



2011 Annual Meeting

*Enhancing IP Rights
in a Time of Erosion*

All events will be held at the W Chicago City Center.

Lawyers and IP professionals at all levels, in firms and in-house, will benefit from this program, which addresses timely legal issues in IP law and, as part of *AIPF's Brand of Excellence*, essential business and management topics of contemporary intellectual property practice.

This program qualifies for eight (8) CLE credits, including one (1) ethics credit.

Sunday, September 18, 2011

4:00 – 7:00 PM	Board of Directors Meeting
7:00 – 9:00 PM	Board of Directors and Speaker's Dinner (by invitation only)

Monday, September 19, 2011

7:30 – 9:00 AM	Continental Breakfast
7:30 – 9:00 AM	<p><i>Roundtable – AIPF Brand of Excellence Program</i></p> <p>Marketing and Business Development Plan: What Does an IP Firm Plan Look Like and How Much Will It Cost?</p> <p>Relying on individual rainmakers and ad hoc marketing are not sufficient to compete in today's legal market. What are the options for small and midsize IP firms?</p> <ul style="list-style-type: none"> • Robin A. Rolfe, <i>Robin Rolfe Resources, Inc.</i>
7:30 – 9:00 AM	<p><i>Roundtable – AIPF Brand of Excellence Program</i></p> <p>Recruiting and Retaining Associates: Finding and Keeping Rising Stars</p> <p>An interactive discussion exploring the ways in which IP boutique firms can attract and develop associates whose goals will be compatible with their firm's culture.</p> <ul style="list-style-type: none"> • Marvin Siegel, <i>Premier Professionals International</i>
9:00 – 9:15 AM	<p>Welcome & Opening Remarks</p> <ul style="list-style-type: none"> • Karen G. Hazzah, <i>Thomas, Kayden, Horstemeyer & Risley, LLP</i> <p>President's Report</p> <ul style="list-style-type: none"> • AIPF President Todd Van Thomme, <i>Price, Heneveld, Cooper, DeWitt & Litton, LLP</i>
9:15 – 10:00 AM	<p><i>Keynote – AIPF Brand of Excellence Program</i></p> <p>Maintaining Your Brand Excellence</p> <p>Inside IP counsel's advice on how outside counsel can provide and maintain a reputation for excellent services.</p> <ul style="list-style-type: none"> • Philip S. Johnson, <i>Johnson & Johnson</i>

Monday, September 19 (continued)

10:00 – 10:45 AM	<p><i>AIPF Brand of Excellence Program</i></p> <p>ELawyering</p> <p>A pioneer in ELawyering will discuss how to practice online successfully and the future of online legal firms.</p> <ul style="list-style-type: none"> • Richard Granat, <i>Granat Group, LLC</i>
10:45 – 11:00 AM	<p>Coffee Break</p>
11:00 – 12:00 PM	<p><i>Ethical Issues in IP Practice</i></p> <p>Ethical Optimized IP Transactions</p> <p>The ethics of a variety of transactions and situations will be explored.</p> <ul style="list-style-type: none"> • Kirk Goodwin, <i>Whirlpool Corporation</i>
12:00 – 12:30 PM	<p>Financial Aspects of IP: Valuation, Litigation, Consulting, IP Strategy, IP Transactions</p> <p>The value of IP must be properly considered to calculate the investments and importance inherent in transactions.</p> <ul style="list-style-type: none"> • Michael J. Lasinski, <i>284 Partners LLC</i>
12:30 – 2:00 PM	<p>Luncheon</p>
2:00 – 2:45 PM	<p><i>Keynote – AIPF Brand of Excellence Program</i></p> <p>Goodyear & IP</p> <p>IP is important to Goodyear, including how IP helps to drive innovation and serves business development worldwide. Goodyear's views on company - outside counsel cooperation will be discussed.</p> <ul style="list-style-type: none"> • Bruce J. Hendricks, <i>The Goodyear Tire & Rubber Company</i>
2:45 – 3:00 PM	<p>Coffee Break</p>
3:00 – 4:30 PM	<p><i>Panel Discussion</i></p> <p>Strength of IP Rights Outside the US</p> <p>Have IP rights eroded outside the US? A panel of practitioners from Europe, Asia, Australia/New Zealand, and Latin America will discuss the strength of IP rights in their respective countries. The panel will also discuss upcoming legislation and/or court cases in their countries that may affect IP rights in the near future.</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Karen G. Hazzah, <i>Thomas, Kayden, Horstemeyer & Risley, LLP</i> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Robin Browne, <i>Hepworth Browne</i>, England • Nahanny Canal, <i>Dumont, Bergman, Bider & Co., S.C</i>, Mexico • Robert Snoep, <i>Create IP</i>, New Zealand • Nguyen Viet Thang, <i>Trung Thuc JSC</i>, Vietnam • Stephen Yang, <i>Peksung Intellectual Property Ltd.</i>, China

Monday, September 19 (continued)

4:30 – 5:30 PM	<p><i>Trademark Topic</i></p> <p>Keyword Advertising and Trademark Rights</p> <p>The United States Court of Appeals for the Fourth Circuit will issue a decision on whether Google's keyword advertising regime violates Rosetta Stone's trademark rights. The current state of the law will be reviewed with point/counterpoint views of the legality.</p> <ul style="list-style-type: none"> • Michael G. Atkins, <i>Graham & Dunn PC</i> • Jonathan Bloom, <i>Weil, Gotshal & Manges LLP</i>
5:30 – 5:45 PM	<p>Daily Wrap-Up</p> <ul style="list-style-type: none"> • Karen G. Hazzah, <i>Thomas, Kayden, Horstemeyer & Risley, LLP</i>
6:00 – 7:00 PM	<p>Reception</p>

Tuesday, September 20

7:30 – 9:00 AM	<p>Continental Breakfast</p>
7:30 – 9:00 AM	<p><i>Roundtable – AIPF Brand of Excellence Program</i></p> <p>Client Satisfaction: Are You Sure?</p> <p>Participation is encouraged in an open and frank discussion of assumptions and delusions about clients' evaluation of your performance.</p> <ul style="list-style-type: none"> • Robin A. Rolfe, <i>Robin Rolfe Resources, Inc.</i>
7:30 – 9:00 AM	<p><i>Roundtable – AIPF Brand of Excellence Program</i></p> <p>Mentoring Associates</p> <p>Why mentoring is important and how to manage the expectations of mentees and mentors.</p> <ul style="list-style-type: none"> • Marvin Siegel, <i>Premier Professionals International</i>
9:00 – 9:05 AM	<p>Daily Agenda, Announcements</p> <ul style="list-style-type: none"> • Karen G. Hazzah, <i>Thomas, Kayden, Horstemeyer & Risley, LLP</i>
9:05 – 10:20 AM	<p>Enhancing IP Rights in a Time of Erosion</p> <p>Corporate attorneys discuss how their companies value and protect IP.</p> <ul style="list-style-type: none"> • Kirk Goodwin, <i>Whirlpool</i> • Kurt Van Thomme, <i>Pioneer Hi-Bred International Inc.</i>
10:20 – 10:50 AM	<p><i>AIPF Brand of Excellence Program</i></p> <p>Legal Project Management: Can It Really Make a Difference?</p> <p>There's been a lot of talk the past year about Legal Project Management... but is it more than talk? Project management can lead to more successful results in IP work.</p> <ul style="list-style-type: none"> • Steven B. Levy, <i>Lexician</i>
10:50 – 11:05 AM	<p>Coffee Break</p>

Tuesday, September 20 (continued)

11:05 – 11:35 AM	<p><i>Trademark Topic</i></p> <p>Navigating the Trademark Trial & Appeal Board</p> <p>Successful navigation of the system can not only increase your chances of success, but also save money.</p> <ul style="list-style-type: none"> • Anne M. Sterba, <i>Rothwell, Figg, Ernst & Manbeck, P.C.</i>
11:35 – 12:05 PM	<p><i>AIPF Brand of Excellence Program</i></p> <p>Marketing, Brand Building and Social Media for the Attorney</p> <p>Which questions attorneys MUST ask to create a successful marketing strategy? What are common marketing mistakes? Build and maintain a consistent brand. Use brand building tools in LinkedIn and Twitter.</p> <ul style="list-style-type: none"> • Renee C. Quinn, <i>IPWatchdog, Inc.</i>
12:05 – 1:20 PM	<p><i>Panel Discussion</i></p> <p>Top Case Review</p> <p>Members nominate cases for the most influential decisions of the past year with respect to enhancing or eroding the value of IP.</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Robert C. Faber, <i>Ostrolenk Faber LLC</i> <p><u>Panel:</u></p> <ul style="list-style-type: none"> • Kelly G. Hyndman, <i>Sughrue Mion, PLLC</i> • Randall Marusyk, <i>MBM Intellectual Property Law LLP</i> • Leo M. Loughlin, <i>Rothwell, Figg, Ernst, & Manbeck P.C.S.</i>
1:20 – 1:35 PM	<p>Adjournment</p> <ul style="list-style-type: none"> • AIPF President Todd Van Thomme, <i>Price, Heneveld, Cooper, DeWitt & Litton, LLP</i>