

Corporate Strategies on Managing and Utilizing Intellectual Property

LAIPLA Washington in the West
January 29, 2019, 11:25 a.m. –12:30 p.m.

Topics

1. Introduction of panelists

- (i) Adam Lewental of Hyperloop One
- (ii) Ellen Lin of KaVo Kerr
- (iii) Erin Mehta of Hulu
- (iv) Keith Newburry of Edwards Lifesciences

2. Outside counsel's role in managing IP

- (i) Influence of technology area
- (ii) Managing portfolios

3. Corporate decision-making on IP management

- (i) Foreign filings
- (ii) Continuations
- (iii) Maintenance fees

4. Methods and practices of generating IP

- (i) Acquisitions of IP
- (ii) Developing IP

5. Interactions with executives, directors, and others on the business side regarding IP management

(i) Training

(ii) Incorporating business people into IP management

6. Corporate leadership thoughts on patents

(i) Enforcement

(ii) Licensing