

**FRIDAY
MAY 4, 2018
NASHVILLE, TN**



*Join us, you
will...TIPLA's
Spring CLE
Seminar on
May the Fourth
(be with you)
in Nashville*

Presented by

***THE TENNESSEE INTELLECTUAL
PROPERTY LAW ASSOCIATION***

Hosted by:

**Bradley Arant Boult Cummings LLP
1600 Division Street, Suite 700
Nashville, TN
615-244-2582**

FRIDAY MAY THE FOURTH, 2018

8:00 - 8:25	Registration and Breakfast
8:25 - 8:30	Welcoming Remarks <i>Anita Modak-Truran, Butler Snow LLP</i>
8:30 – 9:05	Mechanisms for Navigating the PTO <i>Brett Stauffer, McBee Moore Woodward & Vanik IP, LLC</i>
9:05 – 9:45	Music Licensing in the City of Music <i>Samuel Lipshie and Ricky Hernandez, Bradley Arant Boulton Cummings LLP</i>
9:45 – 10:15	Law Firms, Names and Ethics <i>Jacob Horton, Pitts and Lake PC</i>
10:15 - 10:30	Break
10:30 – 11:15	Current IP Law Group Issues and Economics: A Presentation from Firm Management Moderated by Peter Brewer, <i>Thrive IP</i> Robert Brewer, <i>Bass Berry + Sims PLC</i> Andrew Lake, <i>Pitts and Lake PC</i> Thor Urness, <i>Bradley Arant Boulton Cummings LLP</i>
11:15 - 12:00	IP in the Food and Beverage World: Inside the World's Largest Coffee Company <i>Batur Oktay, Starbucks Coffee Company</i>

12:00 - 12:50	Lunch
12:50 – 1:40	Claim Drafting With an Eye Towards Enhancing Damages <i>Michael Locklar, Adolph Locklar</i>
1:40 – 2:15	Ethics and Board of Professional Responsibility <i>Sandy Garrett, Board of Professional Responsibility, State of Tennessee</i>
2:15 – 2:30	Afternoon Break
2:30 – 3:05	Functional Claiming <i>Jennifer Bailey, Erise IP PA</i>
3:05 – 3:40	Strategies for Effective IP Litigation <i>Sam Miller, Bahou Miller PLLC</i>
3:40 – 4:15	Entertainment Law on Star Wars Day <i>Helene Freeman, Phillips Nizer LLP</i>
4:15 – 4:40	Vile (and Viral) Trademarks <i>Kevin Christopher, Christopher IP Law</i>
4:40	Adjourn

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TIPLA CONFERENCE FACULTY BIOS

Jennifer Bailey specializes in post-grant review of patents and patent prosecution in the electrical, computer software, and electromechanical arts. Although Jennifer works in a variety of technology areas, she has extensive experience in encryption and authentication, pneumatic conveying, financial services, optics, digital surveillance, payments systems, medical devices, aerial devices, and GPS systems. She received her BS in Mathematics magna cum laude from the University of Tennessee at Martin and her law degree from University of Missouri-Columbia where she earned a Concentration in Physics.

Peter Brewer is a member of Thrive IP where he has a broad transactional IP practice. Peter holds a degree in petroleum engineering from Texas A&M University, and a law degree cum laude from South Texas (Houston) College of Law. He is a former Briefing attorney to the Texas Supreme Court, and is a frequent speaker at seminars and conferences on intellectual property matters. Peter is an avid tennis player and a Dallas Cowboys fan.

Robert Brewer is co-chair of Bass, Berry & Sims' Intellectual Property & Technology Practice Group. For more than eighteen years, Bob has advised a wide range of public and private companies, investors, universities and institutions in all manner of complex and strategic transactions involving technology and intellectual property, including technology licensing and transfer, collaborations, joint ventures, mergers and acquisitions, development, supply and distribution arrangements, promotions, outsourcing, and other strategic commercial agreements. He received his J.D. from Stetson University College of Law and B.A. from Indiana University.

Kevin Christopher is a registered patent attorney, marathoner, mountaineer, poet, engaged community member, and blessed father and husband. He founded Christopher Intellectual Property in 2016, primarily to serve the needs of the many outstanding artists and innovators of the Upper Cumberland and Appalachian regions. Previously, Kevin led bioinformatics, bioscience, and biotech licensing activities at Lawrence Livermore National Lab, steered large scale partnerships in renewable energy and synthetic biology for UC Berkeley, and mentored SBIR-funded startups under the National Institutes of Health. Kevin studied Biomedical Engineering at UC Davis, received his J.D. from the University of San Francisco and his B.A. from Lipscomb University.

Helene Freeman is a partner in the Litigation Department at Phillips Nizer LLP. Helene's practice is focused on all facets of entertainment, publishing, the arts and fashion. She has counseled multinational record distributors, leading musical performing groups, film and television producers and distributors, international music publishing companies, theatrical producers, authors and advertising agencies. As a litigator with more than 30 years' experience, Helene has been trial and appellate counsel in precedent setting cases under both copyright and trademark law throughout the US. She received her law degree cum laude from New York University School of Law and her A.B. Phi Beta Kappa from Smith College.

Sandy Garrett is Chief Disciplinary Counsel for the Board of Professional Responsibility of the Supreme Court of Tennessee. Sandy has been with the Board since October, 1992. She earned her J.D. degree from Vanderbilt University. She is a member of the Harry Phillips American Inn of Court, the Tennessee Bar Association Committee on Ethics and the Tennessee Bar Association Committee on the Evolving Legal Market. Sandy has supervised the Board's litigation section and was instrumental in developing and implementing the Board's diversion program.

Ricky Hernandez practices in Bradley's Corporate and Securities Practice Group. Formerly a certified public accountant at a Big Four accounting firm, Ricky counsels clients on a variety of business formation, transactional, and operational matters. He also has experience in entertainment and intellectual property matters such as trademarks and copyrights. Ricky earned his law degree from Vanderbilt University Law School and his B.S. magna cum laude in Business Administration with a concentration in accounting from the University of Connecticut where he studied abroad at the National University of Singapore.

Jacob Horton is a shareholder in the law firm of Pitts & Lake, P.C., and practices in all areas of intellectual property law, including procurement of patent protection, trademark and copyright registration, intellectual property litigation, and licensing and acquisition of intellectual property rights. Jake received his J.D. from the University of Tennessee College of Law in 2006 with a concentration in Advocacy and Dispute Resolution, and a Bachelor of Science in Civil and Environmental Engineering, cum laude, from the University of Tennessee in 2002.

Andrew Lake is a registered patent attorney and Partner of Pitts & Lake PC. He focuses on intellectual property law, including patents, trademarks, copyrights, trade secrets, and product designs. Andrew's technical areas of specialty in patent law include electrical and mechanical devices, wireless communications, computer networks, control systems, engine technology, semiconductors, software, medical devices, and radiography. Andrew received his M.S. in Electrical Engineering and B.A. in Physics from Cleveland State University. He graduated from the University of Akron School of Law and, prior to law school, Andrew earned his MBA degree from John Carroll University.

Samuel Lipshie practices in the areas of entertainment, music, intellectual property and commercial litigation and dispute resolution. As head of Bradley's Media and Entertainment Practice Group, Sam has handled high-profile copyright, royalty (publishers, producers and talent), sports, entertainment, media and intellectual property litigation, as well as a multitude of cases involving trade secrets, trademarks, covenants not to compete and interference with contractual relations. Sam earned both his law degree and B.A., cum laude, from Vanderbilt University.

Michael Locklar represents clients in a variety of fields, including chemicals, oil & gas, and software, computers and computer hardware, electronics, consumer products, and medical devices. Mike's practice has included litigation, prosecution and transactional work and he has also co-authored briefings to the Federal Circuit and the United States Supreme Court. Mike has written and prosecuted patent applications in a variety of technical areas, including chemicals, oil field exploration and production tools and equipment, data communications, power generation systems, heat transfer equipment, fuel cells and seismic equipment. He received his J.D., magna cum laude, and M.B.A from the University of Houston and his B.S. from Purdue University.

Sam Miller of Bahou Miller PLLC has been lead counsel in nearly 150 patent, trademark, copyright, trade secret, online defamation, right of publicity and technology-related cases in state and federal courts. Sam earned his B.A. from Xavier University and his J.D. from the Maurer School of Law at Indiana University.

Batur Oktay is Director, Expert Senior Counsel at Starbucks Coffee Company in Seattle where he manages worldwide patent and trademark portfolios, works on the company's intellectual property litigation, drafts and advises on a variety of contracts, and works in the areas of copyright and trade secrets. Before Starbucks, Batur was Senior Corporate Counsel at the software company Adobe Systems and a litigator at the law firm Foster, Pepper & Shefelman. He earned his B.A. from the University of Virginia and his J.D. from the University of Maine School of Law.

Brett Stauffer is a registered patent attorney. His practice focuses on patent prosecution for clients engaged in chemical, biochemical, pharmaceutical, nutraceutical, and engineering fields. Brett is experienced in a variety of USPTO proceedings, including ex parte appeals, inter partes and ex parte reexaminations, and inter partes and post-grant reviews. Brett is a graduate of the University of Memphis Cecil C. Humphreys School of Law.

Thor Urness is a partner at Bradley Arant Boult Cummings LLP, where has practiced business and intellectual property litigation and related consulting since 1989. In addition to litigating IP disputes, including obtaining two of Tennessee's largest jury verdicts in commercial disputes, he has served as a mediator and qualified as a Rule 31 General Civil Mediator by the Tennessee Supreme Court Commission on ADR. Thor is a Fellow of the American, Tennessee, and Nashville Bar Foundations and has a B.A. and J.D. from Indiana University.

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Seminar Fee:

- \$165 TIPLA Members
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TIPLA Membership:

- \$40 (one time fee)

TOTAL \$ _____

The registration fee includes tuition, materials, parking and Tennessee CLE credit fees. Please register in advance for space planning purposes. Make checks payable to Tennessee Intellectual Property Law Association.

Mail checks and this registration form to:

TIPLA
c/o John D. Bowers
Patterson Intellectual Property Law, P.C.
1600 Division, Suite 500
Nashville, Tennessee 37203

Further meeting information may be received by calling TIPLA Coordinator John D. Bowers at (615) 242-2400.

For more information on TIPLA, visit our web site at www.tniplaw.org

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