

32<sup>nd</sup> Annual Course

# Advanced Intellectual Property Law



**One Site Only!**

**LIVE** Dallas • February 27-March 1, 2019 • Westin Galleria Hotel

**New This Year!** Register for one day, two days, or all three days!  
Choose from **Trademarks in IP**, **Overview of IP**, and **Patents in IP**.



**MCLE CREDIT**  
Up to 16.5 Hours (3 Ethics)

**DOWNLOADABLE**  
Course Materials [↓](#)

TexasBarCLE.com  
800.204.2222 x1574

*Education by the Bar,  
for the Bar*

# Intellectual Property Law Workshop: Trademarks in IP

*New This Year!* Register for one day, two days, or all three days! (Separate registration required for each day.)



**LIVE Dallas**  
February 27, 2019  
Westin Galleria Hotel

## Purpose and Scope:

For the first time in 32 years we have changed the format and pricing of the **Advanced Intellectual Property Law Course** to provide you with greater flexibility. You may now register for **one, two, or three days** of CLE. Topics are grouped together by subject matter to make it easier to attend and learn what is of greatest interest to you.

**Day One: Trademark Law**  
**Day Two: IP Law Overview**  
**Day Three: Patent Law**

In addition, this year's **Women in IP Breakfast** offers a discussion with leaders from the USPTO.

*\*As an added bonus, double discounts for early registration and being a member of the Intellectual Property Law Section are available for days two and three of the course.*

## Join us on Social Media!



Follow us and use #TBCLE

**Wednesday**  
4 hours including 1 ethics

- 11:30 **Registration**
- 12:20 **Welcoming Remarks**  
**Course Director**  
Leisa Talbert Peschel, *Houston*  
Jackson Walker
- 12:30 **Trademark Remedies and Picking the Correct Forum** .75 hr  
Travis Wimberly, *Austin*  
Pirkey Barber
- 1:15 **Picking Your Battle: Senior vs. Junior Users** .5 hr (.25 ethics)  
John M. Cone, *Plano*  
Ferguson Braswell Fraser Kubasta
- 1:45 **Interview with a State Trademark Examiner: When and Why to Do a State Trademark Application** .5 hr  
Cathryn A. Berryman, *Dallas*  
Winstead  
Carmen Flores, *Austin*  
Director, Business & Public Filings Division  
Office of the Secretary of State
- 2:15 **Networking Snack Break**  
*Early Check-in for the Advanced Course*
- 2:30 **Brand Enforcements: Managing Your Portfolio** .75 hr (.25 ethics)  
Leanne Stendell, *Dallas*  
TGI Fridays, Inc.

- 3:15 **When the Answer Is No: Understanding Refusals** 1 hr  
**Moderator**  
Mary Boney Denison, *Alexandria, VA*  
Commissioner for Trademarks, USPTO  
Purvi Patel Albers, *Dallas*  
Haynes and Boone  
Lydia M. Belzer, *Alexandria, VA*  
Managing Attorney, USPTO
- 4:15 **Avoiding Hot Water and Reciprocal Discipline with the OED/USPTO** .5 hr ethics  
Tamera Bennett, *Lewisville*  
Bennett Law Office
- 4:45 **Adjourn**

## MCLE CREDIT

**4 Hours (1 Ethics)**

**MCLE Course No: 174027741**

Applies to the Texas Bar College and to the Texas Board of Legal Specialization in Civil Trial and Civil Appellate Law.

## Thank You to Our Sponsors!



PLATINUM

GOLD

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Join us for our 9<sup>th</sup> Annual **Women in IP Law Breakfast:**  
**USPTO Women in Leadership Chat**

*Separate registration is required*  
**FREE** when you register for any day of the course!



**Thursday** | 7:30 a.m. - 8:30 a.m. | Hosted by the Women in IP Task Force

**Course Director**

Amy E. LaValle, *Dallas*

Wick Phillips

**Moderator**

Cathryn A. Berryman, *Dallas*

Winstead

**Speakers**

Mary Boney Denison, *Alexandria, VA*

Commissioner for Trademarks, USPTO

Hope C. Shimabuku, *Dallas*

Regional Director, Texas Regional USPTO

TexasBarCLE presents the 32<sup>nd</sup> Annual Course  
**Advanced Intellectual Property Law:  
 Overview of IP**



Cosponsored by the Intellectual Property Law Section of the State Bar of Texas

**Thursday**

6.25 hours including 1 ethics

8:00 **Registration & Sponsored Breakfast**

8:55 **Welcoming Remarks**

**Course Director**

Leisa Talbert Peschel, *Houston*

Jackson Walker

9:00 **Copyright Law Year in Review .5 hr**

Yocel Alonso, *Sugar Land*

Alonso, PLLC

9:30 **IP Assets in Bankruptcy .5 hr**

Patrick L. Huffstickler, *San Antonio*

Dykema Cox Smith

Aaron Kaufman, *San Antonio*

Dykema Cox Smith

10:00 **Data Privacy and Information**

**Security .75 hr (.25 ethics)**

Devika Kornbacher, *Houston*

Vinson & Elkins

10:45 **Break**

11:00 **Lessons from the Trenches:**

**Damages Experts .75 hr**

**Moderator**

Leisa Talbert Peschel, *Houston*

Jackson Walker

Jeffrey Andrien, *Austin*

The Claro Group

Chris Bakewell, *Houston*

Duff & Phelps

11:45 **Break - Lunch Provided**

12:15 **Luncheon Presentation:**

**Professionalism in the Courtroom**

**.5 hr ethics**

Hon. Barbara M.G. Lynn, *Dallas*

Chief District Judge, U.S. District Court

Northern District of Texas

12:45 **Break**

1:00 **IP of Sports .75 hr**

**Moderator**

Christian S. Dennie, *Fort Worth*

Barlow Garsek & Simon

Meghan Kane, *Farmers Branch*

VP Associate General Counsel

VARSITY // BRANDS

Hilary Preston, *Austin*

Vinson & Elkins

1:45 **Makers, Hackers, and 3-D Printing Risks .5 hr**

Derrick A. Pizarro, *San Antonio*

Pizarro Allen

2:15 **Trade Secrets Year in Review .5 hr**

Heath Coffman, *Fort Worth*

Brackett & Ellis

2:45 **Networking Break**

3:00 **Trademark Update .75 hr**

Pamela Huff, *San Antonio*

Schwegman Lundberg Woessner

3:45 **Enforcing Trademark Rights on Amazon and Other Online Marketplaces .75 hr (.25 ethics)**

Roxanne Edwards, *Dallas*

Klemchuk

4:30 **Adjourn to Reception**

**Thank You to Our Sponsors!**

Register early and **save up to \$75**  
 (available for Days Two and Three)

Lawyers licensed 5 years or less take

**HALF OFF!**

(available for Days Two and Three)

(See page 6 for details.)

**LIVE Dallas**

February 28 - March 1, 2019

Westin Galleria Hotel

Register by **February 14** to save!

**MCLE CREDIT**

**6.25 Hours (1 Ethics)**

**MCLE Course No: 174027749**

Applies to the Texas Bar College and to the Texas Board of Legal Specialization in Civil Trial and Civil Appellate Law.

# Advanced Intellectual Property Law: Patents in IP

**Friday**

6.25 hours including 1 ethics

- 7:30 **Section Council Meeting**  
*(private event)*
- 7:45 **Sponsored Breakfast**
- 8:25 **Morning Announcements**
- 8:30 **Patent Law Year in Review**  
*1 hr (.25 ethics)*  
Gale R. "Pete" Peterson, *San Antonio*  
Law Offices of Gale R. Peterson
- 9:30 **Issue Preclusion in Patent Cases**  
*.5 hr (.25 ethics)*  
Sharon Israel, *Houston*  
Shook Hardy & Bacon
- 10:00 **Networking Break**
- 10:15 **Patent Eligibility Across Technologies** *.75 hr*  
Michael Locklar, *Houston*  
Adolph Locklar
- 11:00 **Advocacy Before the PTAB**  
*1 hr (.5 ethics)*  
**Moderator**  
Thomas Kelton, *Richardson*  
Haynes and Boone  
Peter J. Ayers, *Austin*  
Law Office of Peter J. Ayers  
Georgianna W. Braden, *Dallas*  
Lead Administrative Patent Judge  
Patent Trial & Appeal Board, USPTO
- 12:00 **Break - Lunch Provided**
- 12:30 **Luncheon Presentation:**  
**USPTO Update: What Practitioners Need to Know Now** *.5 hr*  
Hope C. Shimabuku, *Dallas*  
Regional Director, Texas Regional USPTO

- 1:00 **Patent Term and Priority: It's More Complicated Than You Think** *.5 hr*  
Scott Harper, *Dallas*  
Harper Bates & Champion
- 1:30 **Break**
- 1:45 **University Tech Transfer: Patent Triage, Marketing, & Licensing** *.5 hr*  
Teri J. Schultz, *Arlington*  
The University of Texas at Arlington
- 2:15 **Is This a Post-AIA Patent and Is IPR Available Yet?** *.5 hr*  
Marc Hubbard, *Dallas*  
Hubbard Johnston
- 2:45 **Patent and Trademark Markings: U.S. and International Issues** *.5 hr*  
Ozz Siddiq, *Richardson*  
Lennox International Inc.
- 3:15 **Effects of Williamson: Inconsistent Interpretation of Nonce Terms** *.5 hr*  
Sushil Iyer, J.D., Ph.D., *Dallas*  
Fish & Richardson
- 3:45 **Adjourn**

**MCLE CREDIT**

**6.25 Hours (1 Ethics)**  
**MCLE Course No: 174027754**  
Applies to the Texas Bar College and to the Texas Board of Legal Specialization in Civil Trial and Civil Appellate Law.



**Reserve Your Hotel Room Early**

Hotel rooms have been blocked at special rates on a space available basis. To make a reservation, contact the hotel and indicate that you will be attending this State Bar of Texas course.



**LIVE Dallas**

Westin Galleria Hotel  
13340 Dallas Parkway  
Dallas, TX 75240  
(972) 934-9494  
\$219 single/double  
**Deadline: February 6**



Or make your reservation online:  
[www.TexasBarCLE.com?a=INTELPROP2019](http://www.TexasBarCLE.com?a=INTELPROP2019)

The reserved block of rooms may fill up before the deadline. Act Now!

**Parking:** Complimentary self-parking in mall garage.

**Course Director**

Leisa Talbert Peschel ..... Houston

**Planning Committee**

- Yocel Alonso ..... Sugar Land
- Shannon W. Bates ..... Dallas
- Tamera Bennett ..... Lewisville
- Kirby Drake ..... Dallas
- Herbert Hammond ..... Dallas
- Sharon Israel ..... Houston
- Thomas Kelton ..... Richardson
- Kelly K. Kordzik ..... Austin
- Devika Kornbacher ..... Houston
- Michael Locklar ..... Houston
- Stephen P. Meleen ..... Austin
- Derrick A. Pizarro ..... San Antonio
- Hope Shimabuku ..... Dallas
- Melissa Silverstein ..... El Paso

**TexasBarCLE Planning Team**

- Mary McDonald ..... Program Planner
- Alicia Anderson ..... Program Coordinator
- Brandy Lewis ..... Written Materials Coordinator
- Chloe Calloway ..... Meeting Planner

**Intellectual Property Law Section of the State Bar of Texas**

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- Derrick A. Pizarro ..... Chair-Elect
- Leisa Talbert Peschel ..... Vice-Chair
- Joe Cleveland ..... Secretary
- Michael Locklar ..... Treasurer
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REGISTERING FIVE OR MORE?
E-mail Laura Angle at
laura.angle@texasbar.com
for group discount
information.

Save up to \$75 on each
Advanced Course day!

Advanced Intellectual Property Law

1 Separate Registration Required for Each Event

Discounts can be taken on days two and three of the course.

DAY ONE • Wednesday, February 27, 2019

Intellectual Property Law Workshop: Trademarks in IP [5141]

LIVE Dallas Regular Registrant \$245\*

DAY TWO • Thursday, February 28, 2019

Women in IP Law Breakfast

I am only registering for this event \$45\*

I am registered for another IP event and may attend

FREE OF CHARGE

Advanced Intellectual Property Law: Overview of IP [5140]

LIVE Dallas Regular Registrant \$445

Take \$50 OFF: Register by February 14, 2019

Licensed 5 years or less, HALF OFF \$222.50\*

DAY THREE • Friday, March 1, 2019

Advanced Intellectual Property Law: Patents in IP [5140]

LIVE Dallas Regular Registrant \$445

Take \$50 OFF: Register by February 14, 2019

Licensed 5 years or less, HALF OFF \$222.50\*

I may attend complimentary because I am a (see p. 6):

Qualifying judge Judge's staff attorney

\*No discounts in section 3 may be taken.

2 Written materials will be provided as a PDF download only.

Register in advance and we'll send you an email to download/print the materials when they become available. (You must be a registered user of TexasBarCLE.com to use this feature. Becoming a registered user is free and only takes a moment.)

Note: Please download the materials before you arrive at the course. Internet access may be limited.

3 I am entitled to 1 or 2 discounts on days two and three:

\$50 OFF because I am registering by February 14.

(If by mail, date of postmark will be determinative.)

\$25 OFF because (choose 1 box only) I'm a member of the:

Intellectual Property Law Section

Texas Bar College

Paralegal Division

For more information on joining the section, see page 6.

4 I can't attend, but would like the materials.

Advanced Course PDF download \$85 (plus tax).

101 Course PDF download \$45 (plus tax).

To order a PDF of course materials, search Publications at TexasBarCLE.com (available 1-2 weeks after the course).

5 My total is \$ . I am paying by:

Check (enclosed) payable to the State Bar of Texas for \$

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Registrant Name

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E-Mail (required for registrant's PDF download option):

A confirmation of your registration will be sent to the e-mail address you provide.

MP3 files of topics will be downloadable from TexasBarCLE.com 6-8 weeks after the course. For information on other course products, contact our Flash CLE service at (800) 204-2222, x1575.

QUESTIONS?

(800) 204-2222, x1574 • (512) 427-1574

F Y I

▶ [TexasBarCLE.com](https://www.texasbarcle.com)



## Ways to Save on This Course!

**Meet the Register by February 14 Deadline and Save \$50 on Days Two and Three** because early registrations help us ensure that sufficient seating and refreshments are available. Seating will be reserved for preregistrants until the start of the first topic.

**Intellectual Property Law Section Members Can Save \$50 on Days Two and Three.** Not a member? To join, visit your My Bar Page and join online, or download a membership form from [TexasBar.com/sections](https://www.texasbar.com/sections) to pay by mail. Please do not send section membership payment with your registration fee.

**Texas Bar College Members Can Save \$25**  
To join or learn more, visit [texasbarcollege.com](https://www.texasbarcollege.com) or call (800) 204-2222, x1819.

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**HALF OFF for Attorneys Licensed in Texas 5 Years or Less!**  
You read that right! See the registration form.

### Scholarship Information

TexasBarCLE offers scholarships for live courses, video replays, online classes, and webcasts. To apply or learn more, call (800) 204-2222, x1490, Mon-Fri 8am-5pm CT. Please apply at least two weeks prior to any live/video replay course or at least one week prior to any webcast or online class.

**Active Texas State, County, and Federal Judges, Administrative Law Judges, Hearing Examiners, and Judge's Staff Attorneys may attend out-of-state programs for a discounted rate or in-state programs for free, provided:**

- (1) The course directly relates to the judge's/tribunal's jurisdiction.
- (2) The judge is a full-time judge or retired under a judicial retirement system.
- (3) Space is available for all paying registrants.

This privilege does not extend to prosecutors, receivers, trustees, other court staff, or persons serving part-time in a judicial capacity. Actual attendance is required to receive course materials.

### Parking Information

is subject to change and does not guarantee available space. Self-parking is complimentary in the Galleria Mall parking garage.

**If You Need Special Accommodations to Attend or Have a Food Allergy,** please contact us as soon as possible at (800) 204-2222, x1722.

**Registered but Can't Attend? Still Earn MCLE Credit**  
by taking the course online later. If you would rather have a refund, call (800) 204-2222, x1574 or fax your request to (512) 427-4443. **Refund requests must be made** at least one business day before the program.

**FREE TO OUR REGISTRANTS! Online Videos and MP3s of the Topics**  
will be available to registrants 6-8 weeks after the course. Provide your e-mail address when preregistering to be notified when and how these benefits may be accessed. (Note: Presentation lengths may vary from that which was advertised.) There's no extra charge; as a registrant, you're already entitled!

**Interested in Sponsoring or Exhibiting at this Course or Others?**  
Please contact us at [clesponsorships@texasbar.com](mailto:clesponsorships@texasbar.com).

### Policy of Impartiality

The State Bar of Texas does not endorse political candidates. When a candidate for the public office is included in promotion for or participates in a TexasBarCLE event, the State Bar is not taking a position for or against anyone's candidacy.