



Intellectual Property Law Association of Chicago

Organization Newsletter

Spring 2019

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### In This Issue...

1. [President's Letter](#)
2. [Future Events](#)
3. [Past Events](#)

### President's Letter

Dear IPLAC Members,

Soon the Chicago river will be dyed green, office pool brackets will be filled out, and our attention will turn to our **Members Dinner**. This annual tradition will be held on **Wednesday, May 7, 2019 at the University Club** and is being planned by our All-Star dinner chairs: **Janet Pioli, Alisa Simmons** and **Patty Nelles**. At the meeting, in addition to discussing our organization's business affairs and awarding scholarships, we will be launching a new mentorship program which **Clinton Hallman** will chair.

Earlier this week we made several changes to the IPLAC website, as we have upgraded to a new platform. This new platform includes visual enhancements with better display on mobile devices. And the new platform automates the membership renewal process. The 2019 membership drive will start soon and you will be receiving an automated email to renew your membership with an attached invoice. To simplify renewal, that invoice may be forwarded to a firm administrator to complete the renewal. Please take a look the new site by visiting <https://www.iplac.org/>. Thank you to **Brian Barnes** and **Marc Trachtenberg** for overseeing these new changes.

Our committees have planned several educational and fun events for March and April, so please watch for event announcements and plan to attend.

Warmest wishes,

134<sup>th</sup> President



### Future Events

**March 19, 2019 - Chicago, IL**

**IPLAC Young Members Committee and Diversity & Inclusion Committee - Rum Tasting**

Please join us at this networking event to promote IPLAC's Diversity and Inclusion Committee and encourage IPLAC membership. The event will take place from 5:30 p.m. to 8:30 p.m. at Moe's Cantina, 55 W Kinzie St., Chicago, IL 60654.

Registration is free for IPLAC Members and Non-members. This event is sold out.

**March 19, 2019- Chicago, IL**

**IPLAC International Patent Committee - Japanese Patent Practice-Specialty Areas**

"How to pursue an invention directed to a method for treating a human body in Japan" and "JPO's Examination Guidelines on Internet of Things and Artificial Intelligence." Each topic will include a discussion of JPO's Examination

Guidelines, comparison of JP practice with US practice from a point of view of the examination guidelines, and a discussion of how to draft specification/claims in conformity with JP practice.

This event takes place from 11:45 a.m. - 1:00 p.m. at the DePaul College of Law, 25 E. Jackson, Room 341, Chicago, IL 60604.

Registration fees are \$10 for IPLAC members, \$20 for non-members, and free for students.

Lunch will be provided, and 1 hour of CLE credit is pending.

To register click [here](#).

## **March 21, 2019 - Chicago, IL**

### **IPLAC International Patent Committee - Practical and Strategic Guide to the European Patent System: From Filing to Grant, Validation, Unitary Patent and Other Options to Obtain Protection in Europe**

An overview of the patenting options available in Europe (national vs. regional). The grant stage of a European Patent - Future options after grant: Unitary Patent or EP validation? Efficient ways to obtain patent protection in Europe.

This event takes place from 11:45 a.m. - 1:00 p.m. at the DePaul College of Law, 25 E. Jackson, Room 341, Chicago, IL 60604.

Registration fees are \$20 for IPLAC members, \$30 for non-members, and free for students.

Lunch will be provided, and 1 hour of CLE credit is pending.

To register click [here](#).

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## **Past Events**

### **December 11, 2018 – Chicago, IL**

#### **IPLAC Young Members Committee & Stout – Intellectual Property Valuation**

Last December, the IPLAC Young Members Committee hosted **Scott Weingust** and **Mac Hibler** of Stout for a presentation on intellectual property valuation. During the presentation, Scott and Mac gave an overview of the various standards used to value intellectual property and the process for valuing intellectual property. Scott and Mac also discussed key valuation concepts, such as the subject asset(s) to be valued, the purpose of the valuation, the standard of value, and the valuation date, as well as common valuation approaches and IP counsel's role in the valuation process. The presentation concluded with a very helpful case study.

### **January 16, 2019 – Chicago, IL**

#### **PLAC Women in IP – Yoga for the Stressed Lawyer: How to Nama-Stay at Peace While Practicing Law**

This event provided for a night of unwinding and relaxation through the practice of yoga. We learned tips on how to, relax, lower stress, and soothe our nervous systems through movement, breathing practices, and mindful rest. This class helped bring a traditional yoga studio back to the workplace and featured a variety of poses, focusing on relieving ailments common to lawyers such as wrist strain, neck/shoulder tension and low back discomfort. We de-stressed through yoga. Yoga mats and other fun giveaways were provided and light refreshments were served after the all levels-appropriate class. Special thank you to our sponsors: Dinsmore & Shohl LLP, Transperfect, and Paramount Events.

### **February 19, 2019 – Chicago, IL**

#### **The Corporate Committee of IPLAC & McDonnell Boehnen Hulbert & Berghoff LLP**

**The Honorable Andrei Iancu**, Director of the US Patent and Trademark Office and Under Secretary of Commerce for Intellectual Property, spoke to an audience of 200, including IPLAC members and others on February 19 at the Chicago-Kent College of Law. Director Iancu's positive message focused on improvements to the Patent Office. His goal is to strengthen the patent system and to help drive economic growth in the United States, especially as compared to other countries. Director Iancu spoke at length regarding issues on Section 101 and appropriate subject matter. He noted that Section 101 remains essentially in its form as in drafted in 1790. **Grantland Drutches** was the moderator. The event was sponsored by the IPLAC Corporate Committee and McDonnell Boehnen Hubert & Berghoff.

Please contact [Billie Hinnen](#) for more information.

### **February 20, 2019 – Chicago, IL**

#### **Winter Projectile Social – Axe Throwing**

Our winter projectile social included throwing axes together at Ragnarok, 410 S Michigan Ave., Chicago, IL 60605.

### **February 28, 2019 – Chicago, IL**

#### **IPLAC Paralegal Committee – Seventh Annual Cupcake and Wine Tasting**

The Paralegal Committee hosted its seventh annual cupcake and wine tasting event. Cupcakes from Sugar Bliss were tasted, and hors d'oeuvres were also served. Sponsors included Barkley Court Reporters and RWS Translation.

This event took place at Pazzo's, 311 South Wacker Drive, Chicago, Illinois, from 5:30 p.m. to 7:30 p.m.

### **March 1, 2019 – Chicago, IL**

#### **IPLAC Board of Managers promoting this Northern District of Illinois Court Historical Association event – Bicentennial Celebration**

The Northern District of Illinois Court Community kicked off the 200<sup>th</sup> anniversary of the Federal Courts in Illinois.

This event took place from 3:00 p.m. - 6:30 p.m. at the Harold Washington Library Center, 400 South State Street, Chicago, IL 60605.

### **March 1, 2019 – Chicago, IL**

#### **IPLAC Women in IP and U.S. Patent Committees – The PTO's Bar Eligibility Rules Are Irrational, Harmful, and Biased Against Women When Applied to Design Patent Prosecutors**

In order to prosecute patents before the PTO, a lawyer typically must have an undergraduate degree in science or engineering. Even if this requirement is reasonable for those prosecuting utility patents, it makes no sense for those prosecuting design patents, which cover the ornamental, aesthetic shape of products. These rules make getting and challenging design patents more expensive, and they make it harder for women – who are underrepresented in science and engineering fields – to work in patent law.

This event took place from 12:00 p.m. - 1:15 p.m. at Banner & Witcoff, Ltd., 71 South Wacker Drive, Suite 3600, Chicago, IL 60606.



The presentation was given by **Christopher Buccafusco**, Professor and Director of Intellectual Property & Information Law Program at Benjamin N. Cardozo School of Law, Yeshiva University. Professor Buccafusco co-authored a paper on this topic, which is available [here](#) or [here](#).

The event was generously sponsored by [Patent Designs](#).

Lunch was provided.

### **March 5-6, 2019 – Chicago, IL**

#### **IPLAC and World Trademark Review – Brand Protection Online and Managing Trademark Assets USA**

Who you meet is just as important as what you learn. IPLAC partnered with *World Trademark Review (WTR)* to support WTR's Brand Protection Online and Managing Trademark Assets USA programs that brought more than 100 of America's trademark leaders to Chicago from **March 5 to 6** – and this was a great chance to meet them.

With over 8 hours of formal and informal networking sessions, including receptions, coffee breaks and extended lunches, *WTR's* Brand Protection Online and Managing Trademark Assets USA events offered unparalleled opportunities to meet and engage with your peers-the people who make up the country's trademark community.

#### **Attendees included:**

- **Relani Belous**, General Counsel, **Stan Lee's POW! Entertainment**
- **Jessica Cassidy Katz**, Privacy Counsel, **Whole Foods Market**
- **Jeffrey J. Fridman**, Global Legal Lead, Trademark and Brand Operations, **Accenture**
- **Cam Gatta**, Attorney, Trademarks, **Microsoft**
- **Deborah A. Hampton**, **The Chemours Company**
- **Signe Naeve**, Director, Corporate Counsel-IP, **Starbucks Coffee Company**
- **Maureen Ninneman**, Deputy General Counsel, **Rotary International**
- **Renee Reuter**, IP Counsel, **Enterprise Holdings**
- **Brian Scarpelli**, Senior Global Policy Counsel, **ACT**
- **Beth Seals**, General Counsel and Corporate Secretary, **Zippo Manufacturing Company**
- **Sophie Anger**, Associate General Counsel, Marketing Properties, **Global Petcare, Mars, Incorporated**
- **Alexandra DeNeve**, Senior Counsel, Trademarks, **Velcro Group Corporation**
- **Jomarie Fredericks**, Deputy General Counsel and Chief IP Counsel, **Rotary International**
- **David Gooder**, Former Managing Director and Chief Trademark Counsel, **Jack Daniel's Properties**
- **Matthew Kelly**, Chief IP Counsel, **CME Group**
- **Erin W. Lothson**, Assistant General Counsel, IP, **GROUPON**
- **William Mansfield**, Director, IP, **ABRO Industries, Inc.**
- **Sharon Sorkin**, Senior Counsel, Marketing Properties and Brand Licensing, **Mars Wrigley Confectionery**
- **Aaron Weinzierl**, Counsel, IP, **United Airlines**

Other companies that attended include: Robert Bosch, UL, Michael Kors, Motorola, PepsiCo and many more.

**March 8, 2019 – Chicago, IL**

**IPLAC U.S. Patents and Paralegal Committees – Managing Inventors: Requirements from Statutes and Insights from Experience**

Patentability assessments typically use a multifaceted approach comprising technology, business, legal and regulatory considerations. Often inventors are consulted when making such an assessment of their inventions. This presentation focused on the benefits and limitations of utilizing inventors to assist with a patentability assessment.



The presentation was given by **Michael Jaro**, Executive Vice President, Corporate Development for Cardinal Intellectual Property. Michael focuses on corporate development, M&A, licensing activities, patent valuation, and monetization. Prior to Cardinal, he served for 10 years as VP, Chief Patent Counsel for Medtronic PLC.

The event was sponsored by Cardinal Intellectual Property. CLE was offered, and lunch was provided.

The event took place from 12:00 p.m. - 1:30 p.m. at McAndrews, Held & Malloy, Ltd., 500 West Madison Street, 35th Floor, Chicago, IL 60661.

**March 14, 2019 – Chicago, IL**

**IPLAC Biotech – IP for Agriculture and Plants**



This event featured a collaborative discussion of Agriculture and Plant IP. We had an exceptional panel of speakers including **Audrey Charles**, Patent Agent and Trademark Administrator, Ball Horticultural Company; **Dr. Diana Horvath**, President, 2Blades Foundation; and **Dr. Laura Labeots**, Partner, Husch Blackwell, LLP.

The event took place from 12:00 p.m. - 1:00 p.m. at Taft Stettinius & Hollister LLP, 111 E. Wacker Drive, Suite 2800, Chicago, IL 60601.

Lunch was served.

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IPLAC welcomes submissions of material for its e-newsletter. Please forward information to [Ela Baio](#) of Nixon Peabody, LLP.