8 FEDERAL JUDGES
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• Hon. Joseph F. Bataillon (D. Neb.) • Hon. William M. Conley (W.D. Wis.)
• Hon. Colm F. Connolly (D. Del.) • Hon. Lucy H. Koh (N.D. Cal.)
• Hon. S. James Otero (C.D. Cal.) • Hon. James V. Selna (C.D. Cal.)

LUNCHEON KEYNOTE
Charles H. Rivkin, Chairman and CEO, Motion Picture Association

LEADING ACADEMICIANS
Professors Crouch, Farley, Geluso, Greene, Nimmer and Rothman

Plus: Women in IP Leadership
Half-Day Workshop on March 16
presented by USC Gould and ChIPs
(separate registration required)

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Redefining the Rules of the Game: Voices of Organizational Change Makers

From letter writing campaigns to proactive legislative efforts, various stakeholders will discuss meaningful ways to change corporate and law firm culture so that women and people of color gain leadership opportunities, equity, commensurate comp, and lead counsel roles. The panel discussion will include, among other things, the June 2019 letter lawmakers sent to Big Tech and the open letter to law firm partners from 170+ GCs pushing for greater diversity, as well as legislative efforts such as California’s law mandating that publicly held companies headquartered in California have at least one female on its board of directors.

2:30 PM
Redefining the Rules of the Game: Voices of Organizational Change Makers

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3:45 PM – Networking Break

4:15 PM
Redefining Your Future: Strategies to Build Your Brand

This panel will focus on creative and constructive ways in which women and people of color can market themselves to build their personal and professional brands (whether in-house or outside counsel) so that their talents, expertise and aptitudes can be seen, heard and positively leveraged.
Copyright Formalities as the Bane of African-American Artists from Blues to Hip-Hop

African-American music artists are the foundation for the American music industry, having created entire genres of music, from ragtime and blues to funk music and hip-hop. However, there has been a wide gulf between the creative contributions and innovations of black artists, and their entitlement to ownership and compensation under copyright law. In this talk, Professor Greene will explore the critical role of copyright formalities, such as registration, publication and copyright terminations in facilitating wealth transfers from artists and creators to non-creators like record labels and music publishing companies, with proposals for copyright reform that target the least advantaged in society.

1 hour of MCLE elimination of bias credit available.

Copyright and Trademark Litigation: A View from the Bench

With nearly 8,000 copyright and trademark cases filed in federal district courts every year, who better situated to comment on copyright and trademark litigation than the District Judges who preside over those cases? This panel of jurists from three different courts will discuss current issues in copyright and trademark litigation and how they can be addressed effectively in the courtroom. Topics may include surviving a motion to dismiss, the use of expert evidence, standards for statutory damages, the work made for hire and fair use doctrines, as well as establishing willfulness, the requirements for recovering an infringer’s profits and more.
10:30 – 11:30 AM

**IP Rights and Forced Technology Transfer in China: The Trade War Involving Intangibles**

This distinguished panel of experts will discuss the national security and economic implications of China's trade regime and laws in the areas of intellectual property and technology transfer, including longstanding concerns about intellectual property theft, cyberattacks, forced technology transfer, foreign ownership restrictions, and China's new Cybersecurity law that may impose restrictions on foreign company protection of data and communications. The panel will also address the impact of the January 15, 2020 Phase One trade deal between the U. S. and China in the foregoing areas and the current status of any changes to China's foreign investment laws as relates to these areas.

**Participants:**
- David R. Hanke
  - Arent Fox LLP
  - Washington, DC
- Brig. Gen. (Ret.) Robert S. Spalding III
  - Former Senior Director for Strategy National Security Council, White House
  - Senior Fellow, Hudson Institute
  - Arlington, VA
- Kevin J. Wolf
  - Akin Gump Strauss Hauer & Feld LLP
  - Washington, DC
- **Moderator**
  - Cari N. Stinebower
    - Winston & Strawn LLP
    - Washington, DC

11:35 – 12:45 PM

**COPYRIGHT TRACK SESSION 1A**

**Exploring the “Feud” Between Copyright and the Right of Publicity**

What happens when famous athletes, performers and other celebrities appear in copyrighted works? How do their rights to protect their identities affect the rights of authors and copyright owners to create and protect copyrighted works? And how will new state legislation expanding the right of publicity affect the balance? This panel of legal experts from the worlds of sports and entertainment and leading scholars and litigators will address the interplay of copyright and the right of publicity, addressing such issues as when copyright preempts publicity rights, First Amendment protection in right of publicity cases, and the extent to which copyright and the right of publicity are useful vehicles to address novel intellectual property challenges, including what to do about so-called “deep fakes.”

**Participants:**
- Duncan Crabtree-Ireland
  - Chief Operating Officer
  - General Counsel
  - SAG-AFTRA
- Daniel M. Grigsby
  - Chief Legal Officer
  - General Counsel
  - The Los Angeles Lakers
- Prof. Jennifer E. Rothman
  - Professor of Law
  - Joseph Scott Fellow
  - Loyola Law School
- Kelli L. Sager
  - Davis Wright Tremaine LLP
- **Moderator**
  - Ellen S. Robbins
    - Akerman LLP

**Patent Track Session 1B**

**Hot Topics in Patent Litigation, Licensing and Transactions**

This panel will focus on trending issues in patent litigation, patent licensing in light of the FTC decision against Qualcomm, litigation strategies in light of recent case law, and important issues in patent sales and valuations.

**Participants:**
- Hon. Alan Albright
  - U.S. District Court (W.D. Tex.)
- Kent Baker
  - Head of IP Strategy & Licensing
  - u-blox AG
  - San Diego, CA
- Hon. Joseph F. Bataillon
  - U.S. District Court (D. Neb.)
- Brad Watts
  - Majority Chief Counsel and Staff Director
  - Senate Judiciary Committee,
  - Subcommittee on Intellectual Property
  - Washington, DC
- **Moderator**
  - Ellen S. Robbins
    - Akerman LLP

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A Survey of Surveys: Tips and Traps for Trademark Survey Evidence

The stakes are rising in trademark litigation and the Internet has changed both the marketplace and means for conducting surveys. At this panel, you will learn the most current developments on surveys used for likelihood of confusion, dilution, fame, and secondary meaning. The panel will discuss key attributes of each survey, and tips for preparing and using a persuasive, defensible survey. The panel will also discuss how to avoid common or uncommon pitfalls that may devastate a survey.

Sarah Butler
NERA Economic Consulting
San Francisco, CA

Matt Ezell
Ford Bubala & Associates

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

Jedediah Wakefield
Fenwick & West LLP
San Francisco, CA

MODERATOR

Raffi Zerounian
Hanson Bridgett LLP

12:45 – 2:10 PM

Luncheon Keynote Presentation:
The Future of the Entertainment Industry in an Expanding Global Market

Charles H. Rivkin, Chairman and CEO of the Motion Picture Association (MPA), joins us for a 30 minute presentation on the challenges and opportunities for the future of the entertainment industry in an expanding global market.

Mr. Rivkin leads the MPA’s global mission to advance and support the film, television, and streaming content industry by advocating for policies that drive investment in film and television production, protect creative content, open markets, and championing the economic and cultural power of film and television to communities around the world. The MPAs current members include Disney, Netflix, Paramount, Sony, Universal, and Warner Bros.

In 2018, Mr. Rivkin was appointed to the U.S. Trade Representative’s Advisory Committee for Trade Policy and Negotiations. From 2014 to 2013, he was the U.S. Assistant Secretary of State for Economic and Business Affairs and from 2009 to 2013, he served as the U.S. Ambassador to France and Monaco. Before his government service, Mr. Rivkin worked in the media and entertainment sector for more than 20 years and served as President and CEO of the Jim Henson Company.

Charles H. Rivkin
Chairman and Chief Executive Officer
Motion Picture Association
Washington, DC

2:10 – 3:20 PM

The Piper Will Lead Us To Reason: Current Developments In Music Copyright

A multitude of recent high profile music plagiarism cases have explored such issues as to the extent to which various elements of songs are copyrightable, the standards for substantial similarity, the roles of courts and juries in deciding infringement and what may be considered in making that decision. This panel of experts from the worlds of music, film and copyright litigation and a leading musicologist, will explore whether courts view music disputes differently than other copyright litigation and the effect of recent legal proceedings on songwriters and others in the creative community. The panel will also discuss the Music Modernization Act, the Justice Department’s ongoing review of the ASCAP and BMI consent decrees and other emerging issues.

Danielle Aguirre
EVP and General Counsel
National Music Publishers’ Association
Washington, DC

Prof. Paul Geluso
Music Assistant Professor
Director, Music Technology Program
NYU Steinhardt

Edwin F. McPherson
McPherson LLP
TRADEMARK TRACK SESSION 2C
Unauthorized Use of Trademarks and Copyrights in Social Media and User-Generated Content: Where are the Boundaries and Who's Responsible?
Content sharing platforms such as social media attract visitors, publishers, and advertisers with convenient access to spontaneous and current content relevant to users' interests. But with this comes the increased publication of unauthorized content protected by trademark and copyright. This panel will explore and discuss the challenges faced in this environment, including how intellectual property owners, content platforms, users, and courts are interpreting the boundaries, and who is to be held responsible for overstepping those limits.

Michael Blend
Chairman and Co-Founder
System1

John F. Delaney
Perkins Coie LLP
New York, NY

Joseph Geisman
Vice President, Deputy General Counsel
Playboy Enterprises, Inc.

Tim Hance
Brands and Content IP Counsel
NBCUniversal

Matt Stratton
Associate General Counsel
Snap, Inc.

MODERATOR
Christian Tregillis
Hemming Morse, LLP

3:20 – 3:40 PM – Networking Dessert Break

3:40 – 5:40 PM
The IP Year in Review: Patent, Trademark and Right of Publicity, and Copyright
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.

Prof. Dennis D. Crouch
Author, Patently-O Law Blog
Associate Professor of Law
University of Missouri School of Law
Columbia, MO

Prof. Christine Haight Farley
Professor of Law, American University
Washington College of Law
Washington, DC

Prof. David Nimmer
Professor from Practice
UCLA School of Law
Of Counsel, Irell & Manella LLP

INTRODUCER
Prof. Jeffrey Pearlman
Clinical Assistant Professor of Law
USC Gould School of Law

5:40 PM – Networking Reception
Meet the Institute speakers at our cocktail reception, hosted by Signature Resolution.
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frequently asked questions

REGISTRATION
Registration for Tuesday’s Institute includes all sessions for the day, including the breakfast session, keynote luncheon, networking breaks, and cocktail reception. All registrations including Monday’s Women in IP Leadership Workshop will receive continuing education credit, the Institute’s mobile app (an online guide for the program) and an electronic download of the program syllabus materials. Free WiFi will be available for all attendees!

LOCATION AND ACCOMMODATIONS
The 2020 Intellectual Property Institute will be held at:

Fairmont Miramar Hotel & Bungalows
101 Wilshire Boulevard, Santa Monica, CA 90401
Information: (310) 576-7777  Reservations: (310) 319-3156
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Parking at the hotel is very limited and may not be available when you arrive, so plan accordingly. Hotel parking, if available, costs $20 per day or $50 per night for overnight guests. 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. Visit http://www.downtownsm.com/parking-info or our website at http://gould.usc.edu/cle/ip for additional information.

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Check-in begins at 7:00 AM for the Institute on Tuesday and 12:00 PM for Monday’s Workshop. Badges will be held at Will Call in the Wedgewood Foyer on the ground level of the hotel.

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☐ $75 Full-Time Law Students

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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
☐ $329 Recent Law School Graduates (Classes of 2017-19) (submit proof of graduation)
☐ $300 Government Employee
☐ $275 Full-Time Law Students

Register for Breakfast Session (Tuesday, March 17)
☐ Yes  ☐ No (No additional fee for registrants of Tuesday’s Institute)

INSTITUTE AUDIO RECORDINGS (Delivered after the Institute)
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☐ $199 Purchased without a Registration

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