

# Fordham Intellectual Property Law Institute

## 19th Annual Conference INTELLECTUAL PROPERTY LAW & POLICY

[www.fordhamipconference.com](http://www.fordhamipconference.com)

Fordham University School of Law  
Thursday and Friday, April 28-29, 2011

Hugh C. Hansen  
Director

*Learn    Debate    Have Fun*

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**Wednesday, April 27th**

### **Reception & Dinner for Faculty and Sponsors**

Reception: 6:00 – 7:00 p.m.

Dinner: 7:00 p.m. to 9:00 p.m.

Lowenstein Building, 12<sup>th</sup> Floor

*Sponsored by*

**McKool Smith**

# Thursday, April 28: Morning

7:00  
AM

7:15  
AM

7:30  
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7:45  
AM

## Registration and Continental Breakfast

7:00 AM – 8:00 AM

Platt Atrium

8:00  
AM

**Welcoming Remarks:** 8:00 AM – 8:15 AM

8:15  
AM

Plenary Session 1.A

## Multilateral IP Issues & Policy

8:15 AM – 9:00 AM

8:30  
AM

8:45  
AM

9:00  
AM

Plenary Session 1.B

## IP Issues & Policy in the European Union

9:05 AM- 9:50 AM

9:15  
AM

9:30  
AM

9:45  
AM

10:00  
AM

Plenary Session 1.C

## IP Issues & Policy in the United States

9:55 AM- 10:40 AM

10:15  
AM

10:30  
AM

10:45  
AM

BREAK

10:40 AM – 11:05 AM

11:00  
AM

11:15  
AM

Plenary Session 1.D

## Views from the Judiciary

11:05 AM – 12:05 PM

11:30  
AM

11:45  
AM

<b>12:00 PM</b>	
<b>12:15 PM</b>	
<b>12:30 PM</b>	Plenary Session 1.E
<b>12:45 PM</b>	<b>General Counsel Patent Roundtable</b> 12:10 PM – 1:15 PM
<b>1:00 PM</b>	
<b>1:15 PM</b>	<b>Lunch</b> 1:10 PM – 2:30 PM
<b>1:30 PM</b>	<b>David Kappos</b> Under Secretary of Commerce for Intellectual Property & Director of the USPTO
<b>1:45 PM</b>	Sponsored by:
<b>2:00 PM</b>	<b>Patterson Belknap Webb &amp; Tyler</b>
<b>2:15 PM</b>	

# Thursday, April 28: Afternoon

2:30 PM	Patent Session 2.A <b>Japanese Patent Developments</b> 2:30 PM – 3:25 PM	Copyright Session 3.A <b>US Copyright Developments</b> 2:30 PM – 4:30 PM	Trademark Session 4.A <b>EU Trademark &amp; Design Developments</b> 2:30 PM – 4:15 PM
2:45 PM			
3:00 PM			
3:15 PM			
3:30 PM	<i>Reserved</i>		
3:45 PM			
4:00 PM	BREAK 3:50 PM – 4:15 PM		
4:15 PM			BREAK 4:15 PM – 4:40 PM
4:30 PM	Patent Session 2.B <b>The EU Patent Agenda</b> 4:15 PM – 5:15 PM	BREAK 4:30 PM – 4:55 PM	
4:45 PM			Trademark Session 4.B <b>EU &amp; US Initial Interest Confusion</b> 4:40 PM – 5:30 PM
5:00 PM		Copyright Session 3.B <b>Orphan Works, Extended Collective Licensing &amp; Worldwide Google Books Developments</b> 4:55 PM – 6:30 PM	
5:15 PM			
5:30 PM	Patent Session 2.C <b>US Patent Developments</b> 5:20 PM – 6:30 PM		
5:45 PM			Trademark Session 4.C <b>EU &amp; US Trademark Dilution</b> 5:35 PM – 6:30 PM
6:00 PM			
6:15 PM			

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 8:30 PM

**Reception**

6:30 PM – 8:30 PM  
 Location: 10 On The Park

Sponsored by:  
**Freshfields Bruckhaus Deringer  
 LLP**

**Friday, April 29: Morning**

**Breakfast**  
 Sponsored by:  
**NERA Economic Consulting**  
 7:00 AM – 8:30 AM

Sunrise Seminar  
**Patents and  
 Open  
 Innovation**  
 7:30 AM – 8:25 AM

Sunrise Seminar  
**Rule of Law on  
 the Internet:  
 Feasible or  
 Fantasy?**  
 7:30 AM – 8:25AM

Sunrise Seminar  
**Trademark  
 Reflections on the  
 Royal Wedding (For  
 Those Who Gave Up  
 Their Invitations to be  
 Here)**  
 7:30 AM – 8:25 AM

Patent Session  
**Open Source &  
 Patents**  
 8:30 AM – 9:30 AM

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Trade/Enforcement  
 Law Session 7.A  
**Enforcement  
 Issues Including  
 New Government  
 Initiatives**  
 8:30 AM – 10:05 AM

<b>AM</b>			
<b>9:45 AM</b>	Patent Session 5.A		
<b>10:00 AM</b>	<b>Claim Construction</b>		
<b>10:15 AM</b>	9:35 AM – 10:50 AM		
<b>10:30 AM</b>		Competition Session 6.A	
<b>10:45 AM</b>		<b>Competition Law &amp; Policy</b>	
<b>11:00 AM</b>		8:30 AM – 11:40 AM	Trade/Enforcement Law Session 7.B
<b>11:15 AM</b>			<b>IP Enforcement in China</b>
<b>11:30 AM</b>			10:10 AM – 11:10 AM
<b>11:45 AM</b>			
<b>12:00 PM</b>			
<b>12:15 PM</b>			
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<b>1:45 PM</b>			
<b>2:00 PM</b>			
<b>2:15 PM</b>			
	<b>Lunch</b> 1:15 PM – 2:30 PM <b>Victoria Espinel</b> US Intellectual Property Enforcement Coordinator, Executive Office of the President Sponsored by: <b>BASCAP</b>		

## Friday, April 29: Afternoon

	<b>Friday, April 29: Afternoon</b>		
2:30 PM	Patent Session 8.A <b>Views from the EPO, JPO, USPTO and WIPO</b> 2:30 PM – 3:30 PM	Copyright Session 9.A <b>EU Copyright Developments</b> 2:30 PM – 3:50 PM	Trademark Session 10.A <b>Health Risks &amp; Trademark Restrictions</b> 2:30 PM – 3:30 PM
2:45 PM			
3:00 PM			
3:15 PM			
3:30 PM	BREAK		
3:45 PM	3:30 PM – 3:55 PM		
4:00 PM	Patent Session 8.B <b>Bilski &amp; its Progeny: A Comparative Analysis</b> 3:55 PM – 4:55 PM	Copyright Session 9.B <b>Secondary Liability</b> 4:15 PM – 5:10 PM	Trademark Session 10.B <b>Smell &amp; Look-a-likes: A Comparative Analysis</b> 3:35 PM – 4:20 PM
4:15 PM			
4:30 PM			
4:45 PM			
5:00 PM	BREAK		
5:15 PM	4:20 PM – 4:45 PM		
5:30 PM	Patent Session 8.C <b>Remedies</b> 5:00 PM – 6:30 PM	Copyright Session 9.C <b>Worldwide ISP Participation Developments</b> 5:15 PM – 6:30 PM	Trademark Session 10.C <b>AdWords: A Comparative Analysis</b> 4:45 PM – 5:45 PM
5:45 PM			
6:00 PM			
6:15 PM			
6:00 PM	BREAK		
6:15 PM	5:50 PM – 6:30 PM		
6:00 PM	BREAK		
6:15 PM	5:50 PM – 6:30 PM		

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**8:15  
PM**

# **Closing Reception**

6:30 PM – 8:30 PM  
Fordham Law Atrium

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## **Bristows**

**With a Special Appearance by:**

**rrr's**

## **Pro Hac Vice**

## **Hospitality Suite**

**Sponsored by:**

## **Chadbourne & Parke LLP**