

LES-SVC 18th Annual Conference
“The Evolving Role of IP in the Innovation Economy
Globally & Across Industries”

Wednesday, April 25, 2018

Hewlett Packard Enterprise ♦ 3000 Hanover Street, Palo Alto, CA

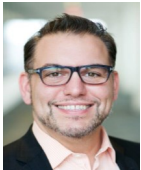
Is IP still the fuel of the Innovation Economy? Are U.S. innovators losing ground to their peers in other regions like China and Europe? What are the best strategies for companies to effectively protect their IP and create business value? Hear the perspectives from executives in various industries as well as from government and academic thought leaders.

See Program and Schedule on back ➡➡

Keynote Speakers



Walter Copan, Under Secretary of Commerce for Standards and Technology; Director, National Institute of Standards and Technology
“How IP Plays into NIST’s Strategies to Promote U.S. Innovation and Industrial Competitiveness”



John Cabeca, Director, USPTO—Silicon Valley
“Perspectives from the USPTO”

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Details & registration: www.les-svc.org



“The Evolving Role of IP in the Innovation Economy Globally & Across Industries PROGRAM AND SCHEDULE

8:00 AM—Registration and continental breakfast

9:00 AM – 9:15 AM—Welcome and introductions
Larry Udell, LES Silicon Valley Chair

9:15 AM – 9:45 AM

“How IP Plays into NIST’s Strategies to Promote U.S. Innovation and Industrial Competitiveness”

- NIST’s historical charter and current agenda
- NIST’s interaction with other federal agencies (USPTO, White House OSTP (Office of Science & Technology Policy), etc.)
- NIST’s role in standards development generally
- Potential Benefits of IP Standards

Keynote Speaker:

Walter Copan, Under Secretary of Commerce for Standards and Technology and Director, National Institute of Standards and Technology (NIST)

9:45 AM – 10:45 AM

“Is American Innovation in Decline? What Does the Data Show?”

Recent studies suggest that innovation by Asian countries has eclipsed innovation in the U.S. and elsewhere. This session will focus on studies, comparative indicators, conclusions, and their implications for American innovation generally and for the Silicon Valley innovation economy.

Moderator:

Bob Weber, Managing Director, Patent Kinetics, LLC

Presenters:

Mary Albertson, Immediate Past President, Association of University Technology Managers (AUTM)

Nico Grant, Enterprise Technology, Bloomberg News

10:45 AM – 11:00 AM—Break and networking

11:00 AM – 12:30 PM

“Importance & Relevance of IP to Innovation across Industries”

A number of studies suggest that America has lost its edge in the global innovation economy, with changes in American patent law being a contributing factor to this decline. In this session, panel speakers from diverse technology segments will share their recent experiences and views on innovation, including how different sectors are responding to evolving legal frameworks that contextualize innovation, including evolving laws and court decisions regarding trade secrecy, patents, and other forms of intellectual property.

Moderator:

Christopher Byrne, Vice President, Strategy & Innovation Center, Samsung Electronics

Panel:

Alma Chao, Director and Associate General Counsel IP, Facebook

Marc Erhlich, Senior Vice President of Patent Strategy, Tivo
Vern Norviel, Partner, Wilson Sonsini Goodrich & Rosati
Matthew Sarboraria, Vice President and Associate General Counsel, Oracle

Deborah Martin, VP & Assistant General Counsel, Pfizer

12:30 PM – 1:15 PM

Buffet lunch and networking

1:15 PM – 1:45 PM

“Perspectives from the USPTO

John Cabeca, Director, USPTO Silicon Valley

1:45 PM – 3:00 PM

“LES Standards and the Connection to IP Innovation”

Over the last couple of years, LES has been very active in developing ANSI-certified standards in various IP-related areas, including valuation, licensing, brokerage, supply-chain management, consideration of intangible assets in the boardroom, IP management for startups, and determination of FRAND royalty rates. This panel will explore the benefits and challenges of applying a standard-based approach to IP transactions and strategy, the difference between standards and best practices, and the application of standards in specific IP practice settings.

Moderator:

Ron Laurie, Chairman, InventionShare; Managing Director, Inflexion Point Strategy

Panel:

Jeffrey Bartholomew, Shareholder, Robinson Waters and O’Dorisio, P.C.

Bill Elkington, Senior Director, Intellectual Property Management, Rockwell Collins

Michael Pellegrino, President, Pellegrino and Associates, LLC

Paul Roberts, Senior Commercial Director, Smart Systems, GE Ventures

3:00 PM – 3:15 PM

Break and networking

3:15 PM – 4:15 PM

“Now, Where Do We Go From Here? – Looking at the Big Picture”

Where are we now – where are we going? Attendees and presenters from today’s sessions will be asked to address questions such as:

- Are the claims that U.S. innovation relative to other regions are simply “Chicken Little” or is there enough substance for C-level executives to be concerned?
- Has the innovation environment in the U.S. really changed for the better or worse, how and why?
- Do we need further changes in legal or regulatory frameworks to promote U.S. competitiveness to include innovation?

Facilitator:

Gene Quinn, Patent Attorney, Publisher, IP Watchdog, Inc.

4:15 PM- 4:30 PM—Closing remarks

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