

PRELIMINARY SCHEDULE

SUNDAY, SEPTEMBER 7

<u>TIME</u>	<u>FUNCTION</u>	<u>LOCATION</u>
11:00 PM - 8:00 PM	EARLY REGISTRATION	<i>Convention Center East Lobby</i>
11:00 PM - 12:30 PM	WOMEN IN IP NETWORKING BRUNCH	<i>Pan Pacific Hotel Oceanview Suite</i>
12:00 PM – 4:00 PM	IPO BOARD OF DIRECTORS MEETING <i>Board Members and Alternates Only</i>	<i>Pan Pacific Hotel Crystal Pavilion Ballroom</i>
3:00 PM – 4:00 PM	COMMITTEE BUSINESS MEETINGS	<i>Pan Pacific Hotel Gallery Level</i>
4:30 PM – 5:30 PM	COMMITTEE BUSINESS MEETINGS	<i>Pan Pacific Hotel Gallery Level</i>
6:00 PM - 8:00 PM	WELCOME RECEPTION	<i>Pan Pacific Hotel Lobby Lounge</i>
8:00 PM - 10:00 PM	IPO BOARD OF DIRECTORS/SPECIAL GUESTS DINNER <i>By invitation only</i>	

MONDAY, SEPTEMBER 8

<u>TIME</u>	<u>FUNCTION</u>	<u>LOCATION</u>
6:00AM -- 7:15AM	IPO FUN RUN/WALK	<i>Pan Pacific Hotel Cypress Suite</i>
7:00 AM - 8:00 AM	REGISTRATION & CONTINENTAL BREAKFAST & IP EXPO	<i>Convention Center East Ballroom</i>
8:00 AM - 9:30 AM	CONCURRENT SESSIONS	<i>Convention Center East</i>
	PATENTS: Recent U.S. Supreme Court Patent Case Law Update This has been a banner year with a record-setting number of patent cases before the U.S. Supreme Court on issues such as indirect infringement, exhaustion, burdens of proof, reverse payment agreements, indefiniteness, standards relating to fee shifting, and patentable subject matter. This panel will discuss recent judicial developments in patent law from the last year from the U.S. Supreme Court and what the outcomes will mean in the long run.	<i>Exhibit Hall A</i>
	TRADEMARKS: Recent Trademark/Copyright Case Law Update Key trademark and copyright cases in the U.S. Federal Courts and the International Courts during the past year, including new trends, developments and international implications.	<i>Meeting Rooms 11-12</i>

<u>TIME</u>	<u>FUNCTION</u>	<u>LOCATION</u>
9:30 AM - 10:15 AM	COFFEE BREAK & IP EXPO	<i>Convention Center East Ballroom</i>
10:15 AM - 11:45 AM	CONCURRENT SESSIONS	<i>Convention Center East</i>
	PATENTS: AIA Trial Proceedings The fundamental issues and perceptions in U.S. Patent and Trademark Office's (USPTO) Patent Trial and Appeal Board (PTAB) trial proceedings, taking into account case law, implementation of the America Invents Act (AIA), and proposed legislation. These issues and perceptions will be discussed in view of the effect of PTAB proceedings on the myriad of stakeholders including corporations, individuals, universities, NPE's, PAE's, trade associations, and professional organizations.	<i>Exhibit Hall A</i>
	TRADEMARKS: Rally Around the Flag – Protection and Enforcement of National and Municipal Symbols and What it Means to the Rest of Us Are Seal Team 6, the Eagle, the Maple Leaf, or the Red Cross registrable? This session will explore, from a US and Canadian perspective, the impact prohibitions of registration of flags, coat of arms and other insignia have on brand owners and Government Agencies, States and Cities. Panelists will discuss the risks of incorporating a national or city symbol in a mark, prosecution issues relating to registration of these marks, the pending petition to the U.S. Supreme Court filed by the City of Houston to determine whether its official seal is registrable, pending legislation to amend the Lanham Act to provide for registration of such marks, how to handle citations of Official Marks in Canada and enforcement strategies resulting from these issues.	<i>Meeting Rooms 11-12</i>
12:00 NN - 1:30 PM	LUNCHEON	<i>Convention Center East Exhibit Hall B</i>
1:45 PM - 3:15 PM	SIX CONCURRENT COMMITTEE BREAKOUT SESSIONS	<i>Convention Center East</i>
3:15 PM - 4:00 PM	COFFEE BREAK & IP EXPO	<i>Convention Center East Ballroom</i>
4:00 PM - 5:30 PM	CONCURRENT SESSIONS	<i>Convention Center East</i>
	PATENTS: Corporate IP Management Corporate IP management continually increases in complexity, which presents new risks and opportunities to multinational corporations. In this session, Chief IP Counsel will discuss new trends and attendant complexities in corporate IP management.	<i>Exhibit Hall A</i>
	TRADEMARKS: #UnauthorizedTweets! The Intersection of Social Media, the Rights of Publicity, Privacy and Intellectual Property In our new interconnected world, where does communication through social media end and violations of the rights to publicity and privacy and other rights begin? In this animated discussion, we will explore recent activities in this quickly developing space.	<i>Meeting Rooms 11-12</i>
7:00 PM - 9:30 PM	IPO DINNER RECEPTION ON GROUSE MOUNTAIN Attend the Monday Dinner Reception at the "Peak of Vancouver." Grouse Mountain is Vancouver's highest mountain. Upon arrival at the base of the mountain, guests will be greeted by First Nations performers. Guests will then travel via skyride to the Chalet. Guests can take advantage of great photo opportunities from the Chalet's many vantage points; visit Grinder and Coola, the two resident Grizzly Bears; learn interesting facts about local birds of prey during a private interactive experience; watch champion performers showcasing their skills in a live lumberjack show; and enjoy Canadian cuisine available at the food stations throughout the venue.	<i>Grouse Mountain</i>
	Suggested attire is casual. Wear comfortable shoes if you plan to explore the wildlife refuge and catch a glimpse of the grizzly bears. Temperatures at the peak of the mountain are lower than in the city. Plan accordingly and bring a jacket or sweater.	

TUESDAY, SEPTEMBER 9

<u>TIME</u>	<u>FUNCTION</u>	<u>LOCATION</u>
7:00AM -- 8:00AM	CHIEF IP COUNSEL BREAKFAST <i>By Invitation Only</i>	<i>Pan Pacific Hotel Oceanview Suites 5-6</i>
7:00 AM - 8:00 AM	REGISTRATION & CONTINENTAL BREAKFAST & IP EXPO & TECHNOLOGY STATIONS	<i>Convention Center East Ballroom</i>
8:00AM -- 11:00AM	IPO EDUCATION FOUNDATION BOARD OF DIRECTORS MEETING <i>Board Members Only</i>	<i>Pan Pacific Hotel Gallery Boardroom</i>
8:00 AM - 9:30 AM	CONCURRENT SESSIONS PATENTS: Views from the Bench at the Canada-U.S. Border This is a unique opportunity to gain insight from both sides of the Canada-U.S. border. Judges will discuss issues related to claim construction, case and cost management, and patentable subject matter including similarities and differences between Canadian and U.S. law. TRADEMARKS: Advertising & Marketing Related Trademark Issues Trademark use, enforcement and infringement matters often arise in advertising and marketing activities. An overview of topics to be covered includes issues related to fair use, false advertising, comparative advertising, and ambush marketing programs.	<i>Convention Center East Exhibit Hall A Meeting Rooms 11-12</i>
9:30 AM - 10:15 AM	COFFEE BREAK & IP EXPO & TECHNOLOGY STATIONS	
10:15 AM - 11:45 AM -	CONCURRENT SESSIONS PATENTS: How to Effectively Protect & Enforce Your Company's Trade Secrets Panelists will offer tips on how to identify and protect against your company's biggest IP threats. The session will include discussions on proactive measures, enforcement options and crisis management responses. TRADEMARKS: Endangered Trademarks: How to Save Your Brand Panelists will discuss a variety of topics related to protecting your brand. When do you know your mark is generic? And what can you do to avoid this? Speakers will present strategies to retain rights knowing changes are inevitable and discuss potential risks of licensing a legacy mark. Finally, panelists will discuss modernizing your brand and protecting fluid marks.	<i>Convention Center East Exhibit Hall A Meeting Rooms 11-12</i>
12:00 NN - 1:30 PM	LUNCHEON <i>Address by: Hon. Mr. Justice Marshall Rothstein, Supreme Court of Canada</i> Justice Rothstein was appointed to the Trial Division of the Federal Court of Canada on June 24, 1992; while a judge of the Trial Division, he also served as a member <i>ex officio</i> of the Appeal Division, a judge of the Court Martial Appeal Court of Canada and a judicial member of the Competition Tribunal. He was elevated to the Federal Court of Appeal on January 21, 1999, and, finally, to the Supreme Court of Canada on March 1, 2006.	<i>Convention Center East Exhibit Hall B</i>

<u>TIME</u>	<u>FUNCTION</u>	<u>LOCATION</u>
1:45 PM - 3:15 PM	<p>CONCURRENT SESSIONS</p> <p>PATENTS: Cost Management Issues A panel of in-house counsel will address cost management issues and will discuss effective cost management strategies (what works, what doesn't, etc.).</p> <p>TRADEMARKS: Views from the Bench at the Canada-U.S. Border This is a unique opportunity to gain insight from both sides of the Canada-U.S. border. Judges will discuss issues related to (a) the use of survey evidence and linguistic evidence; (b) case management; (c) scope of injunctive relief; (d) the disclosure of information identifying persons who conduct infringing activities through the internet; and (e) damages. The panel will discuss similarities and differences between Canadian and U.S. law.</p>	<p><i>Convention Center East</i></p> <p><i>Exhibit Hall A</i></p> <p><i>Meeting Rooms 11-12</i></p>
3:15 PM - 4:00 PM	COFFEE BREAK & IP EXPO & TECHNOLOGY STATIONS	<i>Convention Center East Ballroom</i>
4:00 PM - 5:30 PM	<p>ETHICS: Professionalism in the Digital/Millennial Age The session will address evergreen issues in professionalism as well as the challenges in adhering to these principles in today's social media driven environment.</p>	<i>Convention Center East Exhibit Hall A</i>
5:30 PM -	ADJOURNMENT	