



2024



NEW ORLEANS ANNUAL MEETING OCTOBER 20-23

BETTER LIVING THROUGH INTELLECTUAL PROPERTY

– Laissez Les Bons Temps Rouler –



PROGRAM

subject to change

Updated on August 16, 2024

SATURDAY OCTOBER 19, 2024

TIME	SESSION
9:00 AM – 12:00 PM	EDUCATION COURSE - Strengthening Your License (The Sequel to Mechanics of a License)
1:00 PM – 5:00 PM	EDUCATION COURSE - CLP Exam Review Pt.1

SUNDAY OCTOBER 20, 2024

TIME	SESSION
8:00 AM – 12:00 PM	EDUCATION COURSE - CLP Exam Review Pt.2
9:00 AM – 12:00 PM	EDUCATION COURSE - Negotiation Skills
1:00 PM – 2:00 PM	EMERGING LEADERS SESSION I: Due Diligence in IP Licensing – How to Avoid Making Bad Decisions
2:00 PM – 2:15 PM	COFFEE BREAK
2:15 PM – 3:15 PM	EMERGING LEADERS SESSION II: License Agreement Disputes: Insights and Lessons Learned from Litigation and Trial on Licensing Language Pitfalls
3:15 PM – 3:30 PM	COFFEE BREAK
3:30 PM – 4:30 PM	EMERGING LEADERS SESSION III: Your Best Résumé, Deal Sheet, and Official Training Record — Helping You Advance Your Licensing Career
2:00 PM – 4:30 PM	INDUSTRY LEADERS FORUM *By invitation only
4:00 PM – 5:00 PM	Inspire and Educate – Become an LES Instructor

5:30 PM – 6:15 PM	IP Owners Reception
6:00 PM – 6:30 PM	New Members Reception
6:30 PM – 8:30 PM	ANNUAL MEETING WELCOME RECEPTION
From 8:30 PM	YMC COCKTAIL RECEPTION Offsite - Crescent City Brewhouse, 527 Decatur Street, New Orleans, LA 70130


MONDAY OCTOBER 21, 2024

TIME	SESSION					
7:00 AM – 8:00 AM	Sector Leaders Summit *By invitation only					
8:00 AM – 5:00 PM	EXHIBITION & REGISTRATION					
8:00 AM – 9:00 AM	BREAKFAST & EXHIBITION					
9:00 AM – 9:15 AM	WELCOME FROM LES USA & CANADA PRESIDENT					
9:15 AM – 10:00 AM	KEYNOTE: The Evolving Landscape of IP Border Enforcement: A Review of Domestic and International Trends – Alaina van Horn					
10:00 AM – 10:15 AM	COFFEE BREAK/NETWORKING & EXHIBITION					
	WORKSHOP SESSIONS 1 AND 2					
	TRACK 1 High Technology	TRACK 2 Life Sciences	TRACK 3 ITC and Branding	TRACK 4 Tech Transfer	TRACK 5 Litigation & Enforcement	TRACK 6 Innovation & Valuation
10:15 AM – 11:15 AM	Artificial Intelligence: Existing and Emerging Licensing Challenges	Top 10 Considerations for IP Ownership in Life Sciences Research Collaborations	Working with Customs Agencies Around the World	The U.S. Manufacturing Requirement of the Bayh-Dole Act: Analysis and Practical Tips	Using Licenses to Settle Intellectual Property Lawsuits	Fostering an Innovation Culture – Policies and Tips for Increasing a Company’s IP Generation, Protection, and Monetization
11:20 AM – 12:20 PM	Artificial Intelligence: IP Ownership and Guidance from USPTO and Copyright Office and Considerations of the Evolving AI Legal Compliance Landscape	Life Sciences Spinouts from In-License to Exit – Key Issues for Success	The ITC and Patent Enforcement: How is Section 337 being used as part of a Global Licensing Strategy	The Bayh Dole Act & You – How Price Controls Threaten the Virtuous Cycle of Technology Transfer and Business Development	Licensing in the Age of Litigation: The Art of Striking Business Deals Without Enforcement	Did Patent Trolls Kill the Monetization Business?

12:20 PM – 1:45 PM	DEALS OF DISTINCTION AWARDS & BUSINESS LUNCH					
	WORKSHOP SESSION 3					
1:45 PM – 2:45 PM	AI Applications and Implications – Recent Developments, Opportunities and Mitigating Risks	Bridging the Gap: Licensing Medical Technologies for Innovation and Global Equitable Access	Government Resources for Protecting IP Rights	Global FRAND determinations by the English Courts – are implementers resetting the balance?	Making the Decision to License a Brand	Corporate Venture & Valuation Dynamics
2:45 PM – 3:00 PM	COFFEE BREAK/NETWORKING & EXHIBITION					
3:00 PM – 4:00 PM	KEYNOTE SPEAKER: Dennis Liotta					
	ROUNDTABLE SESSIONS					
4:00 PM – 5:00 PM	ROUNDTABLE 1: Shifting from Patent Analysis/Paralysis towards AI & Big Data to Significantly Improve R&D/Patent Outcomes and Discover Ideal Licensing Partners					
	ROUNDTABLE 2: A Unified Europe: The Unified Patent Court (UPC) at 1 Year Old					
	ROUNDTABLE 3: Avoiding Pitfalls Inherent in Agreements that have a European Component					
	ROUNDTABLE 4: Better Living Through Brands - Understanding Brand Value and Why Businesses Get It Wrong					
	ROUNDTABLE 5: IP Valuation of Cellular Internet of Things (CIoTs): Licensing of Standard Essential Patents within the Global FRAND framework					
	ROUNDTABLE 6: Lessons Learned from Deals Done					
	ROUNDTABLE 7: Orchestrating the Future: Intellectual Property in the Age of Space Exploration					
	ROUNDTABLE 8: Licensing in China - A Round Table Discussion					
	ROUNDTABLE 9: Protecting AI/ML through Patents and Trade Secrets					
	ROUNDTABLE 10: To Build a Meaningful Patent Program, Start with Sales					
	ROUNDTABLE 11: How much did we invest in AI? – Protecting AI Investments Using a Holistic Legal Approach to Avoid Losing your Shirt					
	ROUNDTABLE 12: Changes at the PTAB Since the GAO Report on PTAB Oversight of APJ Decision Making					
	ROUNDTABLE 13: title tbc					

	ROUNDTABLE 14: Getting Involved with LES
5:00 PM – 5:15 PM	LES2025 Planning Committee – <i>open to all</i>
6:30 PM – 9:30 PM	<i>NETWORKING RECEPTION AT THE SAZERAC HOUSE</i> Offsite - The Sazerac House 101 Magazine Street, New Orleans, LA 70130

TUESDAY OCTOBER 22, 2024						
TIME	SESSION					
8:00 AM – 3:00 PM	EXHIBITION & REGISTRATION					
8:00 AM – 9:00 AM	BELONGING IN LICENSING BREAKFAST					
9:00 AM – 10:00 AM	PLENARY PANEL - Sports Licensing and NIL					
	WORKSHOP SESSION 4					
	TRACK 1 High Technology	TRACK 2 Life Sciences	TRACK 3 Brands and Valuation	TRACK 4 Tech Transfer	TRACK 5 Litigation / Enforcement	TRACK 6 Cross-Border Licensing Issues (?)
10:00 AM – 11:00 AM	New Horizons in Patent Valuation: Transforming Traditional Practices and Use of AI in Valuation	Global Pharma Branding	The Most Efficient Patent Dispute Resolution Money Can Buy: First-hand Experience with Amazon's APEX Program	The CHIPS Act and its Impact on US Innovation	Working with Defensive Aggregators and Licensing	Problematic Provisions: Parts of IP Licenses that Nobody Likes to Deal With
11:00 AM – 11:15 AM	COFFEE BREAK/NETWORKING & EXHIBITION					
	WORKSHOP SESSION 5					
11:15 AM – 12:15 PM	A Case of Mars meets Venus? Recognizing and Navigating Different Industry Norms, Deal	What's on Your Plate? Commercializing Innovations in Food	RESERVED: Innventure	RESERVED: Ballard Spahr	Trends in Trade Secret Litigation	Lessons from the first year of UPC – what IP

	Expectations and Licensing Behaviors in Cross-Industry Dealmaking	Production, Consumption and Sustainability				professionals outside Europe need to know
12:15 PM – 1:30PM	SECTOR MEETING LUNCHESES & EXHIBITION Sponsored by:  MERCK					
1:30 PM – 2:00 PM	PRESIDENTS AWARD & FRANK BARNES AWARD					
2:00 PM – 3:00 PM	FIRESIDE CHAT: International IP Harmonization in Disruptive Times: Addressing the Challenges of AI, Deep Fakes, and SEPs. Where is Legislation, Policy and International Harmonization Headed?					
	WORKSHOP SESSION 6					
3:00 PM – 4:00 PM	RESERVED	Drafting, Negotiating, and Managing Successful Collaboration Agreements for Life Sciences	Trends in Patent Damages and Valuation	Ethically Informed Licensing for Artificial Intelligence in Self-Driving Cars and Other Consumer Products	Use of Data in complex SEP licensing negotiation and litigation	Cross Border Invalidity Challenges and their Effect
4:00 PM – 5:00 PM	KEYNOTE: Top 10 Court Decisions of the Year Affecting Licensing – Russell Levine Sponsored by: KIRKLAND & ELLIS					
5:00 PM – 7:00 PM	<i>ANNUAL MEETING CLOSING RECEPTION, ANNOUNCEMENTS & THANKS</i>					

WEDNESDAY OCTOBER 23, 2024

TIME	SESSION
9:00 AM – 4:00 PM	Education Course – Foundations in IP Valuation