

12th ipCG Thought Leadership Conference Agenda & Discussion Topics

Wednesday April 29

5:00 – 8:00 pm *Registration, Wine & Cheese Reception, Dinner
Bleu, Northeast Seafood, Courtyard Marriot Burlington Harbor*

Thursday April 30

8:00 – 8:30am *Breakfast*

8:30 – 9:00am **Welcome & State of the IP Industry**
*Speaker: Marshall Phelps, former Deputy General Counsel of
IP and Corporate Vice President of Microsoft Corporation*

9:00 – 10:30am **Changes in the Patent Landscape & Impact on IP Strategies**
*Group discussion led by: Marshall Phelps & Larry Meier,
Downs Rachlin Martin PLLC*

10:30 – 11:00am *Networking Break*

11:00 – 11:45am **Corporate-Level Viewpoints on IP Strategy**
Group discussion led by: Kristin Westgard, Koch Industries

11:45am – 12:30pm **Development & Execution of Business-Unit IP Strategies**
Group discussion led by: Mark Pobanz, Dow AgroSciences

12:30 – 1:30pm *Lunch*

1:30 – 2:15pm **Strategies for Monetizing Intellectual Property**
Group discussion led by: Kim Pugliese, Xerox & Sri Divakaruni, UTC

2:15 – 2:45pm **IAM Topic #1: Trade Secrets**
*Group discussion led by: Bruce Story, former Senior Director,
Intellectual Capital Management, Dow Chemical*

2:45– 3:15pm *Networking Break*

3:15 – 3:45pm **IAM Topic #2: Emerging Models for IP Research**
Group discussion led by: Peter Vanderheyden, Article One Partners

3:45 – 4:15pm **IAM Topic #3: Emerging Models for IP Utilization**
Group discussion led by: Chris Smyth, Patent Properties

4:15 – 5:00pm **Capstone: Thinking on Forward Innovation**
Speaker: John Cronin, ipCreate