



PATENT MASTERS™ SYMPOSIUM

A PART OF THE IPWATCHDOG INSTITUTE

Alice Five Years Later Program Agenda*

Monday, June 24, 2019	
8:00am to 8:30am	Registration & Continental Breakfast
8:30am to 8:45am	Gene Quinn: Welcome & Introductions
8:45am to 9:30am	TBA
Session #1 9:30am to 10:45am	An Introduction to the Current State of Patent Eligibility in the United States <i>Chief Judge Paul Michel (CAFC, ret.)</i> <i>Sherry Knowles, Managing Partner, Knowles Intellectual Property Strategies, LLC</i> <ol style="list-style-type: none">(1) Reconciling the Irreconcilable: Attempting to make sense of Supreme Court patent eligibility precedent. This session will go case by case through Supreme Court decisions on patent eligibility, discussing the rulings in <i>Morse</i>, <i>Funk Brothers</i>, <i>Benson</i>, <i>Flook</i>, <i>Diehr</i>, <i>Chakrabarty</i>, <i>Bilski</i>, <i>Mayo</i>, <i>Myriad</i> and <i>Alice</i>.(2) An Unconstitutional Application of 101 by the Supreme Court. The U.S. Constitution grants Congress the power to protect inventions or discoveries, which they statute does. The Supreme Court has ruled discoveries are not patent eligible, which creates a constitutional infirmity. <i>Moderated by Gene Quinn</i>
10:45am to 11:00am	BREAK
Session #2 11:00am to 12:15pm	Patent Eligibility and the Federal Circuit <i>Meredith Addy, Partner, AddyHart, PC</i> Patent Eligibility at the CAFC 2014-2019: Exploring the Federal Circuit's handling of 35 U.S.C. 101 post <i>Alice v. CLS Bank</i> . <i>Moderated by Gene Quinn</i>

* DRAFT as of April 16, 2019. The Agenda is subject to change.

12:15pm to 2:00pm	Lunch & Keynote: TBA
Session #3 2:00pm to 3:15pm	<p>How the U.S. Patent and Trademark Office is Handling Patent Eligibility</p> <p><i>Bob Stoll, partner, Drinker Biddle Former Commissioner for Patents, USPTO</i></p> <ul style="list-style-type: none"> (1) The <i>Berkheimer</i> Memorandum and Examiner Training (re: Step 2B of <i>Alice/Mayo</i>) (2) Revised 101 Guidance (re: Step 2A); and (3) Significance of the Revised 112 Guidance; (4) Special cases: Artificial Intelligence. <p><i>Moderated by John White</i></p>
3:15pm to 3:30pm	BREAK
Session #4 3:30pm to 4:45pm	<p>The value of software patents post-Alice.</p> <p><i>Efrat Kasznik, President, Foresight Valuation Group</i></p> <p><i>Jack Jianqing Lu, PhD, CFA, Partner & Chief Economist of IPMAP, LLC and Sr. VP for Economic Analysis & Survey, Licensing Executives Society USA-Canada</i></p> <ul style="list-style-type: none"> (1) The impact of <i>Alice</i> on royalty pricing in the licensing market and in software IP licensing in particular. (2) Monetization strategies for software patent holders. (3) Intellectual property strategies for start-up technology companies. <p><i>Moderated by John White</i></p>
4:45pm to 5:30pm	TBA
5:30pm to 6:45pm	Reception (Wine & Hors d'oeuvres)
7:00pm to 9:00pm	Dinner @ TBA

Tuesday, June 25, 2019	
8:00am to 8:30am	Continental Breakfast
8:30am to 9:30am	TBA
Session #5 9:30am to 10:45am	<p>Patent Reform: Legislatively Fixing § 101.</p> <p><i>Phil Johnson, Senior VP of IP, Johnson & Johnson (ret.)</i> <i>Chris Israel, Partner, ACG</i></p> <p>This session will explore the activities of the Senate IP Subcommittee, the House IP Subcommittee, and current legislative efforts to solve the patent eligibility crisis facing software, medical diagnostics and life sciences technologies.</p> <p><i>Moderated by Gene Quinn</i></p>
10:45am to 11:00am	BREAK
Session #6 11:00am to 12:15pm	<p>A Patent Owners Perspective</p> <p><i>Kirupa Pushparaj, Director of Intellectual Property, Square, Inc.</i></p> <p>Real world perspectives on protecting and monetizing the innovations of tomorrow from corporate patent owners in the high-tech sector.</p> <p><i>Moderated by Gene Quinn</i></p>
12:15pm to 2:00pm	Lunch Keynote: TBA
Session #7 2:00pm to 3:15pm	<p>Protecting Graphical User Interfaces</p> <p><i>Tracy-Gene Durkin, Partner, Sterne, Kessler, Goldstein & Fox, PLLC</i> <i>John White, Partner, Berenato & White, LLC</i></p> <p>While patent protection for many forms of software have become more difficult to obtain, particularly for financially related software and payment gateways in the United States, protection remains possible for GUIs through the use of design patents, which can protect the look-and-feel and provide protection against imitation.</p> <p><i>Moderated by Gene Quinn</i></p>
3:15pm to 3:30pm	BREAK
Session #8 3:30pm to 4:45pm	<p>Software Patent Application Best Practices</p> <p><i>Gene Quinn, President & CEO, IPWatchdog, Inc.</i></p> <p>Strategies for preparing a robust patent application for software implemented inventions, including claims that adequately protect the innovations. Topics will include addressing section 101 and 112.</p> <p><i>Moderated by John White</i></p>

Faculty (in alphabetical order)

Meredith “Mimi” Addy is an intellectual property litigator with over 25 years of litigation experience. She has handled more than 30 cases before trial courts and argued more than 40 appeals to the Federal Circuit. She has held leadership positions at several AmLaw100 firms and is a recipient of many awards and honors. Addy is currently a partner at AddyHart, P.C. Addy has testified before Congress to address issues relating to the Federal Circuit and the state of patent law. She has been a member of the Federal Circuit’s Advisory Council and a member of the board of directors of the Federal Circuit Bar Association. Addy is also a founder of the Richard Linn American Inn of Court, which is directed to intellectual property, and served as its first president. Addy has also been recognized as one of the most influential women in IP law by Law360.

Tracy-Gene Durkin is a partner with Sterne, Kessler, Goldstein & Fox, PLLC. Simply stated, she is widely regarded as the leading authority on design patents in the United States. She is the head of the firm’s Mechanical and Design Patent Group and has been the attorney representing some of the world’s most iconic brands. With nearly thirty years of experience obtaining and enforcing intellectual property rights, Durkin is sought out by leading consumer product companies around the world for her deep understanding of utility and design patents, trademarks, and copyrights.

Chris Israel is a partner at American Continental Group, one of Washington’s top government affairs and strategic consulting firms. Chris is an accomplished public and private sector executive with senior-level appointments by the President of the United States, service on Capitol Hill and a senior-level experience within a Fortune 50 company. A frequent speaker on IP and innovation issues, Chris was named one of the 50 most influential people in IP by *Managing IP Magazine* in 2006. He was also the first U.S. Coordinator for International Intellectual Property Enforcement, appointed to the position in July 2005 by President Bush.

Phil Johnson is formerly senior vice president and chief IP counsel at Johnson & Johnson. Prior to joining Johnson & Johnson as Chief Patent Counsel, he was a well-respected patent litigator for nearly three decades. Johnson played a key role in both the drafting and passage of the America Invents Act and was subsequently appointed a member of a six-person committee formed by the director of the USPTO to make recommendations on regulations to implement the *inter partes* review and post grant review proceedings. Johnson has served numerous industry organizations during his career, including as president of the Intellectual Property Owners Association, and as a member of the Board of Directors of the AIPLA. He was inducted into the *IP Hall of Fame* in 2017.

Efrat Kasznik is President of Foresight Valuation Group and a Lecturer at the Stanford Graduate School of Business. Efrat is a Silicon-Valley based valuation and intellectual property expert with two decades of consulting experience, focusing on assisting IP holders across industries with the creation, commercialization and monetization of their intangible assets. She helps clients, ranging in size from Fortune 100 companies to start-ups, with IP and business valuations in support of licensing deals, IP and technology acquisitions, M&A transactions, financial reporting, strategic planning and fundraising. She frequently serves as a testifying expert in disputes involving IP and startup valuations and damages. Efrat currently serves as Chair of the High-Tech Sector – LES USA-Canada and has been recognized as one of the top IP strategists in the world by IAM every year since 2013.

Sherry Knowles is Managing Partner with Knowles IP Strategy. From 2006-2010, Ms. Knowles was the Senior Vice President and Chief Patent Counsel at GlaxoSmithKline, where she served as the worldwide head of patents for all litigation and transactional matters and managed a global department of over 200 people in 12 offices. At GSK, Ms. Knowles was a member of the Scientific Advisory Board, the Technology Investment Board, the Product Management Board, the Legal Management Team and she led the Global Patents Executive Team. In 2008, *Managing IP Magazine* named Ms. Knowles one of the top 10 most influential people in Intellectual Property. In

November 2011, Intellectual Asset Management Magazine listed her among the top fifty key individuals, companies and institutions that have shaped the IP marketplace in the last eight years. She has also been recognized by *IAM Magazine* as one of the top IP strategists in the world numerous times.

Jack Jianqing Lu, PhD, CFA, is a Partner and Chief Economist of Intellectual Property Market Advisory Partners (IPMAP) in Austin, Texas. An economist & financial analyst with an engineering background and research credentials, Jack specializes in economic study, financial analysis, assets valuation and strategic advisory for IP transactions and litigation, and for IP-intensive corporate transactions and disputes in financing (VC & PE), M&A, equity investment, and distressed assets investment. He currently serves as the Senior Vice-President for Economic Analysis & Survey, Licensing Executives Society (LES USA Canada).

The **Honorable Paul Redmond Michel** was appointed to the U.S. Court of Appeals for the Federal Circuit in March of 1988 by President Ronald Reagan. On May 31, 2010, Chief Judge Michel stepped down from the bench after serving more than 22 years on the court. In his years on the bench, Judge Michel judged thousands of appeals and wrote over 800 opinions, approximately one-third of which were in patent cases. Judge Michel continues to be a forceful advocate for a strong patent system and testifies regularly on Capitol Hill.

Kirupa Pushparaj is the director of intellectual property at Square, Inc, where he leads a team that is responsible for all aspects of Square's intellectual property globally. He protects Square's innovation and rights by managing its patent, copyright, and trademark portfolios and is responsible for all of Square's IP litigation, covering patents, domains, trademarks, copyrights, and trade secrets. Additionally, Kirupa leads Square's legal operations team that is responsible for championing innovation, efficiency, and adoption of emerging technologies across the legal team. Before Square, Kirupa was IP counsel for Lab126 – the digital technology arm of Amazon.com – and was at Perkins Coie LLP before that, where he practiced patent prosecution and IP litigation. Prior to practicing law, Kirupa was a practicing engineer, first as a software engineer at Siemens Telecommunications Limited, and then as a hardware design engineer at Intel Corp., where he worked on semiconductor circuit design and process technology. Kirupa is also an adjunct professor for over eight years at various California universities, including Stanford University, the University of the Pacific, and the University of California, Davis. He has been recognized as a Northern California Rising Star in 2011 and 2012 by *Super Lawyers*, as Corporate IP Counsel of the Year by the *San Francisco Business Times*, as Corporate IP Star by Managing IP, as Best Under 40 Lawyers by the *National Asian Pacific American Bar Association*, and has been included in the IAM 300 list of World's Leading IP Strategists. He has also received multiple Wiley W Manuel awards for his continued *pro bono* services. He serves on the boards of the Silicon Valley IP Law Association and the Asian Pacific American Bar Association (Silicon Valley) and is an advisory board member for two tech startups in the Silicon Valley.

Gene Quinn is a patent attorney and a leading commentator on patent law and innovation policy. He is the Founder and Publisher of IPWatchdog.com, and serves as the President & CEO of IPWatchdog, Inc. Gene currently maintains a small private practice with Berenato & White, LLC, where he advises inventors, entrepreneurs and start-up businesses throughout the U.S. and around the world. IPWatchdog.com has been recognized multiple times by the American Bar Association as a top 100 legal blog, multiple times as the top IP blog, and in 2014 was inducted into the *ABA Blawg Hall of Fame*. Gene has been recognized by *IAM Magazine* as one of the top IP strategists in the world every year since 2017. He has also been recognized by Managing Intellectual Property as one of the 50 Most Influential People in IP (2014). Regarded as an expert on software patentability and U.S. patent procedure, Gene's particular specialty is in the area of strategic patent consultancy, portfolio building, and patent prosecution strategies.

Bob Stoll is co-chair of Drinker Biddle's Intellectual Property Practice Group. Bob retired from the USPTO as Commissioner for Patents at the end of 2011 after a distinguished 34-year

government career. Bob was instrumental in the passage of landmark patent legislation, the America Invents Act, and lauded for his efforts to reduce patent pendency and improve patent quality. Having risen from the rank of examiner to lead the 8,000-employee organization, Bob has spent his career working to improve the intellectual property system. Today Bob advises clients on post-grant procedures before the USPTO and engages in policy work on patent issues. Bob regularly testifies as an expert on patent practice matters and represents other attorneys and firms before the Office of Enrollment and Discipline at the USPTO.

John White is a patent attorney and lecturer. He is an Adjunct Law Professor at the University of Virginia School of Law and is the principal lecturer in the PLI Patent Bar Review Course. John also teaches a patent practice course for new practitioners. Since John began teaching in 1995, he has personally taught at least 50% of all practicing patent attorneys and patent agents. John has also taught numerous U.S. Patent Examiners at the USPTO in the “Law and Evidence Course” necessary for them to advance to Partial Negotiation authority as Examiners. John serves as an expert witness in patent litigations and is regarded as a leading authority on patent practice and procedure in the United States. He maintains a selective patent practice with Berenato & White, LLC, largely aimed at assisting start-up technology companies increase and monetize their patent portfolios.

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