Agenda

Day 3: Protecting and Enforcing the Intellectual Property of your clients

7:30 a.m. Registration opens

8:30 - 9:30 a.m. Session I - Enforcement: definitions and options
• Define enforcement; Cease and desist letters, Licensing, Patent Challenges, Litigation, Trademark Opposition, PTAB Challenges, etc.

9:30 - 10:30 a.m. Session II - Mechanics of Enforcement Options: Part I
• The why and when and overview of how for each enforcement option

10:30 - 10:45 p.m. BREAK

10:45 a.m. - 12:00 p.m. Session III - Mechanics of Enforcement Options: Part 2
• The why and when and overview of how for each enforcement option

12:00 - 1:00 p.m. LUNCH

1:00 - 1:45 p.m. Session IV - Mechanics of Enforcement Options: Part 3
• The why and when and overview of how for each enforcement option

1:45 - 2:45 p.m. Session V - Choosing the Best Tools for Your Client: Part 1

2:45 - 3:00 p.m. BREAK

3:00 - 3:45 p.m. Session VI - Choosing the Best Tools for Your Client: Part 2

3:45 - 4:00 p.m. Session VII - Summary and Course Evaluations
Chairpersons and Program Developers

John Denkenberger

John Denkenberger is a co-managing member of Christensen O'Connor Johnson Kindness, serves on the firm's executive committee and is head of its litigation practice group. John has successfully litigated patent, trademark, trade secret, and unfair business competition issues in both federal and state court nationwide. In addition to his litigation practice, John also advises clients on foreign and domestic patent and trademark procurement, technology licensing, and litigation strategies in a variety of technology areas, including mechanical, electromechanical, acoustics, and software. Prior to becoming an attorney, John worked for 10 years as a research and design engineer in the aerospace and aircraft industry.

Brian McMahon

Brian McMahon focuses his practice specifically on intellectual property litigation matters for clients ranging from Fortune 100 companies to individual inventors, involving technologies relating to chemical, mechanical, and electrical arts alike. In so doing, he has appeared before the United States Court of Appeals for the Federal Circuit, several federal district courts, and the United States International Trade Commission.

Brian has extensive experience in all phases of litigation, including prelitigation investigation and due diligence, case management, strategy and development, discovery, law and motion practice, obtaining and opposing injunctive relief, damages analysis, expert witness preparation, depositions, settlement negotiations, mediation, trial, and appeals. Brian also leads the firm's Hatch-Waxman "ANDA" litigation group.

Brian received his B.S. from the United States Military Academy at West Point in 1996 and his J.D. from the Georgetown University Law Center in 2003. After graduation, he served a one-year term as judicial law clerk for then Chief Judge H. Robert Mayer of the U.S. Court of Appeals for the Federal Circuit.

Presenters

Alina Morris

Alina Morris focuses her practice on domestic and international trademark counseling, clearance, filing, prosecution, registration, maintenance, enforcement, defense, and portfolio management. A former trademark examining attorney with the United States Patent and Trademark Office, Alina leverages her insider expertise with the trademark application and registration process to help clients register their marks and protect their brands. Alina also handles disputes before the Trademark Trial and Appeal Board, commercial litigation, copyright matters, domain name disputes, licensing, and business agreements. Additionally, Alina provides expert witness analysis and opinions in matters related to trademark examination and registration.

Alina has substantial experience serving the business needs of clients of all sizes, from Fortune 500 companies to startups, individuals, and non-profits, across a broad range of industries, including software, e-commerce, publishing, medical devices and pharmaceuticals, consumer products, energy drinks, and apparel.

Alina regularly presents programs on trademark, copyright and domain name protection, participating in programs hosted by local and national organizations, including the King County Bar Association, the Washington State Bar Association, and the International Trademark Association (INTA). She is an INTA committee member, and the program director of the Seattle chapter of the Inn of Court. Alina was named a “Rising Star” in 2015 by Super Lawyers®.