2017 INTELLECTUAL PROPERTY INSTITUTE

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• Hon. Roy Dalton (M.D. Fla.) • Hon. Nora Barry Fischer (W.D. Pa.) • Hon. Marilyn Huff (S.D. Cal.)
• Hon. John Kronstadt (C.D. Cal.) • Hon. Beverly Reid O’Connell (C.D. Cal.)
• Hon. Robert Schroeder III (E.D. Tex.) • Hon. George Wu (C.D. Cal.) • Hon. Matthew Clements (PTAB)

Email questions for the judges to cle@law.usc.edu

LUNCHEON KEYNOTE
Tom Rothman (Chairman, Sony Pictures Motion Picture Group)

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prominent speakers
Join 650 IP professionals for an unrivaled gathering of national speakers and sophisticated discussion of emerging issues and best practices in copyright, patent, trademark, trade secret and related fields. Join Judges Chen (Fed. Cir.), Dalton (M.D. Fla.), Fischer (W.D. Pa.), Huff (S.D. Cal.), Krenzstad (C.D. Cal.), McKeown (9th Cir.), Reid O’Connell (C.D. Cal.), Schroeder (E.D. Tex.) and Wu (C.D. Cal.), lead administrative patent Judge Matthew Clements (PTAB), Sony Pictures Entertainment Motion Picture Group Chairman Tom Rothman, plus 7 leading academicians, in house counsel, high ranking national and international officials, and top practitioners for two days of learning and networking at the beach.

don’t miss out
The past six Institutes sold out early, so register online now at http://law.usc.edu/cle/ip!

special IP remedies roundtable and workshop on Monday afternoon
Attend the IP Remedies Roundtable and Workshop on Monday, March 20, with Judges Reid O’Connell (C.D. Cal.) and Wu (C.D. Cal.), leading experts and litigators. Seating is limited and an additional fee will be charged.

sponsors
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IP Remedies Roundtable and Workshop

12:00 PM
IP Roundtable Registration Opens

1:30 PM to 5:45 PM
IP Remedies Roundtable and Workshop

IP lawsuits are becoming increasingly complex, with numerous types of IP rights being asserted in the same action and relating to the same activity. This interactive workshop will explore how financial remedies and injunctive relief should be evaluated and presented in cases involving multiple types of IP rights. How does the law for damages in the form of lost profits, reasonable royalties, diminution in value and defendants’ profits, and the law for injunctive relief, compare for different IP rights? How should financial remedies and the availability of injunctive relief be determined when multiple types of IP rights cover the same activity? What methodologies should be used when the damages and remedies law is more developed for some IP rights, or conflicts with other IP rights? Attendees will engage in roundtable discussions in the context of a hypothetical fact pattern and hear from legal, damages and judicial experts in the field.

A separate Roundtable registration and fee is required.
Seating is limited, so register early!

3:30 PM to 3:45 PM – Networking Break
Hosted by Wilmer Cutler Pickering Hale and Dorr LLP

LAWYERS.

Minimum Continuing Legal Education (MCLE): USC Gould School of Law certifies that this activity qualifies for minimum continuing legal education credit in the amount of 4.0 hours for March 20 and 8.25 hours for March 21 (of which 0.75 hours may apply to elimination of bias credit). The USC Gould School of Law is a State of California approved MCLE provider. This event may meet the requirements for continuing legal education credits in other states. Please check with the State Bar Association or Supreme Court in the state in which you are seeking continuing legal education credits to see if this program is eligible.

ACCOUNTANTS.

Continuing Professional Education (CPE): This program meets the guidelines set by the California State Board of Accountancy in the amount of 4.5 hours for March 20 and 7 hours for March 21.

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Chicago, IL

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Partner, Forensic and Financial Consulting Services Group
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Michael J. Wagner
Managing Director
LitNomics, Inc.
Mountain View, CA

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JUDGES

Judge Beverly Reid O’Connell
U.S. District Court (C.D. Cal.)

Judge George H. Wu
U.S. District Court (C.D. Cal.)

MODERATOR

Karen Vogel Weil
Knobbe Martens Olson & Bear LLP

continuing education credits

B indicates the hours of MCLE elimination of bias credit available for a particular session.
Different Ways to Think About Differences: Understanding and Interrupting Implicit Bias in the 21st Century

Although there has been much dialogue on implicit bias, unpacking this concept to understand our "mental shortcuts" will better enable us to understand how we work with and value others. Learn about specific implicit biases that affect the ways in which we learn, work and lead, and how we can break our biases to achieve our highest potential as individuals and as organizations. This interactive discussion will show us our own assumptions, behaviors and impact and how we can interrupt them, especially when we are interacting with people who we (consciously or unconsciously) see as different from us.

0.75 hours of MCLE elimination of bias credit available.

Pushing the Limits of Intellectual Property Law

From computer software elements to diagnostic tests to fashion designs to literary characters or story ideas to music sampling or the “sound” of a musical composition, recent high profile disputes have increasingly tested the boundaries and overlaps of IP law and challenged both courts and practitioners. Join this panel of prominent experts as they discuss the proper reach of copyright, utility patent, design patent, trademark and trade secret protection in the evolving landscape of intellectual property. Learn how these thought leaders would address continuing efforts to make IP law boldly go where it has not gone before and whether they believe it has been there all along.

Questions for the panelists? Email your questions to cle@law.usc.edu and we will share your questions anonymously with the panelists before the Institute.

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Shyamkrishna Balganesh
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University of Pennsylvania Law School
Philadelphia, PA

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Judge M. Margaret McKeown
U.S. Court of Appeals (9th Cir.)
San Diego, CA

MODERATOR
Peter S. Menell
Koret Professor of Law
Director, Berkeley Center for Law & Technology
UC Berkeley School of Law
Berkeley, CA
European Copyright Developments for American Copyright Lawyers

Copyright law’s international dimensions may never have been more important than they are now. Copyrighted works are more actively marketed and distributed around the globe than ever before. The internet has greatly complicated the ways the laws of multiple jurisdictions affect content owners and distributors. This panel of international experts will explain how European courts and decision makers are addressing copyright issues that directly affect how American businesses license, distribute and protect copyrighted content. Learn how American copyright lawyers and their clients can best navigate these treacherous international waters.

Lothar Determann
Adjunct Professor
UC Hastings College of Law
Baker & McKenzie LLP
Palo Alto, CA

Bernt Hugenholtz
Professor of Intellectual Property Law
Institute for Information Law (IViR)
University of Amsterdam
Amsterdam, The Netherlands

Stan McCoy
President and Managing Director
Motion Picture Association EMEA
Brussels, Belgium

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

Managing the High Profile IP Case

Patent litigation continues to be among the most expensive cases in the Federal court system. In view of recent Supreme Court precedent and rules changes on joinder, venue and damages, the complexity of patent litigation has only grown. The adoption of the Federal Defend Trade Secrets Act threatens to federalize much of the trade secret practice formerly resolved in state courts. Join distinguished Federal judges who have recently handled complex high profile patent or trade secret matters for a lively discussion of how to effectively manage the issues arising in these cases.

Judge Roy B. (Skip) Dalton, Jr.
U.S. District Court (M.D. Fla.)
Orlando, FL

Judge Nora Barry Fischer
U.S. District Court (W.D. Pa.)
Pittsburgh, PA

Judge Marilyn L. Huff
U.S. District Court (S.D. Cal.)
San Diego, CA

Judge Robert W. (Trey) Schroeder III
U.S. District Court (E.D. Tex.)
Texarkana, TX

MODERATOR
Ellen S. Robbins
Sidley Austin LLP

Creative Enforcement and Civil Strategies against Counterfeitters and Diverters

Counterfeitters and diverters have evolved their methods of selling to stay ahead of enforcement efforts. Learn their latest strategies to avoid enforcement and the creative tools and civil strategies that in-house and outside counsel can use in the United States and overseas to combat these infringers. Review developments in intermediary and ISP liability for brand infringement and notice and takedown procedures on social media and online platforms with these expert panelists.

Randall J. Clement
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Managing Counsel
Toyota Motor Sales, U.S.A., Inc.

Jennifer Lee Taylor
Morrison & Foerster LLP
San Francisco, CA

Zachary Toczynski
Director, Global Brand Enforcement
Levi Strauss & Co.
San Francisco, CA

MODERATOR
Cynthia Lock Tregillis
Vice President, Global Brand Protection & Trademarks
Western Digital Corporation
What Every Copyright Lawyer Needs to Know about Communications Law

Copyright and communications law have been connected nearly as long as people have transmitted content electronically. In recent years, an explosion of new technologies in areas like television retransmission, telecommunications and Internet services have thrust copyright lawyers into uncharted areas that implicate both fields of law. This panel brings together experts from the worlds of content distribution, communications regulation and policy, and consumer advocacy to discuss the relationship between these two areas of law. Learn what every copyright lawyer needs to know to stay current and to advise clients in this fast-moving technology environment.

Inter Parties Review and the Increasing Role of the PTAB in invalidity Litigation

The Patent Trial and Appeal Board conducts trials, including inter partes, post-grant and covered business method patent reviews, and the inter partes review process has developed into the primary forum for attacking patent validity. The Federal Circuit now receives more appeals from the PTAB in patent matters than from the District Courts. This distinguished panel consists of judges of the Federal Circuit and the PTAB and practitioners before the PTAB who will address developments in IPR practice (including proper process and scope of patent amendments in IPRs and traps for the unwary) and review PTAB processes with an eye toward presenting solutions to these issues.
Protecting and Determining Brand and Trademark Value

Brand and trademark value are intertwined with and influenced by decisions made and events that often happen outside of the trademark department or even the marketing department. These panelists will discuss nuances in assessing and factors that affect brand and trademark value, both from the perspective of a valuation expert and those of in-house and outside counsel.

Cynthia Holmes
Director
UCLA Trademarks & Licensing
Lo-Mae Lai
Corporate Counsel
Amazon Studios
Irene Y. Lee
Russ August & Kabat
John Taylor
Managing Director
Houlihan Lokey
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Jane Shay Wald
Irell & Manella LLP

2:10 PM – Networking Dessert Break

2:30 PM
The IP Year in Review: Patent Law, Trademark Law and Right of Publicity, and 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.

Christine Haight Farley
Professor of Law
American University
Washington College of Law
Washington, D.C.
Mark A. Lemley
William H. Neukom Professor of Law
Director, Program in Law, Science and Technology
Stanford Law School
Durie Tangri LLP
Stanford, CA
David Nimmer
Adjunct Faculty, UCLA School of Law
Irell & Manella LLP
MODERATOR
Constantine Marantidis
Lewis Roca Rothgerber Christie LLP

4:35 PM
Judicial Perspectives on the New World of Intellectual Property

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

Judge Raymond T. Chen
U.S. Court of Appeals (Fed. Cir.)
Washington, D.C.
Judge Roy B. (Skip) Dalton, Jr.
U.S. District Court (M.D. Fla.)
Orlando, FL
Judge Marilyn L. Huff
U.S. District Court (S.D. Cal.)
San Diego, CA
Judge John A. Kronstadt
U.S. District Court (C.D. Cal.)
MODERATOR
David P. Enzminger
Winston & Strawn LLP

5:45 PM – Networking Reception

Meet the Institute speakers at our cocktail reception, co-hosted by TM Financial Forensics, LLC
planning committee

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The Media, Entertainment & Technology Law Program at the USC Gould School of Law offers students a unique educational experience that addresses the complex mix of legal and business issues in content and technology markets. Our innovative curriculum prepares students for practice through courses in intellectual property and business law taught by our research faculty, skills and simulation workshops taught by senior transactional and litigation attorneys, practice experience through our Intellectual Property and Technology Law Clinic, and internship opportunities at leading media and technology firms. Students who wish to specialize in entertainment law have the opportunity to earn a Certificate in Entertainment Law, including courses at the USC School of Cinematic Arts. Interested in learning more about our program, students and graduates? We encourage you to browse our website at http://gould.usc.edu/academics/media-entertainment-and-technology-law-program/ or contact the Director, Professor Jonathan Barnett, at jbarnett@law.usc.edu. USC Gould School of Law students can earn academic credit through the “entertainment practicum,” in which students acquire practical experience in the legal departments of media and entertainment firms. Interested in learning more about this opportunity? Contact Professor Valerie Barreiro at vbarreiro@law.usc.edu.

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Entertainment Law and Intellectual Property Section
The Los Angeles Intellectual Property Law Association
National Association of Record Industry Professionals
San Bernardino County Bar Association
San Francisco Intellectual Property Law Association
frequently asked questions

REGISTRATION
Your Tuesday registration fee includes all Tuesday sessions, including the Women in IP breakfast session and the keynote luncheon, the networking breaks, the cocktail reception, continuing education credit for Tuesday and an electronic download of the Institute Syllabus (an up-to-date volume of analyses and practical materials prepared by our speakers).

Registration for the IP Remedies Roundtable and Workshop on Monday, March 20 requires separate registration and an additional fee, and includes all Monday sessions, the Monday networking break, continuing education credit for Monday and the Syllabus for the IP Remedies Roundtable and Workshop. Seating is limited.

Free WiFi will be available for all attendees!

AUDIO RECORDINGS AND SYLLABUS
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Unable to attend? Purchase audio recordings and the Institute Syllabus. Visit our website at http://law.usc.edu/cle/ip for more information or to purchase.

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Website: http://www.fairmont.com/santa-monica/
Reservations: https://aws.paskey.com/event/48960272/owner/26432/home
The Fairmont Miramar combines historic elegance, a beachfront location and modern appointments, offering a beautiful swimming pool, swaying palm trees, sea breezes, exquisitely manicured grounds and casually elegant guest rooms and suites. This luxury oceanfront hotel will provide an unforgettable experience.

A limited number of rooms are available at the Fairmont Miramar at a special rate of $365 per night for single or double occupancy. Call the Hotel reservations number by February 28, 2017 and mention the USC Gould School of Law to take advantage of this special rate.

PARKING
Self-parking is available at the City of Santa Monica Parking Structures 2 and 4 (short walks from the Fairmont Miramar). You may also be able to reserve parking at nearby private lots using the ParkMe parking app. Additional information is available at http://www.downtownsm.com/parking or on our website at http://law.usc.edu/cle/ip. Parking at the Hotel is very limited and may not be available when you arrive, so plan accordingly.

CHECK-IN AND BADGE PICK-UP
Check-in begins at 12:00 PM on Monday, March 20 and at 7:00 AM on Tuesday, March 21. Badges will be held at Will Call in the Wedgewood Foyer on the ground level of the Hotel.

DIETARY RESTRICTIONS AND SPECIAL ACCESS NEEDS
Email us at cle@law.usc.edu or call (213) 821-3580 for assistance.

EXHIBITORS
Visit our website at http://law.usc.edu/cle/ip for more information or contact Wendy Wiley Willett at (213) 821-3579 with questions. Exhibitor space is limited at this popular Institute, so sign up early!

CANCELLATIONS
All registrations and purchases are final and non-refundable.

QUESTIONS?
Call the USC Gould Continuing Legal Education Office at (213) 821-3580 or email cle@law.usc.edu.
registration form

USC GOULD SCHOOL OF LAW 2017 INTELLECTUAL PROPERTY INSTITUTE
MONDAY, MARCH 20 – TUESDAY, MARCH 21, 2017
FAIRMONT MIRAMAR HOTEL & BUNGALOWS | SANTA MONICA, CALIFORNIA

Registrant Name: ____________________________________________
Occupation/Title: ____________________________________________
Organization/Law School: ______________________________________
Address: _____________________________________________________
City: __________________________________________ State: ______ Zip: ______
Telephone: __________________________ Email: ______________________

☐ Check here if you prefer not to share your contact information with our sponsors or partners.
☐ Check here if you are a USC alumnus (Class of ____________).

INSTITUTE REGISTRATION TYPES (Tuesday, March 21)
☐ $599 Early-Bird Registration (sent on or before February 9, 2017)
☐ $699 Standard Registration (sent after February 9, 2017)
☐ $499 Three or More Registrations from the Same Organization (each)
(printed registration forms must be submitted together)
☐ $450 In House Counsel
☐ $300 Government Employee
☐ $329 Recent Law School Graduates (Classes of 2014-16) (submit proof of graduation)
☐ $225 Full-Time Law Students

Register for the Women in IP Breakfast Session (Tuesday, March 21)
☐ Yes ☐ No (No additional fee is required for registrants of Tuesday’s Institute)

IP REMEDIES ROUNDTABLE AND WORKSHOP REGISTRATION (Monday, March 20)
☐ $150 IP Remedies Roundtable and Workshop Registration

AUDIO RECORDING ADD-ON OPTION
☐ $175 Audio Recordings of Select Institute Sessions (delivered post-Institute)
.must be purchased with a registration, see http://law.usc.edu/cle/ip for details

PAYMENT METHODS
1. Check: Mail checks payable to USC Gould School of Law with the completed registration form to:
   USC Gould Continuing Legal Education
   IP17 Registration
   1149 South Hill Street, Suite 340, Los Angeles, California 90015
   ☐ Enclosed Check # ______________ $ ______________

2. Credit Card: Register and pay online at http://law.usc.edu/cle/ip
   If you attended one of our recent Institutes, an existing online account is linked to your email address. Passwords can be reset or sent to you.

contact information
USC Gould School of Law – Continuing Legal Education
1149 South Hill Street, Suite 340, Los Angeles, California 90015
Telephone: (213) 821-3580 Facsimile: (213) 821-3575
Email: cle@law.usc.edu Website: http://law.usc.edu/cle
Office hours are 9:00 a.m. to 5:00 p.m. Pacific Time

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