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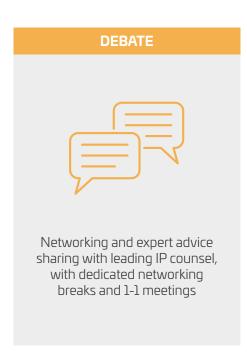
Overview

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:







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 Jordah founder KSJ Law

10:45	Coffee break and networking
10.10	Correct break aria 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

Close of day one

15:00



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 Al 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 Al 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 Al: 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



Booking form

	In-house IP and patent counsel, R&D professionals, academics	Private practice, consultants, IP service providers
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