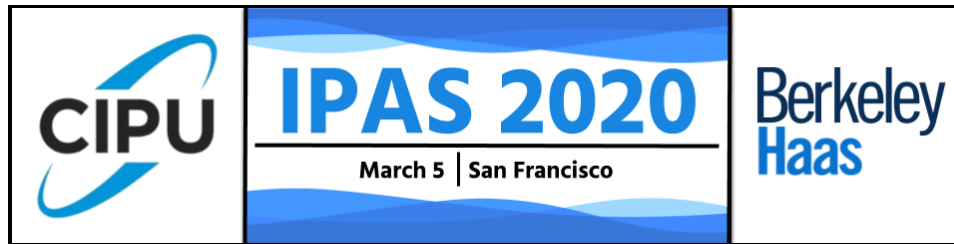


Draft updated – March 2, 2020



**The Third Annual IP Awareness Summit –
*Rising to the Challenge***
www.ipawarenesssummit.com

Confusion creates uncertainty

Following successful CIPU events in New York and Chicago, IPAS 2020 in greater San Francisco will focus on new obstacles to IP understanding. Topics will include obstacles to IP understanding, global competition, and establishing a standard for IP literacy.

IPAS 2020 will explore how we can help provide a context for getting IP rights on the radar and improve respect for them, as well as acknowledge their weaknesses.

Where: UC Berkeley, Faculty Club
When: Thursday March 5
Who: IP owners, organizations, educators, lawyers and investors

(program follows)

12:00

Registration: lunch and networking

12:45

Welcome: CIPU (B. Berman); Tusher Center/ UCB-Haas (John Blair, BRG)

Keynote: Dr. Gary Michelson, Michelson Institute for Intellectual Property; orthopedic surgeon, inventor, philanthropist

“IP Understanding: Higher Priority for a More Sustainable Future”

1:30 – 2:15

“New factors affecting IP understanding and confusion”

- More and faster access; foreign competition
- Uncertain rights; inconsistent courts; valuation challenges
- The impact of new technologies like 5G and AI

Panelists:

- Matteo Sabattini, Director IP Policy, Ericsson Inc
- Didier Patry, CEO France Brevets; ex-HP, Swatch
- Don Clark, Technology Contributor, *The New York Times*; ex-SF Bureau Chief, *Wall Street Journal*

Moderator: Ray Strimaitis, VP Global Strategy, Allied Security Trust; ex-VP IP and Deputy GC, Yahoo

2:15 – 3:00

“IP rights in a global world: China, trade secrets and beyond”

- IP regimes differ widely – so do companies that own IP
- How much IP can businesses comfortably share today?
- The danger of cross-border IP/business wars

Panelists:

- Mark Cohen, China Expert, UC Berkeley School of Law; ex-USPTO China Team head
- Alfred Yip, Director, IP Office of Singapore; ex-principal consultant to Panasonic R&D
- Maysa Razavi, Anti-counterfeiting Director, INTA
- Keith Bergelt, CEO, Open Invention Network

Moderator: Brian Hinman, Chief Innovation Officer, Aon; ex-Chief IP Executive Philips; member, CIPU board of directors

3:00 – 3:30

Keynote: Gary M. Lauder, Lauder Partners, Silicon Valley tech investor

“The Roll [sic] of Patents in Corporate America”

3:30 – 4:00

Discussion Break

4:00 – 4:45

**“A standard for basic IP literacy:
From the classroom to the boardroom”**

- What *everybody* needs to know – A baseline for IP literacy?
- Who should be responsible for setting IP education standards? What do boards of directors & other audiences need to know?
- When and how are the basics best introduced?

Panelists:

- Scott Frank, CEO AT&T IP
- Joyce Ward, Director of Outreach, K-12, USPTO
- Bo Heiden, Co-Director, Center for IP, Sweden; Stanford/Hoover IP²
- Rafael Cardona, Educator, Glendale Community College

Moderator: James Conley, Kellogg School of Management; Inventor

4:45 – 5:30

“IP and Innovation Policy – What we need today”

- Does industrial policy benefit IP and innovation?
- Must the U.S. be more pro-active regarding R&D, counterfeits and other intangible assets?
- Who should be responsible for policy?

Panelists:

- Ruth Soetendorp, the Centre for Intellectual Property Policy and Management, Bournemouth University
- Christine Cochran, AGC, IP Legal, Astellas Pharma
- Marc Ehrlich, SVP TiVo Corporation; ex-IBM
- James Pooley, ex-Deputy Director General, WIPO

Moderator: Adam Mossoff, George Mason University, Scalia School of Law; Senior Fellow Hudson Institute; member, CIPU board

5:30 – 6:00

Keynote: Talal Shamon, CEO, Intertrust Technologies
“Understanding IP rights in a 5G-AI World”

6:00 – 7:00

Cocktail Reception, Closing Remarks

7:00 – 8:30

Speakers’ Dinner