



**15th Annual Symposium on Emerging Intellectual Property Issues:
Disruptive Ideas and Emerging Technology**

September 21, 2018

8:00-8:30 **Registration & Continental Breakfast**

8:30-8:45 **Opening Remarks**

W. Keith Robinson, Co-Director of the Tsai Center for Law, Science and Innovation and Associate Professor of Law, SMU Dedman School of Law

8:45-9:30 **Opening Keynote: New Technology Challenges, Old IP Principles:
WWTJD? (“TJ” Thomas Jefferson)**

Speaker: James Smith, Chief Intellectual Property Counsel, Ecolab, Inc.

James Smith is the Chief Intellectual Property Counsel of Ecolab Inc. and the former Chief Judge of the Patent Trial and Appeal Board. He will discuss the impact of our intellectual property system on disruptive and emerging technologies. In particular, he will comment on important ongoing policy questions regarding the patent protection of innovative technologies. In addition, he will demonstrate how a review of the most interesting legal developments in the IP arena in the past year readily reveals how the fundamental patent system features the Drafters brought us still are salient and dispositive on newly arising questions.

9:30-10:30 **Panel 1: Artificial Intelligence & Intellectual Property**

Moderator: David O. Taylor, Co-Director of the Tsai Center for Law, Science and Innovation and Associate Professor of Law, SMU Dedman School of Law

Panelists: Yoon Chae, Associate, Baker & McKenzie LLP

Chris Jenks, Director of the Criminal Clinic and Associate Professor of Law, SMU Dedman School of Law

Chris Storm, Legal Director, Emerging Technologies, Uber

Artificial intelligence—the ability of computers to use information regarding past events to make decisions in the future—once a matter of science fiction, is increasingly becoming a reality in our day to day lives. A great example is the artificial intelligence used in autonomous vehicles. This panel will

explore ways the increasing use of artificial intelligence challenges existing paradigms of intellectual property law.

10:30-10:45 Break

10:45-11:45 Panel 2: Virtual Reality & Augmented Reality

Moderator: Mark Methenitis, Principal Corporate Counsel, T-Mobile/metroPCS

Panelists: Daniel Creekmore, ASAI, VizLab Manager, Sr. Associate, Perkins+Will, Inc.

Michael D. Karson, Associate, Haynes and Boone, LLP

Dr. Ryan McMahan, Associate Professor of Computer Science and of Arts and Technology, University of Texas at Dallas

Virtual reality (VR) technology allows users to experience artificial environments with specialized peripheral devices. Augmented reality (AR) overlays visual information on real environments. This panel will explain these technologies and discuss how they are being used today. In addition, the panel will explore intellectual property issues concerning VR and AR.

11:45-12:00 Break

12:00-12:45 Lunch Keynote in Karcher Auditorium: A View from the Copyright Office

Speaker: Maria Strong, Deputy Director of Policy and International Affairs, U.S. Copyright Office

Maria Strong is the Deputy Director of Policy and International Affairs at the U.S. Copyright Office. This keynote presentation will present an overview of the current work of the United States Copyright Office, including legislation, policy studies, regulatory activities, and additional office initiatives on modernization and public outreach. The work and role of the Office will be introduced in the context of the United States' role in the international copyright area and the decades-long work to revise the Copyright Act. A more detailed discussion will address current legislative initiatives pending before Congress, including the package that will address some of the complex issues in the music licensing marketplace in the digital age.

12:45-1:00 Break

1:00-2:00 **Panel 3: Blockchain & Copyright**

Moderator: Peter K. Yu, Professor of Law and Director, Center for Law and Intellectual Property; Professor of Communication, Texas A&M University School of Law

Panelists: Cole Davis '13, Attorney and Entrepreneur

Tonya M. Evans, Professor of Law, University of New Hampshire School of Law

Tom Kulik, Partner, IP & Information Technology Partner, Scheef & Stone, LLP

Blockchain promises to increase the speed and transparency of legal transactions. This panel will discuss how the blockchain will impact copyright law. The speakers will address ways in which blockchain applications can impact copyright registration and protection.

2:00-2:15 **Break**

2:15-3:15 **Panel 4: IP and the Dallas Innovation Ecosystem**

Moderator: Natalie Gonzales, Senior Associate, Baker Botts, LLP

Panelists: Brandi Parker, Attorney, Microsoft Corporate, External, & Legal Affairs

Hope Shimabuku '05, Director of the USPTO Texas Regional Office

Kumar Vinnakota, Partner, Janik Vinnakota LLP

The 2018 Dallas-Fort Worth Regional Innovation Study found that the Dallas region has a tremendous opportunity to grow the startup sector. Intellectual property acquisition will be an important consideration for new and innovative companies seeking to thrive in the area. This panel will explore how IP stakeholders will play a role in the growth of innovation in the DFW region.

3:15 **Closing Remarks**

David O. Taylor, Co-Director of the Tsai Center for Law, Science and Innovation and Associate Professor of Law, SMU Dedman School of Law

3:15–4:30 Networking Reception

About the Tsai Center for Law, Science and Innovation

The Tsai Center for Law, Science and Innovation explores how law and policy affects scientific research and discovery as well as the development and commercialization of new technologies. The Tsai Center also studies the converse—how scientific discoveries and new technologies affect ethics, society, private industry, and governmental institutions and agencies. The Tsai Center offers educational programming, facilitates academic research, and provides educational opportunities in these areas to benefit students, industry, policymakers, academics, and the public.