



THE INTELLECTUAL PROPERTY LAW
SECTION OF THE STATE BAR OF
CALIFORNIA PRESENTS

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Hours MCLE Credit**
of which 1.0 Hour Applies to Legal Ethics



2013 Trademark Office Comes to California

TUESDAY, APRIL 16, 2013

LAX Marriott

5855 W Century Blvd
Los Angeles, CA 90045

THURSDAY, APRIL 18, 2013

Merchants Exchange Building

465 California Street
San Francisco, CA 94104

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



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PROGRAM SCHEDULE

7:15 A.M. – 8:15 A.M.

Registration & Continental Breakfast

8:15 A.M. – 8:30 A.M.

Welcome and Opening Remarks

8:30 A.M. – 10:30 A.M.

A VIEW FROM THE BENCH

Chief Judge Rogers will provide a status report on the Board's caseload, review Board outreach efforts and discuss ACR and other best practices that every practitioner should pursue when handling contested *inter partes* matters in the TTAB. Judge Ritchie will discuss pleading and proof of claims related to non-use and intent to use, and provide guidance on distinguishing between related but distinct claims that arise in TTAB opposition and cancellation cases. The program will include an informal, interactive question and answer session.

- Gerard F. Rogers, Chief Trademark Judge of the Trademark Trial and Appeal Board
- Lorelei Ritchie, Trademark Judge of the Trademark Trial and Appeal Board

10:30 A.M. – 10:45 A.M.

Break

10:45 A.M. – 12:15 P.M.

A VIEW FROM ICANN and NEW gTLDs

The upcoming launch of thousands of new generic top-level domains (gTLDs) raises numerous trademark protection issues. Our panel of experienced trademark and domain-name attorneys will discuss the gTLD system and the trademark protection measures within it, including the most recent ICANN developments, and what practitioners and brand owners can expect going forward.

- Bret Fausett, Principal, *Internet Pro*
- Vineeta Gajwani, Senior Counsel, IP, *Electronic Arts*
- Mike Rodenbaugh, Principal, *Rodenbaugh Law*

12:15 P.M. – 1:30 P.M.



LUNCHEON FEATURING KEYNOTE SPEAKER COMMISSIONER FOR TRADEMARKS DEBORAH COHN

Commissioner Cohn oversees all aspects of the United States Patent and Trademark Office's Trademark organization including policy, operations and budget relating to trademark examination, registration and maintenance.

1:30 P.M. – 2:30 P.M.

A VIEW FROM THE OFFICE

Commissioner Deborah Cohn and Deputy Commissioner Sharon Marsh will provide updates from the United States Patent and Trademark Office, including current and future internal initiatives along with external updates on TM5, WIPO, Madrid, and OHIM. The program will also feature helpful practice tips and an informal, interactive question & answer session.

- Deborah Cohn, Commissioner for Trademarks
- Sharon Marsh, Deputy Commissioner for Examination Policy

2:30 P.M. – 3:30 P.M.

THE ETHICAL VIEW: What's Right, What's Wrong, and How to Know the Difference (1.0 Hour Legal Ethics)

With lawyers increasingly under a microscope, this panel will address potential ethical pitfalls in trademark practice, illustrated by a case study, and provide pointers on how to avoid becoming a case study. Our experienced panelists will discuss Trademark Office rules, rules of conduct of special importance to trademark attorneys, and case law governing ethical practice.

- J. Alison Grabell, Partner, *Ezra Brutzkus Gubner LLP*
- Sean M. SeLegue, Partner, *Arnold & Porter LLP*

3:30 P.M. – 3:45 P.M.

Break

3:45 P.M. – 5:00 P.M.

A VIEW FROM THE BLOGOSPHERE

John Welch, author of one of the top trademark law blogs, *The TTABlog*[®], reviews the most important and interesting decisions of the TTAB in 2012. John's presentation promises to be entertaining as well as informative.

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

REGISTRATION INFORMATION

Deadlines: Pre-register by April 9, 2013

Registration by Mail: Your registration must be received no later than Tuesday, April 9, 2013. 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 request for refunds must be received in writing no later than Tuesday, April 9, 2013 and is subject to a \$25 cancellation fee. Substitute Registrants are allowed, but must register in their own name.

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 of which 1.0 Hours applies to Legal Ethics.

Onsite registration: On-site registration opens at 7:15 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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REGISTRATION FORM

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

Bar Number: _____

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Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

(Required for email confirmation)

Program package includes 7.75 Hours MCLE Credit of which 1.0 Hour Applies to Legal Ethics, program materials, continental breakfast, and lunch.

PRE-REGISTRATION FEES (check the appropriate circle)

- \$395 Members of the State Bar of California Intellectual Property Section
- \$470 Non-Section members (includes enrollment in the Intellectual Property Law Section for 2013)
- \$470 All registrations after Tuesday, April 9, 2013
- \$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.)

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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 9, 2013.

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

Mail To: Program Registrations, State Bar of California,
180 Howard Street, 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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