



**PROGRAM AGENDA
HOTEL 1000
SEATTLE, WASHINGTON
APRIL 13-15, 2011**

WEDNESDAY, APRIL 13, 2011

Registration

11:30 am – 3:30 pm

***Hotel 1000 – Level 4 Foyer
1000 First Avenue
Seattle, WA 98104***

Please come to pick up your conference badge and materials in the Hotel 1000's Level 4 Foyer. If you are unable to pick up your materials during this time, registration will reopen on Thursday, April 14th at 7:15 am.

***IP Counsels Committee Business Meeting &
Working Luncheon***

12:00 pm – 3:15 pm

***Hotel 1000 – Great Room (Level 4)
1000 First Avenue
Seattle, WA 98104***

**Open to IP Counsels Committee company members and their representatives only.
Copies of the Committee Business Meeting Agenda will be provided onsite.*

Pre-Conference Workshop:

3:30 pm – 4:30 pm

***Supreme Court Practice: An Insider's View of the Supreme Court and the Solicitor
General's Office***

Hotel 1000 – Great Room (Level 4)

Sponsored by: Jones Day

**Open to all registered attendees.*

A former Assistant Solicitor General and law clerk to Justice Sandra Day O'Connor, Traci Lovitt has a distinctly insider's view of the Supreme Court review process. In this session, she will discuss the most effective strategies at the petition stage to increase, and decrease, the chances of a grant of *certiorari*; the role of and how to navigate the Solicitor General's Office; and the creation of an effective briefing and amicus strategy.

Guest Speaker: Traci L. Lovitt, Partner-in-Charge Boston, Jones Day

Welcome Reception

5:30 pm – 8:00 pm



1924 Post Alley (located in Pike Place Market)

Seattle, WA 98101

***Prior RSVP is required.**

Please join us for a one-of-a kind wine tasting event! Two local Washington winemakers—Paul Beveridge (owner of Wilridge Winery) and Robert Goodfriend (owner of Harlequin Winery)—will be onsite to discuss their recent vintages and guide participants through a tasting of their award-winning wines.

Please meet in the Hotel 1000 lobby at 5:30 pm to walk over to the Tasting Room.

Welcome Reception Sponsored by:



THURSDAY, APRIL 14, 2011

Chairman's Welcome & Breakfast Buffet

7:00 am – 8:00 am

Hotel 1000 – Terrace & Library (Level 4)

Sponsored by: Fenwick & West LLP

Session 1:

8:00 am – 9:45 am

Whose Rights Are They, Anyway? Implications from and a Discussion on Stanford v. Roche

Hotel 1000 – Great Room (Level 4)

Sponsored by: Fenwick & West LLP

Moderator: Michael J. Shuster, Ph.D., Co-Chair, Life Sciences Group, Partner, Fenwick & West LLP

Panelists:

Joseph P. Allen, President, Allen & Associates

Jessica Meyers, Patent Agent, University of Washington Center for Commercialization

Maggie Shafmaster, Ph.D., Vice President and Chief Patent Counsel, Genzyme Corporation

The pending Supreme Court review of *Stanford v. Roche* has brought out multiple perspectives on the disposition of ownership rights in federally funded inventions under Bayh-Dole. This session will explore the different interpretations of the Act's provisions, and their practical implications for small business grantees or biotech companies who wish to collaborate with federal grantees.

Session 2:

10:00 am – 11:45 am

A Landmark Case: The Aftermath of Myriad

Hotel 1000 – Great Room (Level 4)

Sponsored by: Fenwick & West LLP

Moderator: Andrew T. Serafini, Ph.D., Partner, IP Group & Life Sciences Practice, Fenwick & West LLP

Panelists:

Huw Hallybone, Partner, Carpmaels & Ransford, London, United Kingdom

Debra Greenfield, Attorney and Adjunct Assistant Professor, UCLA Center for Society and Genetics

Richard M. Marsh, Executive Vice President and General Counsel, Myriad Genetics

This session will provide an update on the status of the case and the arguments that have been made by the various amicus groups, with particular emphasis on the US Government's brief. We will also explore the impact of "gene patents" on up-and-coming technologies, especially whole genome/whole exome testing.

Session 3:

12:00 pm – 1:15 pm

The Business Case for International Humanitarian Approaches to IP Management and Collaborations

Lunch & Guest Speaker

Hotel 1000 – Terrace & Library (Level 4)

Sponsored by: Foley Hoag LLP

Guest Speaker:

Erik Iverson, Associate General Counsel, Global Health, Gates Foundation

Session 4:

1:30 pm – 2:45 pm

Best Practices in Research Collaborations: Joint Inventorship Pitfalls and Ethical Issues in Joint Representation

Hotel 1000 – Great Room (Level 4)

Sponsored by: Foley Hoag LLP

Moderator: Don Ware, Partner, Foley Hoag LLP

Panelists:

David Hricik, Professor of Law, Mercer University

Irene Pleasure, Ph.D., Associate General Counsel, Genentech

Don Ware of Foley Hoag will lead a discussion of pitfalls that may arise from prosecuting joint inventions conceived in the course of research collaborations among multiple institutions, including companies, universities and hospitals. Irene Pleasure, Associate General Counsel and Director of Patent Law at Genentech, will provide the in-house perspective on managing patent issues in research collaborations. David Hricik, Professor of Law at Mercer University School of Law and co-author of the treatises Patent Ethics – Prosecution (2009) and Patent Ethics – Litigation (2010), will address the professional responsibilities of patent attorneys involved in the prosecution of jointly-owned patent applications.

Session 5:

3:00 pm – 4:15 pm

How to Stay in the Frying Pan and Out of the Fire: Hot Topics in Ethics for In-House IP Attorneys

Hotel 1000 – Great Room (Level 4)

Sponsored by: Foley Hoag LLP

Moderator: Barbara Fiacco, Partner, Foley Hoag LLP

Panelists:

David Hricik, Professor of Law, Mercer University

Professor David Hricik and Barbara Fiacco of Foley Hoag will present on developments in ethics law for in-house IP counsel, including law firm conflict issues, how to protect the attorney-client privilege, ethical dilemmas created by 21st century social media, in-house counsel ethical pitfalls, and recent developments in IP malpractice law. The game-show format of this panel will be thought-provoking and fun, and will encourage audience participation. CLE Ethics credit is being requested.

Dinner Reception

5:15 pm – 9:30 pm

Space Needle

203 6th Avenue North

Seattle, WA 98109



****Open to registered attendees only.***

****Prior RSVP is required.***

Enjoy a wonderful dinner atop Seattle's most iconic landmark. This event includes passes up to the Space Needle's observation deck, enabling you to bask in the panoramic views of the Emerald City.

The first shuttle departs the Hotel 1000 at 5:15 pm and the second will depart at 5:45 pm. We encourage those of you who wish to take full advantage of the Space Needle experience to ride the first shuttle. Shuttles will run at 9:00 pm and again at 9:30 pm upon conclusion of the event.

Dinner Reception Sponsored by:

Fitzpatrick

FITZPATRICK, CELLA, HARPER & SCINTO

We are IP

FRIDAY, APRIL 15, 2011

Networking Breakfast

7:30 am – 8:15 am

Hotel 1000 – Terrace & Library (Level 4)

Sponsored by: Alston & Bird LLP

Session 6:

8:30 am – 9:45 am

Learning How to Navigate IP Landscape in Emerging Markets

Hotel 1000 – Great Room (Level 4)

Sponsored by: Alston & Bird LLP

Moderator: Romy Celli, Partner, Alston & Bird LLP

Panelists:

Leonor Galvão de Botton, Ph.D., Patent Agent, Di Blasi, Parente, Vaz e Dias & Associados

Yoon Suk Shin, Patent Attorney, Lee International IP & Law Group

Krishna Sarma, Managing Partner, Corporate Law Group

Hear about challenges and key developments in emerging markets such as Brazil, China, Korea and India. Learn more about specific challenges, lay of the land, and how to better negotiate in these markets.

Session 7:

10:00 am – 11:00 am

To Disclaim or Not: An Update on the Law & Practice of Obviousness-Type Double Patenting

Hotel 1000 – Great Room (Level 4)

Sponsored by: Alston & Bird LLP

Moderator: Joe Liebeschuetz, Ph.D., Partner, Alston & Bird LLP

Panelists:

Jim Leeds, Associate General Patent Counsel, Eli Lilly & Company

Mark Sandbaken, Ph.D., Senior Director, IP, Seattle Genetics

This panel will include new developments on the Boehringer Ingelheim Federal Circuit Case, collaboration of multiple parties/how to avoid double patenting rejections and possible coverage of the Sun v. Lilly case.

Session 8:

11:15 am – 12:15 pm

The Next Chapter: Biosimilars Beyond the Health Care Reform Act

Hotel 1000 – Great Room (Level 4)

Sponsored by: Alston & Bird LLP

Moderator: Madison Jellins, Partner, Alston & Bird LLP

Panelists:

Sandi Dennis, Deputy General Counsel, Healthcare, BIO
Sandra Pohlman, Partner, df-mp

Will Policy Issues Slow the Pace of Implementation? Will the FDA Look to Europe for Guidance on Antibody Biosimilars? Emerging Markets, Emerging Strategies? The panel will cover recent developments in biosimilar, including policy issues based the on move to repeal healthcare reform, the recent FDA public hearing on biosimilars, further debate on the meaning of exclusivity, the necessity of clinical trials, the possibility of interchangeability, and developments in Europe with respect to antibody biosimilars.

Session 9:

12:30 pm – 2:00 pm

IP Counsels Committee Business Meeting & Working Luncheon

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