dive into the latest IP issues

12 PROMINENT JUDGES
• Hon. Denny Chin (2d Cir.) • Hon. Jimmie Reyna (Fed. Cir.) • Hon. Joseph Bataillon (D. Neb.)
• Hon. Cathy Bissoon (W.D. Pa.) • Hon. Andrew Guilford (C.D. Cal.) • Hon. Marilyn Huff (S.D. Cal.)
• Hon. S. James Otero (C.D. Cal.) • Hon. James Robart (W.D. Wash.)
• Hon. Sue Robinson (D. Del.) (ret.) • Hon. Alexander MacKinnon (C.D. Cal.)
• Hon. Robert Rogers (ITC) (ret.) • High Court of Justice Sir Richard Arnold (U.K.)

Email questions for the judges to cle@law.usc.edu

LUNCHEON KEYNOTE
Dr. Patrick Soon-Shiong, Chairman and CEO, NantWorks

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The Institute is proud to introduce its Inaugural IP Moot Court Competition. Teams of two participants each will compete to present their arguments to a distinguished panel of Federal appellate and district court judges during a plenary session before the Institute’s audience of IP professionals.

The competitors will argue the issues presented on appeal in the Gaye v. Williams copyright battle, which challenges the jury verdict that Blurred Lines by Pharrell Williams and Robin Thicke infringes the copyright for Marvin Gaye’s classic Got to Give It Up. Copyright practitioners and music industry professionals have lined up on both sides of this case, which many think has blurred the lines for determining when one piece of music infringes another.

Two preliminary rounds will take place on March 19. Thefinalists will argue before the Institute audience on March 20. After the finalists complete their arguments at the Institute, the judges will deliberate and comment on the presentations, and the Chief Judge will announce the winners.

luncheon keynote

DR. PATRICK SOON-SHIONG
CHAIRMAN
CHIEF EXECUTIVE OFFICER
NANTWORKS

DR. PATRICK SOON-SHIONG is a physician, surgeon, researcher, philanthropist and scientist. He invented and developed the revolutionary drug Abraxane, which has received FDA approval for the treatment of metastatic breast cancer, lung cancer and advanced pancreatic cancer. Over the course of Dr. Soon-Shiong’s career, he has pioneered novel therapies for both diabetes and cancer, published over 100 scientific papers, and has been granted over 230 patents worldwide for groundbreaking advancements spanning myriad fields of technology and medicine.

In 2016, Dr. Soon-Shiong received the Franklin Institute Award for his visionary leadership and commitment to advancing medical and scientific research and for bringing new treatment options to cancer patients. He was also honored at the Vatican and received the 2016 Pontifical Key Visionary Award. In 2017, the Smithsonian Institute honored his work by placing Abraxane in the permanent exhibit at Smithsonian’s National Museum of American History.

Dr. Soon-Shiong currently serves as Chairman and CEO of NantWorks, an ecosystem of companies aiming to create transformative global health information and next-generation pharma development networks. Under the NantWorks umbrella, he also serves as Chairman and CEO of both NantKwest, an immunotherapy company focusing on natural killer cells, and NantHealth, a transformational healthcare company converging biomolecular medicine and bioinformatics with technology services to empower physicians, patients, payers, pharma and researchers to transcend the traditional barriers of today’s healthcare system.

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ACCOUNTANTS. Continuing Professional Education (CPE): This program meets the guidelines set by the California State Board of Accountancy in the amount of 6.5 hours.
2018 Intellectual Property Institute Program

7:00 AM
Registration and Continental Breakfast

7:30 AM – Women in IP Breakfast
Hosted by Alston & Bird LLP
ALSTON & BIRD

Grit and Growth Mindset:
Taking Your Practice to the Next Level
Extensive research concerning the traits and characteristics of those who have achieved professional success (both men and women) has repeatedly confirmed that the possession of grit and a growth mindset are far better predictors of success than pure intelligence or talent. A panel of distinguished general counsel will explore how grit and a growth mindset affect the way we confront challenges and how both can be used to overcome obstacles in the workplace, including those related to inherent/implicit bias. The panel will also explore how people can “grow” grit and cultivate a growth mindset, not only within themselves, but also within those around them.

0.75 hours of MCLE elimination of bias credit available.

Carla Christofferson
General Counsel
AECOM

Malissia R. Clinton
Senior Vice President, General Counsel and Secretary
The Aerospace Corporation

Kendra D. Jones
Vice President, Legal Affairs
General Counsel
Epson America

Karen M. Kramer
General Counsel
Quora
Mountain View, CA

MODERATOR AND SPEAKER
Michelle Banks
Senior Advisor
BarkerGilmore LLC
San Francisco, CA

Edward G. Poplawski
Institute Chair
Wilson Sonsini Goodrich & Rosati

8:35 AM
Welcome and Opening Remarks

8:40 AM
The New Frontier of IP Litigation:
New Technologies, New Claims,
New Venues and the New Role of Equity
Perspectives from the Bench
Join prominent Federal judges as they discuss changes in the courtroom now and in the future for trials, experts, damages, discovery, forum selection and other areas. Know the playbook for the future now.

Questions for the judges? Email your questions to cle@law.usc.edu or submit them via the Institute app and we will share your questions anonymously with the judges before the Institute.

Hon. Joseph F. Bataillon
U.S. District Court (D. Neb.)
Omaha, NE

Hon. Cathy Bissoon
U.S. District Court (W.D. Pa.)
Pittsburgh, PA

Hon. Denny Chin
U.S. Court of Appeals (2d Cir.)
New York, NY

Hon. Andrew Guilford
U.S. District Court (C.D. Cal.)

Hon. Jimmie V. Reyna
U.S. Court of Appeals (Fed. Cir.)
Washington, D.C.

MODERATOR
Paul D. Tripodi II
Wilson Sonsini Goodrich & Rosati

9:50 AM – Networking Break
10:10 AM
The Finals of the Institute's Inaugural IP Moot Court Competition
The final two teams will argue the issues presented on appeal in the Gaye v. Williams copyright battle before a panel of distinguished federal jurists. This case challenges the jury verdict that Blurred Lines by Pharrell Williams and Robin Thicke infringes the copyright for Marvin Gaye’s classic Got to Give It Up. Copyright practitioners and music industry professionals have lined up on both sides of this case, which many think has blurred the lines for determining when one piece of music infringes another. This should be an exciting interactive session!

JURISTS
Hon. Joseph F. Bataillon
U.S. District Court (D. Neb.)
Omaha, NE
Hon. Cathy Bissoon
U.S. District Court (W.D. Pa.)
Pittsburgh, PA
Hon. Denny Chin
U.S. Court of Appeals (2d Cir.)
New York, NY
MODERATOR
Rachel M. Capoccia
Jeffer Mangels Butler & Mitchell LLP

11:30 AM – Passing Period

11:35 AM
COPYRIGHT TRACK SESSION 1A
Streaming: Copyright's New Frontier
As internet technology evolves, consumers increasingly access content by streaming, without purchasing or obtaining copies of what they are viewing or hearing. The streaming ecosystem is a new frontier for copyright law and litigation and the rules are just beginning to be written. Join this distinguished international panel from the bench, industry, public interest and the private bar as the panelists evaluate the copyright landscape for participants in the streaming marketplace and discuss where the law is heading and where it should go.

Sir Richard Arnold
High Court of Justice
London, U.K.
Mitchell Stoltz
Senior Staff Attorney
Electronic Frontier Foundation
San Francisco, CA
Karen Thorland
Senior Vice President
Deputy General Counsel
Chief Global Content Protection Legal
Motion Picture Association of America
MODERATOR AND SPEAKER
Andrew P. Bridges
Fenwick & West LLP
San Francisco, CA

PATENT TRACK SESSION 1B
Considerations of Patent and Technology Readiness in Light of Recent Developments in the Law
The legal trends we see playing out in the Federal Circuit, the District Courts and the Patent Trial and Appeal Board affect many aspects of patent and technology legal practice, including patent prosecution, patent licensing and technology transfer, product development, pre-litigation assessments and confidentiality policies. This panel consists of experienced in house counsel who will address the myriad ways in which the developing law impacts their IP and technology practices, and the measures they take to align their internal policies and practices to comply with the developing law and drive effective outcomes.

Chantal Morgan D’Apuzzo
Associate General Counsel
California Institute of Technology
Gail A. Katz
Chief Intellectual Property Counsel
Danaher Corporation Dental Platform
Vincent Lam
Chief Patent Litigation Counsel, North America
HTC Corporation
San Diego, CA
Rouz Tabaddor
Deputy General Counsel
CoreLogic
Wendy A. Whiteford
Vice President, Law, Intellectual Property & Litigation
Amgen, Inc.
MODERATOR
Andrea Weiss Jeffries
Jones Day
Dr. Patrick Soon-Shiong
Chairman
Chief Executive Officer
NantWorks

12:45 PM
Luncheon Keynote Presentation:
NantWorks: Delivering the Fourth Industrial Revolution in Healthcare and Artificial Intelligence
Dr. Soon-Shiong, visionary physician, surgeon, researcher, philanthropist, scientist and inventor, joins us for a 30-minute presentation to provide his perspectives on healthcare and artificial intelligence.

Rosalyn P. Mitchell
Managing Counsel, Class Action and IP Litigation
Toyota Motor North America, Inc.

Hon. S. James Otero
U.S. District Court (C.D. Cal.)

Hon. Robert K. Rogers (ret.)
International Trade Commission

Jamie D. Underwood
Alston & Bird LLP
Washington, D.C.

MODERATOR
Erica Van Loon
Glaser Weil LLP

2:05 PM
COPYRIGHT TRACK SESSION 2A
The DMCA at 20: Current Developments and the Future of Section 512 of the Copyright Act
The DMCA’s safe harbor provisions were enacted in 1998 to prevent online infringement of copyrighted content while also allowing internet companies the breathing room they needed to develop innovative technology. Twenty years later, the statute plays to mixed reviews. Join our panel of experts from the bench, government and the copyright bar as they discuss the latest developments in DMCA safe harbor litigation, the Copyright Office’s 2018 report on Section 512, and what the future holds for this ever-evolving area of copyright law.

Hon. Denny Chin
U.S. Court of Appeals (2d Cir.)
New York, NY

Rachel Kassabian
Quinn Emanuel Urquhart & Sullivan, LLP
Silicon Valley, CA

Maria Strong
Deputy Director of Policy and International Affairs
U.S. Copyright Office
Washington, D.C.

MODERATOR AND SPEAKER
Dale Cendali
Kirkland & Ellis LLP
New York, NY

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San Bernardino County Bar Association
San Francisco Intellectual Property Law Association
TRADEMARK TRACK SESSION 2C

Whatever Happened to 3D Printing?

In 2014, the World Trademark Review predicted that by 2018 3D printing would result in the loss of at least $100 billion per year in IP globally. The panelists will discuss whether or not that prediction is likely to occur, whether 3D printing has evolved to be a true disruption to traditional manufacturing and licensing, and how some brand owners have embraced 3D printing. Learn what enforcement strategies brand owners should use to combat issues that might be caused by the 3D printing industry.

Laetitia Jouhaud
Brand Protection Manager
GoPro, Inc. (San Mateo, CA)

Kevin S. McPherson
Director of Brand Protection
Otter Products, LLC (Fort Collins, CO)

Stephan Thomas
Co-Founder and Chief Strategy Officer
Identify 3D (San Francisco, CA)

Robert Turner
Litigation Attorney
Hasbro, Inc. (Pawtucket, RI)

Sid Venkatesan
Chief IP Counsel
GE Digital (San Ramon, CA)

MODERATOR
Marc H. Trachtenberg
Greenberg Traurig, LLP (Chicago, IL)

3:15 PM – Networking Dessert Break

3:35 PM
The IP Year in Review: Patent Law, Trademark Law and Right of Publicity, Copyright Law

In this popular session, top scholars in patent, trademark and right of publicity, and copyright highlight and explain the most significant developments in IP law of the past year.

Professor Christine Haight Farley
American University
Washington College of Law
Washington, D.C.

Professor Robert P. Merges
UC Berkeley School of Law
Berkeley, CA

Professor David Nimmer
UCLA School of Law
Irell & Manella LLP

MODERATOR
Philip H. Lam
Intellectual Property Counsel
City of Los Angeles

5:30 PM – Networking Reception
Meet the Institute speakers at our cocktail reception, co-hosted by TM Financial Forensics, LLC
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Jeff Kichaven Commercial Mediation

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Media, Tech & Retail Advisor
Former ComcastNBCU and Fox executive

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The Media, Entertainment & Technology Law Program at the USC Gould School of Law offers students a unique educational experience that addresses the complex mix of legal and business issues in content and technology markets. Our innovative curriculum prepares students for practice through courses in intellectual property and business law taught by our research faculty, skills and simulation workshops taught by senior transactional and litigation attorneys. USC Gould law students gain practical experience through our Intellectual Property and Technology Law Clinic, and externship opportunities in the legal departments of leading media, entertainment and technology firms. Students who wish to specialize in entertainment law have the opportunity to earn a Certificate in Entertainment Law, including courses at the USC School of Cinematic Arts. Interested in learning more about our program, students and graduates? We encourage you to browse our website at [http://gould.usc.edu/academics/media-entertainment-and-technology-law-program/](http://gould.usc.edu/academics/media-entertainment-and-technology-law-program/) or contact the Director, Professor Jonathan Barnett, at jbarnett@law.usc.edu.

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frequently asked questions

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Your registration fee includes all sessions, including the Women in IP breakfast session and the keynote luncheon, the networking breaks, the cocktail reception, continuing education credit, the Institute mobile app and an electronic download of the Institute Syllabus (an up-to-date volume of analyses and practical materials prepared by our speakers). Free WiFi will be available for all attendees!

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TUESDAY, MARCH 20, 2018
FAIRMONT MIRAMAR HOTEL & BUNGALOWS | SANTA MONICA, CALIFORNIA

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☐ $225 Full-Time Law Students

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2018 INTELLECTUAL PROPERTY INSTITUTE

Santa Monica Beachfront Venue

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