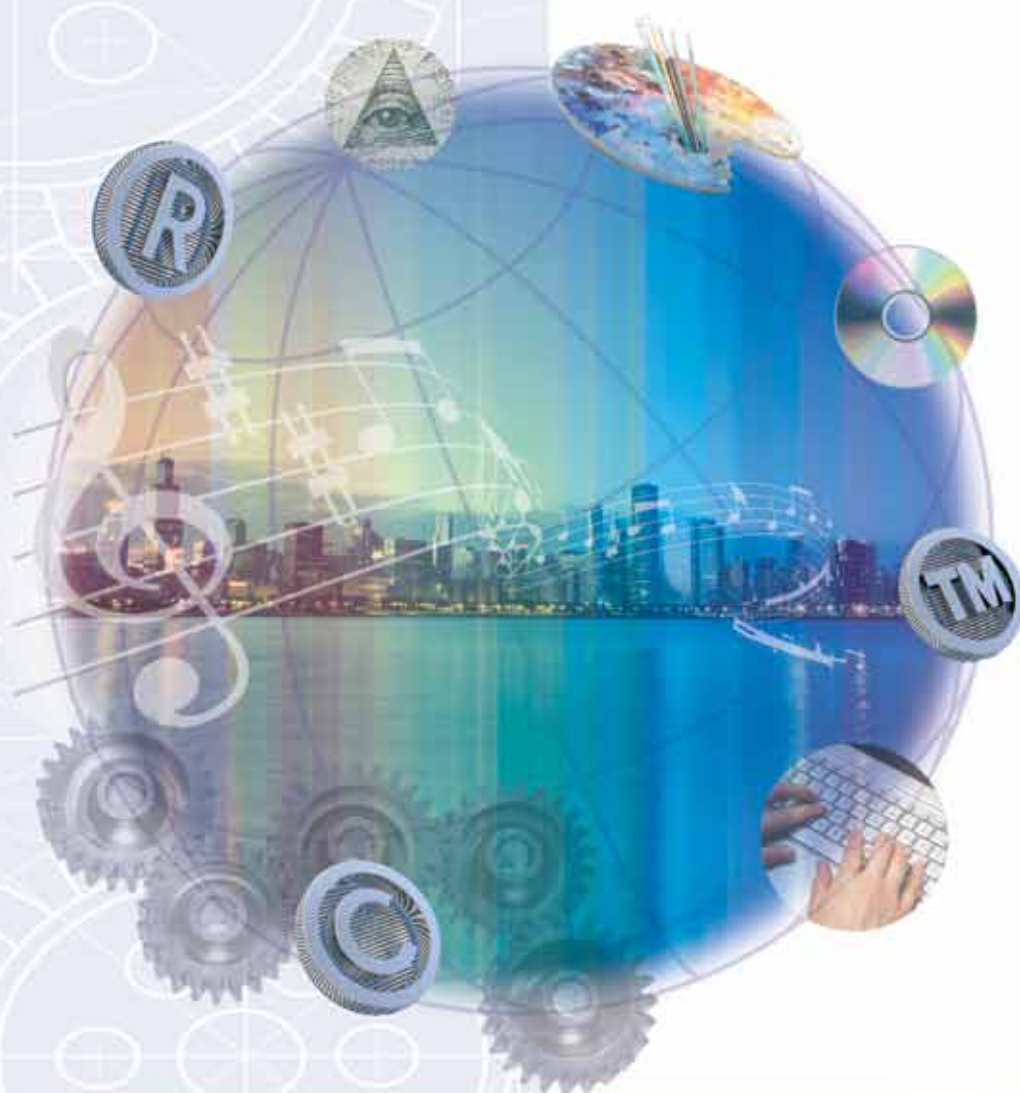


55TH ANNUAL INTELLECTUAL PROPERTY LAW CONFERENCE

HOT TOPICS

DEVELOPMENTS IN PATENT, TRADEMARK,
COPYRIGHT AND TRADE SECRETS LAW



FEBRUARY 25, 2011 | CHICAGO, ILLINOIS



THE
JOHN MARSHALL LAW SCHOOL
CENTER FOR INTELLECTUAL PROPERTY LAW



Message from the Center

Dear Colleagues,

Rapid change in IP seems to be the only constant in our field. The new administration has placed a number of new IP leaders at the top of key governmental agencies. Patent reform legislation continues to evolve and advance in fits and starts through Congress. New IP standards and approaches have emerged from a number of key judicial decisions at all levels of courts. New technologies and attempts to accommodate them continue to define and redefine the field of IP protection and practice.

Amidst this flood of IP changes, the Center for Intellectual Property Law at The John Marshall Law School is pleased to present its 55th Annual Intellectual Property Law Conference as an aid to the practicing bar in keeping up with this rapidly changing field. The Conference includes judicial, administrative, bar, and academic presenters with extensive experience in the IP field who will share their insights into the most important IP developments and the future implications of these developments.

John Marshall presents this year's conference as part of its continuing service to the bar and its mission as a leading center of IP education. The IP Center at John Marshall offers programs on a broad range of IP topics for the practicing bar and one of the most comprehensive intellectual property law academic programs in the United States.

We look forward to seeing you at this and subsequent events presented by the Center for Intellectual Property Law.

Professor Richard S. Gruner

Director, Center for Intellectual Property Law

Charles W. Shifley

Conference Chair, Banner & Witcoff



The John Marshall Law School and its Center for Intellectual Property Law gratefully acknowledge the generous contributions of our Gold Sponsors. Their support allows The John Marshall Law School to continue to offer high quality legal education programs for area IP practitioners and to provide fee waivers to our students so that they may participate in these programs as well.



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55TH ANNUAL INTELLECTUAL PROPERTY LAW CONFERENCE HOT TOPICS AND CURRENT DEVELOPMENTS

Friday, February 25, 2011

Schedule of Speakers & Topics

Unless otherwise noted, all events will take place in Room 1200 at The John Marshall Law School

**8 – 8:45 a.m.
Registration & Breakfast**

**8:45 – 9 a.m.
Introduction & Welcome**

John E. Corkery
*Dean
The John Marshall Law School
Chicago, Illinois*

Richard S. Gruner
*Director
Center for Intellectual Property Law
The John Marshall Law School
Chicago, Illinois*

Charles W. Shifley
*2011 Conference Chair
Banner & Witcoff, Ltd.
Chicago, Illinois*

**9 a.m. – 12:30 p.m.
Recent Developments in
Intellectual Property Law**

Moderator
Charles W. Shifley

Patent Law
Bradley C. Wright
*Banner & Witcoff Ltd.
Washington, DC*

Trademark Law
Mark V. B. Partridge
*Partridge IP Law
Chicago, Illinois*

Copyright Law
Professor Tyler T. Ochoa
*Santa Clara University School of Law
Santa Clara, California*

Trade Secret Law
R. Mark Halligan
*Nixon Peabody LLP
Chicago, Illinois*

Counterfeits
David S. Fleming
*Brinks Hofer Gilson & Lione
Chicago, Illinois*

**12:30 p.m. – 1:45 p.m.
Luncheon**

**Ballroom, 5th Floor
Standard Club**

Speaker
The Honorable James F. Holderman
*Chief Judge, U.S. District Court
Northern District of Illinois
Chicago, Illinois*

**The Future Challenges
of IP Litigation:
A Judge's Perspective**

**1:45 – 5 p.m.
Afternoon Sessions**

*See the following panel for information
on Track 1 (Patent Issues) and Track 2
(Trademark, Copyright & Related Issues)*

**5 – 6 p.m.
Reception**
3East
The John Marshall Law School



2 – 5 p.m. Afternoon Sessions

Track 1 Patent Issues Room 1200	Track 2 Trademark, Copyright, & Related Issues Room 503
<p>Moderator Professor Richard S. Gruner <i>Director Center for Intellectual Property Law The John Marshall Law School Chicago, Illinois</i></p> <p><i>In re Bilski</i> and What to Do About It Edward D. Manzo <i>Husch Blackwell LLP Chicago, Illinois</i></p> <p>Apportionment Issues in IP Damages Cases David A. Haas <i>Senior Managing Director FTI Consulting Chicago, Illinois</i></p> <p>False Patent Marking Olivia T. Luk <i>Jenner & Block Chicago, Illinois</i></p> <p>Patenting Items Derived from Nature Dr. Kevin E. Noonan <i>McDonnell Boehnen Hulbert & Berghoff LLP Chicago, Illinois</i></p>	<p>Moderator William T. McGrath <i>Davis McGrath LLC Chicago, Illinois</i></p> <p>The New Wave of Copyright Litigation: Copyright Trolls and Massive Multi-Defendant Cases Carol Anne Been <i>SNR Denton US LLC Chicago, Illinois</i></p> <p>A Practical Guide to Proving and Defending Damage Claims in Trademark Litigation Brett August <i>Pattishall McAuliffe Newbury Hilliard & Geraldson LLP Chicago, Illinois</i></p> <p>Protecting Real Trademarks in the Virtual World—Trademarks and Social Media Antony J. McShane <i>Neal Gerber & Eisenberg LLP Chicago, Illinois</i></p> <p>Constitutional Challenges to Statutory Damages For Copyright Infringement Andrew Berger <i>Tannenbaum Helpert Syracuse & Hirschtritt LLP New York, New York</i></p>



55th Annual Intellectual Property Law Conference Information

Location

The conference is held at The John Marshall Law School, 315 S. Plymouth Court, Chicago, IL 60604.

Hotels

The following hotels are within walking distance of The John Marshall Law School. Due to citywide conventions taking place around the time of the conference, room availability may be limited. Rooms have not been blocked at these hotels. Room rates vary from \$99 to \$350 depending on the hotel and room availability. Please call a hotel promptly to ensure a room.

The Palmer House Hilton

17 E. Monroe
800.445.8667 or 312.726.7500
www.hilton.com

Club Quarters Hotel

111 W. Adams
312.214.6400
(A discount on room rates is available at the Club Quarters—simply mention The John Marshall Law School to receive the preferred rate. Rate will be quoted at time of reservation.)

The W Chicago City Center

172 W. Adams
877.WHOTELS
or 312.332.1200
www.whotheis.com

Hotel Monaco

225 N. Wabash
800.397.7661
www.monaco.chicago.com

Crowne Plaza

10 S. Wabash
312.372.7696
www.crowneplaza.com

Hotel Allegro Chicago

171 W. Randolph
800.643.1500
www.allegrochicago.com

Hotel Blake

500 S. Dearborn
312.986.1234
www.hotelblake.com

Chicago Hilton & Towers

720 S. Michigan Ave.
800.932.3322 or 312.922.4400
www.chicago.hilton.com

The Essex Inn

800 S. Michigan Ave., 312.939.2800

Renaissance Chicago Hotel

1 W. Wacker Dr., 312.372.7200
www.renaissancehotels.com

For additional hotel listings in the downtown Chicago area, visit these websites:
www.placestostay.com or www.chicago.hotelchannel.com

Still can't find a room?

Try the Hotel Reservations Network at 800.964.6835 or visit
www.hoteldiscount.com, www.hotels.com, www.orbitz.com, or www.travelocity.com.

Never been to Chicago? Wonder what the weather is like today?

www.weather.com/weather/local/USIL0225

Need directions from the hotel to the law school? www.mapquest.com

Need information about The John Marshall Law School? www.jmls.edu

Registration Form
55th Annual Intellectual Property Law Conference
Friday, February 25, 2011

To enroll in the conference, please complete the registration information (one form per individual). Registrations may not be made by phone. Payment **must be received** with the registration. Registration deadline is Friday, February 18, 2011. (Please type or print)

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____

Registration Fee: (Registration fee includes admission to the program, breakfast, luncheon, reception, and all course materials)

General Registration: \$195

Government, Judicial, or Academic Registration: \$95

John Marshall Student Registration – Please contact Michele Bridges at 6bridges@jmls.edu for student fee waiver.

Payment Method (check one)

☐ Check—please make checks payable to The John Marshall Law School
or

☐ Credit Card: ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

Account Number _____

Cardholder name _____

Expiration Date _____ Signature _____

For payments made with a credit card, fax this form to 312.427.7128.

Cancellation Policy

Cancellations must be received by February 18, 2011, in order to receive a full refund. After this date, refunds are subject to a \$50 processing fee. No refund will be given once the program has taken place.

Please Note: A confirmation of your registration will be sent to you by either email or fax. The confirmation will serve as a receipt of payment and will include directions and additional conference information.

Special Service Requirements

Requests must be received by Friday, February 18, 2011.

Please indicate any ADA service needs below.

☐ Attending in a wheelchair or other personal transport device

☐ Additional ADA service requirement _____

☐ Dietary needs _____

CLE Credit: Approximately 7 hours

The John Marshall Law School will advise the appropriate state bar or agency indicated below of the presentation of this conference. The extension of CLE credit is subject to each state's approval. It is the responsibility of the individual to meet the requirements of each jurisdiction. The John Marshall Law School is an approved MCLE provider with the State Bars of Illinois, Missouri, and Pennsylvania. The John Marshall Law School will assist with applications to Florida, Georgia, Rhode Island, and Texas, but attorneys must apply individually for credit for courses and submit payment directly to these states.

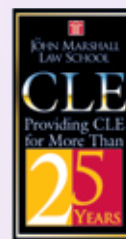
(Complete only if you require CLE credit. List all states where you require credit.)

Bar No.: _____ State: _____

Bar No.: _____ State: _____

Non-Discrimination Policy

The John Marshall Law School, finding any invidious discrimination inconsistent with the mission of free academic inquiry, does not discriminate in admission, services or employment on the basis of sex, sexual orientation, race, color, religion, national origin, ancestry, age, or disability.



Please complete and return this form by Friday, February 18, 2011, to:

The John Marshall Law School, Department of Event Management
315 S. Plymouth Court, Chicago, IL 60604
312.987.1420, Fax: 312.427.7128



Leading the Way in Intellectual Property Legal Education

The John Marshall Law School in Chicago has one of the oldest and most highly regarded intellectual property (IP) law programs in the country, offering an extensive number of courses at both the JD and LLM levels. John Marshall's new MS degree program in IP law is geared to the non-lawyer IP professional.

Nationally recognized full-time faculty, practitioners, and members of the judiciary help prepare students in all facets of IP law, including patent, trademark, copyright, trade secret, sports, entertainment, and international IP law. Opportunities to take courses offered by the Center for Information Technology and Privacy Law help keep students current on information technology-based issues impacting IP law and practice.

Employers know that John Marshall graduates receive exceptional training in IP law and have the practical skills needed to help law firms and other organizations succeed.

For more information, please call 312.427.2737 ext. 581
or visit **ip.jmls.edu**.

