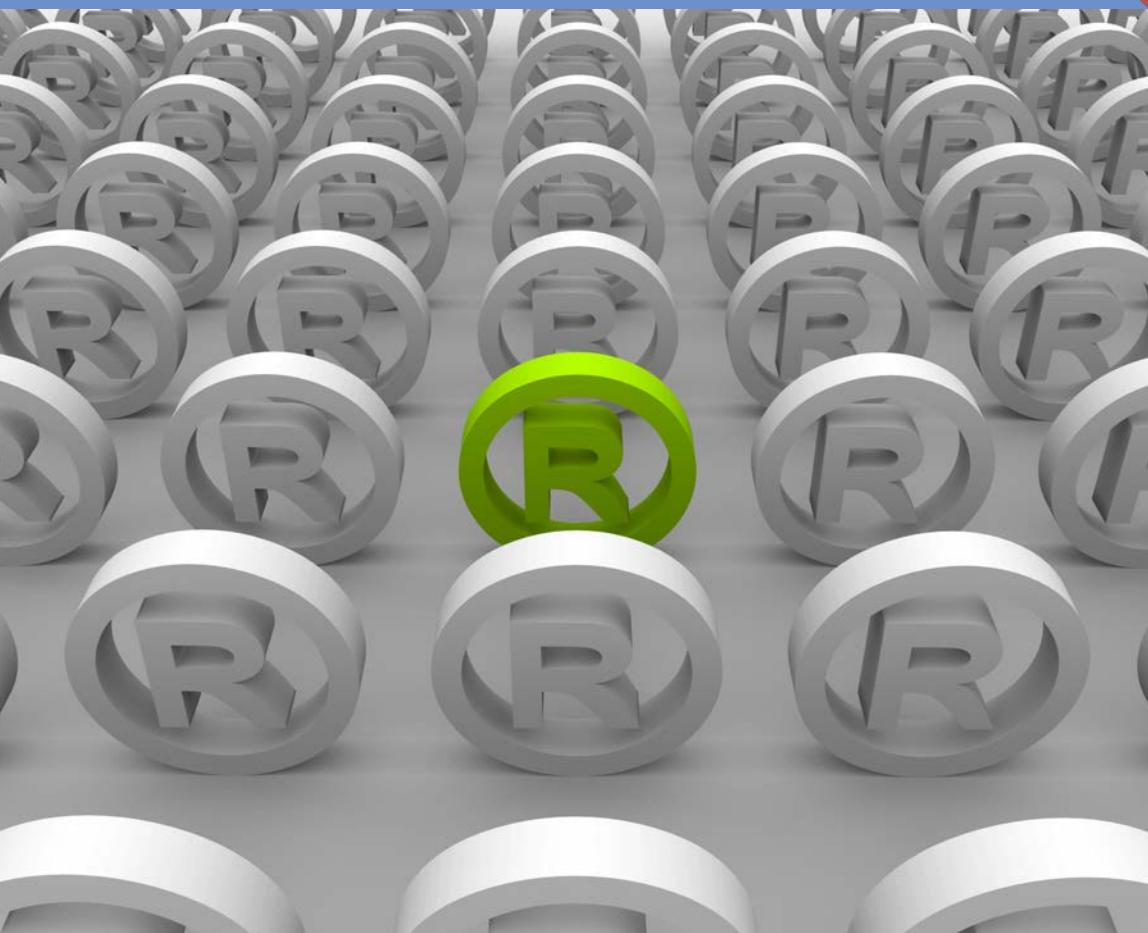




THE STATE BAR OF CALIFORNIA
INTELLECTUAL PROPERTY LAW
SECTION PRESENTS

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2015 Trademark Office Comes to California

TUESDAY, APRIL 14, 2015

Hyatt Regency Century Plaza

2025 Avenue of the Stars
Los Angeles, CA 90067

THURSDAY, APRIL 16, 2015

Merchants Exchange Building

Julia Morgan Ballroom
465 California Street
San Francisco, CA 94104

 #CAIPSection

Register Online:
<http://ipsection.calbar.ca.gov>

WebTMS
Software for the Trademark Professional



Wolters Kluwer
Corporate Legal Services

Corsearch

Safenames



THOMSON REUTERS

PROGRAM

7:30 A.M. – 8:00 A.M.

Registration & Continental Breakfast

8:00 A.M. – 8:15 A.M.

Welcome and Opening Remarks

- Mark R. Leonard, *Davis & Leonard LLP*

8:15 A.M. – 9:15 A.M.

THE STATE OF THE TTAB AND THE EVOLUTION OF BOARD PROCEEDINGS

Chief Administrative Trademark Judge Gerard F. Rogers (SF) and Deputy Chief Administrative Trademark Judge Susan Richey (LA) will provide a report on the Board's caseload and pendency as well as practitioner feedback on potential modifications to the Board's discovery procedures, electronic filing and proceedings systems, and upcoming changes to the Federal Rules of Civil Procedure.

- Chief Administrative Trademark Judge Gerard F. Rogers (SF)
- Deputy Chief Administrative Trademark Judge Susan Richey (LA)

9:15 A.M. – 10:15 A.M.

PRACTICE TIPS FROM THE TTAB

Administrative Trademark Judges Lorelei Ritchie (LA) and Ellen J. Seeherman (SF) will present tips on best practices for making your case before the TTAB, including trial and briefing, as well as tips for ex parte appeals. This presentation will provide valuable information for both new and experienced TTAB practitioners and will include an interactive question and answer session.

- Administrative Trademark Judge Lorelei Ritchie (LA)
- Administrative Trademark Judge Ellen J. Seeherman (SF)

10:15 A.M. – 10:30 A.M.

Break

10:30 A.M. – 11:45 A.M.

FROM DOT COMS TO "NOT COMS": PROTECTING MARKS, ENHANCING BRANDS, VALUING & TRANSFERRING RIGHTS

How can you assist clients in estimating the value of domain names they want to buy or sell, and what are the key considerations in negotiating a transfer? How can you best guide clients through the new gTLD landscape to protect and enhance the value of their most important marks? Our panelists will offer practical advice and share strategies based on their extensive legal and industry experience in trademark protection, domain portfolio management, and digital marketing.

- Beth M. Goldman, Partner, *Orrick, Herrington & Sutcliffe LLP*
- Bob Samuelson, VP, Business Development, *Donuts Inc.*

SCHEDULE

11:45 A.M. – 1:15 P.M.

LUNCHEON AND KEYNOTE SPEAKER MARY BONEY DENISON

Mary Boney Denison is the newly appointed Commissioner for Trademarks. Ms. Denison oversees all aspects of the USPTO's trademark organization, including policy, operations and budget relating to trademark examination, registration, and maintenance.



- Mary Boney Denison, Commissioner for Trademarks

1:15 P.M. – 2:15 P.M.

HOT TOPICS FROM THE PATENT AND TRADEMARK OFFICE

Commissioner Mary Boney Denison and Deputy Commissioner Sharon Marsh will provide updates on recent initiatives from the USPTO, including a proposal to allow amendments to goods and services due to evolving technology, the post-registration proof-of-use pilot program, recent TEAS and assignment enhancements, and examination guides for service mark specimens and repeating pattern marks. This panel will also feature helpful practice tips on descriptive/misdescriptive refusals and withdrawals from publication and an interactive question and answer session.

- Mary Boney Denison, Commissioner for Trademarks
- Sharon Marsh, Deputy Commissioner for Examination Policy

2:15 P.M. – 3:30 P.M.

MARK MY WORDS: CONTEMPORARY TRADEMARK SURVEYS

This panel, presented by leading trademark survey experts Dr. E. Deborah Jay and Dr. Jerry Ford, will provide an overview of surveys and some practical tips for using them in trademark disputes, including the rationale for conducting a survey, the foundation needed for introducing survey evidence and factors affecting their admissibility. The panelists will provide examples of surveys introduced in recent trademark disputes by plaintiffs and defendants to support their claims, and discuss the courts' reliance on the surveys in rulings.

- Dr. E. Deborah Jay, President/CEO, *Field Research Corporation*
- Dr. Jerry Ford, Partner, *Ford Bubala & Associates*

3:30 P.M. – 3:45 P.M.

Break

3:45 P.M. – 5:00 P.M.

2014 TTAB YEAR IN REVIEW: THE GOOD, THE BAD, AND THE UGLY

John L. Welch, author of one of the top trademark law blogs, The TTABlog®, will give an entertaining and informative review of the most important decisions of the TTAB in 2014.

- John L. Welch, Of Counsel, *Lando & Anastasi*

REGISTRATION INFORMATION

Deadlines: Pre-register by Tuesday, April 7, 2015

Registration by Mail: Your registration must be received no later than Tuesday, April 7, 2015. Please send your completed registration form and check made payable to The State Bar of California to:

Program Registrations
180 Howard Street, 4th Floor
San Francisco, CA 94105-1639

Cancellations/refunds: Cancellations and requests for refunds must be received in writing no later than Tuesday, April 7, 2015 and are subject to a \$25 cancellation fee. Substitute registrants are allowed, but must register in their own names.

MCLE Credit: The Intellectual Property Law Section of The State Bar of California is a State Bar of California approved MCLE provider. This activity has been approved for 7.75 hours.

Registration by Fax: Fax to Program Registrations at (415) 538-2368. VISA/MasterCard only. Credit card information is mandatory. Photocopies of checks will not be accepted.

Onsite registration: On-site registration opens at 7:30 am and is subject to space availability.

Questions: For registration information call (415) 538-2508. Telephone registrations will not be accepted. For program content and/or Section information call (415) 538-2375.

Special Assistance: For special assistance, please call (415) 538-2375.

CYLA Members: Now offering 25% off registration. Call (415) 538-2375 for more information.

PROGRAM PLANNING COMMITTEE

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Intellectual Property Section
Coordinator*
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REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

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City, State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

(Required for email confirmation)

- Check here if you do not want your information released.

Program package includes 7.75 Hours MCLE Credit, program materials, continental breakfast, and lunch.

PRE-REGISTRATION FEES (check the appropriate circle)

- \$395 Members of The State Bar of California Intellectual Property Law Section
- \$490 Non-Section members (includes enrollment in the Intellectual Property Law Section for 2015)
- \$490 All registrations after Tuesday, April 7, 2015
- \$270 Law Clerks/paralegals/non-attorneys
- \$100 Students (Non-Attorney)

AMOUNT ENCLOSED OR TO BE CHARGED

\$ _____

Between jobs? Contact Kristina Robledo at Kristina.robledo@calbar.ca.gov for special pricing. A reduced registration fee is available for persons with financial hardship; please call (415) 538-2375.

CREDIT CARD INFORMATION (VISA/MasterCard Only)

I authorize the State Bar of California to charge my program registration to my VISA/MasterCard account. (No other credit card will be accepted.)

Account Number: _____

(Visa or MasterCard only)

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Deadline: In order to pre-register, your form and check, payable to the State Bar of California, or credit card information, must be received by Tuesday, April 7, 2015.

Register Online: www.ipsection.calbar.ca.gov

Mail To: Program Registrations, State Bar of California,
180 Howard Street, 4th Floor, San Francisco, CA 94105

Fax To: Program Registration at 415-538-2368. In order to fax your registration, credit card information is MANDATORY.
(Photocopies of checks will NOT be accepted.)



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