

USC GOULD SCHOOL OF LAW

# 2016 INTELLECTUAL PROPERTY INSTITUTE

## 8 FEDERAL JUDGES

- Hon. Andrew Guilford (C.D. Cal.) • Hon. Alex Kozinski (9th Cir.) • Hon. Pierre Leval (2d Cir.)
- Hon. Barbara Lynn (N.D. Tex.) • Hon. Beverly Reid O'Connell (C.D. Cal.)
- Hon. Sharon Prost (Fed. Cir.) • Hon. Gail Standish (C.D. Cal.) • Hon. Leonard Stark (D. Del.)

*Email questions for the judges to [cle@law.usc.edu](mailto:cle@law.usc.edu)*

## PROMINENT PUBLIC OFFICIAL

General Counsel and Associate Register of Copyrights

## LEADING ACADEMICIANS

Professors Farley, Ginsburg, Lemley, Menell, Nimmer, and Schwartz

Audio  
Recordings  
Available!

*breeze through IP trends*

## prominent speakers

Join over 600 IP professionals for an unrivaled gathering of national speakers and a sophisticated discussion of emerging issues and best practices in copyright, patent, trademark, trade dress, and related fields. Join Chief Judges **Prost** (Fed. Cir.) and **Stark** (D. Del.), Judges **Guilford** (C.D. Cal.), **Kozinski** (9th Cir.), **Leval** (2d Cir.), **Lynn** (N.D. Tex.), **O'Connell** (C.D. Cal.), and **Standish** (C.D. Cal.), the General Counsel and Associate Register of Copyrights, plus 6 leading academicians, 11 in house counsel, and top practitioners for a breezy day of learning and networking at the beach.

## don't miss out

The past five Institutes sold out early, so register online now at <http://law.usc.edu/cle/ip!>

## sponsors

We gratefully acknowledge the generous contributions of the following sponsors of the 2016 Institute:

|   |  |
|---|--|
| Akin Gump Strauss Hauer & Feld LLP          | Mitchell Silberberg & Knupp LLP              |
| Alston & Bird LLP                           | Morrison & Foerster LLP                      |
| Analysis Group, Inc.                        | Munger, Tolles & Olson LLP                   |
| Arnold & Porter LLP                         | Nathan Associates Inc.                       |
| Berkeley Research Group, LLC                | Navigant Consulting, Inc.                    |
| Blakely Sokoloff Taylor & Zafman LLP        | Ocean Tomo, LLC                              |
| Boies, Schiller & Flexner LLP               | O'Melveny & Myers LLP                        |
| Buchalter Nemer, A Professional Corporation | Orrick, Herrington & Sutcliffe LLP           |
| Competition Economics LLC                   | Paul Hastings LLP                            |
| Cornerstone Research                        | Paul, Weiss, Rifkind, Wharton & Garrison LLP |
| Dykema Gossett LLP                          | Pillsbury Winthrop Shaw Pittman LLP          |
| Fenwick & West LLP                          | Robins Kaplan LLP                            |
| Fox Rothschild LLP                          | Russ August & Kabat                          |
| FTI Consulting                              | Seyfarth Shaw LLP                            |
| Gibson, Dunn & Crutcher LLP                 | Sheppard, Mullin, Richter & Hampton LLP      |
| Greenberg Traurig, LLP                      | Sidley Austin LLP                            |
| Hueston Hennigan LLP                        | Snell & Wilmer L.L.P.                        |
| Irell & Manella LLP                         | Steinbrecher & Span LLP                      |
| Jeff Kichaven Commercial Mediation          | Stroock & Stroock & Lavan LLP                |
| Judicate West                               | Sughrue Mion, PLLC                           |
| Juniper Networks, Inc.                      | Susman Godfrey LLP                           |
| Kirkland & Ellis LLP                        | TM Financial Forensics, LLC                  |
| Knobbe Martens Olson & Bear LLP             | Tucker Ellis LLP                             |
| Latham & Watkins LLP                        | Warner Bros. Entertainment                   |
| Lewis Roca Rothgerber Christie LLP          | Western Digital Corporation                  |
| LitiNomics, Inc.                            | Wilmer Cutler Pickering Hale and Dorr LLP    |
| Manatt, Phelps & Phillips, LLP              | Wilson Sonsini Goodrich & Rosati             |
| McKool Smith                                | Winston & Strawn LLP                         |

For a complete and up-to-date list of Institute sponsors, please visit our website at <http://law.usc.edu/cle/ip>.

USC GOULD SCHOOL OF LAW

# 2016 INTELLECTUAL PROPERTY INSTITUTE

>>> Tuesday, February 9, 2016

**7:00 AM**

## **Registration and Continental Breakfast**

**7:30 AM**

### **Women in IP Breakfast**

Join us for the third annual women's networking breakfast, which will combine a networking opportunity and a 30 minute panel discussion focusing on issues of interest to women in the IP area, including successful strategies for many different legal careers enjoyed by women IP attorneys, how to network to get to where you want to go, and the importance of mentoring women joining us in this field.

***Breakfast will be served.***

Hosted by

**ALSTON & BIRD LLP**

**8:40 AM**

## **Welcome and Opening Remarks**

**8:45 AM**

### **The Experts Discuss Fair Use**

Join four of the nation's leading experts as they discuss the future of the fair use doctrine. As the use of protected content on the Internet explodes, how should courts analyze questions of fair use? Is a uniform standard possible and how do international norms and treaty obligations affect copyright protection in the United States? Learn how these prominent thinkers believe the balance should be struck between content protection and user's rights in this digital era.

*Questions for the panelists? Email your questions to [cle@law.usc.edu](mailto:cle@law.usc.edu) and we will share your questions anonymously with the panelists before the Institute.*

**Jane C. Ginsburg**

Morton L. Janklow Professor of Literary and Artistic Property Law  
Columbia Law School  
New York, NY

**Judge Beverly Reid O'Connell**

U.S. District Court (C.D. Cal.)

**Magistrate Judge Gail J. Standish**

U.S. District Court (C.D. Cal.)

**Cynthia Lock Tregillis**

Senior Director, Global Brand Protection & Trademark Law  
Western Digital Corporation

**Wayne M. Barsky**

*Institute Chair*  
Gibson, Dunn & Crutcher LLP

**Leeanna Izuel**

*Institute Executive Director*  
USC Gould School of Law

**Judge Alex Kozinski**

U.S. Court of Appeals (9th Cir.)

**Judge Pierre N. Leval**

U.S. Court of Appeals (2d Cir.)  
New York, NY

**David Nimmer**

Adjunct Faculty  
UCLA School of Law  
Irell & Manella LLP

### **MODERATOR**

**Jane C. Ginsburg**

Morton L. Janklow Professor of Literary and Artistic Property Law  
Columbia Law School  
New York, NY

**10:05 AM – Networking Break**

## Music Copyright Wars: From Marvin Gaye to Taylor Swift and Everything In Between

The Copyright Office recently called for comprehensive review and revision of the law governing the music marketplace, lamenting that the music industry is “increasingly doing business in legal quicksand.” Because of its cultural and economic importance, music has become a flashpoint in the copyright debates that are playing out in legislative and administrative forums in Washington and courts throughout the country, as well as in the press and over social media. This panel of leading music industry experts will address the critical issues in music copyright, including developments concerning the DMCA’s safe harbor provisions; royalty rates for streaming music; fairness and transparency in licensing; public performance rights in pre-1972 sound recordings; fair use; and what the future may hold.

### Stephen Bené

General Counsel  
Pandora Media, Inc.  
Oakland, CA

### Wade Leak

Senior Vice President  
Deputy General Counsel  
Sony Music Entertainment  
New York, NY

### Donald S. Passman

Author, *All You Need to Know About the Music Business*  
Gang, Tyre, Ramer & Brown, Inc.

### MODERATOR

### Jacqueline C. Charlesworth

General Counsel  
Associate Register of Copyrights  
U.S. Copyright Office  
Washington, D.C.

## Emerging Trends in Patent Litigation

Hear judges and practitioners discuss the practical impact of rapidly evolving case law and procedural developments and effective case management trends for dealing with them. The session will highlight the effects of the latest Supreme Court decisions and the competing views of plaintiff’s and defense counsel, case management issues arising out of *Alice* motions, concurrent district court and PTAB proceedings, and damages disclosures. The panelists will also address evolving issues in claim construction, subject matter eligibility, willfulness, divided infringement post-*Akamai*, laches, patent exhaustion, and injunctive relief.

### Parker C. Folse III

Susman Godfrey LLP  
Seattle, WA

### Judge Andrew J. Guilford

U.S. District Court (C.D. Cal.)

### Judge Beverly Reid O’Connell

U.S. District Court (C.D. Cal.)

### Joseph Re

Knobbe Martens Olson & Bear LLP

### MODERATOR

### Mark P. Wine

Orrick, Herrington & Sutcliffe LLP

## Trademark and Trade Dress Challenges in Protecting Hard-to-Protect Designs

From restaurant layouts to faucet configurations, companies have long sought trademark protection for all manner of trade dress. But what do companies need to do to ensure that they will be successful in these efforts?

This panel of in house counsel will explore key pitfalls and best practices in obtaining protections for product designs, particularly as infringers and counterfeiters have evolved to avoid traditional trademark enforcement mechanisms. The panel will also discuss using alternative forums such as the U.S. International Trade Commission to enforce designs.

### Lisa M. Bereda

Assistant General Counsel,  
Brands & Corporate Governance  
Assistant Secretary  
Deckers Outdoor Corporation

### Jaime M. Lemons

Global Counsel, Trademark & Copyright  
Nike, Inc.  
Beaverton, OR

### Christy Susman

Senior Attorney, Trademarks  
Jack Daniel’s Properties, Inc.  
San Rafael, CA

### MODERATOR

### Perry J. Viscouny

Latham & Watkins LLP



## luncheon keynote

### HONORABLE SHARON PROST

CHIEF CIRCUIT JUDGE

U.S. COURT OF APPEALS FOR THE FEDERAL CIRCUIT

**SHARON PROST** was appointed to the Court of Appeals for the Federal Circuit by President George W. Bush in 2001 and assumed the duties of Chief Circuit Judge on May 31, 2014.

Prior to her appointment, Chief Judge Prost served as Minority Chief Counsel, Deputy Chief Counsel, and Chief Counsel of the Committee on the Judiciary, United States Senate from 1993 to 2001. She also served as Chief Labor Counsel (Minority), Senate Committee on Labor and Human Resources from 1989 to 1993. Prior to her work on Capitol Hill, she served for 15 years in five different agencies of the executive branch. These agencies included the Department of the Treasury, National Labor Relations Board, and General Accounting Office.

Chief Judge Prost received a B.S. from Cornell University, an M.B.A. from George Washington University, a J.D. from the Washington College of Law, American University, and an LL.M. in tax law from George Washington University School of Law.

**11:30 AM**

#### **Luncheon and Keynote Presentation: Interview with Chief Judge Sharon Prost**

The Federal Circuit's Chief Judge Sharon Prost joins us for a 30 minute fireside chat with Carter Phillips to provide her perspectives on the present state of the Federal Circuit.

#### **Chief Judge Sharon Prost**

U.S. Court of Appeals  
for the Federal Circuit  
Washington, D.C.

#### **Carter G. Phillips**

Former Assistant to the Solicitor General  
Sidley Austin LLP  
Washington, D.C.

## USC Gould School of Law Media, Entertainment & Technology Law Program

The Media, Entertainment & Technology Law Program at the USC Gould School of Law offers students a unique educational experience that addresses the complex mix of legal and business issues in content and technology markets. Our innovative curriculum prepares students for practice through courses in intellectual property and business law taught by our research faculty, skills and simulation workshops taught by senior transactional and litigation attorneys, practice experience through our Intellectual Property and Technology Law Clinic, and internship opportunities at leading media and technology firms. Students who wish to specialize in entertainment law have the opportunity to earn a Certificate in Entertainment Law, including courses at the USC School of Cinematic Arts. Interested in learning more about our program, students and graduates? We encourage you to browse our website at <http://lawweb.usc.edu/why/academics/certificates/entertainment.cfm> or contact the Director, Professor Jonathan Barnett, at [jbarnett@law.usc.edu](mailto:jbarnett@law.usc.edu). USC Gould School of Law students can earn academic credit through the "entertainment practicum," in which students acquire practical experience in the legal departments of media and entertainment firms. Interested in learning more about this opportunity? Contact Professor Scott Altman at [saltman@law.usc.edu](mailto:saltman@law.usc.edu).



## Video Programming Distribution in the Era of Disruptive Technology

Modern technology has revolutionized the distribution of video programming and the expectations of consumers.

Movie theaters and over-the-air TV have yielded ground to cable and satellite TV and video-on-demand and, more recently, to streaming services, mobile technology and “TV anywhere.” This distinguished panel of industry leaders and regulators will discuss the copyright and licensing challenges facing the motion picture and TV industries as they continue to adapt to new technologies and consumer demands in the digital era. Topics will include the extent of public performance liability for Internet distributors after *Aereo* and *TV Catchup*, the breadth and utility of compulsory licensing, the E.U. Digital Single Market and its significance in Europe and elsewhere, and the use of licensing and private negotiation to supplement or supplant formal regulation.

### Judge Daniel L. Brenner

Los Angeles Superior Court  
Lecturer in Law  
USC Gould School of Law

### Jacqueline J. Hayes

Senior Vice President  
General Counsel,  
Legal and Business Affairs  
Warner Bros. Home Entertainment

### Christopher D. Libertelli

Vice President, Global Public Policy  
Netflix, Inc.  
Washington, D.C.

### MODERATOR

#### Troy D. Dow

Vice President  
Counsel, Government Relations and  
IP Legal Policy & Strategy  
The Walt Disney Company  
Washington, D.C.

## The Role and Effectiveness of Big Data In Patent Disputes

Abundant data and statistics are available on virtually every aspect of patent disputes. The panel will focus on what precisely is the practical, everyday significance of this information and how to best assess and use it in patent litigation and PTAB proceedings to drive results. Trends in the data, outcome predictability, limitations on its effectiveness, and its use for case management will be highlighted.

### Cynthia T. Bright

Vice President  
Associate General Counsel, U.S.  
Litigation & Public Policy  
HP Inc.  
Palo Alto, CA

### Tom Carmack

Arnold & Porter LLP  
Palo Alto, CA

### David L. Schwartz

Professor of Law  
Northwestern University School of Law  
Chicago, IL

### Robert Greene Sterne

Sterne, Kessler, Goldstein & Fox P.L.L.C.  
Washington, D.C.

### Darryl Towell

Chief Executive Officer  
Docket Navigator  
Austin, TX

### MODERATOR

#### James C. Yoon

Wilson Sonsini Goodrich & Rosati  
Palo Alto, CA

## continuing education credits

**LAWYERS.** Minimum Continuing Legal Education (MCLE): USC Gould School of Law certifies that this activity qualifies for minimum continuing legal education credit in the amount of 7.5 hours. The USC Gould School of Law is a State of California approved MCLE provider. This event may meet the requirements for continuing legal education credits in other states. Please check with the State Bar Association or Supreme Court in the state in which you are seeking continuing legal education credits to see if this program is eligible.

**ACCOUNTANTS.** Continuing Professional Education (CPE): This program meets the guidelines set by the California State Board of Accountancy in the amount of 7 hours.

## New Trends and Developments in Trademark Asset Management, Including Strategies for Protection of Non-Traditional Marks

As brands strive to remain relevant and appealing to consumers, the traditional rules for trademark prosecution and protection are being challenged and pushed. This panel will discuss new trends and developments in trademark asset management. The speakers will focus on strategies for protecting non-traditional trademarks (such as hashtags, color and designs), including trademark prosecution and litigation considerations, and legal and business considerations in using, protecting or rejecting disparaging or edgy trademarks.

### Bryce D. Coughlin

Senior Counsel, Intellectual Property  
Fox Entertainment Group

### Christine Haight Farley

Professor of Law  
American University  
Washington College of Law  
Washington, D.C.

### Cynthia Lock Tregillis

Senior Director, Global Brand  
Protection & Trademark Law  
Western Digital Corporation

### MODERATOR

#### Robert L. Raskopf

Quinn Emanuel Urquhart & Sullivan, LLP  
New York, NY

## 2:10 PM – Networking Dessert Break

### 2:30 PM

## The IP Year in Review: Patent Law, Trademark Law and Right of Publicity and Copyright Law

In this popular session, top scholars in patent, trademark and right of publicity, and copyright highlight and explain the most significant developments in IP law of the past year.

### Christine Haight Farley

Professor of Law  
American University  
Washington College of Law  
Washington, D.C.

### Mark A. Lemley

William H. Neukom Professor of Law  
Director, Program in  
Law, Science and Technology  
Stanford Law School  
Durie Tangri LLP  
Stanford, CA

### Peter S. Menell

Koret Professor of Law  
Director, Berkeley Center for  
Law & Technology  
UC Berkeley School of Law  
Berkeley, CA

### 4:35 PM

## Judicial Perspectives on the New World of Intellectual Property

Join prominent Federal judges as they discuss changes in the courtroom now and for the future for trials, experts, damages, discovery, forum selection, and other areas. Know the playbook now for the future.

*Questions for the judges? Email your questions to [cle@law.usc.edu](mailto:cle@law.usc.edu) and we will share your questions anonymously with the judges before the Institute.*

### Judge Barbara M.G. Lynn

U.S. District Court (N.D. Tex.)  
Dallas, TX

### Chief Judge Sharon Prost

U.S. Court of Appeals  
for the Federal Circuit  
Washington, D.C.

### Chief Judge Leonard P. Stark

U.S. District Court (D. Del.)  
Wilmington, DE

### MODERATOR

#### Daralyn J. Durie

Durie Tangri LLP  
San Francisco, CA

### 5:45 PM

## Networking Reception

Meet the Institute speakers at our cocktail reception, co-hosted by TM Financial Forensics, LLC



# planning committee

**Wayne M. Barsky\***

INSTITUTE CHAIR  
Gibson, Dunn & Crutcher LLP

**Leeanna Izuel\***

INSTITUTE EXECUTIVE DIRECTOR  
USC Gould School of Law

**Brian G. Arnold**

Snell & Wilmer L.L.P.

**Steven D. Atlee**

Stroock & Stroock & Lavan LLP

**Lena N. Bacani**

Fox Rothschild LLP

**Jonathan Barnett\***

USC Gould School of Law

**Charles S. Barquist\***

Morrison & Foerster LLP

**Valerie Barreiro**

USC Gould School of Law

**Samuel F. Baxter**

McKool Smith

**Brian M. Berliner**

O'Melveny & Myers LLP

**Oren Bitan**

Buchalter Nemer, A Professional Corporation

**Andrew P. Bridges**

Fenwick & West LLP

**Brian K. Brookey**

Tucker Ellis LLP

**James C. Brooks**

Orrick, Herrington & Sutcliffe LLP

**Laura M. Burson**

Sheppard, Mullin, Richter & Hampton LLP

**Rachel M. Capoccia\***

Alston & Bird LLP

**Yar R. Chaikovsky**

Paul Hastings LLP

**Morgan Chu\***

FOUNDING CHAIR  
Irell & Manella LLP

**Scott J. Coonan**

Juniper Networks, Inc.

**Aaron Craig**

Atkinson, Andelson, Loya, Ruud & Romo

**Michael W. De Vries**

Kirkland & Ellis LLP

**Elizabeth A. Dean**

TM Financial Forensics, LLC

**Greg David Derin**

Judicate West

**Jody Haller Drake**

Sughrue Mion, PLLC

**Yasser El-Gamal**

Manatt, Phelps & Phillips, LLP

**David P. Enzminger\***

Winston & Strawn LLP

**Marc A. Fenster**

Russ August & Kabat

**Evan Finkel**

Pillsbury Winthrop Shaw Pittman LLP

**Russell J. Frackman\***

Mitchell Silberberg & Knupp LLP

**Allan Gabriel**

Dykema Gossett LLP

**Alexander C.D. Giza**

Hueston Hennigan LLP

**Lisa Sharrock Glasser**

Irell & Manella LLP

**Tamerlin J. Godley**

Munger, Tolles & Olson LLP

**Jennifer A. Golinveaux**

Winston & Strawn LLP

**Jonathan M. Gordon**

Alston & Bird LLP

**Nicholas P. Groombridge**

Paul, Weiss, Rifkind, Wharton & Garrison LLP

**Andrew B. Grossman**

Paul Hastings LLP

**Gillian K. Hadfield**

USC Gould School of Law

**Benjamin W. Hattenbach**

Irell & Manella LLP

**David L. Hayes**

Fenwick & West LLP

**Yakub Hazzard**

NBCUniversal Television Group

**Susan L. Heller\***

Greenberg Traurig, LLP

**Michael S. Horikawa**

Pillsbury Winthrop Shaw Pittman LLP

**Eric S. Hyman**

Blakely Sokoloff Taylor & Zafman LLP

**Blake B. Inglish**

Berkeley Research Group, LLC

**Shelly Irvine**

FTI Consulting

**Michael D. Jay**

Boies, Schiller & Flexner LLP

**Andrea Weiss Jeffries**

Wilmer Cutler Pickering Hale and Dorr LLP

**Ronald L. Johnston\***

Arnold & Porter LLP

**Jeff Kichaven**

Jeff Kichaven Commercial Mediation

**Jeffrey H. Kinrich**

Analysis Group, Inc.

**Kelly M. Klaus**

Munger, Tolles & Olson LLP

**Robert S. Knudsen**

Nathan Associates Inc.

**Stephen S. Korniczky**

Sheppard, Mullin, Richter & Hampton LLP

**Philip H. Lam\***

Office of the City Attorney, City of Los Angeles

**Lawrence R. LaPorte**

Manatt, Phelps & Phillips, LLP

**Justin Lewis**

Ocean Tomo, LLC

*\*Executive Committee Members*



**Michael K. Lindsey\***

Steinbrecher & Span LLP

**Jason C. Lo**

Gibson, Dunn & Crutcher LLP

**Joseph Lutz**

Seyfarth Shaw LLP

**Russell W. Mangum III**

Nathan Associates Inc.

**Constantine Marantidis**

Lewis Roca Rothgerber Christie LLP

**David Martinez**

Robins Kaplan LLP

**Kevin G. McBride**

Akin Gump Strauss Hauer & Feld LLP

**Susan L. Mizer**

Tucker Ellis LLP

**Jeffrey M. Olson\***

Sidley Austin LLP

**James E. Pampinella\***

Navigant Consulting, Inc.

**Mark A. Perry**

Gibson, Dunn & Crutcher LLP

**Gregory A. Pinsonneault**

LitiNomics, Inc.

**Edward G. Poplawski\***

INSTITUTE VICE-CHAIR

Wilson Sonsini Goodrich & Rosati

**Ashish A. Pradhan**

Cornerstone Research

**Rollin A. Ransom**

Sidley Austin LLP

**Brett L. Reed**

Competition Economics LLC

**Hon. Lorelei Ritchie**

Trademark Trial and Appeal Board

USPTO

**Ellen S. Robbins**

Sidley Austin LLP

**Mark Scarsi**

Milbank, Tweed, Hadley & McCloy LLP

**Matthew L. Seror**

Buchalter Nemer, A Professional Corporation

**Ben Sheffner**

Motion Picture Association of America, Inc.

**Jennifer So**

Honda Patents & Technologies

North America, LLC

**Kalpana Srinivasan**

Susman Godfrey LLP

**Hon. Gail J. Standish**

U.S. District Court (C.D. Cal.)

**Bob Steinberg**

Latham & Watkins LLP

**Michael A. Tomasulo**

Winston & Strawn LLP

**Christian Tregillis**

LitiNomics, Inc.

**Cynthia Lock Tregillis\***

Western Digital Corporation

**Paul D. Tripodi II**

Wilson Sonsini Goodrich & Rosati

**John C. Ulin\***

Arnold & Porter LLP

**Perry J. Viscounty\***

Latham & Watkins LLP

**Bryan Vitner**

Berkeley Research Group, LLC

**Michael J. Wallace**

TM Financial Forensics, LLC

**Karen Vogel Weil\***

Knobbe Martens Olson & Bear LLP

**Russell G. Weiss**

Sidley Austin LLP

**Jeremy N. Williams\***

Warner Bros. Entertainment

**Mark P. Wine\***

Orrick, Herrington & Sutcliffe LLP

**Shari Mulrooney Wollman**

Manatt, Phelps & Phillips, LLP

**Stephen A. Yamaguchi**

University of Southern California

**Mike Young\***

Judicate West

**Annita Zhong**

Irell & Manella LLP

## supporters

Special thanks to the following supporters of the 2016 Institute:

ABA Forum on Entertainment and Sports Industries

American Intellectual Property Law Association

Association of Corporate Counsel

– Southern California Chapter

Association of Corporate Counsel

– Sports & Entertainment Law Committee

The Association of Media & Entertainment Counsel

Austin Bar Association

Beverly Hills Bar Association

*Computer & Internet Lawyer*

Eastern District of Texas Bar Association

The Federal Circuit Bar Association

Intellectual Property Law Section of the  
State Bar of California

Intellectual Property Owners Association

The Judge Paul R. Michel IP American Inn of Court

Licensing Executives Society Silicon Valley Chapter

Los Angeles County Bar Association

Entertainment Law and Intellectual Property Section

The Los Angeles Intellectual Property Law Association

National Association of Record Industry Professionals

San Bernardino County Bar Association

San Francisco Intellectual Property Law Association

Silicon Valley Intellectual Property Law Association

# frequently asked questions

## REGISTRATION

Your registration fee includes all sessions, including the Women in IP breakfast session, the keynote luncheon, refreshment breaks, the cocktail reception, continuing education credit and an electronic download of the Institute Syllabus (an up-to-date volume of analyses and practical materials prepared by our speakers). **Free WiFi will be available for attendees at the Institute!**

## AUDIO RECORDINGS AND SYLLABUS

Audio recordings of Institute sessions are available at a discounted price with the purchase of a registration ticket. To purchase, see the registration page of this brochure or visit our website at <http://law.usc.edu/cle/ip>.

Unable to attend the Institute? Audio recordings of select Institute sessions and the Institute's syllabus materials are available for purchase. Visit our website at <http://law.usc.edu/cle/ip> for more information or to purchase online.

## LOCATION AND ACCOMMODATIONS

The 2016 Intellectual Property Institute will be held at:

### Fairmont Miramar Hotel & Bungalows

101 Wilshire Boulevard, Santa Monica, CA 90401

Information: (310) 576-7777    Reservations: (866) 540-4470

Website: <http://www.fairmont.com/santa-monica/>

The Fairmont Miramar combines historic elegance, a beachfront location and modern appointments, offering a beautiful swimming pool, swaying palm trees, sea breezes, exquisitely manicured grounds and casually elegant guest rooms and suites. This luxury oceanfront hotel will provide an unforgettable experience.

A limited number of rooms are available at the Fairmont Miramar at a special rate of **\$355** per night for single or double occupancy. Call the Hotel reservations number by **January 18, 2016** and mention the **USC Gould School of Law** to take advantage of this special rate.

## PARKING

**Self-parking** is available at the City of Santa Monica Parking Structures 2 and 4 (a short walk from the Fairmont Miramar). You may also be able to reserve parking at nearby **private lots** using the ParkMe parking app. Additional information is available at <http://www.downtownsm.com/parking> or on our website at <http://law.usc.edu/cle/ip>. **Parking at the Hotel is very limited so plan accordingly.**

## CHECK-IN AND BADGE PICK-UP

Check-in begins at 7:00 AM. Badges will be held at Will Call, located in the Wedgewood Foyer on the ground level of the Hotel.

## DIETARY RESTRICTIONS AND SPECIAL ACCESS NEEDS

Email us at [cle@law.usc.edu](mailto:cle@law.usc.edu) or call (213) 821-3580 for assistance.

## EXHIBITORS

Visit our website at <http://law.usc.edu/cle/ip> for more information or contact Wendy Wiley Willett at (213) 821-3579 with questions. *Exhibitor space is limited at this popular Institute, so sign up early!*

## REFUNDS

Refund requests must be in writing and postmarked or emailed no later than **January 22, 2016** to:

USC Gould Continuing Legal Education

IP Institute Refund

1149 South Hill Street, Suite 340, Los Angeles, CA 90015

Email: [clereg@law.usc.edu](mailto:clereg@law.usc.edu)

Refund requests will be processed following the Institute. A processing fee of \$100 (\$25 for student registrations) will be deducted from all refunds.

## QUESTIONS?

Contact the USC Gould Continuing Legal Education Office at (213) 821-3580 or email us at [cle@law.usc.edu](mailto:cle@law.usc.edu).

upcoming **USC Gould School of Law** program

**REAL ESTATE LAW AND BUSINESS**

Thursday, March 10, 2016 | Jonathan Club – Los Angeles, California

# registration form

USC GOULD SCHOOL OF LAW

## 2016 INTELLECTUAL PROPERTY INSTITUTE

TUESDAY, FEBRUARY 9, 2016 | FAIRMONT MIRAMAR HOTEL & BUNGALOWS  
SANTA MONICA, CALIFORNIA

Registrant Name: \_\_\_\_\_

Occupation/Title: \_\_\_\_\_

Organization/Law School: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

*Please Type or Print Clearly*

- ☐ Check here if you prefer not to share your contact information with our sponsors or partners.  
☐ Check here if you are a USC alumnus (Class of \_\_\_\_\_).

### SELECT REGISTRATION TYPE

#### BASIC REGISTRATION

- ☐ \$599 Early-Bird Registration (sent on or before **January 8, 2016**)  
☐ \$699 Standard Registration (sent after **January 8, 2016**)

#### SPECIAL REGISTRATION CATEGORIES

- ☐ \$499 Three or More Registrations from the Same Organization (each)  
*(printed registration forms must be submitted together)*  
☐ \$450 In House Counsel or Government Employees  
☐ \$329 Recent Law School Graduates (Classes of 2013-15) *(submit proof of graduation)*  
☐ \$225 Full-Time Law Students

### AUDIO RECORDING ADD-ON OPTION

- ☐ \$175 Audio Recordings of Select Institute Sessions (delivered post-Institute)  
*(must be purchased with a registration, see <http://law.usc.edu/cle/ip> for details)*

### SELECT PAYMENT METHOD

- 1 Check:** Mail checks payable to **USC Gould School of Law** with the completed registration form to:

USC Gould Continuing Legal Education  
IP16 Registration  
1149 South Hill Street, Suite 340, Los Angeles, California 90015

☐ Enclosed Check # \_\_\_\_\_ \$ \_\_\_\_\_

- 2 Credit Card:** Register and pay online at <http://law.usc.edu/cle/ip>  
*If you attended one of our recent Institutes, an existing online account is linked to your email address. Passwords can be reset or sent to you.*

## contact information

USC Gould School of Law – Continuing Legal Education  
1149 South Hill Street, Suite 340, Los Angeles, California 90015  
**Telephone:** (213) 821-3580 **Facsimile:** (213) 821-3575  
**Email:** [cle@law.usc.edu](mailto:cle@law.usc.edu) **Website:** <http://law.usc.edu/cle>

Office hours are 9:00 a.m. to 5:00 p.m. Pacific Time

Follow USC Gould Continuing Legal Education on    (@USCGouldCLE)



**USC** University of  
Southern California

USC Gould School of Law  
Continuing Legal Education  
1149 South Hill Street, Suite 340  
Los Angeles, CA 90015

**THE ESSENTIAL DAY-LONG EVENT FOR IP PROFESSIONALS**

**USC GOULD SCHOOL OF LAW**

# 2016 INTELLECTUAL PROPERTY INSTITUTE



Join 9 federal judges and prominent public officials, 6 leading academicians,  
12 in house counsel, and top practitioners for a breezy day at the beach!

**REGISTER ONLINE NOW AT**

**<http://law.usc.edu/cle/ip>**

NON-PROFIT ORGANIZATION  
U.S. POSTAGE  
**PAID**  
UNIVERSITY OF  
SOUTHERN CALIFORNIA