

The Chicago Intellectual Property Alliance presents

# IP Day in Chicago



Tuesday, November 3, 2009

Loyola University Chicago School of Law  
Power Rogers & Smith Ceremonial Courtroom  
(10th floor)  
Philip H. Corboy Law Center  
25 East Pearson Street  
Chicago, IL 60611

## SCHEDULE

8:30 am **Registration; Continental Breakfast**

8:45 am **Welcome**

Dean David Yellen, *Loyola University Chicago*

### Introduction

Cynthia M. Ho, *Loyola University Chicago*,  
Morning Moderator

9:00 am **Domestic Issues in a Global Economy:  
A View from the USPTO**

Lynne G. Beresford, *Commissioner for Trademarks,  
U.S. Patent and Trademark Office (USPTO)*

10:15 am **Break**

10:45 am **IP in International Trade:  
Legal and Policy Tools**

Stanford K. McCoy, *Assistant U.S. Trade Representative  
for Intellectual Property and Innovation*

Lynn Levine, *Director, Office of Unfair Import  
Investigations, United States International Trade  
Commission (ITC)*

12:30 pm **Lunch**

*Featured Speaker:* Hon. Matthew F. Kennelly,  
*U.S. District Court, Northern District of Illinois*

1:45 pm **New gTLD's: What you need to know  
about the next Internet Gold Rush!**

Melissa Rotunno, *Blue Cross and Blue Shield  
Association*, Moderator

David Giza, *Senior Director, Contractual Compliance,  
Internet Corporation for Assigned Names and Numbers  
(ICANN)*

Frederick Felman, *Chief Marketing Officer,  
MarkMonitor, Inc.*

Mark V. B. Partridge, *Partner, Pattishall, McAuliffe,  
Newbury, Hilliard & Geraldson LLP*

3:00 pm **Break**

3:30 pm **Cowboys and Outlaws:  
Protecting Patents and Trade Secrets  
and Policing False Advertising**

Julie Katz, *Husch Blackwell Sanders Welsh & Katz LLP*,  
Moderator

Kevin J. McDevitt, *Partner, Neal McDevitt, LLC*

Lisa A. Carroll, *Assistant General Counsel, Applied  
Systems, Inc.*

Charles R. Krikorian, *Vice President, Intellectual  
Property and Legal Counsel, Lundbeck Inc.*

5:00 pm **Reception**

To register, please send this form with your payment to:

**Christine Nemes**

*Administrative Assistant*

Loyola University of Chicago School of Law  
25 East Pearson, Suite 1341  
Chicago, IL 60611

Telephone: 312.915.8544

E-mail: cnemes@luc.edu

## IP Day in Chicago Registration Form

**Registration fee:** \$250 CIPA Association Members;  
\$275 all others. Law students and full-time faculty  
may attend at no charge.

*Note: Attendees are encouraged to register early since  
seating is limited.*

Please make check payable to:

**Chicago Intellectual Property Alliance**

Name

Firm/Company/School (*for full-time faculty  
and students*)

CIPA Member (*Identify Member Association—check  
if applicable*)

Address

City, State Zip

Phone

E-mail

**STUDENTS ONLY:** Will you be attending  
(*Please check all applicable*)

Morning session

Lunch

Afternoon session

Additional attendees