

April 30, 2020

Presented by



COVID-19'S IMPACT ON IP IN 2020 & BEYOND

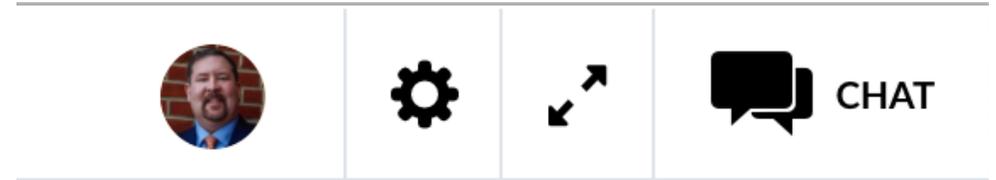
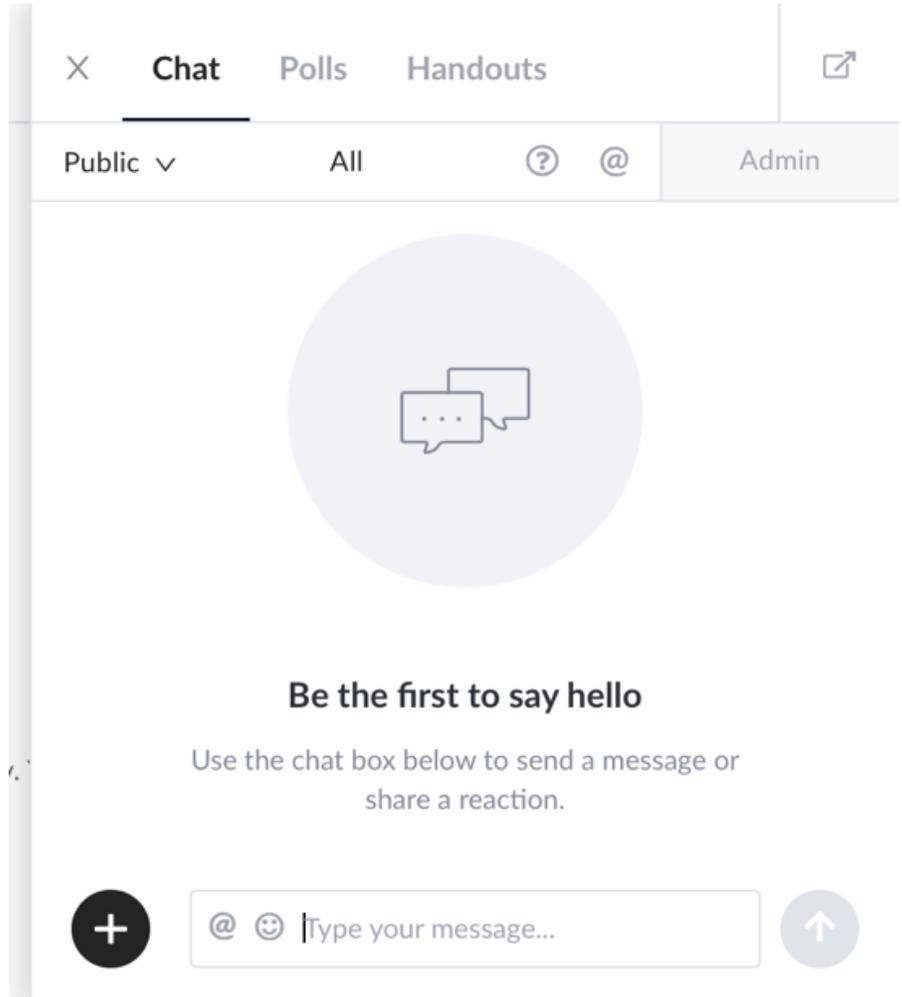
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Steve Walsh

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Steve Walsh is a Regional Manager of IP Business Development specializing in patent litigation language solutions. With over 10 years of experience, Steve has worked on some of the largest global IP matters involving consumer electronics, biotechnology, manufacturing and medical devices for cases tried at the ITC, Federal Court Circuit and the PTAB.



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Panelists



Gene Quinn is a patent attorney and a leading commentator on patent law and innovation policy. Mr. Quinn serves as President & CEO of IPWatchdog, Inc. Mr. Quinn has twice been named one of the top 50 most influential people in IP by *Managing IP Magazine*. Since 2017, Mr. Quinn has been recognized by *IAM Magazine* as one of the top IP strategists in the world. He is widely regarded as an expert on patent law, procedure and, in particular, software.



Kirk Goodwin is Assistant General Counsel for Patents at Whirlpool Corporation. Previously, Mr. Goodwin served as Chief Patent Counsel, North America, and Chief Counsel for Global Information Systems for Whirlpool. Mr. Goodwin leads Whirlpool's team of patent attorneys, agents, and paralegals in various patent functions, including IP clearance, acquisition, technology transactions, and litigation. Prior to joining Whirlpool, Mr. Goodwin was a senior patent attorney for Maytag Corporation.



Carlo Cotrone is Chief Patent Counsel at Techtronic Industries North America (TTI), a world leader in cordless technology spanning power tools, outdoor power equipment, and floor care appliances. He also is an adjunct Professor of Law at University of Houston Law Center, and a frequent speaker and author on topics such as IP strategy and asset management, legal ethics, collaboration and innovation strategies for law firms and corporate legal departments, and professional development.



Initial Thoughts

- Amidst these difficult times, national economies are shuttered, which means businesses on all levels are suffering.

What will the ramifications of COVID-19 be on IP moving forward? What does the immediate future look like for law firms? For corporations? For Chief IP Counsel or IP Operations Directors? In what ways will the patent filing strategy be impacted? How should filings be impacted? Where should filing dollars be spent?

WEBINAR

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**THURSDAY, APRIL 30
12 PM EST**

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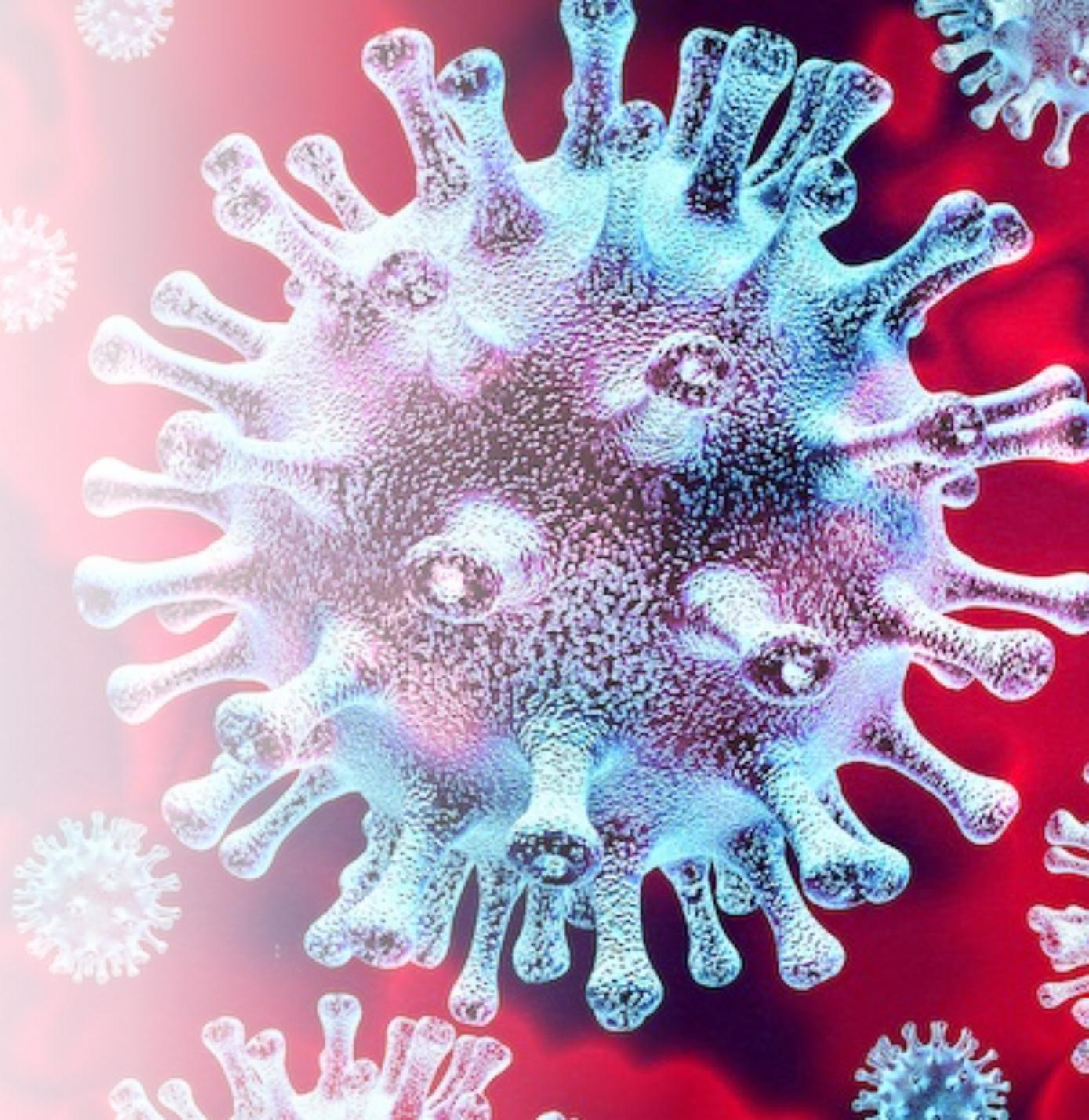
KIRK GOODWIN
Global Head of
Patents
Whirlpool



COVID-19 IP Challenges

No IP team is immune, but the magnitude of hardship may vary widely across industries, corporations, and law firms

- Minor near-term disruption versus fundamental long-term upheaval and paradigm shifts
- Impacts at enterprise and individual practitioner level
- Microscopic scrutiny of rationale and costs – lean versus large
- Current state of IP and business strategy alignment – helpful or harmful
- Ineffective IP leadership and tenuous client credibility – compounding effect
- Short-term judgment calls – outsize future effects
- Uncertainty and scarcity





IP Survival Strategies

- Close coordination and frequent communication with stakeholders
 - Ultimate client decision makers and legal leaders
 - Internal and external IP teams (clients, law firms, other suppliers)
 - Innovation personnel
- Devise and execute plan
 - Consider potential implications now and in the future
 - Pause, stop, delay, modify, cut
 - Act, reassess, and adjust – feedback loop
 - Triage – low-hanging fruit
- Top-to-bottom review and bold action plan
 - Honesty and thought leadership
 - Recalibrate, reorganize, reinvent
- Focus on client interests
- Consider your own professional positioning and prepare for the worst





With economies limping back to life, where are you currently spending your patent budget?

In which jurisdictions are you still investing in...

- With respect to initial filings?
- With respect to prosecution?

What thoughts do you have on the level of investments, if any?

As things start to get back to normal, where will you be putting your budget to work?



Q&A



Thank you!



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