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LIVESTREAMS: Mark your calendar for October 7–8, 2021. All 11 sessions will be livestreamed via Zoom.

ON DEMAND: Can't make the livestreams? All sessions, excluding the virtual networking session, will be recorded and available on demand starting November 12, 2021. Get individual on-demand access to the video recordings, written materials, and PowerPoints for three years.

The Critical Updates You Expect—and More

Essential Updates

Get the latest in can't-miss sessions on patent, copyright, and trademark law. Hear expert analysis on recent court decisions, the impact on your clients, and what it means for your practice going forward.



Featured Speaker

Theodore H. Davis, Jr.

Kilpatrick Townsend & Stockton LLP, Atlanta, GA

China and IP

Explore the use of trade remedies to resolve IP issues in China and elsewhere. Plus, gain strategies for using Section 301 and identify the risks your clients might face. Learn how to fight infringers. Explore recent court decisions affecting Amazon sellers and “Shark Tank” participants. Understand China’s “super-trademark” and how to use it for enforcement.



Featured Speaker

Mark Cohen

University of California Berkeley, Berkeley, CA

Design Protection

Get expert insight on how to use design patents, trade dress, and copyright to effectively to protect your clients' designs. Take home new strategies in light of recent federal court decisions. Understand the continued effects of *Star Athletica*.



Featured Speaker

Perry J. Saidman

Saidman DesignLaw Group, Silver Spring, MD

IP's Top Minds Come to You

This year's event is the most convenient way to get comprehensive content in patent, trademark, and copyright law. Hear from 12 local and national experts on everything from effective design protection to the latest on China. Get timely insights on *Arthrex* straight from those who argued the case before the U.S. Supreme Court. Stay current with critical updates and caselaw review.

You Will Be Able to:

- Strategically use trade remedies and Section 301 to resolve IP issues abroad
- Avoid privilege pitfalls in your patent practice
- Understand how to preserve and raise challenges to USPTO actions in light of *Arthrex*
- Take home expert advice on China's trademark system and tips for fighting infringers
- Choose the right tools to protect your clients' designs
- Use real-world lessons to more clearly define ethical lines
- Explore the IP connection in an infamous criminal case
- Reconnect with colleagues during a virtual networking session

Hear from Experts Like These—LIVE!



Bryan C. Diner

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

Bryan practices all aspects of IP law, including district court litigation, U.S. PTAB proceedings, due diligence investigations, and more. He analyzes the latest decisions impacting patent law.



George Jordan

Norton Rose Fulbright, *Houston, TX*

George has 20+ years of experience in patent disputes and IP transactions in areas such as wireless, e-commerce, and software. He shares strategies for addressing lawyer-client communications.



Amy Hsiao

Adsero IP, *Littleton, CO*

Amy is a partner in the firm and is known for her talent in spotting issues in the international arena that appear harmless in Western legal systems. She shares insights on China's "super-trademark."



Thomas Kjellberg

Cowan Liebowitz & Latman, *New York, NY*

Tom is a sought-after speaker whose significant cases have included such clients as Penguin Group and Universal Studios. He delivers a can't-miss update on copyright law.

Agenda

CLE: 9.5 | Ethics Credits: 1 | Level: Intermediate/Advanced

NOTE: "Virtual Networking" is livestreamed only; other sessions also available on demand.

Welcome and Introduction from Section Chair

(Livestream 10/07/21, 9:00am–9:15am)

Daniel P. Aleksynas, Chair, Intellectual Property Law Section of the State Bar of Michigan, Young Basile, *Troy*

Update on Patent Law: From Preparation to Prosecution to Enforcement

(Livestream 10/07/21, 9:15am–10:30am)

Analyze the latest Federal Circuit and district court decisions impacting: 1) the preparation of the application and the timing for filing, 2) the prosecution of applications to obtain high-quality claims, and 3) the enforcement of the patent rights to minimize proof of infringement issues. Explore the recent resurgence of the doctrine of equivalents and examine some of the key cases for practitioners to know when considering common legal interest agreements in business transactions.

Bryan C. Diner, Finnegan Henderson Farabow Garrett & Dunner LLP, *Washington, DC*

Navigating Privilege Pitfalls

(Livestream 10/07/21, 10:45am–11:45am)

Dive into the attorney-client privilege and work product doctrine and examine potential pitfalls impacting your patent practice. Take away strategies for addressing attorney-client communications, discovery practice, and disclosures, whether intentional or inadvertent.

George Jordan, Norton Rose Fulbright, *Houston, TX*

An Inside Look: *Arthrex* Supreme Court Panel

(Livestream 10/07/21, 12:00pm–1:00pm)

Hear straight from members of the team representing *Arthrex* in *United States v Arthrex*. Get an inside look at how a constitutional challenge arose in a patent case before the Federal Circuit and how it was resolved by the Supreme Court. Explore the impact of this decision on patent challenges and take away critical insights on how to preserve and raise other challenges to actions by the Patent Office and its board.

Anthony P. Cho, Carlson Gaskey & Olds PC, *Birmingham*; Robert K. Kry, MoloLamken LLP, *Washington, DC*

Effective Design Protection Using Design Patents, Trade Dress, and Copyright

(Livestream 10/07/21, 1:45pm–2:30pm)

Design lawyers have three tools at their disposal for protecting their clients' designs: design patents, trade dress, and copyright. Gain valuable insight on recent Federal Circuit design patent decisions and take away how they may alter prosecution strategies. Discover ways to combat functionality refusals/defenses in trade dress cases. Explore the aftermath of *Star Athletica* on copyright protection of designs.

Perry J. Saidman, Saidman DesignLaw Group, *Silver Spring, MD*

The Tale of a Shoe, My Father, and the Night Stalker

(Livestream 10/07/21, 2:30pm–3:00pm)

Truth is always stranger than fiction, as the story you're about to hear will prove. Aaron Saidman, a filmmaker and the Emmy Award-winning producer of the Netflix *Night Stalker* documentary series, reveals how the case of infamous serial murderer Richard Ramirez had an incredibly coincidental link to his father's (Perry Saidman) work as a patent lawyer. Explore how a shoe so distinct as to warrant design patent protection became the key piece of evidence to help police catch the murderer.

Aaron Saidman, The Intellectual Property Corporation, *Van Nuys, CA*

Virtual Networking Session

(Livestream 10/07/21, 3:00pm–3:30pm)

Update on Copyright Law

(Livestream 10/08/21, 9:00am–10:00am)

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*

Update on Trademark Law

(Livestream 10/08/21, 10:15am–11:15am)

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

Theodore H. Davis, Jr., Kilpatrick Townsend & Stockton LLP, *Atlanta, GA*



Remarkable program. TM updates on IP law were particularly informative and presented in an intelligent and memorable way.

Steven Susser, Carlson Gaskey & Olds PC, *Birmingham*

Tips and Trends on China Trademark, Copyright, and Anti-Counterfeiting

(Livestream 10/08/21, 11:30am–12:30pm)

Explore key differences between China versus Western trademark systems and the impact on brand owners operating in China. Learn why copyright is called “Super Trademark” and examine effective anticounterfeiting programs in China/Asia. Dive into key China court decisions impacting Amazon sellers and “Shark Tank” participants when manufacturing, sourcing, or retailing in China. Get critical takeaways for businesses amid U.S.-China tension and practical tips for fighting bad-faith infringers and squatters.

Amy Hsiao, Adsero IP, *Littleton, CO*

An IP Practitioner’s Guide to Recent Changes in IP, Trade, and China

(Livestream 10/08/21, 1:15pm–2:15pm)

The U.S. trade war with China, based on China’s technology transfer practices, put a spotlight on the uses of trade remedies to resolve IP issues overseas. How can your clients use Section 301 to advance their interests? We will explore IP’s continuing role in the U.S.-China trade relations, recent reforms facilitated by the trade war, and recent revisions to China’s IP laws, and discuss how to advance your client’s interests with trade policy in the face of overseas challenges.

Mark Cohen, University of California Berkeley, *Berkeley, CA*

How to Be an Ethical Zealous Advocate

(Livestream 10/08/21, 2:30pm–3:30pm)

Have you ever wondered where the ethical line is? Join Kirk Goodwin as he walks you down and around those lines with real-life examples. You’ll likely be surprised where courts have found the line to be! Take away real-world lessons learned to apply in your practice.

Kirk Goodwin, Whirlpool Patent Company, *St. Joseph*

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HOT TOPIC

The Tale of a Shoe, My Father, and the Night Stalker

True crime and IP come together in this can’t-miss presentation. Aaron Saidman, executive producer of the Netflix documentary series *Night Stalker: The Hunt for a Serial Killer*, shares the incredible story of his father’s patent work and its connection to one of America’s most infamous cases.

Speaker



Aaron Saidman

The Intellectual Property Corporation
Van Nuys, CA

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