



5080 Ritter Road
Mechanicsburg, PA 17055-6903

Allegheny County
Bar Association



NONPROFIT ORG.
U.S. POSTAGE
PAID
Pennsylvania Bar
Institute

12 CLE CREDITS INCLUDING ETHICS

11TH ANNUAL

INTELLECTUAL PROPERTY LAW INSTITUTE

11TH ANNUAL

INTELLECTUAL PROPERTY LAW INSTITUTE

Registration Policy:

Please register early! Save \$25 on registrations received 3 or more business days before the course date. Pre-registered customers will receive priority on the distribution of course materials. Walk-in registrations will be accepted on a space-available basis, but please check www.pbi.org or call (800) 247-4724 to confirm space is available and the schedule has not changed.

Cancellation Policy:

In order to receive a refund for cancellation (less a \$25 administrative fee), you must notify PBI by email, mail or FAX no later than 2 business days before the course date for the appropriate site. Otherwise, you will receive the course materials in full consideration of tuition paid.

Registration Transfers:

Requests for transfers will be honored if they are received before the course date.

Services for Persons with Disabilities:

If you require special arrangements, please contact Customer Service at (800) 932-4637 at least ten days before the course date.

Speaker Substitutions:

PBI reserves the right to substitute speakers at all programs.

PBI Scholarships:

PBI offers substantially reduced tuition for most PBI seminars to allow attorneys experiencing financial hardship to fulfill their mandatory education requirement. For details and an application, contact Scholarship Administrator at scholarships@pbi.org or (800) 932-4637, ext. 2284 at least 30 days before the program. (Scholarships are not available for Online CLE.)

Legal Services/

Public Interest Lawyers:

PBI will provide a complete waiver of tuition fees for the first 12 hours of CLE taken to satisfy the Pennsylvania mandatory CLE requirement in any calendar year for all attorneys employed on a full-time basis by Pennsylvania civil or criminal Section 501(c)(3) legal services or public interest organizations. For additional courses (over and above the first 12 hours), eligible attorneys may enroll at 50 percent of the highest member fee. This waiver applies only to attorneys in Section 501(c)(3) organizations that provide legal services at no or de minimus fee to individual members of the public.

Registration Confirmation:

To receive a confirmation, please be sure to include your email address on the registration form.

Weather Related Cancellations:

Check www.pbi.org or call (800)-932-4637 ext. 2205.

DATES & LOCATIONS

- Philadelphia | Wed. & Thu., Apr. 26 & 27, 2017
- Simulcast | Wed. & Thu., Apr. 26 & 27, 2017

Location: _____

TUITION (INCLUDES COURSE BOOK AND LUNCH)

Wed. Thu. Both Days

- \$329 \$329 \$549 Standard tuition
- \$165 \$165 \$275 Attorneys admitted after 1/1/13, paralegals & judicial law clerks

WEBCAST Go to webcasts.pbi.org for webcast tuition and to register. Online tuition differs from live course tuition.

DIGITAL DOWNLOAD OF COURSE MATERIALS INCLUDED IN YOUR REGISTRATION

We've created a format that provides user-friendly electronic access to the extensive written materials prepared by our faculty. One copy of the electronic Institute materials is included for the day(s) of your registration. Before the Institute, a link for the downloadable materials will be emailed to you. You will be given a USB of the materials at the Institute.

I cannot attend, but I would like to purchase the:

- USB** (2017-9661): \$89
Include \$8.00 shipping and handling and \$5.82 sales tax for a total of \$102.82
- DIGITAL DOWNLOAD** (EBY-9661): \$89
Include \$5.82 tax for a total of \$102.82

9661F
HDO/SY 3/16/2016

Name _____ Atty. # _____

Firm _____

Address _____

City _____ State _____ Zip _____

Email (required for confirmation) _____

Phone () - _____ Fax () - _____

I have enclosed a coupon in the amount of \$ _____

for my 1st 2nd 3rd 4th 5th seminar.

A check made payable to PBI for \$ _____ is enclosed.

Charge my American Express MasterCard

Visa Discover

Card # _____ Exp. Date _____

Signature _____

MAIL
PBI
5080 Ritter Rd.
Mechanicsburg, PA
17055-6903

FAX
717-796-2348

PHONE
717-796-0804
800-247-4724
800-932-4637

www.pbi.org

CHOOSE THE TOPICS THAT MATTER MOST TO YOU AND YOUR CLIENTS

With so many compelling sessions, an outstanding faculty and materials, the Institute offers you an amazing educational experience.



Philadelphia, Live Webcast & Simulcast Wed. & Thu., Apr. 26 & 27, 2017

Allentown, Doylestown, Mechanicsburg, Pittsburgh,
Plymouth Meeting, West Chester



Continuing Legal Education Arm
of the Pennsylvania Bar Association

JOIN US FOR THE 11TH ANNIVERSARY OF THE IP INSTITUTE!

WEDNESDAY & THURSDAY, APR. 26 & 27, 2017

Philadelphia

The CLE Conference Ctr.
Wanamaker Building
10 Fl., Ste. 1010

Live Webcast

Go to catalog.pbi.org to register.

Simulcast

Allentown
Bar Assn. of Lehigh Co.
1114 Walnut St.

Doylestown
Bucks Co. Bar Assn.
135 E. State St.

Mechanicsburg
PBI Conference Center
5080 Ritter Rd.
Rossmoyne Exit, Rt. 15

Pittsburgh
PBI Professional
Development
Conf. Ctr. Heinz 57 Center
339 Sixth Ave., 7th Fl.

Plymouth Meeting
LaSalle University
Montgomery Co. Ctr.
4000 Chemical Rd.

West Chester
Chester Co. Bar Assn.
15 W. Gay St.



STRAIGHT FROM THE HEADLINES

We are thrilled to welcome **Ronald D. Coleman, Esq.**, as this year's keynote speaker. Most recently recognized for his work on the widely publicized The Slants litigation (*In re Simon Shiao Tam*, 808 F.3d 1321, Fed. Cir. 2015), Mr. Coleman has helped to shape the law relating to the use and abuse of intellectual property as a tool of competition. His blog about copyright, trademark and free speech, Likelihood of Confusion®, is considered one of the most influential publications in IP law today.

THANKS TO OUR OUTSTANDING FACULTY

COURSE PLANNERS:

Barry L. Cohen, Esq.

ROYER COOPER COHEN BRAUNFELD LLC
CONSHOHOCKEN

Nancy R. Frandsen, Esq.

BAKER & HOSTETLER, LLP, PHILADELPHIA

FACULTY

Christopher H. Blazzkowski, Esq.

RATNERPRESTIA, BERWYN

Kevin R. Casey, Esq.

STRADLEY RONON STEVENS & YOUNG, LLP
MALVERN

Barry L. Cohen, Esq.

ROYER COOPER COHEN BRAUNFELD LLC
CONSHOHOCKEN

Ronald D. Coleman, Esq.

ARCHER & GREINER, P.C., HACKENSACK, NJ

Diane Siegel Danoff, Esq.

DECHERT LLP, PHILADELPHIA

Marisa R. De Feo, Esq.

SAUL EWING LLP, PHILADELPHIA

John P. Donohue Jr., Esq.

BAKER & HOSTETLER LLP, PHILADELPHIA

Stephen J. Driscoll, Esq.

SAUL EWING LLP, PHILADELPHIA

Michael D. Ecker, Esq.

ECKERT SEAMANS CHERIN & MELLOTT, LLC
PHILADELPHIA

David Foster, Esq.

BASTOGNE DEVELOPMENT PARTNERS
HAVERTOWN

Nancy R. Frandsen, Esq.

BAKER & HOSTETLER, LLP, PHILADELPHIA

Christina D. Frangiosa, Esq.

SEMANOFF ORMSBY GREENBERG &
TORCHIA, LLC, HUNTINGDON VALLEY

Laura A. Genovese, Esq.

K & G LAW LLC, AMBLER

Allison Gifford, Esq.

STRADLEY RONON STEVENS & YOUNG, LLP
MALVERN

Prof. Marc H. Greenberg

GOLDEN GATE UNIVERSITY SCHOOL
OF LAW, SAN FRANCISCO, CA

Lesley M. Grossberg, Esq.

BAKER & HOSTETLER, LLP, PHILADELPHIA

Carl W. Hittinger, Esq.

BAKER & HOSTETLER, LLP, PHILADELPHIA

Randolph J. Huis, Esq.

VOLPE AND KOENIG, P.C., PHILADELPHIA

Roberta Jacobs-Meadway, Esq.

ECKERT SEAMANS CHERIN & MELLOTT, LLC
PHILADELPHIA

Benjamin E. Leace, Esq.

RATNERPRESTIA, BERWYN

Jacqueline M. Lesser, Esq.

BAKER & HOSTETLER, LLP, PHILADELPHIA

Steven M. Levy, Esq.

ACCENT LAW GROUP, PHILADELPHIA

Michael L. Lovitz, Esq.

LOVITZ IP LAW PC, LOS ANGELES, CA

Prof. William J. McNichol

RUTGERS LAW SCHOOL, CAMDEN, NJ

John F. Murphy, Esq.

BAKER & HOSTETLER, LLP, PHILADELPHIA

Elizabeth M. O'Donoghue, Esq.

STRADLEY RONON STEVENS & YOUNG, LLP
MALVERN

Douglas Panzer, Esq.

FITZPATRICK LENTZ & BUBBA, P.C.
CENTER VALLEY

David M. Perry, Esq.

BLANK ROME, LLP, PHILADELPHIA

Ian S. Polonsky, Esq.

ROYER COOPER COHEN BRAUNFELD LLC
PHILADELPHIA

Steven J. Rocci, Esq.

BAKER & HOSTETLER, LLP, PHILADELPHIA

Thomas F. Roland, Esq.

ARKEMA INC., KING OF PRUSSIA

Scott M. Slomowitz, Esq.

CAESAR RIVISE, PC, PHILADELPHIA

Dana Trexler Smith, CPA, CFF

EISNERAMPER LLP, PHILADELPHIA

Michael F. Snyder, Esq.

VOLPE AND KOENIG, P.C., PHILADELPHIA

Lynn M. Terrebonne, Ph.D.

CAESAR RIVISE, PC, PHILADELPHIA

Nicholas M. Tinari, Jr., Esq.

SNYDER, CLARK, LESCH & CHUNG, LLP
PHILADELPHIA

Robert S. Tintner, Esq.

FOX ROTHSCHILD LLP, PHILADELPHIA

MOCK APPELLATE ARGUMENT
PARTICIPANTS

John Bourke, Kaitlin Halsell, Jeffrey Lyons, Jency Mathew

TEMPLE UNIVERSITY BEASLEY SCHOOL
OF LAW, PHILADELPHIA

Additional faculty to be announced

WEDNESDAY, APRIL 26

9:00 AM TO 5:00 PM; CHECK-IN BEGINS AT 7:45 AM

8:00 - 9:00	IP Basics—For Young and/or Non-IP Lawyers: Mock Interview Ms. Frandsen, Ms. Lesser & Mr. Roland	
9:00 - 9:05	<i>PBI Introduction and Welcome</i>	
9:05 - 10:05	Year in Review—CAFC Mr. Murphy	
10:05 - 10:15	<i>Break</i>	
10:15 - 11:15	Year in Review—Trade Secret Ms. Danoff & Ms. Smith	
11:15 - 11:25	<i>Break and Move to Workshops</i>	
11:25 - 12:25	Case Study of a False Advertising Litigation Ms. De Feo & Mr. Driscoll	Issues Affecting Entrepreneurs and Startups Mr. Foster, Mr. Panzer & Mr. Polonsky
12:25 - 1:25 Lunch	<i>Presentation of the Arthur Seidel Award</i>	<i>Keynote Speaker Lunch</i> Mr. Coleman
1:30 - 2:30	How to Get Rid of Infringing, Proprietary and Just Plain Embarrassing Content on the Internet Mr. Ecker, Ms. Frangiosa & Ms. Grossberg	Antitrust—Pay to Play Mr. Hittinger
2:30 - 2:40	<i>Break</i>	
2:40 - 3:40	Ethics —Intangible Ethics Mr. Rocci (moderator), Mr. Donohue, Mr. Perry & Mr. Tintner	
3:40 - 3:50	<i>Break</i>	
3:50 - 4:50	Mock Appellate Argument Mr. Cohen (moderator), Mr. Bourke, Ms. Halsell, Mr. Lyons & Ms. Mathew	
5:00 - 6:30	<i>Networking Cocktail Reception</i>	

THURSDAY, APRIL 27

8:30 AM TO 4:30 PM; CHECK-IN BEGINS AT 8:00 AM

8:30 - 9:40	Year in Review—Trademark Mr. Casey, Ms. Gifford & Ms. O'Donoghue	
9:40 - 9:50	<i>Break and Move to Workshops</i>	
9:50 - 10:50	Impact of Broadest Reasonable Interpretation in <i>Inter Partes</i> Review Mr. Blazzkowski & Mr. Leace	Year in Review—Domain Names Mr. Levy
10:50 - 11:00	<i>Break</i>	
11:00 - 12:00	Year in Review—Copyright Ms. Genovese	
12:00 - 1:10	<i>Lunch</i>	
1:10 - 2:10	Extraterritoriality and the Globalization of Brands Ms. Jacobs-Meadway & Prof. McNichol	Thinking About Claim Construction...BEFORE Litigation! Mr. Slomowitz, Dr. Terrebonne & Mr. Tinari
2:10 - 2:20	<i>Break</i>	
2:20 - 3:20	Ethics —Virtual and Augmented Reality Prof. Greenberg & Mr. Lovitz	
3:20 - 3:30	<i>Break</i>	
3:30 - 4:30	Food for Thought—Intellectual Property and the Food Industry Mr. Huis & Mr. Snyder	

Simulcast