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IN-HOUSE COUNSEL

5
CLE POINTS

Managing Intellectual Property™

INTERNATIONAL WOMEN'S LEADERSHIP FORUM 2016

JUNE 9 2016 | NEW YORK
THE CONVENE TIMES SQUARE



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To register, or for more information please call **Alicia Sprott**: +44 207 779 8334 | Email: alicia.sprott@legalmediagroup.com
For in-house speaking opportunities please contact **Lauren Kerr**: +1 212 224 3411 | Email: lauren.kerr@euromoneyny.com

INTRODUCTION

After hugely successful events in New York, San Jose and London; Managing Intellectual Property will return with the third International Women's Leadership Forum, held in New York on June 9 2016. It will focus on US and global IP developments, and will provide an opportunity for women in IP to hear the latest thoughts from senior leaders. Subjects include: licensing; increasing anti-counterfeiting technologies; challenges in the entertainment industry; copyright; and trademarks, among many others.

This interactive Forum will examine best practice and innovation around leadership, networking and business development. It will feature leading general counsel and IP counsel who will share their thoughts and insights with the audience.

Unlike many events that are aimed at only at the most senior lawyers, this event welcomes new-admitted and experienced lawyers. From junior associates through to partners in private practice. It also targets legal counsel, senior legal counsel and general counsel on the in-house side. It is a development opportunity for the next generation of women leaders. The aim is to provide an inclusive debate around building the talent pipeline as well as discussing the latest developments in IP.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities: We will create a bespoke solution that will position your organisation as a thought leader and ensure you engage with your target audience. This will help you to meet and influence the people who are going to grow your business.

Please contact Melanie Petch on +44 20 7779 8836 or mpetch@euromoneyplc.com to discuss.

TO REGISTER, OR FOR MORE INFORMATION PLEASE CALL

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FOR IN-HOUSE SPEAKING OPPORTUNITIES PLEASE CONTACT

LAUREN KERR: +1 212 224 3411
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SPEAKERS AT WOMEN'S LEADERSHIP FORUM NEW YORK 2015 INCLUDED:

Naomi Waltman, SVP & associate general counsel, **CBS**

Cooper Jackson, SVP, business affairs, **Sony Pictures Home Entertainment**

Penny Gilbert, partner, **Powell Gilbert**

Zoë Butler, partner, **Powell Gilbert**

Catherine Lacavera, director of litigation, **Google**

Caren Khoo, associate general counsel, **Verizon**

Laurie Fitzgerald, principal, **McKool Smith**

Cathy Lueders, SVP, managing counsel, **MasterCard Worldwide**

Lisa Meyerhoff, partner, **Baker McKenzie**

Marian Underweiser, IP strategy & policy counsel, **IBM**

Monisha Deka, investigative attorney, **US International Trade Commission**

Gillian Lusins, SVP, intellectual property, **NBCUniversal**

Linda Thayer, partner, **Finnegan Henderson Farabow Garrett & Dunner**

Jill MacAlpine, partner, **Finnegan Henderson Farabow Garrett & Dunner**

Laura Collada, managing partner, **Dumont Bergman Bider & Co.**

Shima Roy, partner, **Baker & McKenzie**

Kamleh Nicola, partner, **Baker & McKenzie**

Stephanie Vaccari, partner, **Baker & McKenzie**

Katherine Minarik, partner, **Bartlit Beck Herman Palenchar & Scott**

Joan McGillycuddy, chief intellectual property counsel, **Avon Products**

Heidi Garfield, assistant general counsel, **Shutterstock**

Natalie Moritz, senior counsel, litigation, **PNC Financial Services Group**

Judge Rama Elluru, administrative patent judge, Patent Trial and Appeal Board, **USPTO**

TOPICS AVAILABLE

<p>Trends in trademark protection</p> <ul style="list-style-type: none"> • Trade mark dilution: Recent cases from 2015 • Strategic advantages: how to position your portfolio if a mark has issues • Enforcement: setting up a global footprint (for example, a Fortune 500 company will have to check standards in every country when it decides to rebrand) • Best practice for unconventional marks • Business considerations in disparaging trademarks (<i>Washington Redskins</i>) 	
<p>Licensing agreements and regulations</p> <ul style="list-style-type: none"> • Drafting effective agreements and adapting to regulations • How to pre-empt and prevent ownership and enforcement right disputes • Consequences of failing to comply 	
<p>Anti-counterfeiting and brand protection</p> <ul style="list-style-type: none"> • Anti-counterfeiting technologies • Maximising design protection and creating a safe trading environment • Strategies to avoid counterfeiting • Increasing infringement issues in developing markets • Protecting your brand as these technologies become more sophisticated 	<p>Melissa Berger, IP counsel, Coach</p>
<p>PTAB litigation and <i>inter-partes</i> review</p> <ul style="list-style-type: none"> • The first PTAB decision on remand from Federal Circuit • Key issues in the discovery process • PTAB and district court parallel litigations • Covered business method patents • 2015 was a record year for PTAB filing: what is driving success rates? 	
<p>The Unitary Patent and UPC: State of play</p> <ul style="list-style-type: none"> • The state of the UPC: which countries face legal challenges • Legal challenges in the transition period • Application fees and financial considerations • Risks and opportunities – evolving in-house strategies • Litigation trends with regards to the UPC 	<p>Penny Gilbert, partner, Powell Gilbert Sabine Agé, partner, Véron & Associés</p>
<p>Trending copyright issues in both traditional copyright arenas such as music and film and emerging technologies</p> <ul style="list-style-type: none"> • The post-Aereo fallout (<i>Fox v. Dish Network</i>) • Music copyright issues (the <i>Flo & Eddie v. Sirius XM</i> class action and related cases) • Novel attempts to use copyright law to address various issues: monkey selfies (<i>Naruto v. Slater</i>); tattoos appearing on sports personalities (<i>Solid Oak v. Take-Two</i>); and individual performer's performance (<i>Garcia v. Google</i>) • Continued development in the fair use arena (<i>Authors Guild v. Google</i>) • Copyright policy developments – is it time for a new Copyright Act? 	<p>Katie McCarthy, partner, King & Spalding</p>
<p>Canada: A round up of legislative changes</p> <ul style="list-style-type: none"> • Canada's new trade mark law – what will change? • Opportunities for companies arising from the change in legislation • Canada's Combating Counterfeit Products Act 	
<p>IP protection in Latin America and BRIC</p> <ul style="list-style-type: none"> • Patent protection and harmonisation in Latin America • Exploitation of IP rights in overseas (royalties, tax and the like) • Issues with overseas court and registry systems • Analysing trends and cases 	
<p>The importance of leadership in developing your career</p> <ul style="list-style-type: none"> • Experiences that have best prepared you for your current leadership role • How did your career path come about • Advice for junior or senior lawyers who want to progress their careers • How did you go about building your network • What would you tell the younger you? 	<p>Ashley Moore, principal, McKool Smith Gwen Marcus, EVP & general counsel, Showtime Networks Ashley Moore, principal, McKool Smith Gwen Marcus, EVP & general counsel, Showtime Networks</p>

MIP WOMEN IN IP GLOBAL NETWORK

Managing IP now has over 700 members of the Women in IP Global Network, launched a year ago. Members of the group are invite to join any of our events, free of charge. The group has been developed with the following aims:

- to facilitate direct contact with in-house IP counsel;
- to share best practice;
- to provide opportunities for in-person networking for women in intellectual property globally;
- to facilitate relationship building through an online community;
- to develop women associates on the partner track and inspire the next generation of women in-house leaders;
- to connect women IP lawyers with similar industry specific expertise

BENEFITS OF JOINING THE GROUP

Membership of the network is by invitation only and includes the following benefits:

- Invitations to breakfast seminars and cocktail receptions in various locations across the world
- Delegate place at the Managing IP International Women's Leadership Forum, June 2016
- Delegate place at the Managing IP International Women's Leadership Forum, December 2016
- Exclusive membership within online community
- Access to articles commissioned exclusively for the online platform
 - Leadership Series – bi-monthly interviews with senior women executives
 - Best Practice Series – bi-monthly articles illustrating innovative initiatives around women lawyers, including law firm case studies and surveys around law firm policy and associate satisfaction

INTRODUCTORY OFFER

Join by May 9, 2016 and we will discount your annual membership by up to 40%. If you take the gold membership your firm will feature in Managing IP's Best practice series.

HOW DO I JOIN?

Email:
registrations@managingip.com
to join the network.

MEMBERSHIP OPTIONS

CONFERENCES AND NETWORKING

International Women's Leadership Forum (one day conference):

- London (February 23, 2016)
- New York (June 9, 2016)
- San Jose / Bay Area (December, 2016)

INTA annual meeting cocktail reception - Orlando (May 2016)

Exclusive membership of online platform

DEVELOPMENT

Live Q&A (panel discussion, 60 mins, 1 CLE/CPD)

Exclusive content (posted on online platform)

Leadership series - bi-monthly interviews with senior women executives

Best practice series - bi-monthly articles illustrating innovative initiatives around women lawyers, including law firm case studies

PRICE - Standard

PRICE - Join by May 9, 2016

	BRONZE	SILVER	GOLD
	1 invite to 1 conference	5 invites across 3 conferences	15 invites across 3 conferences
	1 invite	5 invites	10 invites
	1 member	15 members	30 members
	1 invite	unlimited	unlimited Opportunity to host
	1 member	15 members	30 members Logo promotion Opportunity to contribute editorially
	\$2,028	\$7,527	\$12,499
	\$1,690	\$5,790	\$7,490
	20% DISCOUNT	30% DISCOUNT	40% DISCOUNT