



# 2024



## NEW ORLEANS ANNUAL MEETING OCTOBER 20-23

### BETTER LIVING THROUGH INTELLECTUAL PROPERTY

– Laissez Les Bons Temps Rouler –



# PROGRAM

subject to change

As of October 15, 2024

## SATURDAY OCTOBER 19, 2024

TIME	SESSION
9:00 AM – 1:00 PM	EDUCATION COURSE: Strengthening Your License <i>(The Sequel to Mechanics of a License)</i>
12:00 PM – 5:00 PM	EDUCATION COURSE: CLP Exam Review Pt.1
12:00 PM – 5:00 PM	EDUCATION COURSE: Drafting Patent License Agreements Pt.1 (hosted by Finnegan)

## SUNDAY OCTOBER 20, 2024


TIME	SESSION
8:00 AM – 1:00 PM	EDUCATION COURSE: CLP Exam Review Pt.2
9:00 AM – 1:00 PM	EDUCATION COURSE: Drafting Patent License Agreements Pt.2 (hosted by Finnegan)
9:00 AM – 1:00 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


Sponsored




2:00 PM – 4:30 PM	INDUSTRY LEADERS FORUM *By invitation only	Sponsored	<b>brownrudnick</b>
4:00 PM – 5:00 PM	Inspire and Educate – Become an LES Instructor		
5:30 PM – 6:00 PM	IP Owners Reception		
6:00 PM – 6:30 PM	New Members Reception		
6:30 PM – 8:30 PM	ANNUAL MEETING WELCOME RECEPTION	Sponsored	<b>FINNEGAN</b>
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 Leader Summit *By invitation only					
8:00 AM – 6:30 PM	REGISTRATION					
8:00 AM – 5:00 PM	EXHIBITION – <i>Breakfast 8am – 9am</i>					
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				Sponsored	 <b>BRION RAFFOUL</b> <sup>LLP</sup> INTELLECTUAL PROPERTY LAW
	<b>WORKSHOP SESSIONS 1 AND 2</b>					
	<b>TRACK 1</b> High Technology	<b>TRACK 2</b> Life Sciences	<b>TRACK 3</b> ITC & Branding	<b>TRACK 4</b> Tech Transfer	<b>TRACK 5</b> Litigation & Enforcement	<b>TRACK 6</b> 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?	How Do Brands Add Value to Your Patent Portfolio	Corporate Venture & Valuation Dynamics
2:45 PM – 3:00 PM	COFFEE BREAK/NETWORKING & EXHIBITION				Sponsored	 <b>BRION RAFFOUL</b> <sup>LLP</sup> INTELLECTUAL PROPERTY LAW
3:00 PM – 4:00 PM	KEYNOTE SPEAKER: Dr. 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: Licensing Through Licensing Authorities					
	ROUNDTABLE 8: Protecting AI/ML through Patents and Trade Secrets					
	ROUNDTABLE 9: RESERVED					

4:00 PM – 5:00 PM	ROUNDTABLE 10: How much did we invest in AI? – Protecting AI Investments Using a Holistic Legal Approach to Avoid Losing your Shirt
	ROUNDTABLE 11: Deal Enablement Using IP Insurance: Mitigating Licensing Risk and Facilitating Negotiations
	ROUNDTABLE 12: Perspectives of a Litigator: Important considerations in drafting, enforcing, and complying with a license
	ROUNDTABLE 13: Impactful Partnerships with Law Schools – building a legal clinic to support statewide innovation
	ROUNDTABLE 14: Proposal of Establishing an EV Sub-Committee and EV Patent Licensing Practice
	ROUNDTABLE 15: Getting Involved with LES
5:00 PM – 5:30 PM	LES2025 Planning Committee – <i>open to all</i>
5:30 PM – 6:00 PM	CLP Drinks Reception – <i>invitation only</i>
7:00 PM – 10:00 PM	<b><i>NETWORKING RECEPTION AT THE SAZERAC HOUSE</i></b> Offsite - The Sazerac House 101 Magazine Street, New Orleans, LA 70130

TUESDAY OCTOBER 22, 2024						
TIME	SESSION					
7:00 AM – 4:00 PM	REGISTRATION					
8:00 AM – 2:00 PM	EXHIBITION					
8:00 AM – 9:00 AM	BELONGING IN LICENSING BREAKFAST <span style="float: right;">Sponsored by:  VENTUREWELL.</span>					
9:00 AM – 10:00 AM	PLENARY PANEL: Licensing in Sports: Navigating Student Athlete Name, Image & Likeness					
WORKSHOP SESSION 4						
	TRACK 7 E-commerce and cross border enforcement	TRACK 2 Life Sciences	TRACK 8 Patent Trends	TRACK 4 Tech Transfer	TRACK 5 Litigation & Enforcement	TRACK 9 Licensing Lessons

10:00 AM – 11:00 AM	The Most Efficient Patent Dispute Resolution Money Can Buy: First-hand Experience with Amazon's APEX Program	Global Pharma Branding	New Horizons in Patent Valuation: Transforming Traditional Practices and Use of AI in Valuation	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	Best Practices – Cross Border Enforcement using US & UPC Courts	What's on Your Plate? Commercializing Innovations in Food Production, Consumption and Sustainability	Lessons from the first year of UPC – what IP professionals outside Europe need to know	Maximizing IP Value through Strategic Spin-Outs and Alternative Commercialization Approaches <i>(hosted by Innventure)</i>	Trends in Trade Secret Litigation	A Case of Mars meets Venus? Recognizing and Navigating Different Industry Norms, Deal Expectations and Licensing Behaviors in Cross-Industry Dealmaking
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	Dupes of Hazard: Enshitification of E-Commerce with Counterfeits Designed to Dupe Consumers But Not Risk Lawsuits from Brands	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	Changes at the PTAB Since the GAO Report on PTAB Oversight of APJ Decision Making
4:00 PM – 5:00 PM	KEYNOTE: Top 10 Court Decisions of the Year Affecting Licensing – Russell Levine					
					Sponsored  KIRKLAND & ELLIS	

5:00 PM – 7:00 PM	<i>ANNUAL MEETING CLOSING RECEPTION, ANNOUNCEMENTS &amp; THANKS</i>
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**WEDNESDAY OCTOBER 23, 2024**

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