Los Angeles Intellectual Property Law Association &
San Diego Intellectual Property Law Association

LAIPLA/SDIPLA
SPRING SEMINAR 2011

Keynote Speaker: Paul R. Michel
Former Chief Justice, Federal Circuit

Special Guest: David Kappos
USPTO Director

Panelists from San Diego Biotech Companies

Choose from 14 hours of Patent, Copyright & Trademark California MCLEs

Twilight Cocktails on Beach
Golf, Boat or Spa
Bonfire Beach Party
Family Friendly

Win an iPad 2, iPod touch at Poker Tournament & Raffle

June 3 - June 5, 2011
Hotel Del Coronado
San Diego, California

Save $50 Register by May 13, 2011

Join our LinkedIn Group www.tinyurl.com/SpringSeminar2011
**WELCOME**

*Philip J. Graves*
**Spring Seminar Chairman**
Graves Walton, Partner

Welcome everyone. We are tremendously excited that so many items on our wish list have come to fruition. Our committee of LAIPLA members Nikki Ma, Sanjesh Sharma, Mark Treitel and SDIPLA members Jo Dale Carothers, Kurt Kjelland and John Peterson have spent countless hours and late nights ensuring we’re offering a non-stop weekend of truly dynamic seminar programs and events. Whether this is your first Spring Seminar or your tenth... we have something planned for you.

This calendar of MCLE programs, presented by the LAIPLA/SDIPLA as a service to the profession, offers a rich variety of topics of importance to law professionals who have an interest in Intellectual Property Law. An annual favorite among LAIPLA members, this year’s Spring Seminar program will feature a keynote presentation by former CAFC Chief Judge Paul R. Michel, a special presentation from USPTO Director, David Kappos and includes an array of local in-house attorneys as panelists, and once again concludes with an entire day devoted to the latest developments in Patent, Trademark and Copyright law.

As an IP organization, we wanted to utilize the social networks to enhance your experience. We have started a group on the LinkedIn network so that our attendees can interact with each other prior, during and after the Spring Seminar. You can join our group at www.tinyurl.com/SpringSeminar2011.

We are also cognizant of our attendees’ needs to network and socialize. Hotel Del Coronado is a perfect place to spend a weekend and we will make sure you enjoy every minute of your time at our conference. Enjoy! - Phil

*John E. Peterson, PhD.*
**SDIPLA President**

Greetings! The San Diego Intellectual Property Law Association (SDIPLA) is proud to join with the LAIPLA to bring you the 2011 Spring Seminar program.

On behalf of the SDIPLA, I welcome all area lawyers with an interest in IP law to attend this exciting and informative program. And, because it will be held in San Diego, local attorneys have the unique opportunity to attend the program without the added cost of a hotel. Enrollment is open to all interested attorneys – you do not need to be a member of the LAIPLA or the SDIPLA to attend. SDIPLA members, however, can register at the lower, LAIPLA member price.

I am proud of the members of the SDIPLA Board, consisting also of Ken Jenkins (Vice-President), Kurt Kjelland (Secretary), Marc Morley (Treasurer) and Jessica Mitchell (Past President), who have worked tirelessly to make this program a success. I am also delighted to work with the LAIPLA Board, and specifically, the members of the LAIPLA Spring Seminar planning committee, who made this event possible, particularly Alex Schlee, LAIPLA President.

Once again, welcome to the 2011 LAIPLA/SDIPLA Spring Seminar program and thank you for your interest in this event. We look forward to seeing you in June! - John

*Alexander R. Schlee*
**LAIPLA President**
Schlee IP International, P.C.

The Los Angeles Intellectual Property Law Association is ecstatic to welcome SDIPLA and its members to our annual Spring Seminar. Phil Graves and his stellar committee have gone above and beyond to program what will surely be a memorable event.

LAIPLA has served the greater Los Angeles intellectual property community since 1934. We are a volunteer organization that prides itself on its many dynamic committees. I’m so happy to see the Spring Seminar committee work hand in hand with the Sponsorship Committee (Keith Newbury and Scott Hansen). Without our generous sponsors, putting together this conference would be an impossibility. Special thanks to Lexis/Nexis for sponsoring printing, postage and mailing this brochure to LAIPLA and SDIPLA members.

Please let me take a moment and thank my colleague, John Peterson and the SDIPLA Board. We are grateful that they are part of this event this year. We hope to build relationships and learn from each other throughout the year. Of course I can’t exclude Linda and Lisa, who have worked tirelessly to make sure our programs go off without a hitch.

I am especially excited about meeting our first time LAIPLA attendees and telling them all about the many types of programming that LAIPLA does throughout the year. From our Washington in the West winter conference, to our monthly dinners and informative newsletters, we want to give back to the greater Los Angeles IP community. Please visit our website at www.laipla.net.

I look forward to seeing everyone in San Diego. I can’t wait! - Alex

*Linda Cain & Lisa Benavidez*
**Spring Seminar Event Planners**
MCE Onsite

The Spring Seminar is always the highlight of LAIPLA’s year, but this Seminar is special. The world class Hotel Del Coronado offers amenities and beauty unique in California.

We are planning fantastic events such as our San Diego After Dark Poker Tournament with professional dealers and bartender, where you can win the new Apple iPad 2, iPod touch and other fantastic prizes. You can’t go to San Diego without a walk along the beach, so we’re having our opening cocktail hour on the sandy beach for you and your guest. And after listening to Judge Michel’s keynote speech, we’ll have a beach bonfire, a classic highlight to an incredibly planned weekend.

Your ticket allows you and your guest to partake in the cocktail hours, breakfast, bonfire and keynote dinner. We also chose this location because of the many activities the hotel has to offer, such as golf, boating, spa treatment, pool, yoga and shopping. And we are aware of that many attendees are bringing their families. The hotel will have child care available during the two evening programs. Last but not least, we will make sure you receive your MCLE certificates.

We look forward to joining you in what looks to be our best year yet.

See you soon,

Linda & Lisa
www.mceonsite.com
Full Service Association/Meeting Management

*Whether this is your first or tenth Spring Seminar... We have something planned for you*
**Keynote Speaker:** Paul R. Michel, Former Chief Justice, Federal Circuit  
Judge Michel served on the United States Court of Appeals for the Federal Circuit from 1988 until 2010, and presided as its Chief Judge from 2004 until his retirement last year. During Judge Michel’s tenure, he participated in many of the Federal Circuit’s most important decisions. He is also the recipient of the 2010 LAIPLA IP Person of the Year. We are truly honored that Judge Michel will be speaking, thanks to our generous sponsor Legal Metric. The Keynote Dinner is open to each attendee and their guest.

**Kappos Comes to California, Special Guest: David Kappos, USPTO**  
As Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office, Kappos advises the President, the Secretary of Commerce, and the Administration on intellectual property matters. He is transforming the patent system as we enter the next digital age. David has been looking forward to meeting LAIPLA members face to face since Washington in the West that prevented him from touching down in California.

**Frontiers of Biotechnology:** Discuss up to the minute developments with leaders at San Diego Biotechs.  
Harry Leonhardt, Vice President, Legal, Governance and Corporate Secretary, Amylin Pharmaceuticals Inc.; Duane Roth, CEO CONNECT, Chairman and CEO of Alliance Pharmaceutical Corp., Vice-Chair of the Governing Board of the California Institute for Regenerative Medicine; Joseph Panetta, President & CEO, BIOCOM

**Patent Year in Review:** Harold C. Wegner, Foley & Lardner LLP, Partner  
A staple of the Spring Seminar for years, Hal’s yearly round up of the Top Ten patent cases is a must-see event. Hal publishes the Patent Top Ten to IP attorneys all across the country. See his latest writings [http://www.grayonclaims.com/hal/](http://www.grayonclaims.com/hal/).

**Patent Prosecutors:** Can’t Miss Sessions...  
- Pitfalls of Communicating with Client  
- Inequitable Conduct: Round 2  
- Patent Year in Review  
- Flying Solo

**Patent Litigators:** Can’t Miss Sessions...  
- IP Trial Strategies & War Stories  
- Inequitable Conduct: Round 2  
- Dual Actor Infringement  
- Bankruptcy & IP  
- Patent Year in Review  
- Flying Solo

**Copyright & Trademark:** Can’t Miss Sessions...  
- Excelsior! Marvel Enterprises Copyright issues  
- International Trademark Enforcement  
- Copyright Year in Review  
- Trademark Year in Review

**2011 Exclusive:** Flying Solo: Life as a Solo Practitioner  
Thinking about becoming a Solo Practitioner?  
Hear from our panel of experts on how to market yourself to clients, generate business and enhance your success as you become your own boss

**Social Highlights**

- **Cocktails on the Beach**  
  Network and socialize overlooking the beach where Marilyn Monroe, Jack Lemmon and Tony Curtis filmed “Some Like It Hot”

- **San Diego After Dark**  
  Texas Hold ‘Em Poker Tournament  
  Win an iPad 2, iPod Touch  
  and other Apple products  
  Players compete for prizes. You don’t have to play poker. You can win the same prizes with our raffle tickets!

- **Beach Bonfire**  
  We can’t think of a better way to top off the weekend than to cozy up to a fire with s’mores and a campfire overlooking the crashing waves

**How will you spend your free time? Will you...**  
Yell “Fore”, pamper yourself in the spa, buy something special, swing a racket, take a dip in the pool, rent a cabana, rent a kayak, learn to jet ski, ride a bike, build a sand castle with your kids, learn to hang ten, wind surf, practice your Down Dog, take a 15 minute ride to Downtown San Diego, or relax in the world class hotel? It’s up to you. It’s your free time.
Friday, June 3rd

1:00 - 2:00 PM Seminar Registration

1:50 - 2:00 PM Welcoming Remarks - Philip J. Graves, Spring Seminar Committee Chairperson, Graves & Walton, Partner

2:00 - 3:00 PM Frontiers of Biotechnology

Harry Leonhardt, Vice President, Legal, Governance and Corporate Secretary, Amylin Pharmaceuticals Inc.;
Duane Roth, CEO CONNECT, Chairman and CEO of Alliance Pharmaceutical Corp., Vice-Chair of the Governing Board of the California Institute for Regenerative Medicine
Joseph Panetta, President & CEO, BIOCOM;
Moderator: John Peterson

3:10 - 4:10 PM

Bankruptcy and Intellectual Property: Rights and Remedies

Aram Ordubegian, Arent Fox, Partner
Steven G. Polard, Perkins Coie, Partner

Inequitable Conduct, Round 2

Patrick F. Bright, Wagner, Anderson & Bright, Partner
Frederick A. Lorig, Quinn, Emanuel, Urquhart & Sullivan, Partner
Laurence H. Pretty, Law Offices of Laurence H. Pretty
Moderator: Sanjesh Sharma, Connolly Bove, Of Counsel

4:20 - 5:20 PM

International Trademark Enforcement: A Primer

Danielle M. Criona, Roll Law Group, P.C., Intellectual Property Counsel

Flying Solo: Life as a Solo Practitioner

John (Jak) Griecchi, Law Office of John A. Griecchi
Julio Loza, Loza & Loza
Kyri Tsircou, Tsircou Intellectual Property Law
Moderator: Karen Canady, Canady & Lortz

6:30 - 7:30 PM Cocktails on the Beach - LAIPLA/SDIPLA Welcome Reception (Guest Included)

9:00 - Midnight San Diego After Dark - Texas Hold ‘Em Poker Tournament & Raffle (Guest Included)

Saturday, June 4th

8:00 - 9:00 AM Networking Breakfast (Attendees Only)

8:50 - 9:00 AM Welcoming Remarks:
Alexander R. Schlee, LAIPLA President, Schlee IP International, P.C. & John Peterson, SDIPLA President

9:00 - 10:00 AM SPECIAL GUEST: Kappos Comes to California. David Kappos, USPTO

10:10 - 11:10 AM

The Patent Litigator: IP Trial Strategies and War Stories

Harold McElhinny, Morrison & Foerster, Partner
Adrian Pruetz, Pruetz Law Group, Partner
Moderator: Paul Tripodi, Sidley Austin LLP, Partner

The Patent Prosecutor: PCT-PPH (Patent Prosecution Highway) plus Pitfalls of communicating with clients using unencrypted emails

Carl Oppedahl, Oppedahl Patent Law Firm LLC

11:20 - 12:10 PM

Patent Track - Dual Actor Infringement

Drafting and enforcing telecommunication and computer science claims following BMC, Muniauction, SiRF and Akamai
Greer N. Shaw, Graves & Walton, Partner
Steven W. Smyrski, Smyrski Law Group
Moderator: Phil Graves, Graves & Walton, Partner

Copyright Track - Excelsior! Marvel Enterprises

Copyright issues regarding old and new media
Carole E. Handler, Lathrop & Gage, Partner and Professor at USC Law

12:30 - 1:30 PM Lunch (Guest tickets available for purchase)

6:00 - 7:00 PM Pre-Keynote Cocktail Reception (Guest Included)

7:00 - 9:00 PM KEYNOTE DINNER - Judge Paul R. Michel (Guest Included)

9:00 - 10:00 PM Bonfire Beach Party (Guest Included)

Sunday, June 5th

8:00 - 9:00 AM Breakfast (Guest Included)

9:00 - 10:00 AM Trademark Year in Review - Christopher C. Larkin, Seyfarth Shaw, Partner, USC Law School Lecturer


11:20 - 12:20 PM Copyright Year in Review - Professor Jack Lerner, Clinical Assistant Professor of Law and Director of the USC IP and Technology Law Clinic

12:20 - 12:30 PM Closing Remarks, LAIPLA 2011-2012 President, Brian Arnold. SEE YOU NEXT YEAR!!!
LA IPLA/SDIPLA Spring Seminar 2011
Hotel del Coronado, San Diego, CA
Friday, June 3 – Sunday, June 5, 2011

This year’s Spring Seminar is being held at the beautiful Hotel del Coronado in San Diego.

Hotel reservations must be made directly with the resort. Call (800) 468-3533 and state you are attending the LA IPLA Spring Seminar to ensure you receive the special room rate of $229.00 per night. ALL HOTEL ROOMS ARE ON A FIRST-COME, FIRST-SERVED BASIS FOR GROUP RATE. Please reserve early as we expect a sold out event.

NOTE: After 5 PM on May 12th (that’s right, Thursday, May 12th not Friday May 13th) we CANNOT guarantee this Group Rate.

Please visit http://www.hoteldel.com for further information about the resort and activities.

PROGRAM REGISTRATION FORM

Please complete the following and return it with your payment to:
LA IPLA - 1430 South Grand Avenue, # 256, Glendora, CA 91740
OR email the form to LAIPLAOffice@aol.com
OR fax to: (626) 974-5439

Name: ________________________________
Title: _________________________________
Company/Firm: ________________________
Address: ______________________________
City: __________________ State: ______
ZIP: ______________________
Tel: __________________ Fax: __________
Email: ________________________________

Name(s) (for Badges):
Registrant: ______________________________
Guest: __________________________________
Accompanying Children:
Name(s)/Ages __________________________
Name(s)/Ages __________________________
Childcare available Friday and Saturday night by calling Hotel Del Conciere at 619-522-8196. 48 hour notice suggested.

“Kidtopia” available for kids ages 4-12. In-Room Childcare for kids under 4.

EVENTS INCLUDED WITH BASIC REGISTRATION

In addition to the Program, the following events are included in the registration fee for you and one guest, except Saturday breakfast. Please indicate which events you and/or your guest plan to attend.

Friday
6:00 p.m. – 7:00 p.m. Cocktails on the Beach ________ N/C
9:00 p.m. – Midnight Poker Tournament/Bar/iPad 2 Prizes ________ N/C
(Poker limited to first 100 Attendees applicants. Depending on response, may open more tables. Raffle open to everyone (including Guests)

Saturday
8:00 a.m. – 9:00 a.m. Networking Breakfast (AttendeesOnly) ________ N/C
12:30 p.m. – 1:30 p.m. Lunch (Attendees only) ________ N/C
$ 26.00 per person for each additional Guest/family member ________ extra
6:00 p.m. – 7:00 p.m. Pre-Keynote Cocktail Reception ________ N/C
7:00 p.m. – 9:00 p.m. Keynote with Judge Michel Dinner ________ N/C
9:00 p.m. – 10:00 p.m. Bonfire Beach Party ________ N/C

Sunday
8:00 a.m. – 9:00 a.m. All Attendee & Guest Breakfast ________ N/C

□ INCLUDE FOOD RESTRICTIONS/VEGGIE

REGISTER BY MAY 13th to SAVE $50

PRICING

$975 LA IPLA or SDIPLA Members registering on or before May 13, 2011 $_____
$1,025 LA IPLA or SDIPLA Members registering after May 14, 2011 $_____
$1,080 Non Members registering on or before May 13, 2011 $_____
$1,130 Non Members registering after May 14, 2011 $_____

□ MEMBER RATE □ NON-MEMBER RATE
□ LAIPLA MEMBER □ SDIPLA MEMBER

SPECIALTY (CHECK ALL THAT APPLY)
□ PATENT LITIGATION □ PATENT PROSECUTION
□ COPYRIGHT □ TRADEMARK
□ OTHER ________________

LA IPLA MEMBERSHIP RENEWAL

It is time to renew your individual LA IPLA membership for the membership period July 1st, 2011 – June 31st, 2012. Renew today and save $5.00 (No individual renewal necessary for those who benefit from a firm or company membership. New LA IPLA members benefit from the discounted Spring Seminar registration fee.)
Renew Today for $100.00 $_____

I am interested in participating in one or more of the following committees:
□ Law School Outreach □ Membership □ Newsletter
□ Judges’ Night □ Washington in the West
□ 2012 Spring Seminar □ Monthly Meetings □ Sponsorship
□ Court Watch □ PTO/LAIPLA Relations
□ Judiciary/LAIPLA Relations □ Website
□ Marketing/Social Networking (NEW) □ Trademark □ Copyright

PAYMENT OPTIONS

TOTAL PAYMENT
$______________

□ Company Check □ Visa □ MasterCard □ Amex

Credit Card Number: ____________________________
Exp. Date: ____________________________ CCV Code on Card: __________
Print Name: ________________________________
Signature: ________________________________

HOTEL DEL CORONADO INFO


HOTEL EVENTS NOT INCLUDED WITH REGISTRATION

Please contact Hotel Del Coronado directly to sign up for additional activities.

Hotel Del Coronado: 1500 Orange Avenue, Coronado, CA 92118, in San Diego

Brochure designed by Mark Treitel
Brochure printed by Visual Ideas - call Armando at 213-280-6068
visualideas@sbogl0bal.net
**SPRING SEMINAR SPONSORS**

**Hurry Up... There’s Still Time to Become a Sponsor**

Contact Keith Newburry - [Keith_Newburry@edwards.com](mailto:Keith_Newburry@edwards.com) - (949) 648-8836

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| Los Angeles Women in Intellectual Property |