2018 INTELLECTUAL PROPERTY INSTITUTE

11 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. Alexander MacKinnon (C.D. Cal.) • Hon. Robert Rogers (Ret.) (ITC)
• High Court of Justice Sir Richard Arnold (U.K.)
Email questions for the judges to cle@law.usc.edu

LUNCHEON KEYNOTE
Dr. Mark Kokes, Chief Intellectual Property Officer, NantWorks

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Professors Farley, Merges and Nimmer

dive into the latest IP issues

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The Institute will sell out early, so register online now at http://gould.usc.edu/cle/ip/

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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. The finalists 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.

DR. MARK KOKES is the Chief Intellectual Property Officer of Nantworks and the Nant family of companies, a large healthcare conglomerate based in Los Angeles, CA. Dr. Kokes is a 15 year veteran of the mobile and telecom industries and was hired by Dr. Patrick Soon-Shiong to found Nant’s IP monetization business leveraging its aggregate IP portfolio.

Prior to joining Nantworks, Dr. Kokes led all aspects of BlackBerry’s IP prosecution, licensing, venturing, acquisitions and divestitures, litigation strategy, technology research and global technology standardization activities. Prior to Blackberry, he was the Vice President of Corporate Development and IP Licensing at Intertrust where he led all North American and European IP licensing and Corporate Development activities. Before joining Intertrust, Dr. Kokes held a series of senior engineering, corporate strategy and IP related positions at Nokia Research Center, Sony Ericsson’s Corporate Technology Office and HTC’s Corporate Strategy Group. Dr. Kokes is an inventor on six granted U.S. and international patents, has co-authored several additional international patent applications and has published over twenty academic articles on various research topics.

Dr. Kokes holds a Ph.D. in Electrical Engineering from Southern Methodist University and a M.S. and B.S. (Summa Cum Laude) in Electrical Engineering from Texas A&M University.

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TUESDAY
MARCH 20, 2018

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.

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.

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

Kendra D. Jones
Vice President, Legal Affairs
Epson America

Karen M. Kramer
General Counsel
Quora
Mountain View, CA

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Michelle Banks
Senior Advisor
BarkerGilmore LLC
San Francisco, CA

Edward G. Poplawski
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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
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!

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

12:00 PM

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
Amgen, Inc.

MODERATOR
Andrea Weiss Jeffries
Jones Day
12:45 PM

Luncheon Keynote Presentation: NantWorks: Delivering the Fourth Industrial Revolution in Healthcare and Artificial Intelligence

Dr. Mark Kokes joins us for a 30-minute presentation to provide his perspectives on healthcare and artificial intelligence.

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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The Federal Circuit Bar Association
Howard T. Markey Intellectual Property Inn of Court in Orange County

Intellectual Property Law Section of the State Bar of California
Intellectual Property Owners Association
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The Los Angeles Intellectual Property Law Association
National Association of Record Industry Professionals
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
Senior Brand Protection Program Manager
GoPro, Inc. (San Mateo, CA)
Stephan Thomas
Co-Founder and Chief Strategy Officer
Identify3D (San Francisco, CA)
Jonathan Tudryn
Brand Protection Manager
Otter Products, LLC (Fort Collins, CO)
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
planning committee

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U.S. Patent and Trademark Office

Ellen S. Robbins*
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Alston & Bird LLP

*Executive Committee Members
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 attorney. 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/ 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!

AUDIO RECORDINGS AND SYLLABUS
Attending but want to refer back to sessions after the Institute? Purchase audio recordings at a discount when you purchase an Institute registration.

Unable to attend? Purchase audio recordings and the Institute Syllabus and receive California CLE self-study credit for listening to the sessions.

For more information, visit our website at http://gould.usc.edu/cle/ip.

LOCATION AND ACCOMMODATIONS
The 2018 Intellectual Property Institute will be held at:

Fairmont Miramar Hotel & Bungalows
101 Wilshire Boulevard, Santa Monica, CA 90401
Information: (310) 576-7777  Reservations: (866) 540-4470
Website: http://www.fairmont.com/santa-monica/
Reservations: https://aws.passkey.com/go/uscgouldslipi

The Fairmont Miramar combines historic elegance, a beachfront location and modern appointments, offering a beautiful swimming pool, swaying palm trees, sea breezes, exquisitely manicured grounds and casually elegant guest rooms and suites. This luxury oceanfront hotel will provide an unforgettable experience.

A limited number of rooms are available at the Fairmont Miramar at a special rate of $365 per night for single or double occupancy. Call the hotel reservations number by February 28, 2018 and mention the USC Gould School of Law to take advantage of this special rate.

PARKING
Parking at the hotel is very limited and may not be available when you arrive, so plan accordingly. Self-parking is available at the City of Santa Monica Parking Structures 2 and 4 (short walks from the Fairmont Miramar). You may also be able to reserve parking at nearby private lots using the ParkMe parking app. Additional information is available at http://www.downtownsm.com/parking or on our website at http://gould.usc.edu/cle/ip. Hotel parking, if available, costs $19.80 per day or $50.00 per night for overnight guests.

CHECK-IN AND BADGE PICK-UP
Check-in begins at 7:00 AM. Badges will be held at Will Call in the Wedgewood Foyer on the ground level of the hotel.

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☐ $499 Three or More Registrations from the Same Organization (each)
  (printed registration forms must be submitted together)
☐ $450 In House Counsel
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Register for the Women in IP Breakfast
☐ Yes ☐ No (No additional fee is required)

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