



45TH ANNUAL

JULY 18–20, 2019 | MACKINAC ISLAND

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NEW!

This event helps you save on
malpractice insurance. See page 6.

IP's Top Minds, Your Perfect CLE Getaway

There's no better place to get advanced content in patent, trademark, and copyright law. Hear from top minds while you bask in the beauty of Mackinac Island. Join 200+ top-notch practitioners for elegant receptions and unparalleled networking.

You Will Be Able to:

- Gain insight straight from the USPTO director himself
- Stay current with critical updates on patent, trademark, and copyright law
- Grasp the impact of *Belmora*, *Octane Fitness*, *Helsinn*, *SAS*, *Shaw*, *ReDigi*, and more
- Take home expert advice from both sides of the pond regarding opposition
- Hone your judgment with interactive ethics scenarios

“Top speakers and hot topics—doesn't get any better for CLE.

Kenneth R. Adamo, Kirkland & Ellis LLP, *Chicago, IL*



Andrei Iancu
U.S. Patent and Trademark
Office, *Alexandria, VA*
Andrei leads one of the
largest IP offices in the world,
with more than 12,000
employees and an annual
budget of over \$3 billion. He delivers a can't-miss
update, including his goals as new director.



Anne Gilson LaLonde
Author, *South Burlington, VT*
Anne is author of “Gilson on
Trademarks,” a multivolume
treatise that she has been
continuously updating since
1998. She provides critical
updates and also dives into hot topics such as federal
protection for cannabis marks.



**Arrienne (Angel)
M. Lezak**
Polsinelli, *Washington, DC*
Angel is a former senior
patent examiner known for a
competitively high allowance
rate. She is also a strong
supporter of women in technology. She gives ethics a
fresh spin with an interactive presentation.



Thomas Kjellberg
Cowan Liebowitz & Latman,
New York, NY
Tom's significant cases have
included such clients as
Penguin Group and Universal
Studios. He talks the latest in
copyright, from the Music Modernization Act to the
ReDigi case.

EXPLORE MACKINAC LIKE NEVER BEFORE

You've likely enjoyed much of Mackinac Island. But there's always something new to check out. Rediscover why the island is known as "the jewel of the Great Lakes." Bring your family and enjoy a relaxing CLE getaway. It's well worth your time out of the office.



THE GRAND HOTEL

This historic site is a premier destination. Even the porch (the world's longest) is famous! Fans of Christopher Reeve visit every year for a special weekend event because his 1980 film "Somewhere in Time" was shot here. Pack your best evening wear and prepare for nightly dancing and majestic meals. This should be on every Michigander's bucket list.



ISLAND ACTIVITIES

Mackinac is known for its quaint carriage rides. Join an informed tour guide for a trip past Arch Rock or Fort Mackinac. Feeling more adventurous? You can drive your own buggy. Enjoy beautiful vistas via footpath, horseback, or tandem bike. Visit a spa, try parasailing, charter a boat—there's even a haunted house!



DINING & NIGHTLIFE

There's more to Mackinac than fudge (though who doesn't love that?). The Chuckwagon serves a mean burger and the Pink Pony (just "the Pony" to locals) offers stunning views and glorious whitefish. The island comes alive at night with karaoke, classic rock, jazz, and more. Try a traditional pub crawl—don't forget to collect bartender autographs!

FEATURED SESSION

10:30am/Saturday

IPR to Opposition: Are U.S. Post-Grant Proceedings Trending Toward EPO Opposition Practice?

Patent lawyers, this one's for you. More than 40 years of experience in IP come together to bring you the latest on opposition. Get battle-tested advice from two experts—one from St. Louis, one from Stuttgart—on the increasingly blurred lines between the U.S. and Europe.

See page 6.

ADVANCED SESSIONS

3:30pm/Thursday

Royalty-Free Licensing: Avoid Traps in U.S. Claims and Specification

Cannabis, Cash, and Fame: Living Your Best (V)IP Life

Get a head start on the weekend with advanced sessions—one on patents, one on trademarks. Identify the pitfalls involved with royalty-free licensing. Dive into complex cannabis issues, including lawful use and attorney fees.

See page 6.



Schedule

CLE: 9.25 Ethics: 1 Level: Intermediate/Advanced

THURSDAY, JULY 18, 2019

Patent Advanced Session

3:30pm Royalty-Free Licensing: Avoid Traps in U.S. Claims and Specification (Pre-Registration Required)

Trademark Advanced Session

Cannabis, Cash & Fame: Living Your Best (V)IP Life (Pre-Registration Required)

6:00pm Reception for Institute Registrants and Guests*

FRIDAY, JULY 19, 2019

8:00am Continental Breakfast for Registrants
8:30am Welcome and Introduction from Section Chair
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 Tea (Pre-Registration Required—Limit 30)
6:00pm Reception for Institute Registrants and Guests*

SATURDAY, JULY 20, 2019

8:00am Continental Breakfast for Registrants and Business Meeting of the Intellectual Property Law Section
8:30am USPTO Update
9:15am Ethical Issues in IP Practice
10:15am Networking Break

Patent Track

10:30am IPR to Opposition: Are U.S. Post-Grant Proceedings Trending Toward EPO Opposition Practice?

Trademark Track

International Filing Strategies

11:35am IP Issues in Gaming

*Evening wear is required in all areas of the hotel after 6:30pm: grandhotel.com/dress-guide.

FEATURED SPEAKER



Tom Irving, Finnegan Henderson Farabow Garrett & Dunner LLP, *Washington, DC*
“Engaging and informative.” “Dynamic speaker.” “He can make anything interesting.”
Tom is back. His presentations at past institutes have always drawn rave reviews.

3:30pm/Thursday

Royalty-Free Licensing: Avoid Traps in U.S. Claims and Specification
See page 6.

8:45am/Friday

Update on Patent Law
See page 5.

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.

8:30am/Friday

Welcome and Introduction from Section Chair

Kendra Mattison, Chair, Intellectual Property Law Section of the State Bar of Michigan, Koch Industries, *Auburn Hills*

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.

Tom Irving, 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.

Thomas Kjellberg, Cowan Liebowitz & Latman, *New York, NY*

11:30am/Friday

Update on Trademark Law

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

Anne Gilson LaLonde, Author, *South Burlington, VT*

5:00pm/Friday

Women in IP Networking Tea

Join faculty and fellow registrants for an informal networking opportunity. Get to know your colleagues, trade stories, and discuss current issues and challenges facing women IP lawyers. All institute attendees, men and women alike, are welcome to attend this event.

(Pre-Registration Required—Limit 30)

6:00pm/Friday

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/Saturday

Business Meeting of the Intellectual Property Law Section

8:30am/Saturday

USPTO Update

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

Andrei Iancu, U.S. Patent and Trademark Office, *Alexandria, VA*; Damian Porcari, United States Patent and Trademark Office, *Detroit*

9:15am/Saturday

Ethical Issues in IP Practice

This interactive presentation will foster a discussion of ethical issues that arise in copyright, trademark, and patent law. Participants will have the opportunity to issue spot, analyze, and discuss IP scenarios in groups. Interactive voting will be used to demonstrate consensus among the participants as to likely outcomes for each scenario.

Arrienne (Angel) M. Lezak, Polsinelli, *Washington, DC*

11:35am/Saturday

IP Issues in Gaming

From board games and console video gaming to eSport leagues and cutting-edge augmented and virtual reality gaming, learn how the industry is innovating. Take a critical look at how IP laws do (and do not) protect game designers. Patents, trademarks and trade dress, copyright, publicity rights, and trade secrets—it's all here. Take away strategies for advising clients and protecting IP rights in both new and classic game formats.

Dustin Hans Shunta, Warner Norcross + Judd, *Grand Rapids*; Brian D. Wassom, Warner Norcross + Judd, *Clinton Township*



NETWORKING AT ITS FINEST

6:00pm/Thursday & Friday

Reception for Institute Registrants and Guests

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

5:00pm/Friday

Women in IP Networking Tea

Trade stories with peers at this increasingly popular event. All attendees welcome.

(Pre-Registration Required—Limit 30)

Tracks

Advanced Sessions (Pre-Registration Required)

3:30pm/Thursday

Patent—Royalty-Free Licensing: Avoid Traps in U.S. Claims and Specification

The war of words. Royalty-free licensing of patents due to mistakes in the claims or specification can turn against the patent owner based on misuse of the seemingly most innocuous of words, symbols, and expressions in the English language. Avoid careless claim terminology and problematic language in the specification, as well as a few “bad” practices that have led to the destruction of U.S. patent rights.

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

3:30pm/Thursday

Trademark—Cannabis, Cash & Fame: Living Your Best (V)IP Life

Dive into lawful use, famous mark protection, and attorney fees. Examine state and federal protection for cannabis and drug paraphernalia marks in the broader context of lawful use. Look at famous and well-known marks from dilution law to the impact of *Belmora*. Explore how courts view attorney fees after *Octane Fitness* and whether litigants must pay the USPTO’s fees when appealing a TTAB decision.

Anne Gilson LaLonde, Author, *South Burlington, VT*

Patent Track

Moderator: Kendra Mattison, Chair, Intellectual Property Law Section of the State Bar of Michigan, Koch Industries, *Auburn Hills*

10:30am/Saturday

IPR to Opposition: Are U.S. Post-Grant Proceedings Trending Toward EPO Opposition Practice?

Discuss the similarities and differences between the European Opposition system and United States post-grant proceedings, including what we can learn from how U.S. practice seems to be trending toward proceedings that look a lot like EPO Oppositions.

Matthew Cutler, Harness Dickey & Pierce PLC, *Clayton, MO*; Torsten Duhme, Witte Weller & Partner, *Stuttgart, Germany*

Trademark Track

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

10:30am/Saturday

International Filing Strategies

Gain a framework for building and protecting brands globally, including identifying what to protect, developing international trademark filing strategies (when, where, and how), updating registration portfolios, maintaining post-registration requirements, and addressing high-risk territories.

Rob Doerfler, Mars Incorporated, *Mt. Olive, NJ*

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DON'T WAIT—RESERVE YOUR ROOM TODAY

Hotels on Mackinac Island fill up quickly in the summer. Don't wait to secure your room at this iconic hotel. Pack your best evening wear and prepare for nightly dancing and majestic meals.

Grand Hotel

286 Grand Avenue, Mackinac Island, MI 49757
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grandhotel.com/dress-guide.

Ferry Information

For discounted tickets at Shepler's Ferry, the official ferry of Grand Hotel, visit www.sheplersferry.com or call 800-828-6157. Use promo code ICLE2019: \$19 (adults), \$10 (children ages 5–10). Daytime parking is free; Standard and Premium parking overnight ranges from \$5–\$25.

“This is one of my favorite CLE seminars. Interesting speakers on important topics in a relaxing setting. What's not to like?

John Zanghi, Fay Sharpe LLP, *Cleveland, OH*

“I have been to many CLE programs around the nation. This is one of the best.

Joel E. Bair, McGarry Bair PC, *Grand Rapids*

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Grand Hotel, Mackinac Island

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D. Advanced Sessions | Optional

☐ **FREE** Patent Advanced Session, 07/18/19
(Pre-Registration Required)

☐ **FREE** Trademark Advanced Session, 07/18/19
(Pre-Registration Required)

E. Networking Event | Optional

☐ **FREE** Women in IP Networking Tea, 07/19/19
(Pre-Registration Required—Limit 30)

F. Can't Attend the Institute?

Non-Registrants—Purchase the Electronic Materials.

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Prices guaranteed until 07/20/19. Cannot combine discounts. ¹Please attach additional sheet listing registrants attending. ²Current sitting state court judges (limit 40) attend free and must complete order form or call ICLE to register. ³Electronic materials will be posted online before the seminar. **Complete Seminar Policy:** www.icle.org/info/seminarpolicies. **Cancellation Policy:** For a full refund, notify ICLE by 07/04/19. Registrants who cancel after that date will be charged a \$60 cancellation fee. No refunds will be issued after 07/11/19. **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.

OBC