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- Federal Trade Commission
- Hunton & Williams LLP
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The 26th Annual National Seattle Conference on Cutting edge issues in

Technology Law

Leading technology experts from around the country bring you up to date on game changing developments in IP and technology

November 30 & December 1, 2017

Live webcast and replays available!

Seattle, Washington
US Bank Centre, 1420 Fifth Ave
D. Wayne Gittinger Conference Center

Credits: 12.00 WA CLE (call about others)
Quick when/where: 8:30 a.m., 1420 Fifth Ave

Technology Law Conference

November 30 & December 1, 2017 | Seattle, Washington
US Bank Centre, Wayne Gittinger Conference Center

Yes! Please register me:

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If you cannot attend in person, check boxes to order:

- Live Homestudy Webcast Homestudy Replay
 Course Materials



8:00 Registration Opens

8:30 Introduction & Overview

Katherine C. Spelman, Esq., Program Co-Chair
Lane Powell PC ~ Seattle, WA

8:45 **Federal Update: Intellectual Property and Technology Goings on About Town in the Nation's Capital**

New leadership and policy directions at the Patent & Trademarks Office; legislative developments; key cases on the dockets for the DC Circuit and Supreme Court

Teresa Stanek Rea, Esq., Program Co-Chair
Crowell & Moring LLP ~ Washington, DC

9:15 **New Developments in the Intellectual Property (IP) Underpinnings for Technology Law: Patents**

Jerry A. Riedinger, Esq.
Perkins Coie LLP ~ Seattle, WA

10:00 Break

10:15 **IP Underpinnings (cont'd): Trade Secrets**

Post-Alice patent filings are down, so are companies relying more on trade secrets? What do recent cases have to tell us about the when and when not, and do's and don'ts, for keeping secrets rather than obtaining patents?

James Pooley, Esq.
Orrick, Herrington & Sutcliffe LLP ~ Menlo Park, CA

11:00 **IP Underpinnings (cont'd): Copyrights**

Star Athletica v. Varsity Brands (industrial design); Google v. Oracle (Java method call coding case); PhantomALERT v. Google (Waze points of interest data case); other key cases where copyright law butts up against another area of the law

Benjamin Glatstein, Esq., Senior Attorney
Microsoft Corporation ~ Redmond, WA

Joseph C. Gratz, Esq.
Durie Tangri LLP ~ San Francisco, CA

12:15 Lunch (on your own)

1:30 **New Developments in the Information Technology (IT) Infrastructure Underpinnings**

Federal Communications Commission: Enforcement of the Telephone Consumer Protection Act, dismantling of the Open Internet order; other developments in regulation of Internet Service Providers and cellular telecom/broadband service providers.

Walt Saproonov, Esq.
Saproonov & Associates PC ~ Atlanta, GA

Competition policy: To what extent can the State work in conjunction with FTC, DOJ, and private antitrust actions to protect against anti-competitive behavior by ISPs and mobile service providers?

Andrea Alegrett, Esq., Assistant Attorney General
Washington State Attorney General's Office ~ Seattle, WA

Implications of the loss of Net Neutrality for technology startups: Coping strategies for companies that can't afford to buy their way into the fast lane

Kevin Goldsmith, Chief Technology Officer
AVVO, Inc. ~ Seattle, WA

3:15 Break

3:30 **IT Infrastructure Underpinnings (con't): Privacy/Data Security and the Internet of Things (IoT)**

Regulation vs Innovation: Update on federal and state regulatory initiatives including how the right cybersecurity and privacy safeguards can help businesses optimize the promise of IoT

Alex Alben, Esq., Chief Privacy Officer
Washington Technology Solutions ~ Olympia, WA

Development of new technologies and industry standards: Defining personal data and who owns it; specifying which data actions are allowed; achieving context-aware/dependent authorization; new developments at the standards setting organizations

Kevin Miller
Microsoft Corporation ~ Redmond, WA

5:00 **Wine Tasting Reception for Faculty and Attendees**

Sponsored by Crowell & Moring LLP and Lane Powell PC



About the Conference

LAW SEMINARS INTERNATIONAL

What previous attendees have said:

"All speakers were outstanding. A big congratulations to LSI on coordinating such a great faculty and curriculum."

"There were cutting edge topics presented by the most talented roster of speakers that I've heard in many, many years."

The technologies change and evolve; the speed of downloads increases; and the network effects converge with antitrust issues; and the beat goes on in the convergence of technology and IP. The cadence of change varies, but the types of intellectual property abide. Creativity and nimble thinking is needed to manage the opportunities for intellectual property protection. Companies constantly confront IP issues in their daily business activities on a range of topics, including what to do in light of recent changes of non-obviousness and jurisdiction in patents; understanding who owns copyrights and trademarks on ideas and creations made in the workplace, ways to protect their brand, infringement, damages and attorneys fees issues.

This seminar is designed to cover intellectual property and related areas of law (such as privacy, consumer protection) as applied to emerging technology such as 3D Printing, Internet Commerce, Social Media, Bio-Medical research, Nonprofit, Virtual Reality. The speakers of this seminar are experts in their fields and are also engaging speakers. As an industry networking platform, this unique Seattle seminar provides meaningful and valuable insights in IP generation as well as managing, protecting, enforcing and intellectual property in conjunction with specific industries.

The old adage is "If you want to avoid change, keep moving." This is a seminar for those who both embrace change and for those who are moving to keep up.

~ Program Co-Chairs Teresa Stanek Rea, Esq. of Crowell & Moring LLP and Katherine C. Spelman, Esq. of Lane Powell PC



8:30 Consumer Protection: The Challenge of Achieving Regulatory Compliance and Meeting Customer Expectations

Regulatory adaptation to changing technology and business models: Current items on the top of the Federal Trade Commission’s list of problems to address

Lesley Fair, Esq.
*Senior Attorney, Bureau of Consumer Protection
Federal Trade Commission ~ Washington, DC*

Tips for avoiding FTC enforcement actions arising from marketing and operational activities

J. Michael Keyes, Esq.
Dorsey & Whitney LLP ~ Seattle, WA

Cyber security: Fake news, digital fraud, and brand protection

Paul M. Rosen, Esq.
Crowell & Moring LLP ~ Washington, DC

10:30 Break

10:45 Open Access and Open Data as Ways for Speeding Bio-Medical Research

Not-for-profits as the drivers for basic and much applied research: Overview of the approaches and legal issues

Katherine C. Spelman, Esq., Program Co-Chair, Moderator

Shared data to meet the challenge of saving time/money in trials: Movement towards an agreed upon infrastructure for deploying data as a fuel for the research engine; achieving the essential element of trust in the data and how to show that to regulators

Lara Mangravite, Ph.D., President
Sage Bionetworks ~ Seattle, WA

Jennifer Hansen, Senior Officer, Knowledge & Research
Bill & Melinda Gates Foundation ~ Seattle, WA

R. Douglas Bradley, Esq., General Counsel & Secretary
Infectious Disease Research Institute ~ Seattle, WA

12:15 Lunch (on your own)

1:30 New Technology Case Study: Navigating the Perilous Waters of 3D Printing

The new legal issues raised by 3D printing: IP enforcement challenges and strategies; licensing issues and tips; products liability issues including the potential for 3D mass tort actions

Maya M. Eckstein, Esq.
Hunton & Williams LLP ~ Richmond, VA

Biometrics in 3D printing: Applicability and trends in state privacy and data breach notification laws; evolving FTC/AG expectations for security measures; impacts to uses like marketing, and personalization

Samuel R. Castic, Esq., Senior Counsel and Director of Privacy
Nordstrom, Inc. ~ Seattle, WA

3:00 Choice of Forum: An Important Consideration

Due to a web of applicable statutes that change state-to-state and circuit-to-circuit differences in substantive case law on key issues make this forum a crucial addition

Brent Caslin, Esq.
Jenner & Block LLP ~ Los Angeles, CA

3:30 Evaluations and Adjourn

Related Seminars & Webcast Replays:

Class Actions	April 27-28, 2017	Seattle, WA
Climate Change and Energy in California	Sept. 11 & 12, 2017	San Francisco, CA

See more at www.lawseminars.com



Registration & Other Conference Information

To Register:

Call us at: 206-567-4490

Fax the registration form to us at: 206-567-5058

Email us at: registrar@lawseminars.com

Online: www.lawseminars.com

Mail the registration form on the front page.

Walk-ins are welcome, subject to space availability.

Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for in person or webcast attendance for this program is \$1245 with a group rate of \$935 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$830. For students, people in their job for less than a year, and public interest NGO’s, our rate is \$622.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Materials will be available for download and review a few days before the seminar. Make checks payable to Law Seminars International. Financial aid is available to those who qualify. Contact our office for more information.

Substitution & Cancellation:

You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, November 24, 2017. After that time, we will credit your tuition toward attendance at another program or the purchase of a webcast or audio replay.

Seminar Location: The conference will be held in the US Bank Centre, 1420 Fifth Ave, D. Wayne Gittinger Conference Center. A special thanks to Lane Powell PC who generously donated their conference space for this seminar.

Continuing Education Credits:

Live credits: This program qualifies for 12.00 Washington MCLE credits. Upon request, we will apply for, or help you apply for, CLE credits in other states and other types of credits.

Time Shift Your Content:

Webcast and audio replays, with course materials, are available for \$1245. The course materials alone are available for \$100. Replays will be available within three business days after the seminar or from the date we receive payment.

Faculty: Technology Law Conference

Teresa Stanek Rea, *Program Co-Chair* is a partner with Crowell & Moring LLP. She is the former Acting and Deputy Director of the United States Patent and Trademark Office (USPTO), as well as Acting and Deputy Undersecretary of Commerce for intellectual property.

Katherine C. Spelman, *Program Co-Chair*, shareholder, Lane Powell PC, provides strategic advice, design and implementation counsel for large, mid-sized and startup companies on copyright, trademark, trade secret and patent matters, both nationally and internationally, and has a special focus on media, licensing and mass digitization issues. She has been named Best Lawyers 2017 Lawyer of the Year in information technology law.

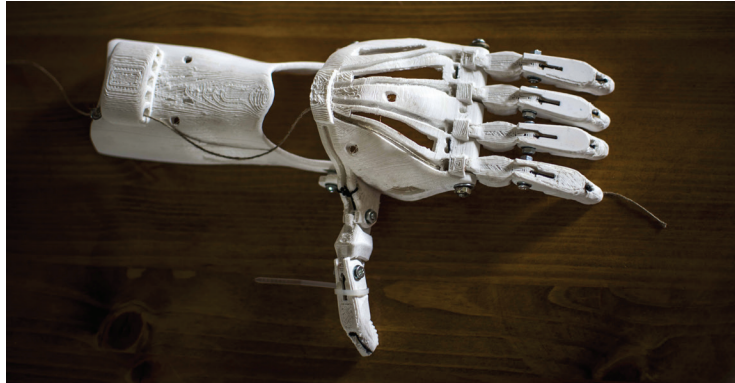
Alex Alben is the Chief Privacy Officer at Washington Technology Solutions (WaTech). WaTech is the consolidated technology services agency created as part of the 2015-17 budget to best position Washington for the most optimal technology future in terms of security, privacy, and modernization.

Andrea Alegrett is an Assistant Attorney General for the Consumer Protection Division of the Washington State Attorney General's Office. She leads the Office's High Tech Unit, which investigates and litigates cases involving online privacy, tech support scams, ticket bots, data breaches, and business opportunity scams.

R. Douglas Bradley is General Counsel for the Infectious Disease Research Institute. His specialties include Intellectual Property and Licensing, Biotechnology, Pharmaceuticals, Nutraceuticals, Biologics, Genomics, Biomarkers, Expression Profiling, siRNA / miRNA Therapeutics, and Software.

Brent Caslin is a partner at Jenner & Block LLP. He focuses on intellectual property matters and has played a role in several of the most prominent trade secret matters in recent US history.

Samuel R. Castic is Senior Counsel and Director of Privacy for Nordstrom Inc. Previously he was in private practice where he advised clients on behavioral advertising, vendor and service provider agreements, and data collection and use.



Maya M. Eckstein is head of the Intellectual Property Practice Group and 3D Printing Practice at Hunton and Williams LLP. She advises clients on how to address the new legal considerations raised by 3D printing.

Lesley Fair is a Senior Attorney at The Federal Trade Commission. She spent 17 years as a litigator with the FTC's Division of Advertising Practices and now specializes in industry education as the Bureau's business blogger, business.ftc.gov.

Benjamin Glatstein is currently the Assistant General Council of Artificial Intelligence and Research at Microsoft's Seattle campus.

Kevin Goldsmith is the Chief Technology Officer at AVVO, Inc. Previously he served as Vice President of Engineering at Spotify and Director of Engineering at Adobe Systems.

Joseph C. Gratz is a partner at Durie Tangri LLP. He has litigated a number of important internet copyright and trademark disputes including representation of Google in the Google Book Search copyright cases and in the Rescuecom and Vulcan Golf trademark cases.

Jennifer Hansen is a Senior Officer of Knowledge and Research at The Bill and Melinda Gates Foundation. She leads the strategic development and management of the Foundation's research outputs, which includes the implementation of the Foundation's Open Access Policy.

J. Michael Keyes is a partner at Dorsey & Whitney LLP. He focuses on cases involving trademarks, copyrights, and false advertising. He recently represented the creator of Angry Birds in obtaining an injunction against the use of Angry Clubs on golf-related merchandise.

Lara Mangravite, Ph.D. is President of Sage Bionetworks. Previously, she served as Director of the Systems Biology Research Group at Sage Bionetworks.

Kevin Miller is the Civic Technology Manager for Microsoft's San Jose campus. He focuses on the intersections of technology, society, and government.

James Pooley is Senior Counsel with Orrick, Herrington & Sutcliffe LLP, focusing on high-stakes patent and trade secret disputes. He was one of the driving forces behind the recently adopted Defend Trade Secrets Act.

Jerry A. Riedinger is a partner at Perkins Coie LLP. He focuses his practice on patent infringement, trade secret and complex intellectual property litigation. He has represented clients in cases involving over 120 technologies. He is named by the *Best Lawyers*, Seattle, WA, "Lawyer of the Year," for Patent and Copyright in 2012; for Litigation - Intellectual Property in 2016; for Litigation - Patent in 2012, 2015 and 2017 and for Copyright Law in 2018.

Paul M. Rosen is a partner with Crowell & Moring LLP's White Collar & Regulatory Enforcement, Privacy & Cybersecurity, and Government Contracts groups. He is a former federal prosecutor and was most recently the Chief of Staff at the Department of Homeland Security.

Walt Saponov, Saponov & Associates PC, has represented enterprise, carrier and service provider clients including some of the largest in the United States in telecoms transactions, regulation and privacy matters.

November 30 & December 1, 2017
 Seattle, Washington

**US Bank Centre,
 Wayne Gittinger Conference Center**
 1420 Fifth Ave
 (206) 694-5000

Who Should Attend:

Private and in-house attorneys, business executives, agency officials and consultants involved with developing, using, and protecting Intellectual Property for technology companies or with consumer protection issues arising from operations and marketing

Our Co-Chairs:



Teresa Stanek Rea, Esq.
 Crowell & Moring LLP



Katherine C. Spelman, Esq.
 Lane Powell PC

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