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# PTO Day

21<sup>ST</sup> ANNUAL CONFERENCE ON  
USPTO LAW AND PRACTICE

Earn **6 CLE**  
credit hours,  
including  
**2 hours**  
of **Ethics**  
(approximate)

LUNCHEON ADDRESS BY  
HON. DAVID J. KAPPOS, DIRECTOR, USPTO

A one-day program  
presented by  
**IPO Education Foundation**  
in cooperation with  
**U.S. Patent and  
Trademark Office (USPTO)**

**MONDAY,  
DECEMBER 6, 2010  
WASHINGTON, D.C.**



At the  
Ronald Reagan  
Building and  
International  
Trade Center

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**JOIN A LIVE WEBCAST**  
Details on page 8

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[www.ipodef.org/PTO2010](http://www.ipodef.org/PTO2010)



# PTO Day

**Monday, December 6, 2010**  
Washington, D.C.

**PTO Day** brings together experts from the USPTO and the private bar to discuss current developments. The objective for the conference is to present high quality education and to promote continuing government-private sector dialogue on intellectual property rights.

The one-day program has two general morning sessions and seven afternoon breakouts. The luncheon features an address by the **Honorable David J. Kappos**, Director of the U.S. Patent and Trademark Office.

The breakout sessions are 90 minutes in length, except for the Ethics breakout, which runs for two hours. Speakers will prepare materials for distribution to participants.

## Who should attend:

- Attorneys in corporations and universities
- Attorneys in private practice
- Attorneys with government agencies
- Law office administrators and paralegals
- Professors and law students

# PTO Day 2010

## Schedule of Events

### Monday, December 6

7:45AM **REGISTRATION & CONTINENTAL BREAKFAST**

8:45AM–10:15AM **CONCURRENT GENERAL SESSIONS**

#### ■ PATENT

##### **PTO Year in Review, Update on PTO Operations and IT Updates**

Robert L. Stoll, *Commissioner for Patents, USPTO, Alexandria, VA*  
Peggy Focarino, *Deputy Commissioner for Patents, USPTO, Alexandria, VA*  
John B. Owens, *USPTO, Alexandria, VA*

#### ■ TRADEMARK

##### **State of Trademark Office**

Meryl Hershkowitz, *USPTO, Alexandria, VA*

##### **Suggestions to Improve the Accuracy of Identifications of Goods and Services**

Catherine Mennenga, *General Electric Co., Fairfield, CT*  
Gary J. Nelson, *Christie, Parker & Hale, LLP, Pasadena, CA*

##### **Inherent Distinctiveness/Acquired Distinctiveness in Light of *In re Chippendales USA, Inc.***

Jennifer Williston, *Attorney-at-Law, Falls Church, VA*  
Stephen W. Feingold, *Kilpatrick Stockton LLP, New York, NY*

10:15AM–10:30AM **COFFEE BREAK**

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continued ►

10:30–11:45AM

**CONCURRENT GENERAL SESSIONS****■ PATENT****Patentable Subject Matter: It's Not Just About Computers**Prof. Mark Janis, *Indiana University, Maurer School of Law, Bloomington, IN*Courtenay Brinckerhoff, *Foley & Lardner LLP, Washington, DC***■ TRADEMARK****Trademark Issues Regarding Social Networking**John W. Crittenden, *Cooley Godward Kronish, LLP, San Francisco, CA***Recent Decisions Affecting Trademark Practice**Richard Z. Lehv, *Fross Zelnick Lehrman & Zissu, P.C., New York, NY*

12:00NN –1:30PM

**LUNCHEON**

Address by:

**Hon. David J. Kappos***Director, U.S. Patent and**Trademark Office, Alexandria, VA*

David J. Kappos is the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office. He was appointed by President Obama in August 2009. He advises the President, the Secretary of Commerce, and the Administration on intellectual property matters. Mr. Kappos directs an office that seeks to encourage technological advancement and help entrepreneurs and businesses of protect their investments, promote their products and services and prevent deception in the marketplace. Before joining the USPTO, Mr. Kappos led the intellectual property law department at IBM Corp. Before his government appointment, he also served on the Board of Directors of the Intellectual Property Owners Association and the IPO Education Foundation.

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1:45PM–3:15PM

**CONCURRENT BREAKOUT SESSIONS****■ BREAKOUT I – CHEMICAL/BIOTECH****Chemical/Biotech Patent Examining Practice – Including Q&A**Moderator: Bruce M. Kisliuk, *Assistant Deputy Commissioner for Patent Operations, USPTO, Alexandria, VA*

Speakers: Technology Center Directors

**■ BREAKOUT II – MECHANICAL****Mechanical Patent Examining Practice – Including Q&A**Moderator: Robert Oberleitner, *Assistant Deputy Commissioner for Patent Operations, USPTO, Alexandria, VA*

Speakers: Technology Center Directors

**■ BREAKOUT III – ELECTRICAL/COMPUTER/SOFTWARE****Electrical/Computer/Software Patent Examining Practice – Including Q&A**Moderators: Andrew I. Faile, *Assistant Deputy Commissioner for Patent Operations, USPTO, Alexandria, VA*James L. Dwyer, *Assistant Deputy Commissioner for Patent Operations, USPTO, Alexandria, VA*

Speakers: Technology Center Directors

**■ BREAKOUT IV****Signature Requirements Before the Trademark Office**Peter S. Sloane, *Leason Ellis LLP, White Plains, NY*Speaker TBA, *USPTO, Alexandria, VA***ICANN and New gTLDs**Susan Anthony, *USPTO, Alexandria, VA*Sarah Deutsch, *Verizon Corporate Services Corporation, Inc., Arlington, VA*

3:15PM–3:30PM

**COFFEE BREAK**

continued ►

3:30PM–5:00PM

## CONCURRENT BREAKOUT SESSIONS

■ **BREAKOUT V****Work Sharing and Prioritizing Examination Initiatives**

Matthew Bryan, *World Intellectual Property Organization, Geneva, Switzerland*

Lawrence T. Welch, *Eli Lilly & Co., Indianapolis, IN*

Bruce M. Kisliuk, *USPTO, Alexandria, VA*

Mark Powell, *USPTO, Alexandria, VA*

■ **BREAKOUT VI****State of the TTAB**

Hon. Gerard Rogers, *Acting Chief Administrative Trademark Judge, USPTO, Alexandria, VA*

**Interlocutory Ex parte Appeals Practice**

Hon. Jeffrey Quinn, *Administrative Trademark Judge, USPTO, Alexandria, VA*

Eric McWilliams, *USPTO, Alexandria, VA*

**Trade Dress Protection 2010**

Julia Anne Matheson, *Finnegan, Henderson, Farabow, Garrett & Dunner LLP, Washington, DC*

Karen Fiesthamel, *CVS, Providence, RI*

■ **BREAKOUT VII** (Note: This session will end at 5:30PM)**Professional Responsibility for IP Practitioners**

Christopher A. Cotropia, *University of Richmond School of Law, Richmond, VA*

Harry I. Moatz, *Director, Office of Enrollment and Discipline, USPTO, Alexandria, VA*

5:00PM

## ADJOURNMENT


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## 2010 PTO Day Program Committee

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**CLE Credit**

For attorneys attending the conference in person, credit is being requested in every state that has a mandatory CLE requirement in which a registered attendee is licensed. The number of credit hours will vary depending on the requirements of the individual state.

IPO expects several states will award **6 hours for PTO Day, including 2 hours of ethics and/or professionalism**. Some states may not approve this course for credit.

Note: For attorneys attending the live webcast, CLE credit is being requested in CA, IL, OH, TX and WA only.

*The views expressed in the presentations and by the speakers at the PTO Day Conference are those of the individual presenters and are not necessarily the views of the Intellectual Property Owners Education Foundation or the U.S. Patent and Trademark Office.*



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**Monday, December 6, 2010**  
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## Can't attend in person? Register for a live Webcast.

The Foundation is offering a live Webcast of:

- **Morning Patent and Trademark Sessions**  
(8:45AM–11:45AM ET)
- **Luncheon Address by Hon. David J. Kappos**  
(1:00PM–1:30PM ET)
- **Ethics Session** (3:30PM–5:30PM ET)

Registrants will be able to hear speakers,  
view presentations and submit questions  
to the panelists in real time.

**Cost (per person):** The cost to join the live Webcast is  
**\$150** for EITHER the **Patent** OR the **Trademark** general  
sessions. Add the **Ethics** session for only **\$50 more**.  
The fee includes access to the luncheon address.  
The luncheon address will not be sold separately.

**Registration:** Online registration is required.  
To register visit [www.ipoeef.org/PTO2010](http://www.ipoeef.org/PTO2010).

**CLE:** For Webcast registrants, IPO Foundation is applying  
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To receive credit in all other states that require CLE,  
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**Advance registration is required.**  
Registrations will be accepted online, via fax or mail. Please reserve early; space is limited. IPO Foundation will confirm all registrations by email. The program is subject to change. Please visit our website for additional details.

**Online:** [www.ipoef.org/PTO2010](http://www.ipoef.org/PTO2010)

**Fax:** Send your registration with credit card information to **(202) 507-4501**.

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IPO Education Foundation  
1501 M Street NW, Suite 1150  
Washington, DC 20005

**Registration Fees**

**General Registration** . . . . . \$650  
**Government/Academic** . . . . . \$225

The fees above include a luncheon and course materials.

**LIVE WEBCAST** (Online registration only at [www.ipoef.org/PTO2010](http://www.ipoef.org/PTO2010))  
**Patent/Trademark + Luncheon** . \$150  
**The above + Ethics Session** . . \$200

**Scholarships**

Registration fees are subsidized for government employees, educators and students. The registration fee will be waived for a limited number of full-time law students, space permitting. Law students should call the Foundation office, (202) 507-4500.

**Conference Location**

Ronald Reagan Building and International Trade Center  
1300 Pennsylvania Avenue NW  
Washington, DC 20004

**Cancellation Policy**

Any cancellation received before **November 22, 2010** will be subject to a \$100 processing fee. No refunds will be given for cancellations received on or after **November 22, 2010**. The deadline for cancellations applies to all registrants. Course materials on CD-ROM will be sent to those unable to attend, but who cancel on or after November 22. If a registrant is unable to attend, another person may substitute upon written request. Please note that fees are not transferable to another IPO or Foundation meeting.

**Accommodations**

IPO has reserved a block of rooms at the **JW Marriott Hotel**. To reserve a room at the IPO group rate (\$259/night plus tax), you must make your reservation with the hotel directly by **November 8, 2010**, pending space availability. Call 1-800-228-9290 and reference "IPO Foundation" when making your reservation.

**JW Marriott Hotel**  
1331 Pennsylvania Avenue NW  
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**Afternoon Breakout Sessions:** (please select one breakout per time period)  
1:45PM–3:15PM:  Breakout I  Breakout II  Breakout III  Breakout IV  
3:30PM–5:00PM:  Breakout V  Breakout VI  Breakout VII

**Registration Fees:**

<input type="checkbox"/> <b>General Conference Registration</b> . . . . . \$650	} \$	<b>TOTAL DUE</b> _____
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**Patent or Trademark Session + Luncheon Address** . . . . . \$150  
 **All of the Above + Ethics Session** . . . . . \$200

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