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## 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. <sup>1</sup>Join the Intellectual Property Law Section and save \$55. <sup>2</sup>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](http://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:** For special arrangements, please 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.

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MARCH 18, 2019 | LANSING

# Intellectual Property Law *spring seminar 2019*

## 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,  
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**Mary Boney Denison**  
 United States Patent  
 and Trademark  
 Office, Alexandria, VA



**Simon Tam**  
 The Slants,  
 Brentwood, TN

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# Tackle Hot Topics in Your IP Practice

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*

## Schedule

8:00am Registration and Continental Breakfast

9:00am Welcome and Introductions

9:10am Blockchain: Deconstructing Trademarks and Policing Patent Infringement

10:00am Networking Break

	Patent Track	Trademark Track
10:20am	USPTO Pilot Programs and Initiatives	An Inside Look at Trademark Examinations
11:20am	Defending Against Willful Infringement	Social Media Considerations for IP Lawyers
12:20pm	Lunch Presentation: Meet the New Director of the Midwest Regional USPTO	
1:50pm	Revitalization of Historic Brands	
2:50pm	Networking Break: The Slants Perform	
3:20pm	A Firsthand Perspective on <i>in re Tam</i>	

## Patent Track

10:20am

### USPTO Pilot Programs and Initiatives

Review several USPTO programs and initiatives available to applicants during various phases of the application process. Gain insight into the initiatives and pilot programs that can advance the progress of your client's patent application and take away key participation requirements in order to use these programs to your full advantage. Jessica Patterson, United States Patent and Trademark Office, *Alexandria, VA*

11:20am

### Defending Against Willful Infringement

Gain critical insight into how willfulness tips the scale on infringement and learn what the real impact of *Halo* has been under the new burden of proof. Take away recommendations for responding to demands, practical tips for monitoring privilege waiver risks, and understand the role of opinions of counsel in the post-*Halo* landscape. Christa Brown-Sanford, Baker Botts LLP, *Dallas, TX*; Sandra Lee, Baker Botts LLP, *New York, NY*

## Trademark Track

10:20am

### An Inside Look at Trademark Examinations

Get an inside look at trademark examination procedures and best practices from Mary Boney Denison, commissioner for trademarks. Take away practical tips and identify critical pitfalls to avoid. Learn what current initiatives are influencing trademark examinations right now. Mary Boney Denison, United States Patent and Trademark Office, *Alexandria, VA*

11:20am

### Social Media Considerations for IP Lawyers

Navigating the ever-connected online world can be overwhelming and challenging given the sheer number of online platforms, communities, and social media networks. Gain insight and take away tips and tricks for managing your brand online and conducting intellectual property enforcement on various social media platforms. Examine real-life examples of online trademark infringements and walk through best practices for controlling how your IP is used and seen on the Internet. Jennifer Chung, Accuweather, *New York, NY*