11th Annual
INTELLECTUAL PROPERTY LAW INSTITUTE

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

Choose the topics that matter most to you and your clients.

12 CLE Credits Including Ethics

Philadelphia, Live Webcast & Simulcast
Wed. & Thu., Apr. 26 & 27, 2017
Allentown, Doylestown, Mechanicsburg, Pittsburgh, Plymouth Meeting, West Chester

Registration Policy:
Pennsylvania Bar Institute (PBI) reserves the right to cancel any registration received once course reservations have been made. If such a change occurs, you will be notified by email. Full refunds will be given if PBI is unable to provide your requested registration. Written cancellations are required. Cancellations made 31 or more days before the program will be honored if the participant has had a change in circumstances preventing registration. Cancellations made less than 31 days before the program will not receive a refund. Please register early! Save $25 on registrations received 3 or more business days before the course date.

Cancellation Policy:
To receive a refund for cancellations 31 or more days before the course date, the registrant must contact the Institute at least five days before the course date to ensure the appropriateness of the request. Thereafter, you will receive the course materials and distribution of course materials. No refunds for online CLE.

Registration Transfers:
You may have your registration transferred to another individual if you request this change in writing. If the transfer is requested before the course date, you must notify PBI no later than five days before the course.

Reservation for Persons with Disabilities:
If you require special arrangements, please contact Customer Service 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 educational experience. This reduced tuition applies to all PBI seminars and courses and is available to all Pennsylvania attorneys admitted to the bar in Pennsylvania. PBI Scholarships: For details and an application, contact Scholarship Administrator at scholarships@pbi.org or (800) 932-4637, ext. 2284 at least 30 days before the course date.

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Services for Persons with Disabilities:
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Requested Related Cancellations:
If you request a cancellation, please be sure to include your email address on your registration form.

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

Weather Related Cancellations:
In order to rescind a refund for cancellations 31 or more days before the course date, the registrant must contact the Institute at least five days before the course date to ensure the appropriateness of the request. Otherwise, you will receive the course materials and distribution of course materials. No refunds for online CLE.

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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.

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 Shio Tom, 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 freedom of speech, Likelihood of Confusion®, is considered one of the most influential publications in IP law today.

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Ms. Daniel, Ms. Frandsen, Ms. Lesser & Mr. Tintner

EXTRAORDINARY AND THE GLOBALIZATION OF BRANDS
Mr. Huis & Mr. Snyder

THURSDAY, APRIL 27

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

WEDNESDAY, APRIL 26

8:00 – 9:00
IP Basics—For Young and/or Non-IP Lawyers: Mock Interview
Ms. Franken, Ms. Leenan & Mr. Roland

9:00 – 9:05
PBI Introduction and Welcome
Year in Review—CAFC
Ms. Murphy

9:05 – 10:05
Break

10:10 – 11:15
Year in Review—Trade Secret
Ms. Donohue & Mr. Smith

11:15 – 12:15
Break and Move to Workshops

12:15 – 1:15
Lunch

1:15 – 2:15
Presentation of the Arthur Svedal Award
Keynote Speaker Lunch
Mr. Coleman

2:20 – 3:20
How to Get Rid of Infringing, Proprietary
and Just Plain Embarrassing Content on the Internet
Antitrust—Pay to Play
Mr. Infragen

3:20 – 3:50
Mock Appellate Argument

3:50 – 5:00
Networking Cocktail Reception

THURSDAY, APRIL 27

8:30 – 9:40
Year in Review—Trademark
Mr. Carey, Ms. Gifford & Ms. Gifford

9:40 – 10:40
Break and Move to Workshops

10:40 – 11:40
Impact of Broadest Reasonable Interpretation in Inter Partes Review
Year in Review—Domain Names
Ms. Leang

11:40 – 12:10
Break

12:10 – 1:10
Lunch

1:10 – 2:10
Extraterritoriality and the Globalization of Brands
Ms. Jacobs-Meadway & Prof. McNichol

2:10 – 2:20
Break

2:20 – 3:20
Ethics—Virtual and Augmented Reality
Prof. Engert & Ms. Leang

3:20 – 3:30
Break

3:30 – 4:30
Food for Thought—Intellectual Property and the Food Industry
Mr. Han & Mr. Snyder