

Event: Hogan Lovells' Law in the Global Marketplace Symposium
Date: Wednesday, 4 November 2015
Venue: California Mission Room, Benson Memorial Center,
Santa Clara University, Santa Clara, CA 95053

Emerging technologies. Rapidly evolving markets. Changing regulatory frameworks. Businesses around the globe are affected by these influences. And IP plays a central role. Hogan Lovells, Santa Clara University's High Tech Law Institute, and the Berkeley Center for Law and Technology are bringing together the IP industry's thought leaders to discuss these issues and start a conversation around how to turn them into IP opportunities.

For the second year, the Law in the Global Marketplace Symposium offers an interactive, full-day CLE program. It will feature four panel discussions and three keynote addresses.

Audience: Top professionals in intellectual property, technology, and business. Our audience of roughly 150 will include executives, general counsel, IP counsel, and a wide scope of technology players in global IP.

Transcend Continents: As part of the event, join a live video conference connecting Silicon Valley and London. This panel, featuring speakers in both locations, will provide updates on patent reform in Europe (namely, the Unitary Patent) and the U.S. (namely, patent reform legislation), and a dialogue about those reforms' impacts on international patent strategy. Held concurrently with Hogan Lovells' annual Patent Seminar in London.

Topics Include:

- Patent Office Invalidation Procedures: A Comparative Analysis
- Patent Reform in the EU and US: Impacts on International Patent Strategy
- Peering Over the Horizon: Key IP Issues for Cutting-Edge Technologies
- Technology Transfer, Licensing and Trade Secret Protection in China
- Comparative Patent Quality
- FRAND Commitments - and Obligations - for Standards-Essential Patents
- Hacking Tech's Diversity Problem: Applying Bias Interrupters
- Developments in Digital Copyright

Confirmed Speakers:

- **Shira Perlmutter**, Chief Policy Officer and Director for International Affairs, U.S. Patent and Trademark Office
- **Hon. Zhou Yunchuan**, Judge, IP Tribunal, Supreme People's Court of the People's Republic of China
- **Colleen V. Chien**, former Senior Advisor for Intellectual Property and Innovation, the White House Office of Science and Technology Policy; Associate Professor of Law, Santa Clara University Law School
- **Robert P. Merges**, Wilson Sonsini Goodrich & Rosati Professor of Law, Co-Director, Berkeley Center for Law & Technology, UC Berkeley School of Law
- **Joan C. Williams**, UC Hastings Foundation Chair and Professor of Law, Director of the Center for WorkLife Law, UC Hastings College of the Law
- **Paik Saber**, IP Licensing Executive and Senior Corporate Counsel, IBM Corporation
- **Matt Swafford**, Associate General Counsel, Intel Corporation
- **Kristin Westgard**, Deputy General Counsel, Intellectual Property Management and IP Litigation, Koch Industries
- **Wendy Anna Herby**, Associate General Counsel, Coursera
- **Renee Dubord Brown**, Associate General Counsel – Intellectual Property, Knowles Corporation
- **Brian Napper**, U.S. Head of Dispute Advisory Services, Global Head of Intellectual Property, FTI Consulting
- **Peter Yu**, Professor of Law, Co-Director, Center for Law and Intellectual Property, Texas A&M University School of Law
- **Martin Fährdrich**, Partner, Hogan Lovells

History: This is our second year hosting this major West Coast conference. Our leading global IP practice joined forces with the Berkeley Center for Law & Technology and UC Hastings College of the Law to co-host the inaugural Law in the Global Marketplace Symposium on 24 February 2014 last year. More than 140 senior business executives and in-house counsel came together to talk about hot-button issues relating to intellectual property law. The 2014 conference culminated with a candid and wide-ranging keynote talk by Randall Rader, then-Chief Judge of the U.S. Court of Appeals for the Federal Circuit.