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Intellectual Property Law Spring Seminar 2018

March 19, 2018, 9:00am–4:20pm

NEW LOCATION: Crowne Plaza Lansing West, Lansing

CLE: 6 | Level: Intermediate

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²Electronic materials will be posted online before the seminar. Registrants will receive prepurchased printed handbooks on-site. Prices guaranteed until 03/19/18. **Complete Seminar Policy:** www.icle.org/info/seminarpolicies. **Hotel Information:** A block of rooms has been reserved at the Crowne Plaza Lansing West Hotel under ICLE for 03/18/18. The room rate is \$159/night. Please call 877-322-5544 to reserve a room. Reservations must be made by 02/16/18. Registrants are responsible for their own hotel expenses. **Cancellation Policy:** For a full refund, notify ICLE by 03/05/18. Registrants who cancel after that date will be charged a \$60 cancellation fee. No refunds will be issued after 03/12/18. **Persons with Disabilities or Dietary Restrictions:** For special arrangements, please contact ICLE no later than seven days before the seminar.

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MARCH 19, 2018 | LANSING

Intellectual Property Law *spring seminar 2018*

Now at the Crowne Plaza

Tackle Hot Topics in Your IP Practice

Presented by
 The Intellectual Property Law Section of the State Bar of Michigan

In cooperation with
THE INSTITUTE OF CONTINUING LEGAL EDUCATION

Featured Contributors



John U. Bacon
Ann Arbor



J.J. Kramer
 Abercrombie & Fitch,
New Albany, OH



Fredrick V. Owens
 Harman International,
Dearborn



Renee Reuter
 Enterprise Holdings,
St. Louis, MO



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Tackle Hot Topics in Your IP Practice

Critical updates, expert insight, exceptional networking—get it all in one day, at a unbeatable price. Get tips from national and local leaders in intellectual property law and adapt your practice to meet clients' changing needs.

Benefits of Attending:

- Industry leaders show you how to manage the IP and regulatory issues surrounding autonomous vehicles
- Improve how you draft patent opinions to reduce court scrutiny in litigation
- Gain insights into how the world's largest car rental company protects its brands
- Identify best practices for conducting and analyzing trademark clearance searches
- Sports fans: get John U. Bacon's take on how IP and non-IP trends will shape the future of football
- Know steps to take as soon as you or your client suspects cyber intrusion or trade secret theft

Plenary Sessions

9:00am

Welcome and Introductions

Hope V. Shovein, Chair, Intellectual Property Law Section of the State Bar of Michigan, Brooks Kushman PC, *Southfield*

9:10am

Autonomous Vehicles: Your Comprehensive IP Primer

Auto OEMs, suppliers, and tech companies in Silicon Valley are joining forces to enhance the vehicle user experience. From key IP challenges and emerging issues in vehicle-to-vehicle communications to open source software compliance, industry players will discuss managing the IP and regulatory issues that are disrupting the automotive space.

Benjamin C. Stasa, Brooks Kushman PC, *Southfield* (moderator); Fredrick V. Owens, Harman International, *Dearborn*; Martin Sultana, Brooks Kushman PC, *Southfield*

12:20pm

Lunch Presentation: Can IP Save Football?

Where is the future of football headed? Concussions are on the rise, participation is down, and the game's future is uncertain. Helmet technology is advancing rapidly, yet helmets are expensive and schools are tightening their belts. Can new inventions and intellectual property save the game? Explore IP and non-IP trends that will shape the future of football.

John U. Bacon, *Ann Arbor*

1:50pm

Choose the Right Client, Set the Right Payment Structure, and Get Paid

Align your payment structure with the realities of modern business. Explore alternative arrangements to getting paid, including equity-for-services, deferral of legal fees, and equity investments.

Jeffrey M. Schox, Schox Patent Group, *San Francisco, CA*

3:20pm

Corporate Espionage and Theft of Intellectual Property

Learn the steps to take as soon as you or your client suspects cyber intrusion or trade secret theft, including identifying the hallmarks of a case that warrants prosecution by the federal government; anti-theft tactics that reduce risk while increasing the likelihood of detecting a breach; and how to work with the government to ensure a successful prosecution.

Hagen Frank, U.S. Department of Justice, *Grand Rapids*; Donald W. Whitt III, Federal Bureau of Investigations, Cyber Force Task, *Detroit*

Schedule

8:00am Continental Breakfast and Registration

9:00am Welcome and Introductions

9:10am Autonomous Vehicles: Your Comprehensive IP Primer

10:00am Networking Break

	Patent Track	Trademark Track
10:20am	Dos and Don'ts of Writing Opinions	How Enterprise Rent-A-Car Protects Its Trademarks
11:20am	Use of Experts on Damages	From Cars to Clothing: Best Practices for Trademark Clearance Searches
12:20pm	Lunch Presentation: Can IP Save Football?	
1:50pm	Choose the Right Client, Set the Right Payment Structure, and Get Paid	
2:50pm	Networking Break: Wine Tasting	
3:20pm	Corporate Espionage and Theft of Intellectual Property	

Patent Track

Moderator: Kendra Mattison, Koch Industries, *Auburn Hills*

10:20am

Dos and Don'ts of Writing Opinions

What patent opinion drafting practices did the Federal Circuit foster in *Underwater Devices* and its progeny? Did *Halo* come full-circle more than 30 years later? Get answers to these questions and explore techniques for helping draft patent opinions to reduce court scrutiny in litigation.

Eric M. Dobrusin, The Dobrusin Law Firm PC, *Pontiac*

11:20am

Use of Experts on Damages

Two highly respected experts will cover the principles of the estimation of damages and share their unique perspectives on how to work effectively with experts in your next case.

Jason Hall, PhD, Cardinal Economics & Finance LLC, *Ann Arbor*; Andrew M. Malec, PhD, O'Keefe, *Bloomfield Hills*

Trademark Track

Moderator: Lisabeth H. Coakley, Harness Dickey & Pierce PLC, *Troy*

10:20am

How Enterprise Rent-A-Car Protects Its Trademarks

As any lawyer will know, there are myriad intellectual property issues at any large brand organization. Get an overview of how the world's largest car rental company protects its brands. Explore trademark and domain name issues related to the transportation and travel industry.

Renee Reuter, Enterprise Holdings, *St. Louis, MO*

11:20am

From Cars to Clothing: Best Practices for Trademark Clearance Searches

When should you conduct a trademark search? How do you plan the search and carry it out? How do you evaluate the results? Learn the best practices for conducting and analyzing trademark clearance searches.

Kimberly A. Berger, Miller Canfield PLC, *Detroit* (moderator); Kristen Isaacson Spano, FCA US LLC, *Auburn Hills*; J.J. Kramer, Abercrombie & Fitch, *New Albany, OH*