dive into the latest IP issues

11 PROMINENT JUDGES
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• Hon. Cathy Bissoon (W.D. Pa.) • Hon. Andrew Guilford (C.D. Cal.) • Hon. Marilyn Huff (S.D. Cal.)
• Hon. S. James Otero (C.D. Cal.) • Hon. James Robart (W.D. Wash.)
• Hon. Alexander MacKinnon (C.D. Cal.) • Hon. Robert Rogers (Ret.) (ITC)
• High Court of Justice Sir Richard Arnold (U.K.)

LUNCHEON KEYNOTE
Dr. Mark Kokes, Chief Intellectual Property Officer, NantWorks

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The Institute is proud to introduce its Inaugural IP Moot Court Competition. Teams of two participants each will compete to present their arguments to a distinguished panel of Federal appellate and district court judges during a plenary session before the Institute’s audience of IP professionals.

The competitors will argue the issues presented on appeal in the Gaye v. Williams copyright battle, which challenges the jury verdict that Blurred Lines by Pharrell Williams and Robin Thicke infringes the copyright for Marvin Gaye’s classic Got to Give It Up. Copyright practitioners and music industry professionals have lined up on both sides of this case, which many think has blurred the lines for determining when one piece of music infringes another.

Two preliminary rounds will take place on March 19. The finalists will argue before the Institute audience on March 20. After the finalists complete their arguments at the Institute, the judges will deliberate and comment on the presentations, and the Chief Judge will announce the winners.

luncheon keynote

DR. MARK KOKES
CHIEF INTELLECTUAL PROPERTY OFFICER
NANTWORKS

DR. MARK KOKES is the Chief Intellectual Property Officer of Nantworks and the Nant family of companies, a large healthcare conglomerate based in Los Angeles, CA. Dr. Kokes is a 15 year veteran of the mobile and telecom industries and was hired by Dr. Patrick Soon-Shiong to found Nant’s IP monetization business leveraging its aggregate IP portfolio.

Prior to joining Nantworks, Dr. Kokes led all aspects of BlackBerry’s IP prosecution, licensing, venturing, acquisitions and divestitures, litigation strategy, technology research and global technology standardization activities. Prior to Blackberry, he was the Vice President of Corporate Development and IP Licensing at Intertrust where he led all North American and European IP licensing and Corporate Development activities. Before joining Intertrust, Dr. Kokes held a series of senior engineering, corporate strategy and IP related positions at Nokia Research Center, Sony Ericsson’s Corporate Technology Office and HTC’s Corporate Strategy Group. Dr. Kokes is an inventor on six granted U.S. and international patents, has co-authored several additional international patent applications and has published over twenty academic articles on various research topics.

Dr. Kokes holds a Ph.D. in Electrical Engineering from Southern Methodist University and a M.S. and B.S. (Summa Cum Laude) in Electrical Engineering from Texas A&M University.

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ACCOUNTANTS. Continuing Professional Education (CPE). This program meets the guidelines set by the California State Board of Accountancy in the amount of 5 hours.
Grit and Growth Mindset: Taking Your Practice to the Next Level

Extensive research concerning the traits and characteristics of those who have achieved professional success (both men and women) has repeatedly confirmed that the possession of grit and a growth mindset are far better predictors of success than pure intelligence or talent. A panel of distinguished general counsel will explore how grit and a growth mindset affect the way we confront challenges and how both can be used to overcome obstacles in the workplace, including those related to inherent/implicit bias. The panel will also explore how people can “grow” grit and cultivate a growth mindset, not only within themselves, but also within those around them.

0.75 hours of MCLE elimination of bias credit available.

8:35 AM
Welcome and Opening Remarks

8:40 AM
The New Frontier of IP Litigation: New Technologies, New Claims, New Venues and the New Role of Equity Perspectives from the Bench

Join prominent Federal judges as they discuss changes in the courtroom now and in the future for trials, experts, damages, discovery, forum selection and other areas. Know the playbook for the future now.

Questions for the judges? Email your questions to cle@law.usc.edu or submit them via the Institute app and we will share your questions anonymously with the judges before the Institute.

9:50 AM – Networking Break
The Finals of the Institute’s Inaugural IP Moot Court Competition

The final two teams will argue the issues presented on appeal in the Gaye v. Williams copyright battle before a panel of distinguished federal jurists. This case challenges the jury verdict that Blurred Lines by Pharrell Williams and Robin Thicke infringes the copyright for Marvin Gaye’s classic Got to Give It Up. Copyright practitioners and music industry professionals have lined up on both sides of this case, which many think has blurred the lines for determining when one piece of music infringes another. This should be an exciting interactive session!

11:30 AM – Passing Period

11:35 AM

Streaming: Copyright’s New Frontier

As internet technology evolves, consumers increasingly access content by streaming, without purchasing or obtaining copies of what they are viewing or hearing. The streaming ecosystem is a new frontier for copyright law and litigation and the rules are just beginning to be written. Join this distinguished international panel from the bench, industry, public interest and the private bar as the panelists evaluate the copyright landscape for participants in the streaming marketplace and discuss where the law is heading and where it should go.

Considerations of Patent and Technology Readiness in Light of Recent Developments in the Law

The legal trends we see playing out in the Federal Circuit, the District Courts and the Patent Trial and Appeal Board affect many aspects of patent and technology legal practice, including patent prosecution, patent licensing and technology transfer, product development, pre-litigation assessments and confidentiality policies. This panel consists of experienced in house counsel who will address the myriad ways in which the developing law impacts their IP and technology practices, and the measures they take to align their internal policies and practices to comply with the developing law and drive effective outcomes.

PATENT TRACK SESSION 18

Chantal Morgan D’Apuzzo
Associate General Counsel
California Institute of Technology

Gail A. Katz
Chief Intellectual Property Counsel
Danaher Corporation Dental Platform

Vincent Lam
Chief Patent Litigation Counsel, North America
HTC Corporation
San Diego, CA

Rouz Tabaddor
Deputy General Counsel
CoreLogic

Wendy A. Whiteford
Vice President, Law
Amgen, Inc.

MODERATOR
Andrea Weiss Jeffries
Jones Day
TRADEMARK TRACK SESSION 1C

Decide and Conquer: A Closer Look at the ITC versus Federal Court

The panelists will probe the advantages and disadvantages of bringing trademark infringement complaints before the International Trade Commission versus in Federal court, including the types of claims that can be brought, the process, timeline and expense, and the remedies available.

Rosalyn P. Mitchell
Managing Counsel, Class Action and IP Litigation
Toyota Motor North America, Inc.

Hon. S. James Otero
U.S. District Court (C.D. Cal.)

Hon. Robert K. Rogers, Jr. (Ret.)
ALJ, International Trade Commission

Jamie D. Underwood
Latham & Watkins LLP
Washington, D.C.

MODERATOR
Erica Van Loon
Glaser Weil LLP

Luncheon Keynote Presentation: NantWorks: Delivering the Fourth Industrial Revolution in Healthcare and Artificial Intelligence

Dr. Mark Kokes joins us for a 30-minute presentation to provide his perspectives on healthcare and artificial intelligence.

COPYRIGHT TRACK SESSION 2A

The DMCA at 20: Current Developments and the Future of Section 512 of the Copyright Act

The DMCA’s safe harbor provisions were enacted in 1998 to prevent online infringement of copyrighted content while also allowing internet companies the breathing room they needed to develop innovative technology. Twenty years later, the statute plays to mixed reviews. Join our panel of experts from the bench, government and the copyright bar as they discuss the latest developments in DMCA safe harbor litigation, the Copyright Office’s 2018 report on Section 512, and what the future holds for this ever-evolving area of copyright law.

Hon. Denny Chin
U.S. Court of Appeals (2d Cir.)
New York, NY

Rachel Kassabian
Quinn Emanuel Urquhart & Sullivan, LLP
Silicon Valley, CA

Maria Strong
Deputy Director of Policy and International Affairs
U.S. Copyright Office
Washington, D.C.

MODERATOR AND SPEAKER
Dale Cendali
Kirkland & Ellis LLP
New York, NY

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The Los Angeles Intellectual Property Law Association
National Association of Record Industry Professionals
San Bernardino County Bar Association
San Francisco Intellectual Property Law Association
TRADEMARK TRACK SESSION 2C

Whatever Happened to 3D Printing?

In 2014, the World Trademark Review predicted that by 2018 3D printing would result in the loss of at least $100 billion per year in IP globally. The panelists will discuss whether or not that prediction is likely to occur, whether 3D printing has evolved to be a true disruption to traditional manufacturing and licensing, and how some brand owners have embraced 3D printing. Learn what enforcement strategies brand owners should use to combat issues that might be caused by the 3D printing industry.

Laetitia Jouhaud
Senior Brand Protection Program Manager
GoPro, Inc. (San Mateo, CA)

Kevin S. McPherson
Director of Brand Protection
Otter Products, LLC (Fort Collins, CO)

Stephan Thomas
Co-Founder and Chief Strategy Officer
Identify3D (San Francisco, CA)

Robert Turner
Litigation Attorney
Hasbro, Inc. (Pawtucket, RI)

Sid Venkatesan
Chief IP Counsel
GE Digital (San Ramon, CA)

MODERATOR
Karen Vogel Weil
Knobbe Martens Olson & Bear LLP

3:15 PM – Networking Dessert Break

3:35 PM

The IP Year in Review: Patent Law, Trademark Law and Right of Publicity, Copyright Law

In this popular session, top scholars in patent, trademark and right of publicity, and copyright highlight and explain the most significant developments in IP law of the past year.

Professor Christine Haight Farley
American University
Washington College of Law
Washington, D.C.

Professor Robert P. Merges
UC Berkeley School of Law
Berkeley, CA

Professor David Nimmer
UCLA School of Law
Irell & Manella LLP

MODERATOR
Philip H. Lam
Intellectual Property Counsel
City of Los Angeles

5:30 PM – Networking Reception

Meet the Institute speakers at our cocktail reception, co-hosted by TM Financial Forensics, LLC
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<thead>
<tr>
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<td>Philip H. Lam*</td>
<td>Office of the City Attorney</td>
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<td>Lawrence R. LaPorte</td>
<td>Manatt, Phelps &amp; Phillips, LLP</td>
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<td>Christine Lawton</td>
<td>Media, Tech &amp; Retail Advisor</td>
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<td>Justin Lewis</td>
<td>Former ComcastNBCU and Fox executive</td>
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<td>Joseph Lutz</td>
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<td>Wilmer Cutler Pickering Hale and Dor LLP</td>
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<td>Oleg Elkhunovich</td>
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