



**14th Annual Symposium on Emerging Intellectual Property Issues:
The Value of Intellectual Property**

September 29, 2017

Please join the SMU Dedman School of Law for a symposium exploring the latest major controversies, legal developments, and judicial decisions in the field of intellectual property, through panel presentations and discussions with distinguished academics, jurists, practitioners, and leaders in industry.

8:00-8:30 Registration & Continental Breakfast

8:30-8:45 Opening 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

Jennifer M. Collins, Judge James Noel Dean and Professor of Law, SMU Dedman School of Law

8:45-9:30 Opening Keynote: Perspectives on the Value of IP: Philip Johnson

Speaker: Philip Johnson, Senior Vice President – Intellectual Property Strategy and Policy, Johnson & Johnson (Retired)

9:30-10:30 What Drives Innovation: The Value of IP as Compared to the First Mover Advantage, Good Ideas, Marketing, Hard Work, and Dumb Luck

Moderator: Saurabh Vishnubhakat, Associate Professor of Law, Texas A&M University School of Law

Panelists: Aamir Haq, Vice President & Associate General Counsel – IP Strategy, Hewlett Packard Enterprise

Matthew Keller, Associate Professor, SMU Dedman College of Humanities & Sciences

Jeffrey Maine, Maine Law Foundation Professor of Law, University of Maine School of Law

10:30-10:45 Break

10:45-11:45 Patent Eligibility: Have the Supreme Court's Patent Eligibility Decisions Negatively Impacted Investment in Research and Development, Is it Time for Legislative Reform, and If So What Should be Done?

Moderator: Marc Hubbard, Founding Member, Hubbard Johnston, PLLC;
Adjunct Clinical Professor of Law and Director of Patent Clinic,
SMU Dedman School of Law

Panelists: Barbara A. Fiacco, Partner, Foley Hoag LLP

Dave Jones, Assistant General Counsel for IP Policy, Microsoft Corp.

Diane Lettelleir, Senior Managing Counsel, Litigation, J.C. Penney Inc.

Scott Partridge, Partner, Baker Botts LLP

11:45-12:00 Break

12:00-12:45 Lunch Keynote: Perspectives on the Value of IP: Manny Schecter

Speaker: Manny Schecter, Chief Patent Counsel, IBM Corp.

12:45-1:00 Break

1:00-2:00 Patent Damages and Complex Products

Moderator: Luke McLeroy, Vice President – Business Development, Avanci, LLC

Panelists: Douglas A. Cawley, Principal, McKool Smith

Jorge L. Contreras, Associate Professor, SJ. Quinney College of Law, University of Utah

Vincent A. Thomas, Senior Managing Director and Co-Leader of Dispute Advisory Services, FTI Consulting

2:00-2:30 The Supreme Court's Recent IP Cases and Their Impact on the Value of Intellectual Property

Speaker: Clarke Stavinoha '14, Associate, Baker Botts LLP

2:30-2:45 Break

2:45-3:45 The Patent Trial and Appeal Board: Improving or Harming the Value of Intellectual Property?

Moderator: Chris Dunstan, Director of Licensing, Ericsson Inc.

Panelists: Jay P. Kesan, Director of the Program in Intellectual Property
 and Technology Law and Professor of Law, Illinois College of
 Law

 Teresa Rea, Partner, Crowell Moring LLP

 Stacey White, Lead Administrative Patent Judge, U.S. Patent
 Trial and Appeal Board, U.S. Patent and Trademark Office

3:45 Closing 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

3:45–4:45 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.