KEYNOTE SPEAKERS

MONDAY
Nolan Bushnell
Founder of Atari Corporation and Chuck E. Cheese’s Pizza Time Theater

TUESDAY
Joseph Matal
Performing the Functions and Duties of the Director of the U.S. Patent & Trademark Office

SPECIAL EVENT AT AT&T PARK

PATENTING IN EUROPE?
ADDITIONAL TWO-DAY PROGRAM
Wednesday – Thursday, 20 – 21 September
Palo Alto, California

ORGANIZED BY

SEE PAGE 15

ADVOCATING EFFECTIVE IP RIGHTS | #IPOAM17
REGISTER NOW: www.ipo.org/AM2017
Dear IPO Members and Colleagues:

It is my pleasure to invite you to the 2017 IPO Annual Meeting at the Marriott Marquis in San Francisco, California. The program committee, chaired by Dana Rao, Adobe Systems Inc., has created an excellent event.

The San Francisco IPO Annual Meeting offers a mix of educational programs, committee meetings, networking opportunities, and exhibits. Don’t miss the Monday evening private event at AT&T Park, home of the San Francisco Giants. Built in 2000, it has been hailed as “America’s most beautiful ballpark.” Guests will enter through the Willie Mayes Plaza into the King Street Club Level with views of the historic Lefty O’Doul Bridge, city skyline, and Bay Bridge. Attendees are invited to enjoy food and drink, tour the stadium, and test their prowess at bat in the Giant’s Batting Tunnel.

We are pleased to have two accomplished keynote speakers: Nolan Bushnell, founder of Atari Corporation and Chuck E. Cheese’s Pizza Time Theater, as Monday’s keynote speaker, and Joseph Matal, performing the functions and duties of the Director of the U.S. Patent & Trademark Office, as Tuesday’s keynote speaker. Parallel sessions on patent and trademark/copyright topics are offered throughout the meeting, including an ethics presentation for both patent and trademark attorneys. Program details begin on page 3.

San Francisco in the fall is a delightful place for you and your family to visit, full of museums, historical sites, and attractions.

I hope you will join us for what promises to be an outstanding program!

Cordially,

Kevin H. Rhodes
IPO President
11:00 AM – 8:00 PM  EARLY REGISTRATION

11:00 AM – 12:30 PM  WOMEN IN IP NETWORKING BRUNCH  [See page 9]
SPONSORED BY: Botehheimer, Brooks Kushman PC, Fish & Richardson, Fitzpatrick, Geist, Harper & Stonto, Google, Intellectual Ventures Management, LLC, FKCK Perry-Carrucci Inc.

SPEAKERS: Phyllis Turner-Brim, Starbucks Coffee Co., Seattle, WA
Peter Yenniathruvoy, HR Inc, Palo Alto, CA

TOPIC: Diversity and Inclusion

12:00 PM – 4:00 PM  IPO BOARD OF DIRECTORS MEETING
BOARD MEMBERS AND ALTERNATES ONLY

3:00 PM – 6:00 PM  IPO COMMITTEE BUSINESS MEETINGS *

7:30 PM – 9:30 PM  IPO BOARD OF DIRECTORS & SPECIAL GUESTS DINNER BY INVITATION ONLY

MONDAY, 18 SEPTEMBER

7:00 AM – 7:15 AM  REGISTRATION & CONTINENTAL BREAKFAST & IP EXPO
BREAKFAST SPONSORED BY: LEYDIG, VOIT & MAYER, LTD.

8:00 AM – 9:00 AM  WELCOME REMARKS & KEYNOTE ADDRESS

Address by: Nolan Bushnell, Founder of Atari Corporation and Chuck E. Cheese’s Pizza Time Theater

Nolan Bushnell is a technology pioneer, entrepreneur, engineer, and recently, a published author. He is best known as the founder of Atari Corporation and Chuck E. Cheese’s Pizza Time Theater. Over the past four decades he founded numerous companies, including Catalyst Technologies, the first technology incubator, Etak, the first car navigation system whose mapping is still the basis for car navigation systems today; Androbot, a personal robotics company; Bylovid, the first online ordering system; uWink, the first touchscreen menu ordering and entertainment system; and Brainrush, video-game based learning software that incorporates adaptive learning technologies. Nolan Bushnell’s latest startup, Modar VR, is an end-to-end virtual reality platform that delivers large-scale and fully wireless immersion for multiple users at once.

9:00 AM – 10:15 AM  CONCURRENT SESSIONS

PATENT

Alice and the 101 Wonderland
The law on § 101 following the U.S. Supreme Court’s seminal Alice ruling has been a murky morass to navigate. With district court, PTAB, and Federal Circuit decisions that are all over the map, and calls for the abolishment of § 101, IPO recently introduced a legislative proposal to address the lack of predictability in § 101. Panelists will discuss these issues, whether the current state of § 101 is promoting or inhibiting innovation, and what if anything should be done going forward.

MODERATOR: Sunjeev Singh Sikand, RatnerPrestia, Washington, DC

SPEAKERS:
-酸奶 Singh Sikand, RatnerPrestia, Washington, DC
- Paul Cote, Intel/Microsoft Co. – Pentair, NJ
- David Jones, Microsoft Corp. – Redmond, WA
- Deborah Martin, Pate Inc. – South San Francisco, CA
- Marney Schwartz, IBM Corp. – Ammon, NY

TRADEMARK/COPYRIGHT

Trademark, Copyright, and Rights of Publicity in the Digital Age
Speakers will address social media best practices including safeguarding your company’s trademark rights and minimizing third-party trademark risks, avoiding copyright liability and addressing infringement, handling hashtags and tweets, and celebrity interaction and ambush marketing. Panelists will also provide a domain name update, including new top-level domains.

MODERATOR: Josh Jarvis, Foley Hoag LLP – Boston, MA

SPEAKERS:
- Lynne Branham, McKean & Wilkins – Geneva, NY
- Adam Halder, Porter & Sarles Co. – Cincinnati, OH
- Dennis Pratt, Ladas and Parry LLP – New York, NY
In-House Best Practices: Strategies for Adapting to a Rapidly Changing Environment

Patent owners are sometimes faced with adverse changes over the past several years. Some legal landscape continues to quickly evolve in areas such as patent eligibility, willfulness, litigation remedies, and PTAB proceedings. At the same time, more is demanded from IP departments with fewer resources, thereby necessitating efficient budget management and a dynamic decision making. Panelists will provide advice for navigating this challenging environment, including best practices for in-house counsel and tips for outside counsel to better serve their clients.

MODERATOR: Scott Poggio, Google, Inc., Mountain View, CA

SPEAKERS: Robert Deblonde, John & Johnson, New Brunswick, NJ
Nuck deWolff, General Electric Co., Niskayuna, NY
Dian Lang, Ceva Systems, Inc., San Jose, CA
Bob Wasson, HP, Inc., Palo Alto, CA

2:45PM – 3:45PM

STRATEGIC PARTNERING WITH IN-HOUSE TRADEMARK COURSE

Panelists will discuss in-house teams as maximize limited resources and demonstrate value during busy timeframes. They will prepare for litigation before a trademark is filed or used, including addressing clearances, risk decision, and opposition strategies in a post-Badische Foundations landscape, and other prosecution and enforcement strategies to assist trademark owners given recent USPTO and cases law developments in this area.

SPEAKERS: Patricia Atkins, J. M. Huber Corp., Atlanta, GA
Wendy Larson, Pepper Hamilton PLLC, Austin, TX
Xiexia Tian, Brinks McKim & Miller LLP, Princeton, NJ
James Weinberger, From Dzikich Lehner & Zissu, PC, New York, NY

TRADEMARK

Trademark Trial and Appeal Board Update

This session will focus on issues related to the new Trademark Trial and Appeal Board (TTAB) Rules and the TTAB’s prospective deployment of a streamlined cancellation proceeding for nonuse or abandonment claims.

MODERATOR: Jennifer Fraser, Dykema Gossett PLLC, Washington, DC

Gary Nelson, Lewis Rose Rothgerber Christensen LLP, Glendale, CA

TRADEMARK

The Benefits and Pitfalls of Co-Branding

This season will address how to co-brand so that each brand maintains its separate identity, as well as the benefits and risks to each brand issues. Included in the discussion will be the use of domain names and websites incorporating co-brands and who owns and operates them, logo manipulation and distortion, and exclusivity as to product type. The discussion will also encompass licensing issues and ensuring that the licensee adequately addresses online, mobile, and social media use.

MODERATOR: Shari M. Hunter, King & Spalding LLP, New York, NY

SPEAKERS: Jake Feldman, Johnson & Johnson, New Brunswick, NJ
Justin Haddock, Hasbro, Inc., Pawtucket, RI
Sheri M. Hunter, King & Spalding LLP, Austin, TX
Jenna Collins, Stern Kessler Goldstein & Fox, Austin, TX

TRADEMARK

Protection for Fashions and Designs in the Age of 3D Printing and Star Athletics

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MODERATOR: Jennifer Fraser, Dykema Gossett PLLC, Washington, DC

Gary Nelson, Lewis Rose Rothgerber Christensen LLP, Glendale, CA

TRADEMARK

All Bark, No Bite: An Analysis of IP Contractual Terms That Unenforceable or Result in Unintended Consequences

Organizing Committee: Corporate IP Management

Key findings of IPO’s 2017 Corporate IP Management Benchmark Survey and noteworthy comparisons to previous surveys (2011, 2009, and 2006) will be presented during this session. Chief IP counsel representing diverse industries will comment on the analysis of the survey results and offer their insights on its implications for future changes in corporate IP management.

MODERATOR: Jennifer Fraser, Dykema Gossett PLLC, Washington, DC

Gary Nelson, Lewis Rose Rothgerber Christensen LLP, Glendale, CA

TRADEMARK

Strategic Partnering with In-House Trademark Course

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SAN FRANCISCO 2017
TUESDAY, 19 SEPTEMBER
10:00AM – 10:45AM
45TH IPO Annual Meeting

Chair: Jonathan Straud, Unified Patents Inc., Washington, DC
Kevin Laurence, Laurence & Philips IP Law, Alexandria, VA

Speaker:
Christopher Eusebi, Harness, Dickey & Pierce, P.L.C., Troy, MI
David Andrews, Legal Analytics, Carnation, WA

Panelists will discuss trends, developments, and implications of this recent decision.

Moderator: Bart Eppenauer, Shook, Hardy & Bacon LLP, Seattle, WA

Speaker:
Ronald van Tuijl, Japan Tobacco International, Geneva, Switzerland

This session will address current and “next generation” practices in combating online brand abuse, including a discussion about brand protection and enforcement strategies. Topics will include hard-to-address problems and potential developing hot spots in the online counterfeiting world, the ever-changing or hidden ownership for online counterfeit vendors, new technologies, techniques, or strategic approaches that could push the envelope; use of big data and artificial intelligence to collect information for speedy online take-down actions; and how to leverage U.S. Customs recordation and training opportunities. Panelists will also discuss some online success stories and “bright spots” in this evolving space.

Moderator: Philip Yu, DuPont, Shanghai, China

Speakers:
Cortina Davis, Redbrick, Melbourne, Australia
Professor Frederick Mostert, University of Oxford, Oxford, UK
Brittany Shaw, MarkMonitor, Meridian, ID

CONCURRENT SESSIONS
2:15PM – 3:00PM
TRADEMARK

Onsite Policing and Enforcement: Challenges, Opportunities, and Strategies
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Professor Frederick Mostert, University of Oxford, Oxford, UK
Brittany Shaw, MarkMonitor, Meridian, ID

CONCURRENT SESSIONS
3:00PM – 3:45PM
TRADEMARK

Patent Harmonization
After 35 years of cooperation between the EPO, JPO, and USPTO, at a March 2017 meeting, the Tripartite Heads of Offices signed a Memorandum of Understanding regarding patent harmonization. Substantive changes to the patent harmonization may have been undertaken by each of the EPO, JPO, and USPTO, (1) prior user rights, (2) grace period (non-patent related), (3) conflicting applications. Each of these substantive topics will be discussed.

Moderator: Mark Levenson, Intellectual Property Owners Association, Washington, DC

Speakers:
Dean Harris, JN Innovative Properties Co., St. Paul, MN
Tim Loomis, Qualcomm Inc., San Diego, CA
Larry Welch, B-Lily & Co., Indianapolis, IN

ETHICS: IMPULSIVE BIAS AND ETHICAL DUTIES OF LAWYERS

Sterotypes and the biases that flow from them about gender, race, and age reduce career opportunities and advancement prospects for attorneys, have a negative economic impact on organizations, and negatively impact the legal profession as a whole. State and federal statutes, ABA Model Rules, and state rules that regulate lawyers seek to prohibit the discriminatory effects of implicit bias. Panelists will address how lawyers and legal organizations can confront and overcome implicit bias, with a focus on career-centric decisions such as hiring, compensation, and promotion.

Moderator: Shiri Costaumes, HP Inc., Washington, DC

Speakers:
Prof. Paula Czech-Dimaggio, Harvard University, Cambridge, MA
Henry Heald, Brickell & Company, Puerto Rico
Andrea Kramer, Weil,Gottingen & MeyeL, Chicago, IL
Bianca Tryon, U.S. Patent and Trademark Office, Alexandria, VA

2:00PM – 2:45PM
NETWORKING LUNCHEON

12:00 noon – 1:30 pm
LUNCH AT THE WANDERLOFT

12:00PM – 1:30PM
REGISTRATION & CONTINENTAL BREAKFAST & IP EXPO

1:00PM – 1:10PM
CONCURRENT SESSIONS

Patent
Venue Selection and Other Pre-filing Strategies
Patent litigation costs continue to grow as patent litigation becomes more complex and the stakes become higher. This panel will explore the important steps in selecting a venue that a patent owner must make before filing a lawsuit. What claims should be asserted? Who should be the defendant(s)? Where/when should suit be filed? How do recent U.S. Supreme Court decisions, the availability of local patent rules, the recent adoption of early damages disclosures in local patent rules, and e-discovery rules, among other factors, affect these decisions?

Moderator: Karen Wel, Yurobe, Martinez, Olsen & Bee, LLP, Los Angeles, CA

Speakers:
Melissa Fruscio, Intellectual Ventures Management, Bellevue, WA
Alan Heinrich, Ind & Mandla LLP, Los Angeles, CA
Eley Thompson, Foley & Lardner LLP, Chicago, IL

10:45AM – 12:00PM
COFFEE BREAK SPONSORED BY: AKIN GUMP STRAUSS HAUSER & FELD LLP

11:15AM – 11:30AM
LUTHER LUNCHEON (BY INVITATION)

9:00AM – 10:00AM
CHIEF IP COUNSEL BREAKFAST (BY INVITATION)

8:00AM – 9:00AM
WELCOME REMARKS & KEYNOTE ADDRESS

9:30AM – 10:15AM
45TH IPO Annual Meeting

9:00AM – 10:00AM
PANELS:

45TH IPO Annual Meeting

Patent
WELCOME REMARKS & KEYNOTE ADDRESS

Chief Intellectual Property Officer, Mr. Matal briefed and argued appeals of patent and trademark decisions before the U.S. Court of Appeals for the Federal Circuit and the U.S. District Court, and assisted in the development of legal positions taken by the U.S. Solicitor General in patent and copyright cases before the U.S. Supreme Court. Joe recently served as acting Chief of Staff for the agency, and has advised the director on legislative matters. Mr. Matal previously served as the General Counsel of the Judiciary Committee for former Senator Jeff Sessions (R-AL), and as a Judiciary Counsel to former Senator Jon Kyl (R-AZ). In that role, he was the principal staff drafter and negotiator of legislation that became the Leahy-Smith America Invents Act, the first comprehensive patent law overhaul since 1952. Mr. Matal has a bachelor’s degree from Stanford University, and a law degree from the University of California at Berkeley.

Moderator: Andrea Kramer, McDermott Will & Emery, Chicago, IL

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Henry Hadad, Bristol-Myers Squibb Co., Princeton, NJ
Bismarck Myrick, U.S. Patent and Trademark Office, Alexandria, VA
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SAN FRANCISCO 2017

Join us for a private event at AT&T Park, the home of the San Francisco Giants.

AT&T Park is the home of the 2010, 2012, and 2014 World Series Champion San Francisco Giants. Located on the city’s scenic waterfront, this classic urban ballpark is a short walk from downtown San Francisco. It’s a ballpark where home runs can be “splash hits” and the breathtaking Bay view rivals the action on the field. Built in 2000, it has been hailed as “America’s most beautiful ballpark.”

Guests will enter through the Willie Mayes Plaza and pass through the Giant’s memorabilia display into the King Street Club Level. Upon entering the club level, attendees can enjoy dinner and mechanical displays, and a fun gift shop.

Attendees are invited to go behind the scenes for a tour of the stadium and test their prowess at bat in the Giant’s Batting Tunnel. Tour stops may include the Bob Stevens Press Box, the dugout, the Giant’s memorabilia display into the King Street Club Level. OR TOUR STOPS MAY INCLUDE THE BOB STEVENS PRESS BOX, THE DUGOUT, A COCKTAILS WHILE TAKING IN THE VIEWS OF THE HISTORIC LEFTY O’DOUL BRIDGE, CITY SKYLINE, AND BAY BRIDGE.

Upon entering the club level, attendees can enjoy dinner and cocktails while taking in the views of the historic Lefty O’Doul Bridge, city skyline, and Bay Bridge. Attendees are invited to go behind the scenes for a tour of the stadium and test their prowess at bat in the Giant’s Batting Tunnel. Tour stops may include the Bob Stevens Press Box, the dugout, a luxury suite, and the batting cages.

ATTIRE
Suggested attire is baseball casual. Wear your favorite team’s ball cap and comfortable shoes.

LOCATION & TRANSPORTATION
AT&T Park is located 8 blocks from the Marriott Marquis. Buses will be shuttling attendees from the hotel and AT&T Park throughout the evening. The first bus will depart at 6:00pm from the Marriott Marquis and the last bus will return at 10:00pm from AT&T Park. Buses will depart every 15 minutes. Gates will not open before 7:00pm.

The address is 24 Willie Mayes Plaza, San Francisco, CA 94107.

IPO IS TAKING YOU OUT TO THE BALLPARK!

MONDAY, 18 SEPTEMBER
7:00PM – 10:00PM
SPONSORED BY StoneTurn

WOMEN IN IP NETWORKING BRUNCH
SUNDAY, 17 SEPTEMBER | 11:00AM – 12:30PM
This brunch is open to all IPO Annual Meeting attendees. Advance registration is required. Space is limited.

SPONSORED BY: BAKERHOSTETLER; BROOKS KUSHMAN PC; FISH & RICHARDSON; FITZPATRICK, Cella, Harper & Scinto, Google; INTELLIGENT VENTURES MANAGEMENT LLC; PEX PERRY & CUMMINS INC.

SPEAKERS:
Phyllis Turner-Bren, Starbucks Coffee Co., Seattle, WA
Peter Yennadhiou, HP, Inc., Palo Alto, CA

TOPIC: Diversity and Inclusion

MONDAY, 18 SEPTEMBER | 6:00AM – 7:15AM
Advance registration is required. Space is limited.

Open to all IPO Annual Meeting attendees. All skill levels are welcome — this is not a race, although all participants will win the admiration of other conference attendees who slept in! Join your peers on a guided 5K/3K Fun Run/Walk along the scenic Embarcadero. Runners will run along San Francisco’s piers from the Ferry Building to Pier 39. Indicate on your registration form if you’d like to participate in the 5K run or the 3K walk. Runners/walkers will meet at 6:00am at the Marriott Marquis where they will be greeted by their guides. Guides will ensure that everyone returns the hotel by 7:15am. A healthy grab-n-go breakfast will be available for all participating runners/walkers.

SPONSORED BY: BANNER & WITCOFF, LTD.

GUEST SOCIAL EVENTS PASS
IPO is offering a special Social Events Pass for spouses and guests of attendees at the IPO Annual Meeting.

The package fee of $175 includes admission to the Sunday Welcome Reception, the Monday Evening Social Event at AT&T Park, and the continental breakfasts on Monday and Tuesday. Register for the guest social events package online at www.IPO.org/AM2017 or on the registration form located on page 17.

IPO’S 5TH ANNUAL FUN RUN/WALK
MONDAY, 18 SEPTEMBER | 6:00AM – 7:15AM
Advance registration is required. Space is limited.

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SPONSORED BY: BANNER & WITCOFF, LTD.

SAN FRANCISCO ATTRACTIONS
Explore the city’s many unique neighborhoods, visit world-renowned art and cultural institutions, and enjoy unbeatable food.

PIER 39/FISHERMAN’S WHARF (2 miles*):

Pier 39 offers amazing views, a sea of sea lions, chowder bread bowls, and California wines. Located along the historic San Francisco waterfront, Pier 39’s location provides the picture-perfect backdrop for postcard views of the Golden Gate and Bay Bridges, Alcatraz, Angel Island, and the famous city skyline.

GOLDEN GATE BRIDGE (6 miles*):

One of the seven wonders of the modern world, this magnificent bridge opened in 1937 spanning 1.7 miles from San Francisco to the Marin headlands. The bridge’s sidewalks are open during the day to pedestrians including wheelchair users and bicyclists.

GOLDEN GATE PARK (4 miles*):

One of the largest urban parks in the world (1,017 acres), Alcatraz was the site of the former federal penitentiary from 1934 – 1963, housing famous convicts such as Al Capone and George “Machine Gun” Kelly. Now, it is one of the city’s most popular tourist attractions.

SFMOMA (1 block*):

The first lighthouse in the Western U.S. but served as a federal penitentiary from 1934 – 1963, housing famous convicts such as Al Capone and George “Machine Gun” Kelly. Now, it is one of the city’s most popular tourist attractions.

LOMBARD STREET:

Often called the “crookedest” street in the world, this iconic road on Russian Hill features tight turns, fragrant gardens, and beautiful views of the Bay, Alcatraz, and Coit Tower.

ALCATRAZ ISLAND (2 miles*):

Alcatraz was the site of the first lighthouse in the Western U.S. but served as a federal penitentiary from 1934 – 1963, housing famous convicts such as Al Capone and George “Machine Gun” Kelly. Now, it is one of the city’s most popular tourist attractions.

GOLDEN GATE BRIDGE (6 miles*): One of the seven wonders of the modern world, this magnificent bridge opened in 1937 spanning 1.7 miles from San Francisco to the Marin headlands. The bridge’s sidewalks are open during the day to pedestrians including wheelchair users and bicyclists.

YERBA BUENA GARDENS AND CENTER FOR THE ARTS (5 blocks*):

Yerba Buena Gardens features a children’s garden, public art, museums, a historic carousel, ice skating, and bowling centers.

CABLE CAR MUSEUM (1.5 miles*):

Located in the Washington-Jefferson powerhouse and carbarn on Nob Hill, the Cable Car Museum overhocks the huge engines and winding wheels that pull the cables for San Francisco’s famous trams. It also features three antique cable cars from the 1870s, photographs, mechanical displays, and a fun gift shop.

* Mileage listed represents the distance from the San Francisco Marriott Marquis.

IPO is taking you out to the ballpark!

Join us for a private event at AT&T Park, the home of the San Francisco Giants.

Register today at www.IPO.org/AM2017

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45th IPO Annual Meeting | San Francisco 2017
Attendees who visit all exhibit booths at the 2017 IP EXPO will be entered to WIN AN AMAZON ECHO SHOW! Details will be provided upon check-in.
GENERAL INFORMATION

REGISTRATION FEES
IN U.S. DOLLARS PER PERSON
IPo Member .......................... $995
Non-Member ................................ $1,595
Government Employees & Academics .... $500
Students .................. Contact IPO for student rates

REGISTRATION FEE INCLUDES
Welcome reception on Sunday, Special Event at AT&T Park on Monday, breakfast and coffee breaks on Monday and Tuesday, and access to conference materials via the Annual Meeting mobile app.

EARLY REGISTRATION DISCOUNT
Meeting registrations received or postmarked by 31 July, 2017, with accompanying payment, will receive a discount of $100 USD off the standard fee. All registrations received or postmarked after 31 July are subject to the standard fee.

FOUR EASY WAYS TO REGISTER
Advance registration is required. Registrations will be accepted online or via fax, email, or mail.

Online:  www.ipo.org/AM2017
Fax: +1 202-507-4501
Email: meetings@ipo.org
Mail: 1501 M Street NW, Suite 1150
Washington, DC 20005 USA

Registrations will not be processed until full payment is received. Space is limited, so please register early. Any employee of a company, university, or law firm is entitled to register at the IPO member rate if the employer belongs to IPO. A person is not entitled to the member rate, however, merely because she or he is employed in the same organization as an IPO individual member.

All registrations will be confirmed by e-mail. If you register online, you will immediately receive an electronic confirmation from meetings@ipo.org. If you register via fax, mail, or email and do not receive a confirmation within 10 business days, please contact meetings@ipo.org.

IPo recommends bringing a copy of your registration confirmation to the meeting. Please note that the meeting program is subject to change. For updates and additional details please visit our meeting website at www.ipo.org/AM2017.

Monday & Tuesday Networking Luncheons: In order to attend the optional luncheons on Monday or Tuesday, separate tickets must be purchased for $50 USD per person, per day. Advance registration is required. Space is limited.

Women in IP Brunch on Sunday: Attendees may sign up to attend the brunch — FREE! Advance registration is required. Space is limited.

IPO Fun Run/Walk on Monday: Attendees may register for a 5K run or 3K walk — FREE! Advance registration is required. Space is limited.

Annual Meeting Social Events Guest Passes: Guests of registrants may purchase a Guest Pass for $175 USD per person. Fee includes access to the Sunday welcome reception, continental breakfast on Monday and Tuesday, and the Monday Special Event at AT&T Park.

MEETING VENUE & ACCOMMODATIONS
San Francisco Marriott Marquis
780 Mission Street
San Francisco, CA 94103 USA
Central Reservation Line: +1 877-622-3056

Group Rate: IPO has reserved a block of rooms at the San Francisco Marriott Marquis, where the conference is taking place. In order to receive the IPO group rate, reservations must be made directly with the hotel by Friday, 18 August, or until the room block is sold out, whichever comes first. Reference the “2017 IPO Annual Meeting” when making your reservation to obtain the group rate of $309/night plus taxes.

PLEASE NOTE: IPO is NOT using a housing agent — you MUST reserve directly with the hotel. If you are contacted by anyone claiming to represent the IPO room block, do not give out your information.

TRANSPORTATION
The hotel is located on 4th and Mission Streets. The Powell Street BART (Bay Area Rapid Transit) stop is on the corner. The hotel is 14 miles from San Francisco International Airport (SFO) and 20 miles from Oakland International Airport (OAK).

CLE CREDIT
Continuing Legal Education (CLE) credit is being requested in every state in which attendees are licensed to practice that has a mandatory CLE requirement. The number of credit hours will vary depending on the requirements of the individual state. IPO’s Hardship Policy is available upon request. IPO expects that most states will award 10 – 14 CLE hours, including 1 – 2 hours for professionalism.

PHOTOGRAPHIC IMAGES
By registering for the meeting you authorize IPO to use any recording or reproduction of any event or meeting at the meeting. This consent includes, but is not limited to reproductions, and audiotapes of such events or activities.

CONSENT TO USE

SCHOLARSHIPS
IPO provides eligible students with the opportunity to interact with corporate and private practice attorneys, academics, and other attendees during the 2017 IPO Annual Meeting. A limited number of scholarships are available for law students to attend this event. To learn more contact meetings@ipo.org.

ATTENDEE LIST
In order to be listed on the printed Attendee List, you must be fully registered as of Friday, 18 August 2017. Anyone who registers after this time will be listed on the Final Attendee List, which will be available on our mobile app after the meeting.

CANCELLATION POLICY
Cancellations received by Friday, 25 August 2017, will be subject to a $100 USD processing fee. No refunds will be given for cancellations received on or after 26 August 2017. These deadlines for cancellations apply to all registrants. Course materials via the mobile app will be available to those unable to attend but who cancel on or before 26 August. Refunds will not be given for no-shows. If a registrant is unable to attend, another person may substitute upon request. Please note that fees are not transferable to another IPO meeting. Name badge sharing or splitting is strictly prohibited.

IPo reserves the right to cancel this event without liability, and the total amount of any and all liability of the organizers will be limited to a refund of the registration fee. Any fees associated with cancellation of travel or housing reservations is the exclusive responsibility of conference attendees.

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The 2017 IPO Annual Meeting Mobile App will offer access to the attendee list, the meeting schedule and speaker materials, a full listing of exhibitor and sponsor information, floor plans, and local information about San Francisco, CA. The IPO Annual Meeting Mobile App is available only to registered attendees.
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Committees play an integral role in policy development at IPO by researching and providing analysis on current IP issues and producing recommendations for the Board of Directors. For more information please visit www.ipo.org/committees.

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