

PATENT TRACK - SUNSET BALLROOM

- 9:00 a.m. - 10:00 a.m.** **Value of Functional Language**
- **Moderator: Ashe Puri**, Partner, Maynard Cooper & Gale
 - **Jerrah Edwards**, Supervising Patent Examiner, USPTO
 - **Alex Yap**, Partner, Morrison & Foerster
 - **Bryan Wahl**, General Counsel, Tarsus Pharmaceuticals, Inc.
- 10:00 a.m. - 10:15 a.m.** **Networking Break**
- 10:15 a.m. - 11:15 a.m.** **Communication and Developing Rapport with Examiners**
- **Moderator: Cyndi Wheeler**, Former Head of IP, Slack
 - **Alfred Chu**, Sr. Lead IP Legal Counsel, Dexcom
 - **Jerrah Edwards**, Supervising Patent Examiner, USPTO
 - **Harry Harden**, Partner, Kilburn & Strobe
 - **Milan Kapadia**, Sr. IP Counsel, Palo Alto Networks
 - **Josué Villalta**, Partner, Knobbe Martens
- 11:15 a.m. - 11:30 a.m.** **Networking Break**
- 11:30 a.m. - 12:30 p.m.** **Best Practices for Standard Essential Patents**
- **Moderator: Jordan Nafekh**, Associate, Irell & Manella
 - **Kurt Kjelland**, Vice President, Legal Counsel, Qualcomm
 - **Sasha Rao**, Partner, Maynard Cooper & Gale
 - **Ash Zahr**, Chief IP Counsel (Acting), Rivian
- 12:30 p.m. - 1:30 p.m.** **Lunch on the Sunset Terrace**
- 1:35 p.m. - 1:50 p.m.** **Pro Bono Award**
- Pro Bono Awardee (Trademark): **Paul I. Menes**, Perleberg McClaren
 - Pro Bono Awardee (Patent): **Ken H. Ohriner**, Perkins Coie
- 1:50 p.m. - 2:50 p.m.** **Keynote Speech with Deputy Director Derrick Brent, USPTO and Susan Natland, Partner, Knobbe Martens**
- 2:50 p.m. - 3:00 p.m.** **Networking Break**
- 3:00 p.m. - 4:00 p.m.** **Preparation and Prosecution Tools**
- **Moderator: David Ashton**, Associate, Patterson + Sheridan
 - **Stephanie Curcio**, IP Lawyer and CEO, NLPatent
 - **Ian Schick**, Founder and CEO, Draft Builders; Co-Founder & CEO, Specificio
 - **USPTO - TBD**
- 4:00 p.m.** **Reception on the Sunset Terrace**

TRADEMARK TRACK - BRENTWOOD ROOM

- 9:00 a.m. - 10:00 a.m. **USPTO Trademark Office Updates and Pendency Status Updates**
- Moderator: Sui Q. Duong, Sr. Counsel – Marketing & Trademark, Pure Storage
 - Jason Lott, USPTO Managing Attorney for Trademarks Customer Outreach
- 10:00 a.m. - 10:15 a.m. **Networking Break**
- 10:15 a.m. - 11:15 a.m. **Tactics for Overcoming Commonly Issued Global Trademark Prosecution Refusals**
- Moderator: Sui Q. Duong, Sr. Counsel – Marketing & Trademark, Pure Storage
 - Puja Detjen, Partner, Patterson + Sheridan
 - Stefano Ferro, Partner, Bugnion S.p.A.
- 11:15 a.m. - 11:30 a.m. **Networking Break**
- 11:30 a.m. - 12:30 p.m. **Year In Review & Look Ahead**
- Moderator: Helen Omapas, Sr. Counsel – IP, Harman International
 - Theresa Conduah, Partner, Haynes and Boone, LLP
- 12:30 p.m. - 1:30 p.m. **Lunch on the Sunset Terrace**
- 1:35 p.m. - 1:50 p.m. **Pro Bono Award**
- Pro Bono Awardee (Trademark): Paul I. Menes, Perleberg McClaren
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- 1:50 p.m. - 2:50 p.m. **Keynote Speech with Deputy Director Derrick Brent, USPTO and Susan Natland, Partner, Knobbe Martens**
- 2:50 p.m. - 3:00 p.m. **Networking Break**
- 3:00 p.m. - 4:00 p.m. **Non-Governmental Tools for Mark Protection, In-House and Firm Approaches**
- Moderator: Jason Weintraub, Chief Legal Officer, Jacuzzi Group
 - Tom Hadid, Corporate Counsel – Trademark, Amazon
 - Tim Hance, Sr. Counsel, Brand and Content IP, NBCUniversal
 - Jonathan Hyman, Partner, Knobbe Martens
- 4:00 p.m. **Reception on the Sunset Terrace**