

# AGENDA



## Intellectual Property CLE Blast

Operation Stand Down  
1125 12th Ave S.  
Nashville, TN 37203

April 8, 2022

**Program Producer:** AJ Bahou, Waller

**Total Credits:** 4 General 1 Dual

9:30 - 10 a.m. CT **Check-In and Light Breakfast**

10 a.m. - 12 p.m. CT **College Athletes Can Now Say - "Show Me the Money!"**

**2 General**

*Come hear about NIL legislation and how the new paradigm is shaping college sports. We will have an introduction to NIL laws and then a panel discussion on NIL deals along with a perspective from university athletics.*

AJ Bahou, Waller  
Bobby Bramhall, Athlete Licensing Company  
Melia Jones, Athlete Licensing Company  
Scott White, Vanderbilt University Athletics

12 - 12:30 p.m. CT **Lunch**

12:30 - 1:30 p.m. CT **I Am Not a Cat: Technology and Ethical Issues in the Practice of Law**

**1 Dual**

*The rise of remote working, artificial intelligence, e-discovery, and other technologies has created new issues and responsibilities for attorneys. The panel will discuss how firms of different sizes handle the technical, legal, and ethical obligations for attorneys practicing in this new world.*

Seth Ogden, Patterson Intellectual Property Law  
Hemant Gupta, Butler Snow  
John Dollarhide, Butler Snow

1:30 - 1:45 p.m. CT **Break**

1:45 - 2:45 p.m. CT **Best Practices for Patent Portfolio Management in Light of Developments in 35 USC 101**

**1 General**

*This program introduces concepts from current case law and patent office guidelines for participants to learn how to evaluate the subject matter eligibility of an invention as the examiner corps and administrative judges at the USPTO do. Participants will learn from an experienced patent prosecutor how to position a patent application to avoid various pitfalls during examination.*

William Fortunato, K&L Gates

2:45 - 3 p.m. CT

**Break**

3 - 4 p.m. CT

**Rock of Aging**

**1 General**

*This session tracks the development of copyright, trademark, and rights of publicity law in the context of the music arc of the (aging) baby boom generation. Nuances of each IP right are analyzed in the context of the various aspects of the music business past and present.*

Ken Abdo, Fox Rothschild LLP

4 - 5 p.m. CT

**Happy Hour, Including a Blind Bourbon and Whiskey Tasting by Ed Lanquist**