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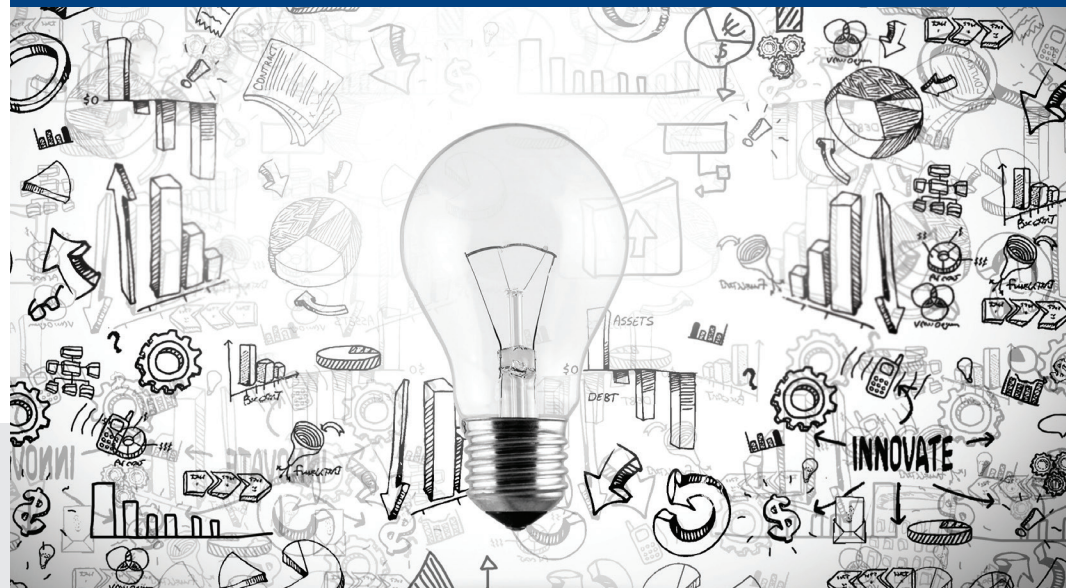
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Basic Trademark and Patent Practice for Lawyers and Paralegals



OCTOBER 3, 2017
The Inn at St. John's, Plymouth

Presented by
The Intellectual Property Law Section of the
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Moderator



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Benefits of Attending:

- Improve your application and prosecution before U.S. and foreign patent offices
- Avoid nonsubstantive office actions when you register a trademark
- Identify key issues at the beginning of trademark litigation
- Understand how the America Invents Act impacts your patent practice
- Set realistic expectations about costs and results during litigation
- Think “big picture” to advise clients on patent and trademark prosecution

Featured Speakers



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Karl T. Ondersma
Gardner Linn Burkhardt &
Flory LLP, Grand Rapids



Leigh C. Taggart
Honigman Miller Schwartz and
Cohn LLP, Bloomfield Hills

Schedule

October 3, 8:00am–4:30pm Level: Basic CLE: 5.5

8:00am Continental Breakfast and Registration

9:00am Welcome and Introductions

9:10am Patent Prosecution: Drafting Applications, Patent Prosecution, and the America Invents Act

overview of preparing patent applications and impact of the America Invents Act • drafting a claim that meets transformation test under *Bilski* • patent prosecution before the United States Patent and Trademark Office (USPTO) and foreign patent offices • actions to take after filing to make the patent stronger or more enforceable • freedom-to-practice investigations • patent licensing issues

10:40am Patent Litigation: Practical Advice on Enforcing and Defending Patents

overview of a patent infringement case • initial assessments and client-management techniques • interface with IPR strategies • discovery strategies • developing the infringement or defense position on liability • claim construction and Markman hearing strategies • working with expert witnesses • developing a damage position

12:00pm Questions and Answers

12:15pm Networking Lunch (included on-site)

1:15pm Trademark Prosecution: Analyzing, Registering, and Maintaining Trademarks

understanding the trademark life cycle—prosecution before the USPTO • types of trademarks • what to do *before* you file—clearance, strength of mark • what you *need* before you file—applicant, mark, basis, goods/services • tips to avoid office actions—nonsubstantive and substantive • dealing effectively with trademark examiners • post-registration maintenance

2:50pm Trademark Litigation: Strategies to Advise Your Client Like a Seasoned Pro

analyzing key forum issues—strength of trademark, infringement factors analysis, and potential knockout defenses • three things you should know about your judge—experience with trademark cases, track record on summary judgment, which key issues judges and magistrates decide • how to assess the strengths and weaknesses of your case • understanding your relief options—and which are realistically available • setting a realistic budget and understanding the defendant's insurance policy

4:10pm Questions and Answers