



**The Second Annual Intellectual Property Awareness Summit –
 IP Literacy in a Digital World**
www.ipawarenesssummit.com

8:15 – 9:00	Registration (Coffee & Discussion)
9:00	<p>Welcome: Bruce Berman, Chairman, CIPU; Orin Herskowitz, Columbia Technology Ventures</p> <p>Overview: <i>IP Awareness - Why Now?</i> Brian Hinman, Aon IP Solutions: ex-Philips CIPO</p>
9:15	<p>Featured Speaker – Manny Schecter, Chief Patent Counsel, IBM; Director CIPU – <i>The Challenge of IP in a Digital World</i></p>
9:45 – 10:45	<p>IP Literacy – What is It? Why Should We Care?</p> <p>IP touches everyone, including businesses, creators & consumers. It is the foundation for opportunity and jobs. Fear of IP rights and confusion about their role fuels frustration and encourages theft.</p> <ul style="list-style-type: none"> • The benefits of IP awareness (and failure to achieve it) • Identifying minimum IP awareness standards • The role of business and community leadership <p>Speakers: James Conley, Kellogg School of Management Scott Frank, CEO, AT&T IP David Lowery, Lead singer of rock band “Cracker,” copyright advocate, educator University of Georgia Shaheen Lakhan, M.D., neurologist & IP advocate</p>
10:45 – 11:15	Discussion Break
11:15 – 12:15	<p>What Audiences Need to Know – Identifying IP Essentials</p> <p>Audiences need to understand enough about IP to make informed decisions about using it. What are the decision-making needs of IP users, creators and others? identifying ways to convey the relevance of IP to people who ordinarily do not care.</p>

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- Defining “good” and “bad” IP behaviors
 - Making IP a clearer part of everyone’s life
 - How and when is information best conveyed?

Speakers:

Q. Todd Dickinson, Director of USPTO, ret., Polsinelli
Ken Seddon, CEO License on Transfer Network
Joyce Ward, Director of Outreach, USPTO
Maysa Razavi, Manager, Anti-Counterfeiting, INTA
Keith Bergelt, CEO, Open Invention Network

12:15 – 1:15

Lunch/Audience Workshop – “What do we need to know?”

Luncheon sponsored by:
Global Innovation
Policy Center

- A. **Educators** (B-Schools, colleges, K-12, STEM)
Facilitators: Ruth Soetendorp & James Conley
- B. **Owners** (inventors, authors, entrepreneurs, lawyers)
Facilitators: Josh Malone, Fellow, US Inventor & Tony Trippe, Director, Patinformatics
- C. **The Public** (government, associations, parents, media)
Facilitators: Weston Anson, CEO, Consor & David Lowery

1:30 – 2:00

Featured Presentation – Andrei Iancu, Undersecretary the United States Department of Commerce; Director USPTO

2:00 – 2:30

Keynote Presentation – Jay Walker, Among ten most prolific US inventors; founder Priceline.com

2:30 – 3:30

The Current State of IP Awareness: US, Europe & Asia

Materials and activities for educating non-lawyers about IP are not easily found. What and where are they? How are they being used? How successful have they been? This session will examine the activities and materials of some of the major organizations, including, GIPC, IPO EF, WIPO, UK IPO, INTA and USPTO.

- Comparing IP education practices in innovative nations
- Measuring success; identifying best practices
- Identifying the leaders and laggards

Speakers:

Ruth Soetendorp, IP Awareness Network UK; City University, London
Bo Heiden, Center for IP Studies, Sweden
Elaine Wu, China IP expert, USPTO
Patrick Kilbride, Global Innovation Policy Center

3:30 – 3:45

Discussion Break

3:45 – 4:40

Reducing Rhetoric – Strategies for Dispelling IP Myths

IP theft exists in many forms; “free-riders” can be individuals or businesses; licensing is not by nature predatory. This panel will look at ways of identifying acceptable IP behaviors, and putting them into context for audiences to understand.

- Why do patent “trolls” and other media narratives linger?
- Methods for dispelling myths & conveying appropriate behaviors
- The role of leadership in overcoming negative IP stereotypes

Speakers:

Brian Hinman, Aon IP Solutions, ex-Philips CIPO, Director CIPU
Gregory Mandel, Dean, Temple University Law School
Michael Loney, Editor, Managing Intellectual Property
Malathi Nayak, Senior Reporter, Bloomberg BNA

4:40 – 5:00

Closing Speaker – Adam Mossoff, The Center for the Protection of IP, George Mason University –
“How to Make IP a Higher Priority for Everyone”

5:00

Closing Remarks

5:00 – 6:00

Cocktails & Networking Reception

Cocktails sponsored by:
Michelson Institute for
Intellectual Property



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UNDERSTANDING