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#### **Industrial Designers Society of America**

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# THE ART *of* Design



**APRIL 6, 2010  
MADISON AUDITORIUM**

**WELCOME TO DESIGN DAY 2010**

Master of Ceremonies: Robert M. Spear, AIA, Supervisory Patent Examiner, Technology Center 2900, USPTO

8:00 - 9:00 am Continental Breakfast  
Sponsor: AIPLA

9:00 - 9:15 Welcome and Kick-off  
Robert L. Stoll, Commissioner for Patents, USPTO

9:15 – 9:40 State of the Design Technology Center  
Jasemine C. Chambers, Director, Technology Center 2900, USPTO

9:40 – 10:25 Design, Aesthetic Appeal and IP Protection in Product Design  
Clive Roux, CEO, IDSA

10:25 – 10:55 Break & Interaction Time  
Sponsor: ABA Section of Intellectual Property Law

10:55 – 11:25 Design Drawings: Broken Lines & Indefiniteness When There is no Surface Shading  
Joel Sincavage, Technology Center 2900, USPTO

11:25 – 11:40 Impact/Implementation of The Hague Agreement  
Karin Ferriter, Attorney-Advisor, Office of External Affairs, USPTO

11:40 – 12:10 Role of the Solicitor's Office in USPTO Design Patent Practice  
Janet Gongola, Associate Solicitor, Office of the Solicitor, USPTO

12:10 – 1:30 pm Lunch and Interaction Time  
Sponsor: IPO

1:30 – 2:15 Tips from the Bench: Litigating Design Patent Cases before the ITC  
Honorable Charles E. Bullock, Administrative Law Judge, United States International Trade Commission

2:15 – 3:00 Has the Pendulum Swung Too Far? Presentation of the recent *International Seaway Trading Corp. v. Walgreens Corp* Decision (Anticipation) and *Crocs v. ITC* (Infringement) Decisions  
Damon Neagle, Esq. - Design IP

3:00 – 3:20 Break & Interaction Time  
Sponsor: IDSA

3:20 – 3:50 Functionality, *Egyptian Goddess*, and the Point of Novelty: A Non-Obvious Combination including a discussion of the recent *Richardson v. Stanley Works* case  
Perry J. Saidman, Esq. - Saidman DesignLaw Group

3:50 – 4:20 Panel Discussion: Designs in Recent Court Decisions- Randi Isaacs, Esq., Moderator  
Clive Roux  
Susan E. Farley, Esq. - Heslin Rothenburg Farley & Mesiti  
Damon Neagle, Esq.  
Perry J. Saidman, Esq.  
Richard Stockton, Esq. – Banner & Witcoff.

4:20 – 4:30 Closing/Presentations

Any legal opinions expressed in this event are those of the speaker and not necessarily USPTO policy.  
USPTO employees are reminded that the discussions in this event are not a substitute for formal USPTO legal training, and that they are not being educated as to what the law is and how it should be applied in examination.