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“ The topics were very timely and the presenters provided valuable information and practice tips.

Bradley W. Bidwell, The Dow Chemical Company,
Midland

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Hon. Robert J. Jonker
U.S. District Court—Western
District of Michigan, *Grand Rapids*



Sean Leach
Mathys & Squire,
London, United Kingdom



Andrew White
Mathys & Squire,
London, United Kingdom

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Spring Seminar 2021**

Includes electronic materials. Get individual on-demand access to video recordings, written materials, and PowerPoints for three years starting 04/29/21. Plus six livestreamed sessions on 03/25/21.

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LIVESTREAM 03/25/21 | ON-DEMAND EVENT (AVAILABLE 04/29/21)

Intellectual Property Law Spring Seminar 2021

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Tackle Hot Topics in Your IP Practice

Critical updates, expert insight from local and national IP leaders, interactive discussions—get it all in a convenient format at an unprecedented price. There’s something for everyone, whether you specialize in patent or trademark law. Hear straight from the bench regarding COVID-19’s impact on IP litigation. Protect your clients’ IP rights in the Amazon marketplace. Understand the latest implications of *Booking.com*.

You Will Be Able to:

- Apply strategies for dealing with third-party patents in Europe
- Understand the role consumer perception plays in the wake of *Booking.com*
- Learn how examiners speed up or delay patent applications
- Use best practices as courts continue to adjust to the pandemic
- Get solutions from your peers during a virtual networking session

Schedule

Note: “Virtual Networking” is livestreamed only; other sessions also available on demand.

Litigation in the Time of COVID

(Livestream 03/25/21, 9:00am)

Get a view from the bench on the state of IP litigation in Michigan in the wake of COVID-19. What is the current status of in-person and virtual proceedings before the court? What COVID-related court changes can practitioners expect to remain after the pandemic? Learn effective ways to put your best foot forward in virtual appearances, prepare your clients, and avoid potential pitfalls. Get your questions answered and hear practical tips straight from the bench to incorporate into your practice.

Daniel P. Aleksynas, Chair, Intellectual Property Law Section of the State Bar of Michigan, Young Basile, *Troy*
Hon. Robert J. Jonker, U.S. District Court—Western District of Michigan, *Grand Rapids*

Strategy for Dealing with Third-Party Patents in Europe

(Livestream 03/25/21, 10:15am)

Explore the relatively under-used options available in challenging third-party patents and patent applications. Gain insight into attacking an application, the EPO opposition procedure, and controlling risk post-grant. Examine the options available to control risk from national patents post-grant and EP patents outside the EPO opposition period. Learn about the threats presented by infringement proceedings in EP jurisdictions including damage calculations, liability for costs, and more.

Sean Leach, Mathys & Squire, *London, United Kingdom*
Andrew White, Mathys & Squire, *London, United Kingdom*

Navigating IP Protection and Enforcement in the District of Amazon

(Livestream 03/25/21, 11:30am)

COVID-19 has only accelerated the switch from brick and mortar to e-commerce, and in particular Amazon. Infringement of IP rights, from sales of counterfeit or other IP-infringing goods, occur frequently in the marketplace. Explore Amazon’s Brand Registry, trademark infringement complaint process, and Utility Patent Neutral Evaluation Procedure. Learn how these accelerated proceedings are well-suited for e-commerce and how the reduced cost makes enforcing IP more practical to a broader market.

John S. Artz, Dickinson Wright PLLC, *Ann Arbor*
James K. Cleland, Dickinson Wright PLLC, *Ann Arbor*
Thomas W. Cunningham, Brooks Kushman PC, *Southfield*
Dustin Zak, Brooks Kushman PC, *Southfield*

Moderator



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

Featured Speakers



Sean Tu
West Virginia University College
of Law, *Morgantown, WV*



Rebecca Tushnet
Harvard Law School,
Cambridge, MA

CLE: 5.25 Level: Intermediate

Is the Abercrombie Spectrum Overbooked After *Booking.com*?

(Livestream 03/25/21, 1:15pm)

The *Booking.com* case held that consumer perception determines whether or not a claimed trademark is generic, opening the door for many ownership claims to generic.com domains. What implications does this holding have for the use of survey evidence? For infringement claims against others who incorporate a generic term into their domain names? For the burgeoning PTO and perhaps judicial interest in the separate requirement that claimed trademarks “function as a mark” even when they’re not generic?

Rebecca Tushnet, Harvard Law School, *Cambridge, MA*

Patenting Fast and Slow: How Examiners Speed Up or Delay Prosecution

(Livestream 03/25/21, 2:20pm)

Understanding how examiners work the quota system with very different outcomes can be critical for practitioners trying to determine what sort of responses or claim narrowing they should make. Learn what types of rejections to expect from different types of examiners and explore what type of traversal strategies work best on each type of examiner. Take away valuable insight into how examiners are able to meet their production goals by either delaying or allowing patent applications.

Sean Tu, West Virginia University College of Law, *Morgantown, WV*

Virtual Networking Hot Topic Discussions

(Livestream 03/25/21, 3:10pm)

Join us for virtual networking and share your thoughts on the seminar’s most thought-provoking topics. Get in on the discussion and get your questions answered.

“Best bang for the buck in IP continuing education.

Kevin M. Hinman, Stryker Corporation, *Portage*

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

Thomas D. Helmholdt, Helmholdt Law PLC, *Rochester Hills*



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