

## Featured Contributors



**Adraea M. Brown**  
Harley-Davidson,  
Milwaukee, WI



**Dennis D. Crouch**  
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Fish & Richardson PC,  
Minneapolis, MN



**Carlos Manuel  
Herrera**  
Rivian, Plymouth



**Shabnam Malek**  
Brand & Branch LLP,  
Oakland, CA



**Stephen Scharf**  
Owens-Illinois,  
Perrysburg, OH

“Excellent programs—the topics were diverse and timely.”

Tracy-Gene G. Durkin, Sterne Kessler Goldstein & Fox PLLC, Washington, DC

“Simply the best way to stay up to date on current changes in IP law.”

Thomas D. Helmholdt, Helmholdt Law PLC, Rochester Hills

“I attend every year and I always encourage young lawyers to come.”

Mikhail Murshak, Loomis Evvert Parsley Davis & Gotting PC, Lansing



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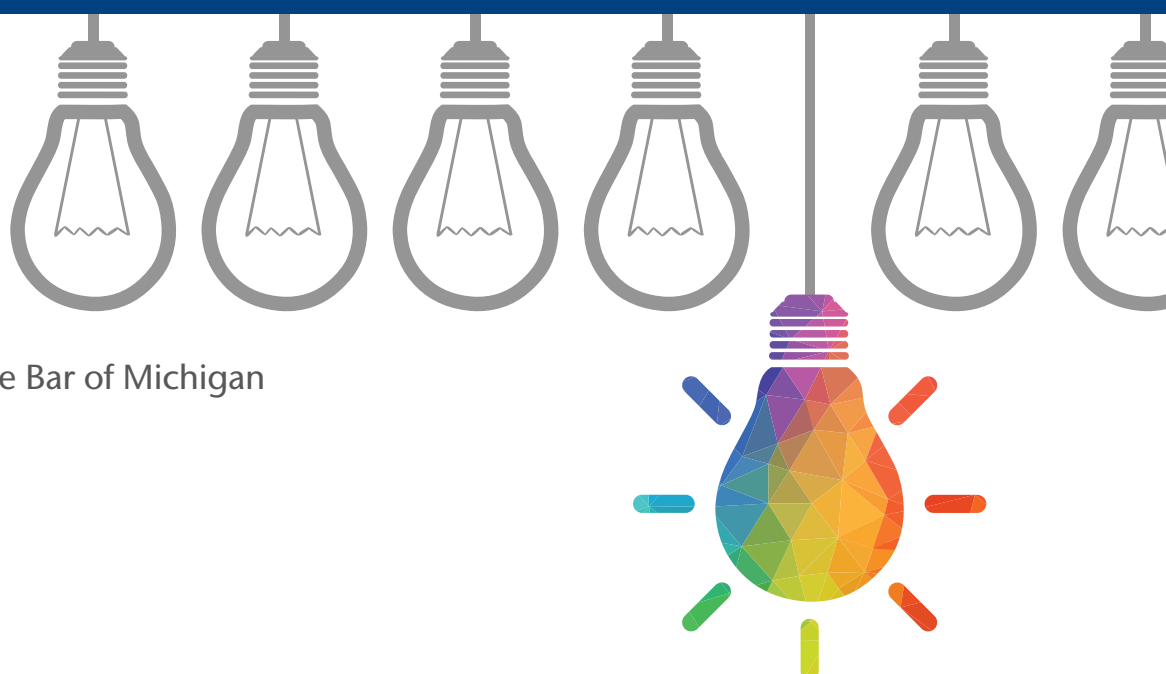
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# Tackle Hot Topics in Your IP Practice

Critical updates, expert insight from local and national IP leaders and exceptional networking—get it all in one day, at an unbeatable price. Take away USPTO guidance and explore the evolving caselaw on Section 101 five years after *Alice Corp.* Get an insider look at brand protection from Harley-Davidson. And don't miss Dennis Crouch as he pulls back the curtain on his popular *Patently-O* law blog.

## Benefits of Attending:

- Dig into licensing requirements for standard essential patents in the automotive marketplace
- Unpack the impact of *Brunetti* and explore the viewpoint discrimination analysis
- Explore how the change from BRI to the *Phillips* standard has impacted IPR outcomes
- Dive into IP protections for “cannabusiness” innovation
- Get an inside look at the interplay of business growth and IP strategy from Rivian and Owens-Illinois

## Moderators



### Patent Track

**Daniel Peter Aleksynas**  
Chair-Elect, Intellectual Property Law Section of the State Bar of Michigan, Young Basile, *Troy*



### Trademark Track

**Lisabeth H. Coakley**  
Chair, Intellectual Property Law Section of the State Bar of Michigan, Harness Dickey & Pierce PLC, *Troy*

## Schedule

CLE: 5.5 Level: Intermediate

8:00am **Registration and Continental Breakfast**

9:00am **Welcome and Introductions**

Lisabeth H. Coakley, Chair, Intellectual Property Law Section of the State Bar of Michigan, Harness Dickey & Pierce PLC, *Troy*

9:10am **Revving Up for the Future: IP of Harley-Davidson**

Get a behind-the-scenes view into iconic motorcycle brand Harley-Davidson. Explore its approach to protecting its well-known brand and IP rights around the world.

Adraea M. Brown, Harley-Davidson, *Milwaukee, WI*

10:00am **Networking Break**

10:20am **Patent Track: Five Years after Alice Corp.: The Rules and Reality**

Get an inside look at the USPTO guidance on patent eligibility under 101, including how the USPTO instructs patent examiners to analyze claims under 101 and the resources available to stakeholders. Examine the evolving Federal Circuit precedent on 101 and the legislative proposals that have been raised. Learn about what's coming next from the USPTO in the 101 space.

Marc Lorelli, Brooks Kushman PC, *Southfield*; Matthew Sked, United States Patent and Trademark Office, *Alexandria, VA*; Isaac T. Slutsky, Brooks Kushman PC, *Southfield*

**Trademark Track: What's Next: The Impact of Brunetti**

Explore the impact of *Iancu v. Brunetti*, which held that it was unconstitutional to bar registration of trademarks deemed “scandalous” or “immoral.” Gain insight into the various viewpoints expressed in the majority, dissenting, and concurring aspects of the opinions, including empirical studies that served in part as the basis for the opinion. Delve into the viewpoint discrimination analysis and its potential effect on trademark law more generally, and contemplate the question: “what's next?”

Megan M. Carpenter, University of New Hampshire, Franklin Pierce School of Law, *Concord, NH*

11:20am **Patent Track: Adopting the Phillips Standard in IPRs**

Explore how the change in standard from Broadest Reasonable Interpretation (BRI) to the *Phillips* standard for claim construction has changed inter partes review (IPR) outcomes. What are the practical implications of the change in standard? Learn how to manage parallel proceedings in the face of estoppel risks, timing challenges, and more. Take away best practices to avoid tactical pitfalls.

Betsy Flanagan, Fish & Richardson PC, *Minneapolis, MN*

**Trademark Track: Protecting Cannabusiness Innovation: Marijuana, CBD, Industrial Hemp**

Cannabis businesses are introducing new product types and creative brand strategies, and counsel is expected to have answers for complicated issues in an ever-changing landscape. Learn the types of IP available for cannabis companies and explore the typical assets they seek to protect—from plant strains and brand names to recipes, devices, and more. Dive deep into brand protection and strain protection. Examine the impact of the Farm Bill's passage on cannabis and hemp clients.

Amanda R. Conley, Brand & Branch LLP, *Oakland, CA*; Shabnam Malek, Brand & Branch LLP, *Oakland, CA*

12:20pm **Lunch Presentation: Stories from the Blogosphere: A Community Approach to Advancing IP Law**

Dennis Crouch started his law blog as a first year law firm associate in 2004. *Patently-O* is now a widely read mainstay in the profession and Crouch a law professor. Unlike traditional legal publications or lawyer advertisements, the immediate interactivity and popularity of *Patently-O* tends to both generate more heat and shed more light. Come to hear these stories that offer both guiding principles and cautionary tales.

Dennis D. Crouch, *Patently-O, Columbia, MO*

1:50pm **Current Challenges in Automotive Licensing: Standard Essential Patents**

Learn about the state of automotive licensing as it relates to communications standards. Examine relevant standard organizations and their licensing requirements for standard essential patents. Delve into historical licensing and litigation in the mobile handset space and explore the growth of licensing and litigation in the automotive marketplaces. Discover how current licenses might shape the future of what licensors may demand and licensees may be willing to pay in this interactive session.

Michael J. Lasinski, 284 Partners LLC, *Ann Arbor*

2:50pm **Networking Reception**

Join colleagues for beer and wine—and get a hands-on look at IP issues related to glass containers. (To be discussed at the final session.)

3:20pm **Building and Executing IP Strategy that Aligns With Business Growth**

Get an inside view from the chief IP counsel at Owens-Illinois (the world's largest manufacturer of glass containers) and the chief IP counsel at Rivian (a fast-growing company in the business of sustainable transportation) on their approach to building and executing an IP strategy. Explore how to operate within these two very different settings, but how the objective remains the same—leveraging a company's most valuable asset, intellectual property.

Carlos Manuel Herrera, Rivian, *Plymouth*; Stephen Scharf, Owens-Illinois, *Perrysburg, OH*