



WASHINGTON IN THE WEST

LAIPLA BRINGS THE USPTO TO YOU!

Located in Downtown Los Angeles

Now in its 24th year, Washington in the West is a full-day MCLE conference bringing together USPTO officials, industry experts and members of our bar.

KEYNOTE

Andrei Iancu
Director, USPTO

PROGRAM TRACKS

- Patent
- Trademark
- Young Lawyers' Patent Prosecution Workshop (half-day)

MCLE Accredited

CONFIRMED SPEAKERS

As of October 22, 2019



Andrei Iancu
USPTO Director



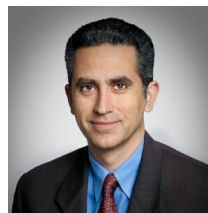
Scott Boalick
Chief PTAB
Judge



Paul Yen
USPTO Examiner



Susan Natland
Knobbe Martens



Mehran Arjomand
Morrison &
Foerster



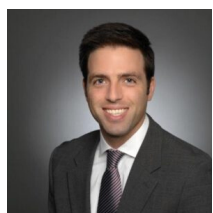
Patricia Hong
Plumsea



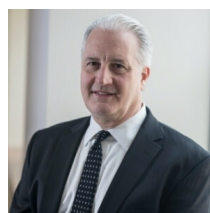
Sanjeev Mehta
Verizon



Stefano Ferro
Bugnion



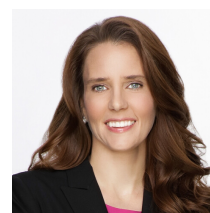
Erol Basol
Kubota & Basol



Steven Shape
Denemeyer



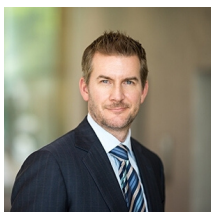
Harper Batts
Sheppard Mullin



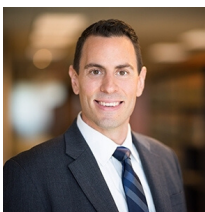
Lori Kozak
Fox Rothschild



Navneet Chugh
Chugh



Brian Horne
Knobbe Martens



Jonathan
Menkes
Knobbe Martens



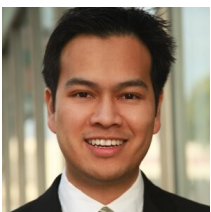
Samantak Ghosh
Gilead Sciences



David Randall
Brooks Kushman



Lance Pritikin
Law Offices of
Lance M. Pritikin



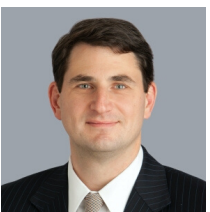
Sui Dong
Western Digital



Craig Burnett
Dolby
Laboratories



Graham Cole
Munger Tolles



Brian Buroker
Gibson Dunn



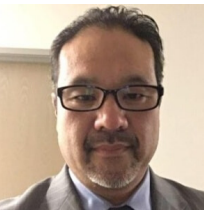
Jean Nguyen
Morrison &
Foerster



Sharmini Green
Intel



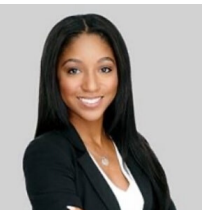
Shilpa Coorg
Winston &
Strawn



Donald Min
Virgin Hyperloop
One



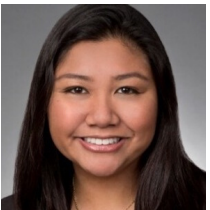
Jacob Zoderu
Arent Fox



Mikella Wickham
Fox Rothschild



Monique Cheng
Joe
NBC Universal



Jessica Thomson
The Walt Disney
Company

PROGRAM SCHEDULE

Luncheon Program

Q&A With Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director of the USPTO.

Moderated by Susan Natland, Partner, Knobbe Martens

Pro Bono Service Award

In collaboration with the USPTO and the California Lawyers for the Arts

Patent Track

9:00 AM – 12:30 PM

2:30 PM – 4:30 PM

Standard Essential Patents
Licensing – Best Practices

Recent Developments
at the Patent Trial & Appeal
Board

Subject Matter Eligibility -
Recent Trends & Reforms

In House Counsel
Perspectives

USPTO Examiner Interview
Strategies

Approved for 6 MCLE credits

Trademark Track

9:00 AM – 12:30 PM

2:30 PM – 4:30 PM

Developments in UX/UI
IP Protection

Strategies for Trademark
Protection in Asia

Trademark Year In
Review

Online Counterfeiting –
Policing and Protecting
Brands

Cannabis Trademark
Protection – Challenges
and Strategies

Approved for 6 MCLE credits

Young Lawyers' Patent Prosecution Workshop

2:30 PM – 4:30 PM

Topics To Include:

1. Examination Tips
2. Examiner Interviews –
Best Practices
3. Amending Claims – Best
Practices
4. Considerations for
Appeal

Approved for 3 MCLE credits

Programs subject to change.

For event updates, please visit laipia.net/washington-in-the-west.

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Washington Level Sponsorships (\$3,000)

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Each of the sponsorship selections are exclusive.

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- Logo featured on sign with label of your specific sponsorship
- Acknowledgment in promotions for your specific sponsorship
- Opportunity to speak at event (2 minutes)
- Other benefits included

Lincoln Level Sponsorships (\$2,500)

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~~Breakfast/Coffee Breaks Sponsor~~
~~Cocktail Reception Sponsor~~

Each of the sponsorship selections are exclusive.

All of the benefits of Jefferson Level, plus:

- 1 Complementary Ticket to Speakers' Dinner (Evening Before Event)
- Logo featured on sign with label of your specific sponsorship
- Acknowledgment in promotions for your specific sponsorship
- Opportunity to speak at event (2 minutes)

Jefferson Level Sponsorships (\$2000)

All of the benefits of the Silver Package, plus:

- 2 Complementary Tickets to the Event (lunch included).
- Opportunity to speak at event (2 minutes)

SPONSORSHIP OPPORTUNITIES

Silver Sponsor (\$1,500)

All of the benefits of the Bronze Package, plus:

- Sponsor's table at Event for two representatives to distribute marketing materials

Bronze Sponsor (\$1,000)

- Logo featured on large projection screen at Event
- Logo prominently placed in advertising and promotional materials including event signage and program, and hyperlinked on LAIPLA's website and e-blasts
- Opportunity to purchase tickets to the Event at LAIPLA Member Rate
- Lunch available at discounted rate

Non-Profit Sponsor (Non-Profits only)

- Logo featured on large projection screen at Event
- Logo prominently placed in advertising and promotional materials and hyperlinked on LAIPLA's website and e-blasts.
- Opportunity for your members to purchase tickets to the Event at LAIPLA Member Rate

Interested in sponsoring Washington in the West?
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