

# CPIP 2015 FALL CONFERENCE

## THE IP PLATFORM: SUPPORTING INVENTION & INSPIRATION

SEPTEMBER 30 – OCTOBER 1, 2015

GEORGE MASON UNIVERSITY SCHOOL OF LAW  
ARLINGTON, VIRGINIA

*This conference will consider how the broad intellectual property platform promotes the creation of new inventions and creative works and makes possible the distribution of new products and services throughout the world. Far from operating independently of one another, patents, copyrights, trademarks, and trade secrets provide an integrated set of protections for the wide range of steps that take something from idea to reality. At every step of the creation and distribution chain—from the lab or studio, to extensive development, to branding and advertisement and retail distribution—intellectual property empowers the inventors, artists, manufacturers, retailers, and marketing professionals who contribute to a flourishing innovative and creative economy.*

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### PROGRAM & CONFIRMED SPEAKERS:

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Wednesday, September 30

1:00 – 2:00 pm: **REGISTRATION**

2:00 – 2:15 pm: **OPENING REMARKS**

2:15 – 3:45 pm: **PANEL 1**

#### **MAKING MUSIC: IP & THE CREATIVE PROCESS**

- **Matthew Barblan**, *Director*, Center for the Protection of Intellectual Property, George Mason University School of Law
- **Marc Beeson**, *Staff Songwriter*, Downtown Music Publishing
- **Jackie Campbell**, *Director, Partnership Marketing*, Big Machine Label Group
- **Prof. Sean O'Connor**, *University of Washington School of Law*
- **Moderator: Prof. Chris Newman**, *George Mason University School of Law*

4:00 – 5:30 pm: **PANEL 2**

#### **CONSUMER PRODUCTS: IP IN OUR EVERYDAY LIVES**

- **Bill Coughlin**, *President and CEO*, Ford Global Technologies
- **Hannah Naltner**, *Corporate Counsel*, Steelcase
- **James Pooley**, *IP and Security Advisor*, A Professional Law Corporation
- **Thomas Stoll**, *External Policy & Legislative Affairs, IP Management*, The Boeing Company
- **Moderator: Prof. Ross Davies**, *George Mason University School of Law*

Thursday, October 1

8:00 – 8:30 am: **BREAKFAST & REGISTRATION**

8:30 – 10:00 am: **PANEL 3**

**MOBILE TECH: IP IN AN INTERCONNECTED WORLD**

- **Leonid Kravets**, *Patent Counsel*, InterDigital Solutions
- **Keith Mallinson**, *Founder*, WiseHarbor
- **Prof. Kristen Osenga**, *University of Richmond School of Law*
- **Morgan Reed**, *Executive Director*, ACT The App Association
- **Moderator: Devlin Hartline**, *Assistant Director*, Center for the Protection of Intellectual Property, George Mason University School of Law

10:15 – 11:45 am: **PANEL 4**

**IP IN THE BIOTECH & PHARMACEUTICAL INDUSTRIES**

- **Jim Calkins**, *AVP, Global Head of Patent Support for Emerging Markets & Consumer Products*, Sanofi
- **Prof. Christopher Holman**, *University of Missouri–Kansas City School of Law*
- **Prof. Mark Schultz**, *Southern Illinois University School of Law, Founder & Senior Scholar*, Center for the Protection of Intellectual Property
- **Michael Walker**, *VP and Assistant General Counsel, Chief IP Counsel*, Dupont
- **Moderator: Prof. Erika Lietzan**, *University of Missouri School of Law*

11:45 am – 1:45 pm: **LUNCH AND KEYNOTE ADDRESS BY DAVID J. KAPPOS**

1:45 – 3:15 pm: **PANEL 5**

**IP & THE MOVIES WE WATCH**

- **Garrett Brown**, *Oscar-winning Inventor of the Steadicam® Camera Stabilizer*
- **Prof. Justin Hughes**, *Loyola Law School, Los Angeles*
- **Prof. Eric Priest**, *University of Oregon School of Law*
- **Ben Sheffner**, *VP, Legal Affairs*, Motion Picture Association of America
- **Moderator: Troy Dow**, *Vice President & Counsel*, The Walt Disney Company

3:30 – 5:00 pm: **PANEL 6**

**INNOVATION IN IP MARKETS**

- **Prof. Sandra Aistars**, *George Mason University School of Law, Senior Scholar, Director of Copyright Research and Policy*, Center for the Protection of Intellectual Property
- **Prof. Stephen Haber**, *Stanford University*
- **Terry Hart**, *Director of Legal Policy*, Copyright Alliance
- **Brad Sheafe**, *Chief Intellectual Property Officer*, Dominion Harbor
- **Moderator: Prof. Adam Mossoff**, *George Mason University School of Law*

5:00 pm: **CONFERENCE ADJOURNS**

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