IP ON THE EDGE

A Celebration of World Intellectual Property Day

9:30 a.m.  Registration

10:00 a.m. Opening Remarks

Professor Doris Estelle Long, Director, Center for Intellectual Property Law

10:05 a.m. Trademarks on the Edge

Mark Partridge, Partridge IP

*Trademarks and the new gTLDs*

Philip Berengolts, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson

*The FTC Guidelines on Mobile and Social Marketing*

11:15 a.m. Coffee Break

11:30 a.m. Patents on the Edge

Professor Daryl Lim

*Self-replicating Technologies and the Challenge for Patent Law*

Professor Benjamin Liu

*Pharma and the Transpacific Partnership*

Arthur Yuan, Director, China IP Resource Center

*Enforcing Patent Rights Against Indian Nations After the AIA*

12:45 p.m. Coffee Break

1:00 p.m. Copyrights on the Edge

William McGrath, Davis McGrath LLC

*Redigi and the Digital First Sale Doctrine*

Professor Doris Estelle Long

*The Fair Use Four Step Tango*

2:00 p.m. Closing Remarks