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Get comprehensive updates on patent, trademark, and copyright law from national and local speakers who break down the timeliest cases. Navigate the challenges posed by China's trademark systems. Hear from a high-ranking UPSTO official. Stay up to date on AI technology and its impact on IP. Plus, network with 100+ top-notch practitioners while you bask in the beauty of Mackinac Island.

The Best Speakers, the Hottest Topics



Amy Hsiao

Eligon IP, Atlanta, GA

Amy focuses her practice on international trademark and cross-border transactions, with clients ranging from start-ups to Fortune 100 companies. She has managed litigations throughout Asia—including high court and criminal infringement cases in China, Korea, Indonesia, and the Philippines.

Featured Session

Global Trademark Strategies and Unique Challenges in China

10:30am/Saturday

Past attendees of Amy's presentations rave about her ability to sort through the trickiest topics. Here she helps you understand the trademark landscape in China with respect to counterfeiting, social media, and more. Grasp key differences between the U.S. and China and how to level the playing field in future business transactions—with a focus on practical, rather than technical, issues.

Amy Shares a Sneak Peek of Her Session

“ The biggest danger is, you don't know what you don't know—especially in countries like Russia or China. And that's why I try to highlight some interesting stories for brands and businesses alike. ”

“ In the U.S. we talk about Facebook. What is the Facebook in China? What does Weibo mean, what does WeChat mean? What does Alibaba mean, and how does that compare to Amazon? ”

“ We will also talk about anti-counterfeiting. Because you have to address the elephant in the room. ”



Featured Session

The Intersection of AI and IP

11:30am/Saturday

Being on the forefront of how artificial intelligence (AI) technological advances will impact the intellectual property landscape is critical for IP lawyers. What AI tools are currently being used by governing IP organizations and what else is on the horizon? Can AI technology assist with patent categorizations and copyright registrations? Get ahead with expert advice on the technology itself, as well as key ethical considerations.



Goli Mahdavi

Bryan Cave Leighton Paisner LLP, *San Francisco, CA*

Goli is a founding member of the firm's AI working group and has specialized training in AI governance. She has advised many clients across various industry sectors in the preparation, drafting, and implementation of generative AI policies, guidelines, and internal trainings.

Featured Session

Copyright/Trademark Advanced Session: Emojis and the Law

3:30pm/Thursday

Emojis may be seemingly harmless, but their usage can lead to serious misunderstandings. Grasp the legal stakes at hand and learn how courts handle this thorny issue—and what you need to keep in mind when dealing with emoji evidence and interpretation.



Eric Goldman

Santa Clara University School of Law, *Santa Clara, CA*

Eric is an associate dean for research and professor of law at the university, where he was the 2019 recipient of the Award for Sustained Excellence in Scholarship—the school's highest honor for scholarly achievement. He is a frequent blogger on Internet law and has been named an "IP Vanguard" by the State Bar of California.

Agenda

CLE: 9.25 LEVEL: Intermediate/Advanced

THURSDAY, JULY 18, 2024

Patent Advanced Session

3:30pm Lessons Learned from the Trenches (Preregistration Required)

Copyright/Trademark Advanced Session

Emojis and the Law (Preregistration Required)

6:00pm Reception for Institute Registrants and Guests*

FRIDAY, JULY 19, 2024

8:00am Continental Breakfast and Business Meeting of the IP Law Section

8:30am Welcome and Introductions

8:45am Update on Patent Law

10:15am Update on Copyright Law

11:15am Networking Break

11:30am Update on Trademark Law

5:00pm Women in IP Networking High Tea (Preregistration Required—Limit 30)

6:00pm Reception for Institute Registrants and Guests*

SATURDAY, JULY 20, 2024

8:00am Continental Breakfast and Award Presentation

8:30am USPTO Update

9:15am A Whole New Game: Intellectual Property vs. Name, Image, and Likeness

10:15am Networking Break

10:30am Global Trademark Strategies and Unique Challenges in China

11:30am The Intersection of AI and IP

*Please note, evening wear is required in all areas of the hotel after 6:30pm.

Can't-Miss Update Sessions

You can't get updates on patent, trademark, and copyright law like this anywhere else. Analyze the latest caselaw and how it will shape the future and impact your clients. Don't miss an insider update on the USPTO's latest activities and initiatives.



Featured Speaker

Bryan C. Diner

Finnegan Henderson Farabow Garrett & Dunner LLP, *Washington, DC*

Bryan practices all aspects of IP law, including district court litigation, PTAB proceedings at the USPTO, strategic patent portfolio management, prosecution, opinion preparation, and due diligence investigations. He delivers the all-important patent law update session, plus important lessons learned from recent preliminary injunction proceedings.

Schedule

Advanced Sessions (Preregistration Required)

3:30pm/Thursday

Patent Advanced Session: Lessons Learned from the Trenches

Take a deep dive into the contentious world of patent law, including parallel district court and PTAB proceedings, concurrent examination of pending applications, and the possibility of preliminary injunction proceedings. From strategy to procedure to substantive law, hear about what worked well and what did not in actual patent cases. Take away best practices to implement in your next case.

Jennifer Carter-Johnson (moderator), Michigan State University College of Law, *East Lansing*; Bryan C. Diner, Finnegan Henderson Farabow Garrett & Dunner LLP, *Washington, DC*

3:30pm/Thursday

Copyright/Trademark Advanced Session: Emojis and the Law

Everyone loves emojis. Emojis have moved beyond a messaging fad and are now an important means of modern-day expression. However, their usage can lead to misunderstanding with significant legal stakes—such as whether someone should be obligated by contract, liable for sexual harassment, or sent to jail. Learn how courts interpret and how IP protects emojis, how emojis appear as evidence in court, and what legal professionals should keep in mind in handling emoji evidence and interpretation.

Pervin Rusi Taleyarkhan (moderator), Whirlpool Corporation, *Benton Harbor*; Eric Goldman, Santa Clara University School of Law, *Santa Clara, CA*

Plenary Sessions

6:00pm/Thursday

Reception for Institute Registrants and Guests

Relax and join seminar faculty, section council members, exhibitors, fellow registrants, and guests for an evening reception on the historic Grand Hotel porch.

Please note, evening wear is required in all areas of the hotel after 6:30pm.

8:00am/Friday

Continental Breakfast and Business Meeting of the IP Law Section

8:30am/Friday

Welcome and Introductions

Hear updates from the current chair of the Intellectual Property Law Section.

Jennifer Carter-Johnson, Michigan State University College of Law, *East Lansing*

8:45am/Friday

Update on Patent Law

Analyze the latest patent decisions and master the rules and standards they outline. Receive thoughtful interpretation of caselaw and its lasting effects.

Bryan C. Diner, Finnegan Henderson Farabow Garrett & Dunner LLP, *Washington, DC*

10:15am/Friday

Update on Copyright Law

Stay ahead of the curve with the most up-to-date copyright caselaw review. Get insight on the cases and how they will shape the future of copyright practice.

Eric Goldman, Santa Clara University School of Law, *Santa Clara, CA*

11:15am/Friday

Networking Break

11:30am/Friday

Update on Trademark Law

Delve into recent trademark law happenings and understand how these changes will impact your clients.

Megan M. Carpenter, University of New Hampshire, Franklin Pierce School of Law, *Concord, NH*

5:00pm/Friday

Women in IP Networking High Tea

This is more than tea—it's an experience. Trade stories with peers and enjoy a delicious spread in a traditional setting. It's open to everyone, but don't wait—seating is limited.

(Preregistration Required—Limit 30)

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Schedule

6:00pm/Friday

Reception for Institute Registrants and Guests

Relax and join seminar faculty, section council members, exhibitors, fellow registrants, and guests for a reception on the historic Grand Hotel porch.

Please note, evening wear is required in all areas of the hotel after 6:30pm.

8:00am/Saturday

Continental Breakfast and Award Presentation

8:30am/Saturday

USPTO Update

Hear about the latest USPTO activities and initiatives straight from a high-ranking USPTO official, who will also discuss the USPTO's goals and priorities to bolster U.S. economic growth and promote American innovation through a strong intellectual property system.

USPTO Speaker to Be Determined

9:15am/Saturday

A Whole New Game: Intellectual Property Versus Name, Image, and Likeness

Wrestle with the emerging area of student-athlete name, image, and likeness (NIL) and intellectual property, including collegiate trademarks, group licensing, and individual grants of rights. Uncover how state and federal IP laws shape this new space, and how athletes can capitalize by staying aware of legal risks. Gain insights into the interplay of law and sport in order to navigate this dynamic field and assist your clients. Dive into precedents, real-world examples, and future implications.

Kamron Cox, University of Illinois Athletics, *Champaign, IL*

10:15am/Saturday

Networking Break

10:30am/Saturday

Global Trademark Strategies and Unique Challenges in China

Take away insights into the key factors to consider when developing a worldwide branding strategy. Compare key differences between the trademark systems in China and the Western world and how these differences in branding strategies, prosecution, and enforcement are most likely to get Western brands in trouble. Key takeaway will also include highlights of the 5th amendment to China's trademark law and how these proposed changes impact brands worldwide.

Amy Hsiao, Eligon IP, *Atlanta, GA*

11:30am/Saturday

The Intersection of AI and IP

Artificial intelligence (AI) is increasingly driving important developments in technology and business and is reshaping the intellectual property landscape along the way. This session will demystify the technology, explain how AI intersects with intellectual property, explore the future of intellectual property law in an AI context, and highlight important ethical considerations for IP lawyers.

Goli Mahdavi, Bryan Cave Leighton Paisner LLP, *San Francisco, CA*

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Evening Receptions for Registrants and Guests

6:00pm/Thursday & Friday

Stroll the historic Grand Hotel porch and connect with Michigan's best practitioners.

Women in IP Networking High Tea

5:00pm/Friday

This is more than tea—it's an experience for all attendees to enjoy. Trade stories with peers and enjoy a delicious spread in a traditional setting.

(Preregistration required—limit 30)

Book Your Discounted Hotel Room and Ferry Pass

The historic Grand Hotel is a destination in and of itself. But don't miss out on everything else the island has to offer, from carriage rides to tandem bikes (and the fudge, of course).

The island has more events than usual this July, so secure your discounted room at the Grand Hotel today:

www.icle.org/ip/hotel

(Reservations must be made by 06/17/24 at 5:00pm ET.)

And purchase discounted ferry passes for \$26/adult and \$17/child (ages 5-12) roundtrip:

www.sheplersferry.com

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D. Networking Event | Optional

FREE Women in IP Networking High Tea, 07/19/24
(Preregistration Required—Limit 30)

E. Materials Format for Institute Registrants | Pick One

FREE Electronic Materials

\$45 Print Handbook³ and Electronic Materials

F. Can't Attend the Institute?

Non-Registrants—Purchase the Electronic Materials

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\$345 per Registrant (4+ Registrants from the Same Firm)¹

Special Registration:

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C. Advanced Sessions | Optional

FREE Patent: Lessons Learned from the Trenches
07/18/24 (Preregistration Required)

FREE Copyright/Trademark: Emojis and the Law
07/18/24 (Preregistration Required)

G. Payment Info

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Print Handbook (Optional, Box E)** \$ _____

Institute Materials for Non-Registrants (Box F) \$ _____
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Prices guaranteed until 07/20/24. Cannot combine discounts. ¹Please attach additional sheet listing registrants attending. All registrations must be submitted and paid for at the same time. ²Current sitting state court judges (limit 40) attend free and must call ICLE or submit order form to register. ³Limit one print handbook purchase per registrant. Print handbooks are nonrefundable after the event cancellation date. **Complete Seminar Policies:** www.icle.org/info/seminarpolicies. **Cancellation Policy:** For a full refund, notify ICLE by 07/04/24. Registrants who cancel after that date will be charged a \$60 cancellation fee. No refunds will be issued after 07/11/24. **Walk-in Registrations:** Permitted on a space-available basis or if registrants fail to claim their seat in the first 15 minutes of the seminar. **Persons with Disabilities or Dietary Restrictions:** For special arrangements please contact ICLE no later than seven days before the seminar. **Accommodations:** A discounted block of rooms has been reserved at the Grand Hotel on Mackinac Island. Visit www.icle.org/ip/hotel to reserve a room. Reservations must be made by 06/17/24 at 5:00pm ET. Registrants are responsible for their own hotel expenses.