



**IPO Education Foundation  
20<sup>th</sup> Anniversary & Awards Celebration  
December 8-10, 2020**

**PROGRAM SCHEDULE**

|                 | <b>Tues. Dec 8</b>                                                                                                                                                                                                                                                        | <b>Wed. Dec 9</b>                                                                                                                                                                                                                       | <b>Thurs. Dec. 10</b>                                                                                                                                                                                                                                                      |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11-11:30am ET   | <p>Keynote Address<br/>Executive of the Year<br/>Ken Frazier, CEO of Merck &amp; Co.</p> <p>Sponsored by:<br/><b>Akin Gump</b><br/>STRAUSS HAUER &amp; FELD LLP</p>                                                                                                       |                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                            |
| 12-12:30pm ET   |                                                                                                                                                                                                                                                                           | <p>Inventing the Impossible™<br/>Inventor of the Year<br/>Pat Brown, CEO of Impossible Foods</p> <p>Sponsored by:<br/>hrfm   heslin rothenberg<br/>farley mesiti<br/>ALL IP. ALL THE TIME.<br/><b>TUTUNJIAN &amp; BITETTO, P.C.</b></p> |                                                                                                                                                                                                                                                                            |
| 12:30-1:10pm ET | <p>Patents in Pandemic: How IP<br/>Prepared Us for a Crisis</p> <p>Sponsored by:<br/><b>Johnson &amp; Johnson</b></p>                                                                                                                                                     |                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                            |
| 1:30-2:10pm ET  |                                                                                                                                                                                                                                                                           | How Intellectual Property Accelerates<br>Innovation                                                                                                                                                                                     |                                                                                                                                                                                                                                                                            |
| 4-4:30pm ET     | <p>How the Pandemic has Impacted<br/>the Courts: Defending Your IP<br/>Virtually<br/>Distinguished IP Professional<br/>Judge Kathleen O'Malley, CAFC</p> <p>Sponsored by:<br/><b>Sterne Kessler</b><br/>STERNE KESSLER GOLDSTEIN &amp; FOX<br/><b>UnifiedPatents®</b></p> | <p>Virtual Mixology</p> <p>Sponsored by:<br/><b>CC Cantor Colburn LLP</b></p>                                                                                                                                                           | <p>Breaking Barriers in Innovation: A<br/>Conversation about Diversity and<br/>Inclusion with Dr. Lisa Cook*</p> <p>Followed by a Networking Workshop<br/>with IPO's Diversity &amp; Inclusion<br/>Committee*</p> <p>Sponsored By:<br/><b>RPX</b><br/>RATIONAL PATENT™</p> |
| 4:30-5:30pm ET  |                                                                                                                                                                                                                                                                           | <p>Virtual Networking Event</p> <p>Sponsored by:<br/><b>SLW SCHWEGMAN</b><br/>LUNDBERG • WOESSNER</p>                                                                                                                                   |                                                                                                                                                                                                                                                                            |

*\*Fireside chat with Dr. Lisa Cook will be from 4-4:45pm ET, networking will be from 4:45-5:45pm ET.*

## HONOREE SESSIONS



### **Keynote Address by Ken Frazier, CEO Merck & Co.**

Executive of the Year, Ken Frazier will give a keynote address on the importance of diversity in innovation as well as to society in addressing unmet medical needs and improving the quality of life.

Ken has served as the Chairman of the Board and Chief Executive Officer of Merck & Co., Inc. since 2011. Under Ken's leadership, Merck is delivering innovative lifesaving medicines and vaccines as well as long-term and sustainable value to its multiple stakeholders. Ken has substantially increased Merck's investment in research, while refocusing the organization on the launch and growth of key products that provide benefit to society.



### **How the Pandemic has Impacted the Courts: Defending Your IP Virtually**

*Fireside chat hosted by Henry Hadad, Bristol-Myers Squibb Co., IPO Immediate Past President, and member of the IPO Education Foundation Board of Directors.*

Distinguished IP Professional, Judge Kathleen O'Malley, will explore how the pandemic has changed the courts and what she sees in store for the future as well as share her insights on how to successfully present your case in the new virtual environment.

Judge O'Malley was appointed to the U.S. Court of Appeals for the Federal Circuit by President Barack Obama in 2010. Prior to her elevation to the Federal Circuit, Judge O'Malley was appointed to the U.S. District Court for the Northern District of Ohio by President William J. Clinton in 1994. During her sixteen years on the district court bench, Judge O'Malley presided over more than 100 patent and trademark cases and sat by designation on the U.S. Circuit Court for the Federal Circuit.



### **Inventing the Impossible™**

Inventor of the Year, Pat Brown, CEO of Impossible Foods wanted to make an impact on the world. The idea for Impossible Foods came to Pat while he was on sabbatical from his position as an HHMI investigator and professor of biochemistry at the Stanford University School of Medicine. In reflecting on how he could use his training and experience to make the largest positive impact on the world, he realized there was a way to make delicious, affordable meat and dairy products, directly from plants – that would be better for the environment and for consumers. In 2011, Pat chose to devote himself full time to Impossible Foods. In this session, Pat talks about the importance of innovation and how Impossible Foods is positively impacting the environment and consumers, especially during the worldwide pandemic.

## INNOVATION SESSIONS

### **How Intellectual Property Accelerates Innovation**

To celebrate the 20<sup>th</sup> anniversary of the Foundation, we reflect on how intellectual property has changed to capture new innovations. Technology shifts like artificial intelligence and biotechnology have revealed strains on the intellectual property system and have identified corrections that need to be made in order to continue to incentivize and accelerate future innovation.

Moderator: Dave Kappos, Cravath, Swaine & Moore LLP

Speakers:

Andrei Iancu, US Patent and Trademark Office

Zorina Khan, Bowdoin College

Irving Wladowsky-Berger, MIT

### **Patents in Pandemic: How IP Prepared Us for a Crisis**

Join experts from across industries as they discuss how intellectual property incentivizes innovation and how it is being leveraged during the COVID-19 pandemic. We will learn about diagnostics, research and development, the investments that go into treatments and how the FDA impacts the speed at which vaccines are distributed to the public.

Moderator: Robert DeBerardine, Johnson & Johnson

Joaquin Duato, Johnson & Johnson

Myla Lai-Goldman, GeneCentric

Additional speakers to be announced.

### **Breaking Barriers in Innovation: A Conversation about Diversity and Inclusion with Dr. Lisa Cook**

*Fireside chat hosted by Phyllis Turner-Brim, Starbucks Coffee Company, and member of the IPO Education Foundation Board of Directors.*

Join IPO Education Foundation to talk with Dr. Lisa Cook, Professor of Economics and International Relations at Michigan State University, about how the exclusion of people of color and women has impacted innovation and the potential value to society. We will talk about the removal of certain barriers and what the inventor and practitioner community could really look like.

## **NETWORKING SESSIONS**

### **Networking Workshop with IPO's Diversity & Inclusion Committee**

Following the conversation about diversity and inclusion in innovation, the IPO D&I Committee will lead a networking workshop to talk about how to increase underrepresented groups in innovation, IP law, and other industries. Participants are encouraged to attend the previous session although not required. Participants will be broken up into small groups for discussion.

### **Virtual Mixology**

Did you know that some of the first tiki cocktail recipes were written in code? Some of the best kept trade secrets are in the food and beverage industry... Kentucky Fried Chicken and Bush's Baked Beans will never tell! Take a break from your busy day to mix the perfect cocktail and learn about trade secrets in the beverage industry from spirits and cocktail expert Derek Brown.

### **Virtual Networking Event**

Grab your cocktail from Virtual Mixology and join the networking event sponsored by Premiere Sponsor, Schwegman, Lundberg & Woessner. Participants will join small groups to network and catch up with friends and colleagues.