



SAN FRANCISCO INTELLECTUAL PROPERTY LAW ASSOCIATION

## SPRING SEMINAR 2010

April 30-May 2, 2010

**THE MERITAGE RESORT & SPA  
NAPA, CA**

**F riday**      **4.30.10**

6:30 – 9:30 p.m.

**Welcome Reception**

**S aturday**      **5.1.10**

7:00 AM – 8:15 AM

**Breakfast**

8:15 AM – 9:30 AM  
(Tab 1)

**Tom Irving**, Finnegan, Henderson, Farabow, Garrett, & Dunner LLP  
**Patent Year in Review**

9:40 AM – 10:50 AM  
(Tab 2)

**Director Jacqueline Stone**, U.S. Patent and Trademark Office  
**USPTO Improvement Efforts: Backlog, Patent Quality  
and Performance Evaluation**

9:40 AM – 10:50 AM  
(Tab 3)

**Mark Radcliffe**, DLA Piper LLP (US)  
**Open Source**

10:50 AM - 11:10 AM

**Break**

11:10 AM -12:40 PM  
(Tab 4)

**Panel – IP & Licensing Issues in Social Media**  
**Mark Howitson**, Facebook  
**Neel Chatterjee**, Orrick, Herrington & Sutcliffe  
IP Issues in social Media

6:00 PM – 9:45 PM

**Annual SFIPLA Banquet Dinner**

# S unday 5.2.10

7:00 AM – 8:15 AM

**Breakfast**

8:15 AM – 9:30 AM  
(Tab 5)

**David Franklyn**, USF School of Law  
Trademark – Year in Review

8:15 AM – 9:30 AM  
(Tab 6)

**Professor Michael Elmer**, Finnegan, Henderson, Farabow,  
Garret & Dunner LLP  
Patent Litigation/Licensing/Valuation Strategies Based  
on Comparative Global Win-Rate Data

9:40 AM – 11:10 AM  
(Tab 7)

**Marc Greenberg**, GGU School of Law  
Copyright Year in Review

9:40 AM – 11:10 AM  
(Tab 8)

**Panel** – Beyond the Billable Hour: AFAs in a Brave New World  
**Elizabeth Day**, DLA Piper LLP (US)  
**Mehul Patel**, Axiom Law  
**Monica Winghart**, Clorox Co.

11:10 AM – 11:20 AM

**Break**

11:20 AM – 12:40 PM  
(Tab 9)

**Panel** – Fighting Sham Glam: What Are Current IP Rights  
for Fashion?

**Karen Frank**, Coblenz, Patch, Duffy & Bass LLP  
**Ilse Metchek**, California Fashion Association  
**Dr. Dana Beldiman**, Carroll Burdick & McDonough LLP

11:20 AM – 12:40 PM  
(Tab 10)

**David Tollen**, Adeli & Tollen  
Recent Earthquakes in the Software Licensing  
Landscape

7.5 hours MCLE credits total