37th Annual
Fall Institute on Intellectual Property Law
OCTOBER 7 – 9, 2021

MOODY GARDENS HOTEL
GALVESTON, TEXAS

Highlights

Chinese Patent Law
Damages in Lanham Acts Cases
Federal Circuit Patent Law – a Year in Review
PTAB Update
Social Media and IP

Featuring

Keynote Speaker
Hon. Richard Linn
U.S. Court of Appeals for the Federal Circuit

Diversity Breakfast Speaker
Dean Leonard M. Baynes
University of Houston Law Center

Judicial Panel
Hon. Alan D. Albright
U.S. District Court
Western District of Texas
Hon. Robert W. Schroeder III
U.S. District Court
Eastern District of Texas
Greg Vidovich
U.S. Patent and Trademark Office

APPROVED BY
THE STATE BAR OF TEXAS
13.75 Hours Participatory CLE,
Including 3.50 Hours Ethics
HIPLA Officers

Tammy Pennington Rhodes  
Wenderoth, Lind & Ponack, L.L.P.  
President

Lee Eubanks  
Eubanks PLLC  
President-Elect

Dwayne Mason  
Greenberg Traurig, LLP  
Vice President

Brigitte Echols  
Schlumberger  
Treasurer

Leisa Peschel  
Jackson Walker LLP  
Secretary

Program Administration

Dave Fagundes, Baker Botts L.L.P. Professor of Law  
Paul Janicke, Professor of Law  
Craig Joyce, Hunton Andrews Kurth Professor of Law

Program Selection Committee Members

Ifti Ahmed  
Joe Beauchamp  
Norma Bennett  
Carlyn Burton  
Rodney Caldwell  
Lee Eubanks  
Ed Fein  
Robert Green  
Ira Hatton  
Danielle (DJ) Healey  
Sharon Israel  
Carey Jordan  
Iona Kaiser  
Elizabeth King  
Stephen Koch  
Irene Kosturakis  
Albert Liou  
Melissa Martinez  
Dwayne Mason  
Bob McAughan  
Paul Morico  
Karthika Perumal  
Leisa Peschel  
Matt Prater  
Tammy Rhodes  
Ted Ro  
Jason Sander  
Mike Stonebrook  
Marcella Watkins

Conference Faculty

Hon. Alan D. Albright  
U.S. District Court  
Waco, Texas

Dean Leonard M. Baynes  
University of Houston Law Center  
Houston, Texas

Alexandra Bistline  
Pirkey Barber PLLC  
Austin, Texas

Hon. Georgianna Braden  
U.S. Patent and Trademark Office  
Dallas, Texas

Ashley Brown  
Schlumberger  
Houston, Texas

Carlyn Burton  
Osha Bergman  
Watanabe & Burton LLP  
Houston, Texas

Shawn Foster  
ExxonMobil  
Baytown, Texas

Natalie Gonzales  
Baker Botts L.L.P.  
Houston, Texas

Professor Christi Guerrini  
Baylor College of Medicine  
Houston, Texas

Danielle (DJ) Healey  
Fish & Richardson  
Houston, Texas

Jonathan Hernandez  
Shook, Hardy & Bacon L.L.P.  
Houston, Texas

Natalie Stross  
LyondellBasell  
Houston, Texas

Paul Morico  
Baker Botts L.L.P.  
Houston, Texas

Professor Lateef Mtima  
Howard University School of Law  
Washington, D.C.

Professor Connie Nichols  
Baylor Law School  
Waco, Texas

Chris Perdue  
FisherBroyles, LLP  
Houston, Texas

Hon. Robert W. Schroeder III  
U.S. District Court  
Eastern District of Texas  
Texarkana, Texas

Jennifer Sickler  
Holland & Knight LLP  
Houston, Texas

Bridget Smith  
Lowenstein & Weatherwax LLP  
Los Angeles, California

Jaime Stark  
Norton Rose Fulbright US LLP  
Houston, Texas

Leslie Streeter  
LyondellBasell  
Houston, Texas

Patrick Traister  
Braskem  
Pittsburgh, Pennsylvania

Melody van Denzen  
ConocoPhillips  
Houston, Texas

Greg Vidovich  
U.S. Patent and Trademark Office  
Alexandria, Virginia

Jeff Whittle  
Womble Bond Dickinson (US) LLP  
Houston, Texas
### Thursday, October 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>REGISTRATION</td>
<td>Sponsored by: Jones Day</td>
</tr>
<tr>
<td>Moderator:</td>
<td>Brigitte Echols</td>
<td>7:30 a.m. – 9:00 a.m.</td>
</tr>
<tr>
<td></td>
<td>CONTINENTAL BREAKFAST</td>
<td>8:45 a.m. – 9:00 a.m.</td>
</tr>
<tr>
<td></td>
<td>OPENING REMARKS</td>
<td>Sparkle Ellison</td>
</tr>
<tr>
<td></td>
<td>1:00 p.m. – 1:30 p.m. CONTINENTAL BREAKFAST – TIPS ON DRAFTING AND RESPONDING</td>
<td>Leslie Streeter</td>
</tr>
<tr>
<td>1:30 p.m. – 2:00 p.m.</td>
<td>REAL TIME ANTIMUTUANCE CHANGES THAT IMPACT YOUR CLIENTS NOW</td>
<td>Danielle (JJ) Healey</td>
</tr>
<tr>
<td></td>
<td>Damages in Lanham Act Cases (Ethics – 0.25 hours)</td>
<td>Jennifer Sickler</td>
</tr>
<tr>
<td></td>
<td>2:30 p.m. – 2:45 p.m. BREAK</td>
<td>Sponsored by: Ramey &amp; Schaller, LLP</td>
</tr>
<tr>
<td>2:45 p.m. – 3:30 p.m.</td>
<td>TRADEMARK LAW UPDATE</td>
<td>Alexandra Bistline</td>
</tr>
<tr>
<td></td>
<td>PTAB UPDATE (Ethics – 0.25 hours)</td>
<td>Hon. Georgianna Braden, Bridget Smith, Sharon Israel, Moderator</td>
</tr>
<tr>
<td>3:30 p.m. – 4:15 p.m.</td>
<td>USPTO WEBSITE CAPABILITIES AND DIGITAL TRANSFORMATION EFFORTS</td>
<td>Greg Vidovich</td>
</tr>
<tr>
<td></td>
<td>4:15 p.m. – 4:45 p.m. PATENT LITIGATION TRIAGE – RIGHT-SIZING DEFENSE</td>
<td>Chris Perque</td>
</tr>
<tr>
<td></td>
<td>4:45 p.m. – 5:15 p.m. PROTECTING CONFIDENTIALITY - NDA/LITIGATION</td>
<td>Ashley Brown</td>
</tr>
<tr>
<td></td>
<td>5:15 p.m. CLOSING REMARKS</td>
<td>Sparkle Ellison</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>RECEPTION</td>
<td>Moody Gardens Hotel</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m. – 9:30 a.m. DIVERSITY PRESENTATION</td>
<td>Dean Leonard M. Baynes</td>
</tr>
<tr>
<td></td>
<td>Ways to increase Racial/Ethnic Diversity in the Legal Profession</td>
<td>Sponsored by: Boulware &amp; Valoir, Greenberg Traurig, LLP</td>
</tr>
<tr>
<td></td>
<td>9:30 a.m. – 10:15 a.m. FEDERAL CIRCUIT PATENT LAW: A YEAR IN REVIEW PART 1</td>
<td>(Ethics – 0.25 hours)</td>
</tr>
<tr>
<td></td>
<td>Federal Circuit Patent Law: A Year in Review Part 2 (Ethics – 0.25 hours)</td>
<td>Pete Peterson</td>
</tr>
<tr>
<td></td>
<td>10:15 a.m. – 10:30 a.m. BREAK</td>
<td>Sponsored by: Shook, Hardy &amp; Bacon L.L.P.</td>
</tr>
<tr>
<td></td>
<td>10:30 a.m. – 11:15 a.m. FEDERAL CIRCUIT PATENT LAW: A YEAR IN REVIEW PART 2</td>
<td>(Ethics – 0.25 hours)</td>
</tr>
<tr>
<td></td>
<td>11:15 a.m. – 11:45 a.m. USPTO WEBSITE CAPABILITIES AND DIGITAL TRANSFORMATION EFFORTS</td>
<td>Greg Vidovich</td>
</tr>
<tr>
<td></td>
<td>11:45 a.m. – 1:00 p.m. LUNCH (ON YOUR OWN)</td>
<td>Sparkle Ellison</td>
</tr>
<tr>
<td></td>
<td>1:00 p.m. – 1:45 p.m. KEYNOTE SPEAKER</td>
<td>Hon. Richard Linn, U.S. COURT OF APPEALS FOR THE FEDERAL CIRCUIT</td>
</tr>
</tbody>
</table>

### Friday Morning, October 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 9:00 a.m.</td>
<td>CONTINENTAL BREAKFAST</td>
<td>8:45 a.m. – 9:00 a.m.</td>
</tr>
<tr>
<td>Moderator:</td>
<td>Brigitte Echols</td>
<td>OPENING REMARKS</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m. – 9:30 a.m. DIVERSITY PRESENTATION</td>
<td>Dean Leonard M. Baynes</td>
</tr>
<tr>
<td></td>
<td>Ways to increase Racial/Ethnic Diversity in the Legal Profession</td>
<td>Sponsored by: Boulware &amp; Valoir, Greenberg Traurig, LLP</td>
</tr>
<tr>
<td></td>
<td>9:30 a.m. – 10:15 a.m. FEDERAL CIRCUIT PATENT LAW: A YEAR IN REVIEW PART 1</td>
<td>(Ethics – 0.25 hours)</td>
</tr>
<tr>
<td></td>
<td>Federal Circuit Patent Law: A Year in Review Part 2 (Ethics – 0.25 hours)</td>
<td>Pete Peterson</td>
</tr>
<tr>
<td></td>
<td>10:15 a.m. – 10:30 a.m. BREAK</td>
<td>Sponsored by: Shook, Hardy &amp; Bacon L.L.P.</td>
</tr>
<tr>
<td></td>
<td>10:30 a.m. – 11:15 a.m. FEDERAL CIRCUIT PATENT LAW: A YEAR IN REVIEW PART 2</td>
<td>(Ethics – 0.25 hours)</td>
</tr>
<tr>
<td></td>
<td>11:15 a.m. – 11:45 a.m. USPTO WEBSITE CAPABILITIES AND DIGITAL TRANSFORMATION EFFORTS</td>
<td>Greg Vidovich</td>
</tr>
<tr>
<td></td>
<td>11:45 a.m. – 1:00 p.m. LUNCH (ON YOUR OWN)</td>
<td>Sparkle Ellison</td>
</tr>
<tr>
<td></td>
<td>1:00 p.m. – 1:45 p.m. KEYNOTE SPEAKER</td>
<td>Hon. Richard Linn, U.S. COURT OF APPEALS FOR THE FEDERAL CIRCUIT</td>
</tr>
</tbody>
</table>

### Friday Afternoon, October 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>SOCIAL MEDIA AND IP</td>
<td>Anna Raimer</td>
</tr>
<tr>
<td></td>
<td>3:30 p.m. – 3:45 p.m. BREAK</td>
<td>Sponsored by: Osha Bergman Watanabe &amp; Burton LLP</td>
</tr>
<tr>
<td>3:45 p.m. – 4:30 p.m.</td>
<td>IP AND LICENSING IMPLICATIONS FOR A GREENER ENERGY AND CHEMICALS ECOSYSTEM</td>
<td>Shawn Foster, Patrick Traister, Melody van Denzen, Jeff Whittle, Moderator</td>
</tr>
<tr>
<td></td>
<td>4:30 p.m. – 5:00 p.m. SOCIAL JUSTICE AND IP (Ethics – 0.5 hours)</td>
<td>Professor Lateef Mtima</td>
</tr>
<tr>
<td></td>
<td>5:00 p.m. – 5:30 p.m. ASSERTING YOUR IP RIGHTS TO ADDRESS INFRINGEMENT PROBLEMS ON AMAZON</td>
<td>Carey Jordan</td>
</tr>
<tr>
<td></td>
<td>5:30 p.m. CLOSING REMARKS</td>
<td>Sparkle Ellison</td>
</tr>
<tr>
<td></td>
<td>6:30 p.m. WINE TASTING</td>
<td>Locke Lord, LyondellBasell, Shackelford</td>
</tr>
</tbody>
</table>

### Saturday, October 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m. – 9:00 a.m.</td>
<td>MISAPPROPRIATION OF TRADE SECRETS</td>
<td>Paul Morico</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m. – 9:30 a.m. CHINESE PATENT LAW</td>
<td>Erick Robinson</td>
</tr>
<tr>
<td></td>
<td>9:30 a.m. – 10:00 a.m. COPYRIGHT LAW UPDATE</td>
<td>Professor Connie Nichols</td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. – 10:15 a.m. BREAK</td>
<td>Sponsored by: NAPP</td>
</tr>
<tr>
<td></td>
<td>10:15 a.m. – 11:00 a.m. ETHICAL ISSUES FROM THE UPDATED RULES FOR TEXAS AND NEW MODEL ABA RULE ON MATERIALLY ADVERSE INTERESTS (ABA OPINION 497) (Ethics – 0.75 hours)</td>
<td>Professor Christi Guerrini</td>
</tr>
<tr>
<td></td>
<td>11:00 a.m. – 11:30 a.m. ETHICAL ISSUES IN PATENTING RESEARCH (Ethics – 0.5 hours)</td>
<td>Professor Christi Guerrini</td>
</tr>
<tr>
<td></td>
<td>11:30 a.m. – 12:00 p.m. JOINT DEVELOPMENT FOR IP OWNERS – NEGOTIATING FOR AGREEMENT (Ethics – 0.5 hours)</td>
<td>Carlyn Burton</td>
</tr>
<tr>
<td></td>
<td>12:00 p.m. CLOSING REMARKS</td>
<td>Sparkle Ellison</td>
</tr>
</tbody>
</table>

**Houston Intellectual Property Law Association and University of Houston Law Center’s 37th Annual Fall Institute on Intellectual Property Law**

**October 7 – 9, 2021**
THURSDAY, OCTOBER 7, 2021
6:00 p.m. – Reception: Mingle with fellow Fall Institute attendees over drinks and heavy appetizers at the Moody Gardens Hotel. Reception sponsored by StoneTurn.

FRIDAY, OCTOBER 8, 2021
9:00 a.m. – Diversity Speaker: Dean Leonard M. Baynes with the University of Houston Law Center Will be presenting Ways to increase Racial/Ethnic Diversity in the Legal Profession.

1:00 p.m. – Keynote Speaker: The Honorable Richard Linn with the U.S. Court of Appeals for the Federal Circuit

6:30 p.m. – Wine, Cheese, and Chocolate: A Tour of Fine Wines and Pairings that Delight, led by renowned sommelier Sean Beck, the wine director for the James Beard Award-winning Hugo’s, as well as Backstreet Cafe, Caracol, Xochi, and Trevisio

For more information and details of events, please visit: law.uh.edu/ipil/hiplaIPinstitute/

LOCATION

The Moody Gardens Hotel is located in Galveston, Texas, on Hope Boulevard. From Houston, take I-45 South and exit at 61st Street. Turn right on 61st Street and again on Stewart Road. From Stewart Road, stay in the right lane to go onto Jones Road. Turn right onto Hope Boulevard. The hotel will be on your right.

Telephone numbers: 888.388.8484 or 409.741.8484

HOTEL INFORMATION

A block of rooms has been reserved at special conference rates. Make your reservation directly with the Moody Gardens Hotel by phone at 888.388.8484.

The deadline for making your reservation to guarantee a room at the special rate is September 15, 2021. After this date, reservations are made on a space-available basis only.

Moody Gardens Hotel
7 Hope Boulevard
Galveston Island, Texas 77554
888.388.8484

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$155/night</td>
</tr>
<tr>
<td>Double</td>
<td>$155/night</td>
</tr>
<tr>
<td>Triple</td>
<td>$155/night</td>
</tr>
<tr>
<td>Quad</td>
<td>$155/night</td>
</tr>
<tr>
<td>Junior Suite</td>
<td>$310/night</td>
</tr>
</tbody>
</table>

Any cancellations must be received at least 48 hours prior to arrival date.

All requests are subject to availability.

Reservations will be considered tentative unless guaranteed by the first night’s deposit or major credit card.

SPONSORS
**Program Materials**

Program materials will be provided in an electronic format via the web and smart phone software application Whova.

**Refunds**

Refunds will be made only if they are requested in writing no later than **September 16, 2021**.

**Minimum Continuing Legal Education**

This program has been approved for Minimum Continuing Legal Education credit by the State Bar of Texas for 13.75 hours, including 3.50 hours of ethics credit.

---

**Ensuring your safety!**

---

**Questions?**

If you have any questions about the program, please call the UH Law Center’s Institute for Intellectual Property & Information Law at **713.743.2180** or send email to **IPIL@UH.EDU**.

---

The University of Houston is a Carnegie-designated Tier One public research university and an EEO/AA institution.
Please register for the 37th ANNUAL FALL INSTITUTE ON INTELLECTUAL PROPERTY LAW, attend in-person or virtually.

Registration costs are:

REGISTRATIONS FEES:

- Government or in-house HIPLA members - $495
- Other HIPLA members - $595
- Non-HIPLA members - $695
- Student limited registration - $55

Please select one:

- In-person
- Virtually
- Undecided

COURSE MATERIALS:

- Course materials without conference registration - $305

TOTAL Amount Due $ __________

Name .................................................................................................................................................................. Firm ...................................................................................................................................................................
Address .......................................................................................................................................................... City ............................................................................................................................................. State ........................... ZIP ....................................................
Phone .......................................................................................................................................................... Fax ......................................................................................................................................................
Email .......................................................................................................................................................... Bar Card No. ..............................................................................................................................................

Registering online? Contact us at www.hipla.org

Registering by mail? Please return this form, including credit card information below, (no checks please) to:

University of Houston Law Center
Institute for Intellectual Property & Information Law
4604 Calhoun Road
Houston, Texas 77204-6060

Please indicate:  ☐ MasterCard  ☐ Visa  ☐ American Express

Account Number ............................................................................................................................................

Name on Card ............................................................................................................................................. Expiration Date ........................................................................................................................................

Signature ......................................................................................................................................................