Intellectual Property Law Spring Seminar 2019
March 18, 2019, 8:00am—4:20pm
Crowne Plaza Lansing West, Lansing
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Prices guaranteed until 03/18/19. Cannot combine discounts. Join the Intellectual Property Law Section and save $55. Electronic materials will be posted online before the seminar. Registrants will receive prepurchased printed handbooks on-site. Complete Seminar Policy: www.icle.org/info/seminarpolicies. Cancellation Policy: For a full refund, notify ICLE by 03/04/19. Registrants who cancel after that date will be charged a $60 cancellation fee. No refunds will be issued after 03/11/19. Persons with Disabilities or Dietary Restrictions: Contact ICLE no later than seven days before the seminar. Hotel Information: A block of rooms has been reserved at the Crowne Plaza Lansing West Hotel under ICLE for 03/17/19. The room rate is $159/night. Please call 877-322-5544 to reserve a room. Reservations must be made by 02/15/19. Registrants are responsible for their own hotel expenses.

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
- Christa Brown-Sanford
  Baker Botts LLP, Dallas, TX
- Jennifer Chung
  Accuweather, New York, NY
- Mary Boney Denison
  United States Patent and Trademark Office, Alexandria, VA
- Simon Tam
  The Slants, Brentwood, TN

Register Today
www.icle.org/springip
877-229-4350
Critical updates, expert insight from local and national IP leaders, exceptional networking—get it all in one day, at an unbeatable price. Hear from top USPTO officials on everything from pilot programs and examination procedures to what’s new at the Detroit office. Don’t miss Simon Tam’s firsthand account of his critical Supreme Court case (with a musical performance as well).

**Benefits of Attending:**
- Hear directly from national and local leaders at the USPTO
- Get straight talk on *in re Tam* from the founder of The Slants
- Unpack Blockchain’s impact on trademarks and patents
- Understand willfulness in the *post-Halo* era
- Get an inside look at revitalizing historic brands, including Shinola
- Enforce your IP rights against social media infringers

**Plenary Sessions**

9:00am  
**Welcome and Introductions**  
Kendra Mattison, Koch Industries, *Auburn Hills*

9:10am  
**Blockchain: Deconstructing Trademarks and Policing Patent Infringement**  
Blockchain technology is enabling smart supply chains to get smarter. As Blockchain, the Internet of Things (IoT), and smart contract technology converge, products are learning how to tell us their story: what they are made of, what they can do, and where they have been. A product’s story can speak to provenance, integrity, and authenticity. Martin Schwimmer, The Trademark Blog, Leason Ellis LLP, *White Plains, NY*

12:20pm  
**Lunch Presentation: Meet the New Director of the Midwest Regional USPTO**  
Join seminar faculty, section council members, and fellow registrants for a delicious luncheon on-site. Learn about new initiatives and recent developments at the USPTO from Damian Porcari, Midwest Regional Office director.  
Damian Porcari, United States Patent and Trademark Office, *Detroit*

1:50pm  
**Revitalization of Historic Brands**  
How do you bring back a historic brand? Get a firsthand look at the revitalization of legacy brands Shinola and Filson. Explore how Bedrock Manufacturing’s approach has morphed over time, and the successes and challenges faced along the way. Gain insider insight into brand selection strategy, product expansion efforts, and maintaining IP.  
Lisa Gold, Bedrock Manufacturing Company, *Seattle, WA*

3:20pm  
**A Firsthand Perspective on *in re Tam***  
Simon Tam founded the world’s first and only all-Asian American band, The Slants, to change the world with an anti-racist band. The music would take him from the studio to the state penitentiary and from the stage to the Supreme Court. An ordinary trademark application turned into an eight-year journey for self-identity and blurred the lines between art and activism. Learn about the client experience and the legal strategy directly from Simon, who believed The Slants was a name worth fighting for.  
Simon Tam, The Slants, *Brentwood, TN*