



## PRELIMINARY PROGRAM

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### Wednesday, 7 March 2018

<u>TIME</u>	<u>FUNCTION</u>
5:30 p.m. - 7:30 p.m.	In-House Counsel Reception

### Thursday, 8 March 2018

<u>TIME</u>	<u>FUNCTION</u>
8:00 a.m. - 9:00 a.m.	Registration and Continental Breakfast
9:00 a.m. - 10:30 a.m.	<b>Concurrent Sessions</b>  <b>In-House Counsel Session</b>  Welcome Remarks: <b>Henry Hadad</b> , <i>Bristol-Myers Squibb Company</i>  <b>C-Suite Understanding of IP</b> Are you constantly defending the value of IP to your C-suite executives? Learn how to teach your C-suite executives the value of IP as an asset and justify the return on investment.  <u>Speakers:</u> <b>Prof. Josh Lerner</b> , <i>Harvard Business School</i> <b>Micky Minhas</b> , <i>Microsoft Corp.</i> <b>Kevin Rhodes</b> , <i>3M Innovative Properties Co.</i>  <b>Outside Counsel Session</b>  Welcome Remarks: <b>Mark Lauroesch</b> , <i>Intellectual Property Owners Association</i>  <b>Selection and Retention of Outside Counsel</b> Do the little things really matter to your corporate client? Learn what criteria in-house counsel use to select and retain outside counsel. A panel of in-house counsel will discuss the value of your sales pitch, relationship building, experience level, billing, and more.  <u>Speakers:</u> <b>Elizabeth Lester</b> , <i>Equifax, Inc.</i> <b>Walt Karnstein</b> , <i>HP Inc.</i> <b>Serena Farquharson-Torres</b> , <i>Bristol-Myers Squibb Company</i>
10:30 a.m. - 11:00 a.m.	Coffee Break

**TIME**

**FUNCTION**

11:00 a.m. -  
12:15 p.m.

**Concurrent Sessions**

**In-House Counsel Session: Right Sizing Your IP Organization**

A panel of in-house counsel will discuss what to consider when determining the best model for running your IP operation. What options are there for a mix of in-house and outside counsel performing work? Are there opportunities for non-IP lawyers to take on more responsibility? Is there technology and new service models that you can leverage to efficiently and cost-effectively run global patent and trademark preparation, prosecution, and maintenance? Panelists will discuss best practices to streamline knowledge collection, file management, monitor patent office and litigation matters, artificial technology, and information sharing with outside counsel/agents.

Moderator: **Dan Enebo**, *Cargill, Incorporated*

Speakers:

**Kelsey Milman** and **Daniel Staley**, *Caterpillar, Inc.*

**Daniel Staudt** and **Kaveh Rashidi-Yazd**, *Siemens Corp.*

**Outside Counsel Session: Best Practices for Managing Relationships with Corporate Clients**

How can you get ahead of your corporate client's needs? A panel of in-house and outside counsel will provide tips on how to better manage relationships with corporate clients keeping in mind increasing demands for timely billing, periodic reviews, and producing more for less.

Speakers:

**Bart Eppenauer**, *Shook, Hardy & Bacon LLP*

**William Miller**, *General Mills, Inc.*

**Nina Tallon**, *Wilmer Cutler Pickering Hale and Dorr, LLP*

12:15 p.m. -  
1:45 p.m.

**Luncheon & Keynote Address: Working Across Generations**

*Sponsored by:* Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

The speaker will focus on diversity and working across generations in the workplace. He will discuss how to recognize characteristics and behaviors common to generational categories, how those behaviors play out in the workplace, and how to respect the differences. He will also provide examples of how to resolve conflicts and build a productive and engaging workplace.

Speaker: **John Pompe**, *Global Manager, Employee Assistance Program and Employee Health Programs, Caterpillar Inc.*

Dr. John Pompe is a Licensed Clinical Psychologist and certified as a Senior Professional in Human Resources. He is currently the Global Manager of EAP and Employee Health Programs for Caterpillar Inc., a Fortune 50 company with over 125,000 employees and operations in over 50 countries. In this capacity Dr. Pompe has led the development of the global health strategy, occupation health, disability management, and wellness programs. He is currently accountable for a variety of programs and services involving global EAP-WorkLife, psychiatric disability management, parental support, corporate nutrition and dining services.

2:00 p.m. -  
3:00 p.m.

**Shifting Sands of Opinions: Infringement Opinions as It Relates to Willfulness**

This session will focus on practical applications of recent case law. Historically, corporations have sought outside counsel opinions as it relates to willfulness. More recently, corporations have handled opinions internally. Panelists will discuss what corporations should be looking at to determine whether to hire outside counsel or not.

Moderator: **Jennifer Johnson**, *DuPont*

Speakers:

**Sandra Nowak**, *3M Innovative Properties Co.*

**John Williamson**, *Finnegan, Henderson, Farabow, Garrett & Dunner, LLP*

**Paul Parker**, *Perkins Coie LLP*

**TIME**

**FUNCTION**

3:00 p.m. -  
3:15 p.m.

**Coffee Break**

3:15 p.m. -  
4:15 p.m.

**Cybersecurity in the Real World**

The Federal Bureau of Investigation Cyber Division personnel will discuss real-world examples of cyber adversaries targeting law firms & companies, provide an overview of recently observed tactics, techniques and procedures used by cyber adversaries, and provide some recommendations for increased awareness and to improve defenses.

Speakers: **Kristen Lane** and **Adam Lawson**, *Federal Bureau of Investigation*

4:15 p.m. -  
4:30 p.m.

**Coffee Break**

4:30 p.m. -  
5:30 p.m.

**Ethics Session**

This session will address ethical issues in the practice of law, including privileges involving patent agents and patent prosecution, in-house counsel, and litigation funders.

Speaker: **John Hutchins**, *Andrews Kurth Kenyon LLP*

5:30 p.m. -  
7:30 p.m.

**Closing Reception**