Managing IP

US Patent 2020 Virtual forum

October 6-7

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Overview

Building a cohesive strategy to overcome legal and budget challenges is imperative as the uncertainty created by the AIA still looms larger after eight years. In addition, the global pandemic means priorities may need to be revisited and processes revaluated as patent professionals are faced with increased pressure to balance risk, reduce costs, all while maintaining productivity.

Managing IP's US Patent Forum will be brought to you across two days of interactive virtual discussions, providing a platform for leading lawyers to discuss the global patent landscape and mitigate any challenges on the horizon.

Key themes for 2020 include:

INTERACT

Interactive discussions designed to enhance the level of strategic discussion

DEBATE

Networking and expert advice sharing with leading IP counsel, with dedicated networking breaks and 1-1 meetings

DISCUSS

Exclusive insights from leading US lawyers

Confirm your place today at **events.managingip.com/uspatent**

If you would like to join as an expert speaker, please contact **natalie.canter@managingip.com**

DAY ONE – OCTOBER 6

EST

08:50 Opening remarks by Managing IP

Patrick Wingrove
Americas editor
Managing IP

09:00 Adapting your strategy to navigate risk and uncertainty in 2021

- Tackling enforcement challenges
- Venue issues post *TC-Heartland*
- How can you execute a defensive litigation strategy in the unpredictable landscape?

Drew Hirshfeld
commissioner for patents
USPTO

09:30 Short break

09:45 A year in review: case law updates from PTAB

- Ramifications and application of the new guidance: ranking multiple petitions
- Getting the most out of your challenges in a creative way
- Estoppel & claim construction standard
- Constitutionality challenges: *Arthrex* decision update?

Elizabeth Weiswasser
partner
Weil Gotshal & Manges

Ksenia Takhistov
director and legal counsel
CME

Kim Jordahl
founder
KSJ Law

10:45 Coffee break and networking

11:15 Review of pharma litigation trends

11:45 Short break

12:00 Comprehensive overview of global SEP landscape

Ryan Richardson
director
Sterne Kessler Goldstein & Fox

12:30 Lunch break and networking

13:30 Protecting and enforcing your trade secrets with a holistic approach

- Analysis on recent cases under DTSA
- Overcoming obstacles with litigation
- Perspective on what can be patented, what shouldn't & what should be left to trade secrets?
- Avoiding breaches and liability with contingency planning
- Damage control for breaches

Diane Gabl Kratz
Seagate Technology

Kim Jessum
chief IP counsel, US associate general counsel
Heraeus

Special Agent
strategic partnership coordination
FBI

14:30 Closing comments

Patrick Wingrove
Americas editor
Managing IP

14:35 Networking break

15:00 Close of day one

DAY TWO – OCTOBER 7

EST

08:50 Opening remarks by Managing IP

Patrick Wingrove
Americas editor
Managing IP

09:00 **Portfolio optimisation: creative solutions for managing your IP strategy**

- How to effectively run IP in-house department with constant cost pressures
- Prioritizing your patent portfolio based on business needs
- Generating and demonstrating value of your patent portfolio
- Opportunities to generate revenue to offset costs – pros and cons

Brian Dorini
chief US patent counsel and portfolio manager
IntrerDigital

Marian Flattery
associate general counsel – IP
Corteva Argiscience

Timothy Bedard
vice president and chief patent counsel
Visa

10:00 **Short break**

10:15 **International Trade Commission: an efficient forum for global enforcement?**

- Tracking the rise in trade secrets matters and NPE cases
- Venue of choice for sophisticated filers?
- Tips for success at the ITC – enforcement case study

Matt Rizzolo
partner
Ropes & Gray
(moderator)

Monisha Deka
investigative attorney
US International Trade Commission

Joshua Landau
patent counsel
Computer & Communications Industry Association

Kevin Post
partner
Ropes & Gray

11:15 **Coffee break and networking**

11:45 **Responding to the AI revolution: how is the legal practice evolving?**

- Debating the changing legal practice: understanding what can be protected by IP and how it varies from country to country
- Enforceability of AI patents in the future: where is IP going to be in 5 years?
- Data privacy and security: How are changes with GDPR and federal US government are impacting what companies are doing?
- Ethics in AI: how do you think about what should or shouldn't be automated? When do you intervene? What are the applications?

Michelle Holoubek
director
Sterne Kessler Goldstein & Fox

Joseph Mutschelknaus
director
Sterne Kessler Goldstein & Fox

12:45 **Lunch break and networking**

14:00 **Developing the next generation of IP leaders**

This session will be a closed door, open discussion with leading attorneys who will share their experiences and offering practical insights for developing the next generation of IP leaders both within your organisation and outside.

Nicole Spence
intellectual property attorney
IBM

Kirupa Pushparaj
IP director
Square

Stephanie Donahue
senior director, patent litigation
Sanofi

15:00 **Closing comments**

Patrick Wingrove
Americas editor
Managing IP

15:05 **Networking break**

15:40 **Close of forum**

MIP

Booking form

	In-house IP and patent counsel, R&D professionals, academics	Private practice, consultants, IP service providers
Standard booking rate	☐ FREE	☐ $695

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