.



IPO 2011 ANNUAL MEETING

September 11-13

**JW MARRIOTT AT L.A. LIVE
LOS ANGELES, CALIFORNIA, USA**

**IPO 2011 ANNUAL MEETING
PROGRAM COMMITTEE**

Chair

Charles M. Kinzig,
*GlaxoSmithKline, King
of Prussia, PA*

Vice Chair – Patents

Bart Eppenauer,
*Microsoft Corp.,
Redmond, WA*

Vice Chair – Trademarks

Dee Ann Weldon-
Wilson, *Exxon Mobil
Corp., Irving, TX*

Officer in Charge

Richard F. Phillips,
*Exxon Mobil Corp.,
Houston, TX*

Committee Members

Erika Arner, *Finnegan,
Henderson, Farabow,
Garrett & Dunner, LLP,
Arlington, VA*

Valerie Calloway,
*Polymer Group, Inc.,
Charlotte, NC*

Nicole Gallo,
*IBM Corporation,
Yorktown Heights, NY*

Henry Hadad,
*Bristol-Meyer Squibb
Co., Princeton, NJ*

Elizabeth Houlihan,
*Houlihan² Patent &
Trade Mark Attorneys,
Melbourne, Australia*

Taraneh Maghame,
*Apple, Inc.,
Cupertino, CA*

Scott Miller, *Connolly
Bove Lodge & Hutz LLP,
Los Angeles, CA*

Brian Murphy,
*Edwards Angell Palmer
and Dodge LLP,
New York, NY*

Scott Ouellette,
*EMC Corporation,
Hopkinton, MA*

Anthony Prenol, *Blake,
Cassels & Graydon LLP,
Toronto, Canada*

Kristina Rosette,
*Covington & Burling
LLP, Washington, DC*

Robert Sacoff,
*Pattishall, McAuliffe,
Newbury, Hilliard &
Geraldson LLP,
Chicago, IL*

J. Allison Strickland,
*Fross Zelnick Lehrman &
Zissu, PC, New York, NY*

Christopher Turoski,
*Cargill, Incorporated,
Wayzata, MN*

Meeting Information

ANNUAL MEETING REGISTRATION FEE

- IPO Member \$ 950
- IPO Inventor/Author Member . . . \$ 500
- Non-Member \$ 1,450

The Annual Meeting Registration Fee includes: Welcome Reception on Sunday; Monday Breakfast and Reception & Dinner at Paramount Studios; Tuesday Breakfast; and conference materials on CD-ROM.



Register Online!
www.ipo.org/AM2011



Chad C. Deaton
*Chairman & CEO
Baker Hughes
Incorporated*



James Pooley
*Deputy Director
General for Patents
WIPO*

OPTIONAL EVENTS

**MONDAY & TUESDAY LUNCHEONS
WITH SPECIAL SPEAKERS**

In order to attend the Monday or Tuesday Luncheons, separate tickets must be purchased for \$50 each. Please reserve early; space is limited.

GUEST PASS

**ANNUAL MEETING REGISTRANTS
MAY PURCHASE A GUEST PASS
FOR \$150 PER PERSON**

Guest Pass allows your guest or spouse to accompany you to the Welcome Reception on Sunday; continental breakfast on Monday and Tuesday; and the Reception & Dinner at Paramount Studios on Monday.





September 11-13

**JW MARRIOTT AT L.A. LIVE
LOS ANGELES, CA, USA**

2011 ANNUAL MEETING Sponsors

Sunday Welcome Reception



Monday Lunch Co-Sponsor



Monday Lunch Co-Sponsor



Tuesday Lunch



CD-ROM



Monday Breakfast & Breaks Co-Sponsor



Monday Breakfast & Breaks Co-Sponsor



Tuesday Breakfast & Breaks



Meeting Pocket Program



Water Stations



Pens



Hotel Room Key Cards



Pillow Drop



A Special Thank You to Our Media Partners



Supporting Sponsors



ROBERTS MLOTKOWSKI SAFRAN & COLE, PC



ADDITIONAL SPONSORSHIP OPPORTUNITIES ARE AVAILABLE!

If you would like to become a sponsor for this conference,
please email cstanfield@ipo.org or call 202-507-4500

IPO 2011
ANNUAL MEETING



September 11-13
JW MARRIOTT AT L.A. LIVE
LOS ANGELES, CA, USA

2011 IP EXPO
Exhibitors



ComputerPackages Inc



TECHINSIGHTS



**ADDITIONAL
EXHIBITOR
OPPORTUNITIES
ARE AVAILABLE!**

To become an exhibitor for this conference, please email cstanfield@ipo.org or call 202-507-4500



**ADDED
EVENT**

ONE-DAY PROGRAM
Wednesday, September 14

Compulsory Licensing as an Emerging Global IP Issue

The conference will address compulsory licensing from both geographical and industry perspectives. Those sessions directed to compulsory licensing in the United States and Asia (Japan, Taiwan and China) will consider, in particular, whether we are beginning to see a convergence in how countries apply compulsory licensing to patent enforcement and what this may mean to national and international IP rights.

Additional sessions will be directed to the impact of compulsory licensing on standards and the pharmaceutical industry. During the standards session we expect to review the FTC's views regarding its *Rambus*, *Qualcomm* and *Princo* decisions, the draft "Disposal Rules for Inclusion of Patents in National Standards" by the China National Institute of Standardization, the Taiwan *Orange Book* decision, the EC Competition Guidelines and its 'safe harbors' as well as discussion concerning green technology. Panelists will include representatives from various industries, academia and the judiciary.

Compulsory Licensing One-day Conference Registration Fees:

- IPO Member \$550
- Non-Member \$800

Registration fee includes a luncheon and course materials.

RECEIVE A **\$50 DISCOUNT**
FOR ATTENDING **BOTH THE**
IPO 2011 ANNUAL MEETING
AND THE COMPULSORY
LICENSING CONFERENCE.



SPONSORSHIP OPPORTUNITIES AVAILABLE!

If you would like to become a sponsor for this conference,
please e-mail cstanfield@ipo.org or call 202-507-4500.

ONE-DAY PROGRAM
Wednesday, September 14
COMPULSORY LICENSING AS AN
EMERGING GLOBAL IP ISSUE



REGISTER AT www.ipo.org/AM2011
or see registration form on page 17

8:00AM – 8:30AM **REGISTRATION & CONTINENTAL BREAKFAST**

8:30AM – 8:45AM **INTRODUCTION – COMPULSORY LICENSING AS A GLOBAL IP ISSUE**

Edward Blocker, *Koninklijke Philips Electronics N.V., Briarcliff Manor, NY*

8:45AM – 10:15AM **STANDARDS AND COMPULSORY LICENSING**

Moderator: Eugene Chang, *Willkie Farr & Gallagher, LLP, New York, NY*

Speakers: Matthew Heim, *Qualcomm, Inc., London, United Kingdom*
S. Sam Li, *JT&N Law Firm, Beijing, Peoples Republic of China*
Minda R. Schecter, *Connolly Bove Lodge & Hutz LLP, Los Angeles, CA*

10:15AM – 10:30AM **COFFEE BREAK**

10:30AM – 12:00NN **COMPULSORY LICENSING IN THE PHARMACEUTICAL INDUSTRY**

Moderator: Ronald Bleeker, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, DC*

Speakers: David Rosenberg, *GlaxoSmithKline, Brentford, United Kingdom*
Bryan Zielinski, *Pfizer, Inc., San Diego, CA*

12:00NN – 1:45PM **LUNCHEON**

Address by: Willard K. Tom, *General Counsel of the Federal Trade Commission*



Will Tom is the General Counsel of the Federal Trade Commission. He previously served as Deputy Director of the Bureau of Competition and as head of the Bureau's policy office. He also served at the Antitrust Division of the Department of Justice as Counselor to the head of the Division. In that capacity, he was a principal drafter of the Department of Justice and Federal Trade Commission *Antitrust Guidelines for the Licensing of Intellectual Property*. His 30 years as an antitrust lawyer also includes stints as a partner in two major law firms.

Will is a member of The American Law Institute and the Administrative Conference of the United States, was the editorial chair of the American Bar Association's two-volume treatise, *Antitrust Law Developments*; has served as a member of the D.C. Federal Judicial Nominations Commission; and has been honored by listings in *Who's Who in the World*, *Who's Who in America*, *The Best Lawyers in America*, *Chambers USA*, and *PLC Which Lawyer?*

1:45PM – 3:15PM **COMPULSORY LICENSING IN ASIA**

Moderator: Kevin Luo, *Microsoft Corp., Shanghai, People's Republic of China*

Speakers: Matthew Fitzpatrick, *Procter & Gamble Co., Kobe, Japan*
Dave B. Koo, *Kim & Chang, Norwood, NJ*
Dr. Xiang Wang, *Orrick, Herrington Sutcliffe, Beijing, Peoples Republic of China*

3:15PM – 3:30PM **COFFEE BREAK**

3:30PM – 5:00PM **COMPULSORY LICENSING IN THE U.S.**

Moderator: Christopher E. Chalsen, *Milbank, Tweed, Hadley & McCloy, LLP, New York, NY*

Speakers: Hon. Paul R. Michel, *IPO Education Foundation Distinguished Scholar in Residence, Washington, DC*
Prof. Hugh G. Hansen, *Fordham University Law School, New York, NY*
Robert P. Taylor, *Arnold & Porter LLP, San Francisco, CA*

5:30PM **ADJOURNMENT**

IPO Committees

Cornerstone of the Association



Committees play an integral role in policy development at IPO by researching and providing analysis on current IP issues and producing recommendations for the Board of Directors. For a description of IPO committees, visit www.ipo.org/committees.

IPO STANDING IP COMMITTEES

Antitrust and Competition Law Division

Antitrust and Competition Law
Standards Setting

Business Issues Division

Corporate IP Management
Counterfeiting and Piracy
IP Licensing*
Open Source
Small Business
Trade Secrets*

Copyright Division

Copyright Law and Practice*
Design Rights

International IP Law & Practice Division

Asian Practice*
European Practice
Genetic Resources and Traditional Knowledge
Green Technology Innovation
Int'l Agreements and Trade
Int'l Patent Law and Practice*
Int'l Trademark Law and Practice

Litigation & Dispute Resolution Division

Amicus Brief
Arbitration and Mediation
Damages and Injunctions*
Discovery*
International Trade Commission
Litigation*

Patent Division

Patent Search*
Pharmaceutical and Biotechnology Issues*
Software and Business Methods*
U.S. Patent Law
U.S. Patent Office Inter Partes Proceedings*
U.S. Patent Office Practice*

Trademark Division

U.S. Trademark Law*
U.S. Trademark Office Practice

Many of IPO's Standing IP Committees will be holding business meetings on **SUNDAY, SEPTEMBER 11**, preceding the annual meeting opening reception. To find out which committees will be hosting meetings, contact the IPO Office at committees@ipo.org.

(*) Thank you to the Standing IP Committees that are organizing CLE sessions on **MONDAY, SEPTEMBER 12**, 1:45PM–3:15PM. See pages 4–5 for more information about these sessions.

IPO BOARD OF DIRECTORS

President

Douglas K. Norman
Eli Lilly and Co.

Vice-president

Richard F. Phillips
Exxon Mobil Corp.

Treasurer

Carl B. Horton
General Electric Co.

Directors

T.J. Angioletti
Oracle USA, Inc.

Russell W. Binns, Jr.
Avaya, Inc.

William J. Coughlin
Ford Global Technologies LLC

Timothy Crean
SAP AG

Robert DeBerardine
Sanofi-Aventis

Bart Eppenauer
Microsoft Corp.

Mark Farber
Covidien

Scott M. Frank
AT&T

Darryl P. Frickey
Dow Chemical Co.

Bernard J. Graves, Jr.
Eastman Chemical Co.

Krish Gupta
EMC Corporation

Jack E. Haken
Koninklijke Philips Electronics N.V.

Dennis R. Hoerner, Jr.
Monsanto Co.

Soonhee Jang
Danisco U.S., Inc.

Michael Jaro
Medtronic, Inc.

Philip S. Johnson
Johnson & Johnson

George W. Johnston
Roche Inc.

Lisa Jorgenson
STMicroelectronics, Inc.

Dean Kamen
DEKA Research & Development Corporation

Charles M. Kinzig
GlaxoSmithKline

David J. Koris
Shell International B.V.

Mark Lauroesch
Corning Inc.

Richard J. Lutton, Jr.
Apple Inc.

Scott McDonald
Mars Incorporated

Jonathan P. Meyer
Motorola Solutions, Inc.

Steven W. Miller
Procter & Gamble Co.

Jeffrey L. Myers
Adobe Systems Inc.

Sean O'Brien
United Technologies, Corp.

Kevin H. Rhodes
3M Innovative Properties Co.

Mark L. Rodgers
Air Products & Chemicals, Inc.

Manny Schecter
IBM Corp.

Steven Shapiro
Pitney Bowes Inc.

David Simon
Intel Corp.

Dennis C. Skarvan
Caterpillar Inc.

Russ Slifer
Micron Technology, Inc.

Daniel J. Staudt
Siemens Corp.

Brian K. Stierwalt
ConocoPhillips

Thierry Sueur
Air Liquide

James J. Trussell
BP America, Inc.

Cheryl J. Tubach
J.M. Huber Corp.

Danise van Vuuren-Nield
Coca-Cola Co.

Roy Waldron
Pfizer, Inc.

Michael Walker
DuPont

Stuart Watt
Amgen, Inc.

Jon D. Wood
Bridgestone Americas Holding, Inc.

Paul D. Yasger
Abbott Laboratories

Michael D. Nolan
*IPO General Counsel;
Milbank, Tweed, Hadley & McCloy, LLP*

Herbert C. Wamsley
IPO Executive Director

IPO 2011 ANNUAL MEETING

September 11–13
JW MARRIOTT AT L.A. LIVE
LOS ANGELES, CALIFORNIA, USA

**PLUS: Additional one-day program* on
Compulsory Licensing**
Wednesday, September 14

** Separate registration required to attend*

**Attend one
or both!**

Register for both
programs and
save \$50.

Meeting Information

ACCOMMODATIONS

JW Marriott Los Angeles at L.A. LIVE
900 W. Olympic Blvd.
Los Angeles, CA 90015
+1 (213) 765-8600
Reservations: +1 (888) 832-9136

IPO has reserved a block of rooms at the JW Marriott at L.A. Live. To be assured of a room at the group rate, you must make your reservation directly with the hotel and reference "Intellectual Property Owners Association (IPO)." This rate is available until the room block is sold out, or until **August 15, 2011**, whichever comes first.

IPO Group Rate: \$239 single occupancy per night plus current sales taxes and fees. Note: The hotel has a 72-hour cancellation policy. Any reservation that is cancelled within 72 hours of check-in will be charged one night's deposit.

CLE CREDIT

Continuing Legal Education (CLE) credit is being requested in every state in which attendees are licensed to practice that has a mandatory CLE requirement. The number of credit hours will vary depending on the requirements of the individual state. IPO's Hardship Policy is available upon request.

Annual Meeting: IPO expects most states will award 10 to 14 credit hours, including 1–2 hours for ethics.

Compulsory Licensing Conference: IPO expects most states will award 6 credit hours.

MEETING CANCELLATION POLICY

Any cancellation received by **August 26, 2011** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after August 27. These deadlines for cancellation apply to all registrants. Course materials on CD-ROM will be sent to those unable to attend, but who cancel on or after August 27. If a registrant is unable to attend, another person may substitute upon written request. Please note that fees are not transferable to another IPO meeting.

ATTENDEE LISTS

In order to be listed on the Attendee Lists, you must be registered as of **Friday, September 2, 2011**. Anyone who registers after this time will be listed on the Final Attendee Lists, which will be available on our conference websites after the meetings.

WEATHER & ATTIRE

The average temperature for Los Angeles in September is 82°F during the day and 65°F in the evenings. Please check the weather conditions before you depart to help you pack for the meeting. The preferred dress for all conference and networking functions is **business attire**. As meeting room temperatures and personal comfort zones vary widely, it is recommended that you bring a sweater or jacket to the sessions. Suggested attire for Monday's Reception and Dinner at Paramount Studios is **business casual**.



REGISTER AT www.ipo.org/AM2011
or see registration form on page 17



THREE EASY WAYS TO REGISTER

Advance registration is required. Registrations will be accepted online, via fax or mail. Registrations will not be processed until full payment is received. Please register early. Space is limited.

Online: www.ipo.org/AM2011 and www.ipo.org/Sept2011

Fax: 202-507-4501

Mail: 1501 M Street NW • Suite 1150 • Washington, DC 20005 USA

All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting. The program is subject to change. Please visit our web sites, www.ipo.org/AM2011 and www.ipo.org/Sept2011, for updates and additional details.

Any employee of a company, university, or law firm is entitled to register at the IPO member rate if the employer belongs to IPO. A person is not entitled to the member rate, however, merely because she or he is employed in the same organization as an IPO individual member.

REGISTRATION FEES

IPO 2012 ANNUAL MEETING

- IPO Member \$950
- IPO Inventor/Author Member \$500
- Non-Member \$1450
- Contact IPO for Student and Government rates

The Annual Meeting registration fee includes the Sunday Welcome Reception; Monday breakfast and Reception & Dinner at Paramount Studios; Tuesday breakfast; and conference materials on CD-ROM.

Monday & Tuesday Luncheons: In order to attend the Monday and/or Tuesday Luncheons, separate tickets must be purchased for **\$50/day**. Space is limited.

Annual Meeting Guest Pass: Guests of registrants may purchase the Guest Pass for **\$150** per guest. This fee allows you guest to accompany you to the Sunday evening reception, continental breakfasts on Monday and Tuesday, and the Monday Reception & Dinner.

COMPULSORY LICENSING CONFERENCE

- IPO Member \$550
- Non-Member \$800
- Contact IPO for Student and Government rates

The one-day program registration fee includes a luncheon and course materials.

Discounts



- **IPO ANNUAL MEETING:** All Annual Meeting registrations received or postmarked by **July 29, 2011**, with accompanying payment, will receive an early registration discount of **\$100 off the conference fee**. All registrations received or postmarked after July 29 are subject to the standard fee.
- **REGISTER FOR BOTH:** Receive an **additional \$50 off** when you register for both the 2011 Annual Meeting and the one-day program on Compulsory Licensing.



Scholarships – IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics and other attendees during the IPO 2011 Annual Meeting.

A limited number of scholarships are available for law students to attend this event. Contact meetings@ipo.org for more information.



JOIN US!

If the 2011 IPO Annual Meeting interests you, consider joining IPO. For membership information please contact IPO at **202.507.4500** or apply online at www.ipo.org/joinipo.

PLEASE REGISTER EARLY.
SPACE IS LIMITED.

REGISTRATION FORM

FOR FASTER SERVICE
REGISTER ONLINE
www.ipo.org/AM2011



IPO ANNUAL MEETING
SEPTEMBER 11-13, 2011
PLUS: ADDITIONAL ONE-DAY PROGRAM
SEPTEMBER 14, 2011

JW Marriott at L.A. Live
Los Angeles, California, USA

Name _____
Title _____
Organization _____
Address _____
City _____ State _____ Zip _____ Country _____
Phone _____ Fax _____ E-mail _____
List state(s) for CLE credit: _____
Bar number(s) for each state: _____

FEES

SUBTOTAL

I. ANNUAL MEETING REGISTRANT — Fee covers the Welcome Reception; Monday Reception & Dinner at Paramount Studios; breakfasts; and meeting materials. Fee does not include luncheons or Guest Pass.

APPLICABLE RATE: {
 IPO Member \$950 per person
 IPO Inventor/Author Member \$500 per person
 Non-member \$1,450 per person } \$ _____
 Optional Monday Luncheon – Address by Mr. Chad C. Deaton \$50 per person \$ _____
 Optional Tuesday Luncheon – Address by Mr. James Pooley \$50 per person \$ _____
 Early Registration Discount* Deduct \$100 per person \$ < _____ >

*To receive the early registration discount, submit registration form and payment postmarked on or before July 29, 2011. Subtract discount from the applicable rate listed above

II. GUEST(S) OF THE ANNUAL MEETING REGISTRANT

Guest Name(s): _____
 2011 Annual Meeting Guest Pass \$150 per person \$ _____
Includes admission to the Sunday Welcome Reception; Continental Breakfast on Monday and Tuesday; and the Monday Reception & Dinner at Paramount Studios.

III. ONE-DAY PROGRAM ON COMPULSORY LICENSING – Wednesday, September 14

Separate registration is required

Fee covers Continental Breakfast; Luncheon; and meeting materials.

IPO Member (One-day program only) \$550 per person } \$ _____
 Non-Member (One-day program only) \$800 per person }
 Register for BOTH MEETINGS and receive a discount! Deduct \$50 per person \$ < _____ >

ANNUAL MEETING REGISTRANTS –

Please check below if you plan to attend the following functions:
(Included in your registration fee; for planning purposes only)

General Session Track (select one):

- PATENT
- TRADEMARK

Monday Committee CLE Sessions • 1:45PM—3:15PM (select one):

- Alternative Fee Arrangements
- Joint Ventures in China
- Patent Landscaping
- Genetic Information R&D
- Top 10 Trade Secret Tips
- Branding in Social Networking

- Sunday Welcome Reception
- Monday Dinner Reception at Paramount Studios

TOTAL AMOUNT DUE: \$ _____

METHOD OF PAYMENT: (Check or Credit Card)

- Check (Payable to Intellectual Property Owners Association)
- Credit Card (Registrations sent by Fax or Email MUST include credit card account information)
 - American Express MasterCard Visa
 - Carte Blanche Diners Club Discover

Card # _____ Exp. Date _____

Signature _____

ADVANCE REGISTRATION IS REQUIRED.

For faster service register online: www.ipo.org/2011
or send us a registration form with payment via
Email: meetings@ipo.org, Fax: +1 (202) 507-4501, or Mail:
Intellectual Property Owners Association, 1501 M Street NW
Suite 1150, Washington, DC 20005, USA

Registrations will not be processed until full payment is received. All registrations will be confirmed by e-mail. IPO recommends bringing a copy of your confirmation to the meeting. Questions? Please visit www.ipo.org or call us at +1 (202) 507-4500.



Intellectual
Property
Owners
Association

1501 M Street NW
Suite 1150
Washington, DC 20005

T: 202/507-4500
F: 202/507-4501
E: info@ipo.org

www.ipo.org



Intellectual
Property
Owners
Association



IPO 2011
ANNUAL MEETING

September 11-13
JW MARRIOTT AT L.A. LIVE
LOS ANGELES
CALIFORNIA, USA



SPECIAL EVENT
Exclusive Reception & Dinner
at Paramount Studios
Join us during a private event at one of the world's largest and busiest production facilities.

PLUS: *Additional one-day program* on*
Compulsory Licensing
Wednesday,
September 14

**10-14
CLE
CREDITS**

REGISTER FOR ONE OR BOTH PROGRAMS AT
www.ipo.org/AM2011

**Separate registration is required to attend*