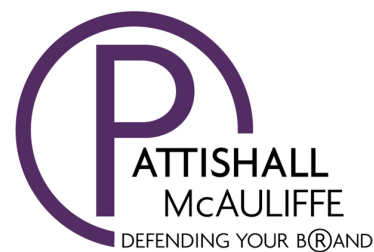




**Featured Speaker**  
**The Honorable David Kappos**  
**Under Secretary of Commerce for**  
**Intellectual Property**  
**Director, U.S. Patent and Trademark**  
**Office Washington, DC**



**The John Marshall Law School gratefully acknowledges  
the generous contributions of our sponsors:**



For more information, please call 312.427.2737 ext. 581  
or visit [ip.jmls.edu](http://ip.jmls.edu).



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.

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.

**Leading the Way in  
Intellectual Property  
Legal Education**



THE JOHN MARSHALL LAW SCHOOL®  
CENTER FOR INTELLECTUAL PROPERTY LAW  
315 S. Plymouth Court, Chicago, Illinois 60604



Presorted  
First Class Mail  
US Postage  
**PAID**  
Chicago, IL  
Permit No. 3038

## 54<sup>th</sup> Annual Intellectual Property Law Conference

**Hot Topics and Developments  
in Patent, Trademark, Copyright,  
and Trade Secrets Law**



**Friday, February 26, 2010**

THE JOHN MARSHALL LAW SCHOOL  
CENTER FOR INTELLECTUAL PROPERTY LAW

### Message from the Center

Dear Colleagues,

Rapid change in intellectual property seems to be the only constant in our field. A new administration has placed a number of new IP leaders at the top of key governmental agencies. We are honored to have one of these new leaders, USPTO Director David Kappos, as our keynote speaker at this year's conference. Legislative and judicial sources continue to contribute highly important changes to the IP field. 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 court levels. New technologies and attempts to accommodate them through practices like the Google Books settlement 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 54<sup>th</sup> 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, and attorney presenters with extensive experience in IP who will share their insights into the most important IP developments and their future implications.

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 Center for Intellectual Property Law at John Marshall offers programs on a broad range of IP topics, including what one independent analyst found to be the largest set of IP courses of any law school in the United States (see Kenneth L. Port, *Intellectual Property Curricula in the United States*, 46 IDEA 165, 168 [2005]).

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 CENTER FOR INTELLECTUAL PROPERTY LAW

# 54<sup>th</sup> Annual Intellectual Property Law Conference

## Hot Topics and Developments in Patent, Trademark, Copyright, and Trade Secrets Law

**Friday, February 26, 2010**

### Schedule of Speakers & Topics

#### 8 – 8:45 a.m.

Registration & Breakfast

#### 8:45 – 9 a.m.

##### Introduction & Welcome

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

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

**Charles W. Shifley**  
*2010 Conference Chair*  
*Banner & Witcoff, Ltd.*  
*Chicago*

#### 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**  
*Pattishall McAuliffe Newbury*  
*Hilliard & Geraldson*  
*Chicago*

##### Copyright Law

**William H. Frankel**  
*Brinks Hofer Gilson & Lione*  
*Chicago*

##### Trade Secret Law

**R. Mark Halligan**  
*Partner*  
*Nixon Peabody LLP*  
*Chicago*

##### Panel Presentation: Working With Local Patent Rules

**Hon. James F. Holderman**  
*Chief Judge*  
*United States District Court*  
*Northern District of Illinois*  
*Chicago*

**Allan J. Sternstein**  
*Dykema Gossett PLLC*  
*Chicago*

**Paul K. Vickrey**  
*Niro Scavone Haller & Niro*  
*Chicago*

#### 12:30 – 1:45 p.m.

##### Luncheon

**Grand Ballroom, 5th Floor**  
**The Standard Club**

##### Speaker

**The Honorable David Kappos**  
*Under Secretary of Commerce for*  
*Intellectual Property*  
*Director, U.S. Patent and Trademark Office*  
*Washington, DC*

#### 2 – 5 p.m.

##### Afternoon Sessions

*[see following panel for information on Track 1:  
Patent Issues and Track 2: Trademark, Copyright,  
& Related Issues]*

#### 5 – 6 p.m.

##### Reception

**3 East, The John Marshall Law School**

### 2 – 5 p.m. Afternoon Sessions

#### Track 1

**Patent Issues**  
Room 1200

##### Moderator

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

##### Strategies for Reexaminations

**Debbie K. Wright**  
*Chief Counsel*  
*Global IP, Open Innovation*  
*& Global Supply Chain*  
*Kraft Foods*  
*Northfield, Illinois*

##### The Claim Construction Game

**Edward D. Manzo**  
*Cook Alex Ltd.*  
*Chicago*

##### The New Value Standard for Patent Damages

**James P. Muraff**  
*Neal Gerber & Eisenberg LLP*  
*Chicago*

##### Patent Licensing

**A. Sidney Katz**  
*Husch Blackwell Sanders LLP*  
*Chicago*

#### Track 2

**Trademark, Copyright,  
& Related Issues**  
Room 503

##### Moderator

**William T. McGrath**  
*Davis McGrath LLC*  
*Chicago*

##### Top 10 TTAB Decisions of 2009

**John L. Welch,**  
*Of Counsel*  
*Lando & Anastasi LLP*  
*Cambridge, Massachusetts*

##### The Law of Web Marketing – Not Just for Geeks Anymore -

**David C. Brezina**  
*Ladas & Parry LLP*  
*Chicago*

##### The New Look of Publishing Contracts

**Steven Weissman**  
*Deputy General Counsel*  
*Time, Inc.*  
*New York, New York*

##### Protection of Fact-Based Works in the Digital Age

**Andrew L. Goldstein**  
*Freeborn & Peters LLP*  
*Chicago*

## 54<sup>th</sup> Annual Intellectual Property Law Conference Information

### Location

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

### Housing

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

#### The W Chicago – City Center (Midland)

172 W. Adams Street  
Phone: 312.332.1200 or 800.621.2360  
Fax: 312.332.5909  
[www.whotels.com](http://www.whotels.com)

#### The Palmer House Hilton

17 E. Monroe Street  
Phone: 312.726.7500 or 800.445.8667  
Fax: 312.917.1735  
[www.hilton.com](http://www.hilton.com)

#### Hilton Chicago & Towers

720 S. Michigan Avenue  
Phone: 312.922.4400 or 800.445.8667  
Fax: 312.922.5240  
[www.chicago.hilton.com](http://www.chicago.hilton.com)

#### Crowne Plaza Chicago – The Silversmith

10 S. Wabash Avenue  
Phone: 312.372.7696 or 800.227.6963  
Fax: 312.372.7320  
[www.crowneplaza.com](http://www.crowneplaza.com)

#### Hotel Blake

500 S. Dearborn Street  
Phone: 312.986.1234 or 866.411.7800  
Fax: 312.939.2468  
[www.hotelblake.com](http://www.hotelblake.com)

#### Chicago's Essex Inn

800 S. Michigan Avenue  
Phone: 312.939.2800  
Fax: 312.922.6153  
[www.essexinn.com](http://www.essexinn.com)

#### Hotel Monaco

225 N. Wabash Avenue  
Phone: 312.960.8503  
Fax: 312.960.8538  
[www.monaco-chicago.com](http://www.monaco-chicago.com)

#### Hotel Allegro

171 W. Randolph Street  
Phone: 312.236.0123 or 800.643.1500  
Fax: 312.236.3440  
[www.allegrochicago.com](http://www.allegrochicago.com)

#### Renaissance Chicago Hotel

1 W. Wacker Drive  
Phone: 312.372.7200 or 800.468.3571  
Fax: 312.795.3480  
[www.renaissancehotels.com](http://www.renaissancehotels.com)

#### Club Quarters Hotel\*

111 W. Adams Street  
Phone: 312.214.6400  
Fax: 312.601.3300  
[www.clubquarters.com](http://www.clubquarters.com)  
\*A discounted room rate is available at the Club Quarters Hotel. Simply mention The John Marshall Law School to receive a preferred rate.

For additional hotel listings in the downtown Chicago area, visit these websites:

[www.placestostay.com/destination/usa/illinois/chicago/dest.asp](http://www.placestostay.com/destination/usa/illinois/chicago/dest.asp)  
[http://chicago.hotelchannel.com/chicago\\_hotels.htm](http://chicago.hotelchannel.com/chicago_hotels.htm)

#### Still can't find a room?

Try the Hotel Reservations Network at 800.964.6835 or [www.hoteldiscount.com](http://www.hoteldiscount.com)

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

[www.weather.com/weather/local/USIL0225](http://www.weather.com/weather/local/USIL0225)

#### Need directions from the hotel to the law school?

[www.mapquest.com](http://www.mapquest.com)

#### Need information about The John Marshall Law School?

[www.jmls.edu](http://www.jmls.edu)

### Registration Form

## 54<sup>th</sup> Annual Intellectual Property Law Conference

Friday, February 26, 2010

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 19, 2010. (Please type or print)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**General Registration Fee:** \$195

**Government, Judicial, or Academic Registration:** \$95

**JMLS Students** – Please contact Michele Bridges at [6bridges@jmls.edu](mailto:6bridges@jmls.edu) for student fee waiver.

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

#### Payment Method (check one)

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

☐ Credit Card: ☐ MasterCard ☐ VISA

Cardholder name \_\_\_\_\_

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

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

#### Cancellation Policy

Cancellations must be received by Friday, February 19, 2010, in order to receive a full refund. After this date, refunds are subject to a \$50 processing fee. No refunds will be given once program has taken place.  
Please Note: A confirmation of your registration will be sent to you by either e-mail 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 19, 2010.

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 for CLE credit in 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 19, 2010, to:**

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

