

THE IP STRATEGY SUMMIT

TRADEMARK & COPYRIGHT: SILICON VALLEY

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NOVEMBER 19, 2015 | Crowne Plaza Palo Alto

TRADEMARK & COPYRIGHT STRATEGIES FOR THE DIGITAL AGE

A company's **trademarks and copyrights** are some of its most important – and public-facing – assets. While the digital age of **e-commerce, mobile advertising and social media** can connect a brand or product directly to consumers – it also breeds piracy and counterfeiting. This means lost sales and eroded brand equity. Today's trademark and copyright professional needs to constantly stay one step ahead with a strong **brand and content protection strategy**.

How to **fight back** and **mitigate counterfeiting**? What are the best **Anti-Piracy & Content Protection Strategies**? When does it make sense to **litigate**?

Our **Trademark & Copyright Summit** brings together experts from leading brands to uncover the challenges and opportunities of an effective strategy.

KEY TOPICS TO BE DISCUSSED

- **Trademark Enforcement:** Policing & Enforcing Your Trademarks
- **gTLD: Emerging Best Practices**
- **Copyright in the Data Era:** Current Landscape, Challenges, Trends and Projections
- **Anti-Counterfeiting** Strategies
- **Hot Issues in Trademark Law**
- **Social Media & Web 2.0:** Striking the Right Balance
- **Anti-Piracy** and **Content Protection** Strategies
- Preparation for **Litigation & Trial**

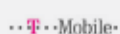
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Past Attendees:



LEADING EXPERTS AND SPEAKERS INCLUDE:



Maral Behnam-Garcia
Trademark & Brand
Protection Manager
SunPower Corporation



Eric J. Harrison
General Counsel
Nimia



Caleb Donaldson
Copyright Counsel
Google



Cynthia Tregillis
Senior Director, Global Brand
Protection & Trademark Law
Western Digital Corporation



Adam Brink
Corporate Counsel
Clorox



Cyrus Wadia
Associate General Counsel,
Strategic IP
Pivotal Software



Bryan Butler
IP Counsel, System
Networking
IBM



Heather J. Kilebenstein
Partner
Merchant & Gould



Anita Marlin
Global Portfolio Manager,
Trademark & Copyright
Align Technology, Inc.



Jeffery Grimes
VP, Sr. Corporate Counsel
& Corporate Secretary
ARC Document Solutions



Martin Nguyen
General Counsel
BRG Sports



Lori Maya
IP Counsel
Gilead



Vineeta Gajwani
Senior IP Counsel
Electronic Arts



David Rockower
Chief IP Counsel
Pandora



Anna C. Brannan
Senior IP and Marketing
Counsel
Symantec



Jason Anderson
Assistant General Counsel
DataStax

H. Thomas Anderton, Jr.
General Counsel, Secretary
Mindray/Zonare

Scott Minden
Senior Director, Legal
Veritas Technologies LLC

AGENDA Thursday, November 19, 2015

7:30 am **REGISTRATION AND BREAKFAST**

8:15 am **CHAIRPERSON OPENING REMARKS**

8:30 am **TRADEMARK ENFORCEMENT: POLICING & ENFORCING YOUR TRADEMARKS**

Trademark enforcement in today's environment is complex. **Market share** can be lost when customers cannot distinguish a company's mark from those of the competition, so a tailored and balanced enforcement strategy is essential.

This Panel Will Explore:

- Which **marks** merit policing
- Methodology of analysis
- How to prioritize enforcement
- What actions to take

Maral Behnam-Garcia - Trademark & Brand Protection Manager, SunPower Corporation

Anita Marlin - Global Portfolio Manager, Trademark & Copyright, Align Technology, Inc.

Anna C. Brannan - Senior IP and Marketing Counsel, Symantec

9:20 am **gTLD: EMERGING BEST PRACTICES**

The new era of gTLD is here, bringing with it new challenges and opportunities. What are the **best practices and trends** that are emerging?

This Panel Will Explore:

- Current Landscape
- <Yourbrand.sucks> and **cybersquatters** – what can brands do?
- What is the benchmark of a good strategy?
- Education of marketing departments
- Use and **protection of domains**

Moderator

Eric J. Harrison - General Counsel, Nimia

10:10 am **NETWORKING BREAK**

10:50 am **COPYRIGHT IN THE DATA ERA: CURRENT LANDSCAPE, CHALLENGES, TRENDS AND PROJECTIONS**

With easy access to **digital content** has come hand-in-hand with **increased piracy**—making the copyright landscape a challenging one. Where are things headed and how will this impact your copyright strategy?

This Panel Will Explore:

- The impact of recent case law on the **copyright landscape**
 - *Gaylor vs United States*
 - *Petralla vs Metro-Goldwyn Mayer*
 - *Flo Eddie vs Sirius*
 - *Google vs Oracle*
- Dealing with **new channels of distribution**
- Updates on **Fair Use**
- Future trends and conflictss

Jeffery Grimes - VP, Senior Corporate Counsel & Corporate Secretary, ARC Document Solutions

Caleb Donaldson - Copyright Counsel, Google

11:40 am **ANTI-COUNTERFEITING STRATEGIES**

Counterfeiting is growing at an exponential rate, particularly over the internet. Threats to brands include not only lost sales, but also erosion of brand equity.

This Panel Will Explore:

- Current landscape and emerging trends
- Benchmarking your current program
- Monitoring counterfeiting activity
- What are the best enforcement strategies?
- Preventative measures

Martin Nguyen - General Counsel, BRG Sports

Lori Mayal - IP Counsel, Gilead

Cynthia Tregillis - Senior Director, Global Brand Protection & Trademark Law, Western Digital Corporation

H. Thomas Anderton, Jr. - General Counsel, Secretary, Mindray/Zonare

12:30 pm **NETWORKING LUNCH**

12:40 pm **LUNCH AND LEARN (INVITATION ONLY)**

1:40 pm **HOT ISSUES IN TRADEMARK LAW**

Whether it's the gTLD name explosion, **protecting your brand** online, striking the right balance in social media, or deciding on the best global infringement policy for your company, it's important to understand the **current landscape** and trends in trademark law.

This Panel Will Explore:

- The current landscape & trends
- An overview of recent case law
- B&B Hardware and Hana Financial
- Keywords & trademarks
- **Trademark "Trolls"**
- International updates

Adam Brink - Corporate Counsel, Clorox

2:30 pm **SOCIAL MEDIA & WEB 2.0: STRIKING THE RIGHT BALANCE**

In today's digital landscape, companies are increasingly engaging with customers via their brands and employees both in person and from "behind the internet curtain." This increased engagement creates opportunities to enhance **brand penetration** and increase collaboration. However, it also poses serious challenges for IP counsel working to protect the company **brand and content**. Striking the right balance is critical.

This Panel Will Explore:

- Weighing **brand strategy & business goals** against the need for protection and enforcement
- Strategies for monitoring Social Media
- Copyright: the **right of control**
 - Internal: owned by the brand
 - External: customer or peer authorship
- Trademark: brands, logos & **tag lines**

Vineeta Gajwani - Senior IP Counsel, Electronic Arts

Cyrus Wadia - Associate General Counsel, Strategic IP, Pivotal Software

Heather J. Kilebenstein - Partner, Merchant & Gould

Scott Minden - Senior Director, Legal, Veritas Technologies LLC

3:20 pm **NETWORKING BREAK**

3:50 pm **ANTI-PIRACY AND CONTENT PROTECTION STRATEGIES**

Piracy is a threat across many industries. Both the physical and digital landscape continue to change as pirates find new ways to distribute unauthorized material. What enforcement and protection strategies are available to content owners?

This Panel Will Explore:

- **Emerging forms of piracy**
- Search engine strategies
- **Content protection** strategies
- Enforcement initiatives

David Rockower - Chief IP Counsel, Pandora

Eric J. Harrison - General Counsel, Nimia

4:40 pm **PREPARING FOR LITIGATION & TRIAL**

Copyright or trademark infringers need to know that you will **litigate and go to trial**. Going to trial can be **risky and expensive**, so understanding the different options and best strategies is key to success.

This Panel Will Explore:

- When does it make sense to litigate
- What are the other/alternative venues
 - **ITC, UDRP** – others?
- Deciding your end game
- Preparing for litigation
- Story development
- Post settlement & trial strategy

Bryan Butler - IP Counsel, System Networking, IBM

Jason Anderson - Assistant General Counsel, DataStax

5:30 pm **COCKTAIL RECEPTION**

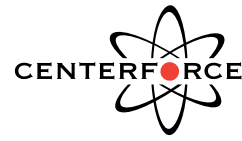
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