AGENDA

Intellectual Property CLE Blast
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  Ethical Considerations for IP Lawyers
1 Dual  This panel will discuss a variety of ethics related topics applicable to IP lawyers, such as e-discovery obligations, client data security and how to safely (and ethically) navigate remote work.

Seth Ogden, Patterson Intellectual Property Law
Hemant Gupta, 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