

AGENDA



Intellectual Property Law Forum

July 15 - July 16, 2020

Virtual Event

Program Producer: Ryan Levy, Patterson Intellectual Property Law

Total Credits: 4 General 1 Dual

The Intellectual Property Law Forum originally scheduled for April 17 will now be a virtual CLE event, held over two days, July 15 - 16. The TBA IP Executive Council has put together a fantastic program to discuss intellectual property with vices front and center.

Most attorneys practicing intellectual property law in Tennessee are exhausted with the endless presentations on 35 U.S.C. 101, the intersection of IP with other areas of the law, and the countless case law updates. Rather than turn to one vice or another to deal with this monotony, this program brings the vices to you. What's better than discussing vices in the context of intellectual property? If you answered "very little," need a few more CLE hours, or just want to be entertained while learning about intellectual property, this program is for you.

The first day of the program will provide accounts of bad actors running afoul of trade secret law, provide insight into the life of hackers and finishes with ways to avoid trouble with online information.

The program continues on day two exploring the various forms of available IP protection for the Cannabis industry and ends with insights into how to best distinguish and protect your home brew from others.

DAY 1: JULY 15

1 - 2 p.m. CDT

Trade Secrets

1 General

This course will provide a brief overview of trade secret protection under the Tennessee Uniform Trade Secrets Act, followed by a discussion of the Defend Trade Secrets Act of 2016. Important decisions under the Defend Trade Secrets Act will be reviewed. The course will conclude with a discussion of practical tips for protecting trade secrets, based on the presenter's experience as in-house counsel for a medical device company.

Shawn Sentilles, Walk Cook Lakey PLC

2 - 3 p.m. CDT

Hackers, Lawyers, and CC-BSD-GNU's, Oh My!

How Open Source Software is Invading Proprietary Platforms, for Better or Worse

1 General

The term "open source" in software is more accurately represented "31 flavors of less restrictive but still limiting bundles of permissions - cone or cup?" Unfortunately, few development teams truly appreciate that by using GitHub building blocks they exchange increased development speed for downstream securities vulnerabilities and intellectual property risks. This presentation surveys the rise in IoT, dependence upon open source tools, general practitioner advice for due diligence protocols, and reviews key cases around licensing and litigation.

Kevin Christopher, Rockridge Venture Law

3 - 4 p.m. CDT

1 Dual

Data Privacy - What Every Lawyer Needs to Know About New Privacy Regulations

Has your inbox been full of notices about updates to privacy policies? You may have been wondering if you need to change anything about how you protect your own clients' and employees' data to comply with new data privacy and security laws. And, your clients have probably been asking whether they need to make changes since recent updates in U.S. and European rules. This session will discuss how U.S. law firms and businesses can determine whether and how to comply with the new rules, including an overview of the California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR) in the European Union, and other relevant laws and court rulings.

Autumn Witt Boyd, Law Office of Autumn Witt Boyd PLLC

DAY 2: JULY 16

1 - 2 p.m. CDT

1 General

Hemp v. "Marihuana": Concentration of THC Affects Availability of IP

Hemp and marijuana don't differ from a biological standpoint; they're the same plant, Cannabis sativa. Yet the law differentiates the two based on concentration of Δ -9-THC. This CLE will explore the various forms of available IP protection for the Cannabis industry, distinguishing between hemp and "marihuana." We will focus on the pro and cons of plant patents, Plant Variety Protection Act certificates, utility patents, and discuss how they can be used in tandem to develop a strong IP portfolio. We'll also examine strategies to obtain value out of trademarks despite the current "prohibition" on marks for food, dietary supplements, and cosmetics containing CBD or THC.

Seth Ogden, Patterson Intellectual Property Law

2 - 3 p.m. CDT

1 General

Trademark Lessons from the Alcohol Industry

This session will examine the growth of the alcohol industry and the resultant trademark issues so participants will better understand trademark issues in industries having rapid growth. Additionally, we will discuss the various issues the alcohol industry has had with its trademarks in the context of social media. Finally, we will review recent disputes over the names of alcoholic beverages and review lessons in how to handle trademark disputes.

Ryan Levy, Patterson Intellectual Property Law