



THE
JOHN MARSHALL
LAW SCHOOL

CENTER FOR
INTELLECTUAL PROPERTY LAW



49TH ANNUAL

CONFERENCE ON DEVELOPMENTS IN
INTELLECTUAL PROPERTY LAW

CHANGE HERE AND NOW:
NAVIGATING AMONG
NEW LANDMARKS

FEBRUARY 25, 2005
THE JOHN MARSHALL LAW SCHOOL
CHICAGO, ILLINOIS



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Message from the Center

Dear Colleagues:

Rapid and accelerating change has taken us to uncharted waters in intellectual property law. In order to navigate successfully, we'll need a knowledge of and appreciation for the new landmarks we encounter along our way.

We can more easily find our way by learning from those who have probed the frontiers and waters ahead of us. Old ways of planning and travelling must be abandoned in favor of new and improved methods. If we are to meet our goals of creating and protecting rights for those dependent on us, we must hear from the best our profession has to offer, and we need to pay close attention to the wise advice of those who have already explored and challenged these new waters.

The 49th Annual Conference on Developments in Intellectual Property Law, sponsored by the Center for Intellectual Property Law at The John Marshall Law School, builds on a storied past and simultaneously delivers on the demands of our times in assisting practitioners in advancing their capabilities in our ever-expanding, increasingly different and complex areas of law. As ever, the John Marshall Annual Conference gives you opportunities to go forward with the knowledge that you know the landmarks of your professional landscape. As well, you learn while you meet new colleagues and renew relationships among those bound for the future with you - all in an informal and relaxed environment - in a city with one of the largest concentrations of IP practitioners in the world.

Please review this brochure and join with us at the Annual IP Conference at The John Marshall Law School, an event not to be missed.

William T. McGrath, *Associate Director*

Michele A. Bridges, *Executive Director*

Charles W. Shifley, *Conference Chair, Banner & Witcoff*

The John Marshall Law School wishes to express its gratitude to the following firms for their generous support of Gold Sponsorship for this conference



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Schedule of Speakers and Topics:

Friday, February 25, 2005		Track 1 – Patent Issues
8:00 a.m. – 8:40 a.m.	Registration & Continental Breakfast	Navigating the 21st Century's Trial Courtrooms Timothy J. Malloy <i>McAndrews, Held & Malloy, Chicago, IL</i>
8:40 a.m. – 8:50 a.m.	Announcements and Introductions Charles W. Shifley <i>Banner & Witcoff, Ltd., Chicago, IL</i> <i>2005 Conference Chair</i>	Navigating the 21st Century Federal Circuit Appeal Donald R. Dunner <i>Finnegan, Henderson, Farabow, Garrett and Dunner LLP, Washington, D.C.</i>
8:50 a.m. – 9:00 a.m.	Welcome Dean Patricia Mell <i>The John Marshall Law School, Chicago, IL</i>	Navigating in Today's New Corporate Practices <i>Panel will discuss the differences between private and corporate practice; how things have changed and what is in store for the future.</i> Moderator: Steven F. Weinstock <i>Godfrey & Kahn, S.C., Milwaukee, WI (formerly Chief Patent Counsel at Abbott Laboratories)</i> Mark C. Bach <i>Chief Patent Counsel, Snap-On Tools, Inc., Kenosha, WI</i> Martin L. Katz <i>Wood, Phillips, Katz, Clark & Mortimer, Chicago, IL (formerly with Abbott Laboratories and Merck, Inc.).</i> Sean A. Johnston <i>Vice President & Assistant Secretary, Intellectual Property, Genentech, Inc., San Francisco, CA</i>
9:00 a.m. – Noon	Recent Developments in Intellectual Property Law Navigating the Year's New Landmarks in Patent Law Bradley C. Wright <i>Banner & Witcoff, Ltd., Washington, D.C.</i> Navigating The Year's New Landmarks in Trademark Law Chad J. Doellinger <i>Pattishall, McAuliffe, Newberry, Hilliard & Geraldson, Chicago, IL</i> Navigating the Year's New Landmarks in Copyright Law William T. McGrath <i>Davis, Mannix & McGrath, Chicago, IL</i> Navigating the Year's New Landmarks in Trade Secret Law R. Mark Halligan, <i>Welsh & Katz, Chicago, IL</i>	Navigating the 21st Century Law of Patent Claim Interpretation Meredith Martin Addy <i>Brinks Hofer Gilson & Lione Chicago, IL</i> Navigating the 21st Century Patent Practice Kevin P. Moran <i>Michael Best & Friedrich Waukesha, WI</i>
Noon – 1:10 p.m.	Luncheon Standard Club The 21st Century U.S. Patent and Trademark Office The Honorable Nicholas P. Godici <i>Commissioner for Patents, U.S. Patent and Trademark Office, Washington, D.C.</i>	Track 2 – Trademark/Copyright Issues Navigating Corporate Trademark Issues Scott E. Rogers <i>Vice President and General Counsel, Ty, Inc., Oak Brook, IL</i> Navigating Internet Issues— The use of "Keyword" Advertising in Search Engines Charles Ossola <i>Arnold & Porter LLP, Washington, D.C.</i> Navigating the Public Domain and Designations of Origin in the Aftermath of Dastar Mary E. Innis <i>Loeb & Loeb, Chicago, IL</i> Navigating Lanham Act Landmarks— The Aftermath of Landmark Cases Under the Lanham Act (e.g. Traf-fix, Victoria's Secret, Two Pesos, etc.) Professor Doris Estelle Long <i>The John Marshall Law School, Chicago, IL</i> Navigating Copyright Landmarks — The Aftermath of Landmark Cases Under the Copyright Act (e.g. Feltner, Fogerty v. Fantasy, 2Live Crew, etc.) E. Leonard Rubin <i>Sachnoff & Weaver, Chicago, IL</i>
1:15 p.m. – 4:30 p.m.	Afternoon Sessions <i>(see following panel for Track information)</i>	
5:00 p.m. – 6:00 p.m.	Reception	



REGISTRATION FORM

49th Annual Conference on Developments in Intellectual Property Law

February 25, 2005 • Chicago, Illinois

Please complete the following registration information. Make a photocopy of the form for each individual attending. Registrations will not be taken by telephone, as payment must be received prior to being registered for the program.

(please print or type)

Name _____ Title _____

Firm/Company _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____ E-mail _____

Please indicate the afternoon session you will attend:

Track I – Patents or Track II – Trademarks and Copyrights

GENERAL REGISTRATION: \$195.00

Government, Judicial or Academic Registration: \$95.00

Students – Contact Michele Bridges at 6bridges@jmls.edu for student fee waiver information.

METHOD OF PAYMENT

- Check (Made payable to The John Marshall Law School)
 Credit Card: Select one MasterCard VISA

Account Number _____ Exp. date _____

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Mail to: The John Marshall Law School Department of Event Management
315 S. Plymouth Court, Chicago, IL 60604

(Credit card orders may be faxed to 312.427.7128 or sent by e-mail to events@jmls.edu.)

CONFIRMATION A confirmation will be sent by e-mail, or faxed if an e-mail address is not supplied. Confirmation will include directions to the law school and additional conference information.

CANCELLATIONS Must be received no later than February 18, 2005 to receive a full refund. After that date, refunds will be subject to a \$50.00 processing charge. No refunds will be given once program has taken place.

SPECIAL SERVICE REQUIREMENTS

Requests must be received by February 18, 2005. Please indicate below any ADA service needs.

Dietary needs (please indicate)

- _____
 Sign Language Interpreter
 Attending in a wheelchair or other personal transport device
 Reader available
 Additional ADA Service requirement

CLE Credit: 6.25 Hours

The John Marshall Law School will advise the appropriate state bar or agency indicated below of the presentation of this conference. The extension of CLE credit is subject to each state's approval. It is the responsibility of the individual to meet the requirements of each jurisdiction. The John Marshall Law School is an approved MCLE provider with the State Bars of California, Missouri, Pennsylvania and Wisconsin. The John Marshall Law School will assist with applications to Florida, Georgia, Rhode Island and Texas, but attorneys must apply individually for credit for courses and submit payment directly to these states.

(Complete only if you require CLE credit.
List all states where you require credit.)

State _____ Bar# _____ State _____ Bar# _____

Non-Discrimination Policy

The John Marshall Law School, finding any invidious discrimination inconsistent with the mission of free academic inquiry, does not discriminate in admission, services or employment on the basis of sex, sexual orientation, race, color, religion, national origin, ancestry, age or disability.



49th Annual Conference on Developments in Intellectual Property Law

FEBRUARY 25, 2005

CONFERENCE INFORMATION

Location – The conference is held at The John Marshall Law School, 315 S. Plymouth Court, Chicago, IL 60604. For driving directions, contact The John Marshall Law School, Department of Event Management – Voice: 312.987.1420; e-mail: events@jmls.edu, or visit the Mapquest website at www.mapquest.com

Housing – The following hotels are within walking distance of The John Marshall Law School. Due to city-wide conventions taking place around the time of the conference, room availability may be limited. Rooms have not been blocked at these hotels for the conference. Room rates vary from \$99.00 to \$350.00 depending on the hotel and room availability. Please call the hotel promptly to ensure a room:

The Palmer House Hilton

17 East Monroe Street, 800.445.8667 or 312.726.7500

Hyatt on Printers Row

500 South Dearborn Street, 800.233.1234 or 312.986.1234

W Hotel

172 West Adams, 800.621.2360 or 312.332.1200

Hotel Monaco

225 North Wabash, 800.397.7661

Crowne Plaza

10 South Wabash, 312.372.7696

Hotel Allegro Chicago

171 West Randolph, 800.643.1500

The Congress Plaza Hotel

520 South Michigan Avenue, 800.635.1666 or 312.427.3800

The Chicago Hilton & Towers

720 South Michigan Avenue, 800.932.3322 or 312.922.4400

The Essex Inn

800 South Michigan Avenue, 312.939.2800

Club Quarters Hotel*

111 West Adams Street, Chicago, IL 60603, 312.214.6400

*Refer to The John Marshall Law School as the member when making reservations.

For additional hotel listings in the downtown Chicago area, visit these websites

<http://www.placestostay.com/destination/usa/illinois/chicago/dest.asp>

http://chicago.hotelchannel.com/chicago_hotels.htm

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