

Entrepreneurship, Innovation, and Patenting in the U.S.

Implications for the future of US Competitiveness

Wednesday, October 26, 2016

6:00pm start (5:15pm+ registration and networking and food served) to 8:30pm

Venue: HP World Headquarters, 3000 Hanover Street, Palo Alto, CA

Open to the public, but seating is limited. (Charge: \$40/food and refreshments provided)

For tickets: <https://www.eventbrite.com/e/entrepreneurship-innovation-and-patenting-in-the-us-tickets-28067593929>

America's patent landscape has changed dramatically from the pro-IP environment of the 1980s – to the dramatically weakened U.S. patent system of the last few recent years. As a result, the nature of what is invested into, and what innovations entrepreneurs believe are protected, is being impacted significantly. With the election looming, the spirited debate concerns if continuing such policies and attitudes would risk leaving the U.S. at a major disadvantage globally in the future. Innovation and Entrepreneurship in the U.S. could suffer while, in Asia and Europe, where the opposite trend has emerged over the last few years, the local economies would reap the benefits creating stronger IP to support innovators in these regions.

This event will be an informed and insightful discussion of the implications recent changes in the patent landscape in the U.S. are having on investment and innovation, and prescriptions for changes to keep the US at the forefront of global competitiveness for decades to come. Executives, investors and entrepreneurs are encouraged to attend.

SPEAKERS



Prof. Carl J. Schramm

Carl J. Schramm is University Professor at Syracuse University and former president of the Ewing Marion Kauffman Foundation, the world's premier organization promoting entrepreneurship and innovation in the context of economic growth. The Economist has hailed Schramm as the "evangelist of entrepreneurship." He chaired the U.S. Department of Commerce's Measuring Innovation in the 21st Century Economy Advisory Committee and was a member of the President's National Advisory Council on Innovation and Entrepreneurship. Schramm has authored and co-authored several books including *Better Capitalism; Good Capitalism/Bad Capitalism; Inside Real Innovation; The Entrepreneurial Imperative;* and *Controlling Healthcare Costs*. His 2010 article in *Foreign Affairs* inaugurated the field of expeditionary economics.



The Honorable Judge Randall Rader (Ret.)

Judge Randall R. Rader is the former Chief Judge of the U.S. Court of Appeals and was widely recognized as the top patent judge in America. In addition, Judge Rader has served as a law professor at several leading law schools, co-authored a casebook on patent law used at over sixty-five law schools, has received many awards including the J. William Fulbright Award for Distinguished Public Service in 2000 and, as an appellate judge, has also led or participated in over sixty delegations to foreign nations.



David J. Kappos

Currently a partner at Cravath, David Kappos is widely recognized as one of the world's foremost leaders in the field of intellectual property. From August 2009 to January 2013, Mr. Kappos served as Under Secretary of Commerce and Director of the United States Patent and Trademark Office (USPTO). Prior to leading the USPTO, Mr. Kappos held several executive positions at IBM.



John Cabeca

A veteran of the U.S. Patent and Trademark Office for over 27 years, John Cabeca serves as the Regional Director of the West Coast United States Patent and Trademark Office (USPTO) located in the Silicon Valley. In this role, Mr. Cabeca carries out the strategic direction of the Under Secretary of Commerce for Intellectual Property and Director of the USPTO, and is responsible for establishing and leading the USPTO's west coast regional office located in Silicon Valley. Focusing on the region and actively engaging with the community, Mr. Cabeca ensures the USPTO's initiatives and programs are tailored to the region's unique ecosystem of industries and stakeholders.



David Webster Jones

Currently the Assistant General Counsel for IP Policy at Microsoft, David was previously the Chief Antitrust Counsel to the U.S. Senate Committee on the Judiciary. He also clerked for the U.S. Court of Appeals for the Federal Circuit. David earned his J.D. from the University of Virginia Law School.



Pete Tennent

Pete Tennent is currently IP Counsel, IBM Almaden Research Center, responsible for all intellectual property matters. Previously, he was IP Counsel with IBM Corporate Litigation, focusing on intellectual property litigation matters, and prior to that he served as Assistant General Counsel for IBM's Asia Pacific operations, responsible for all intellectual property law matters. He received his undergraduate degree in Political Science from Appalachian State University, masters of computer science degree from the University of Virginia, and juris doctorate from Campbell University School of Law.



Robert P Taylor

Bob Taylor is the owner and founder of RPT Legal Strategies PC. He advises clients on the strategic and tactical uses of intellectual property and the legal principles that govern such uses. For more than 30 years, Bob served as lead counsel in patent cases for both plaintiffs and defendants that involved a wide range of technologies. He serves as a Venture Advisor to New Enterprise Associates and as a patent law expert for the National Venture Capital Association. He is an active participant in the Intellectual Property Owners Association, having

served for a number of years as co-chair of its Antitrust Committee and as a member of its Amicus Committee.



Earl (Eb) Bright

As President, Exploramed, Mr. Bright has many years of technology development, company formation and financing experience. He is an inventor, a founder of two companies, and has served on the executive management teams of four medical device start-up companies (Acclarent, NeoTract, Vibrynt and Moximed). He was also the Director of Intellectual Property West Coast Operations at Guidant Corporation where he directed a nine member team involved in the litigation and strategic development of over 1300 patent and trademark applications. Mr. Bright's experience spans the years as a business adviser and patent attorney. He began his career as a design engineer for the F-16, F-22 and the A-12 aircraft. Eb is an inventor on four U.S. issued patents with others currently pending. He holds MBAs from Columbia University and UC Berkeley, and a Juris Doctorate and BS in Mechanical Engineering from the University of Oklahoma.



Dan Lonkevich

As Editor in Chief of the Patent investor, Dan covers the business of patent monetization including the impact that recent patent reform is having on investors in small companies that generate much of the country's IP. Prior to that, Dan was a Senior Editor at The Deal covering small-cap equity finance, writing extensively on the private investment in public equities, initial public offerings and the SEC and the Jumpstart Our Business Startups Act. Prior to that Dan was a reporter with Bloomberg News for almost 9 years.



Jeffrey A Lefstin, PhD

Professor Jeffrey is the Associate Academic Dean & Professor of Law at the University of California College of Law in San Francisco. Lefstin graduated from Brown University, Sc.B., Biology (1989); University of California, San Francisco, Ph.D., Biochemistry (1997); and Stanford Law School, J.D. (2000). He teaches and writes about patent and intellectual property law. He joined the UC Hastings faculty in 2003 after serving as a law clerk to Judge Raymond C. Clevenger, III, at the U.S. Court of Appeals for the Federal Circuit in Washington, DC. Prior to his clerkship, he practiced patent and antitrust law with the biotechnology and litigation groups at Townsend, Townsend & Crew in San Francisco. In his previous life he was a molecular biologist, studying mammalian gene regulatory mechanisms and DNA-protein interactions. His scientific papers appeared in Nature, Genes & Development, and the Journal of Molecular Biology.



Adam Mossoff

Adam Mossoff is Professor of Law at George Mason University School of Law, where he co-founded the Center for the Protection of Intellectual Property in 2012. He has been invited to testify before the Senate and House on patent legislation, and he is a frequent speaker at professional and academic conferences. He has published widely on issues in patent policy, and has written numerous amicus briefs in recent patent cases addressing patentable subject matter and the constitutional legitimacy of the new Patent Trial & Appeal Board, among other issues. He is active in IP committees of the Licensing Executives Society and the IEEE-USA, and is an appointed member of the Amicus Committee of the AIPLA.

HOSTED AND MODERATED BY:



Robert Aronoff

Currently U.S. Director for the International IP Commercialization Council (IIPCC) and Managing Partner at Pluritas. Since founding Pluritas in 2005, Rob has been recognized as one of the world's leading experts in the transaction of intellectual property assets, including patents, brands, and URLs. Prior to Pluritas, Rob worked in strategy, business development and product marketing roles for Sun Microsystems, Eastman Kodak, Microsoft, and Brandera.com, and as an information technology and artificial intelligence technology consultant with both Peat Marwick and Coopers & Lybrand. Rob earned his MBA from the M.I.T. Sloan School of Management, and his B.A.'s in Economics and Computer Science from Brandeis University.

ARRIVING and PARKING

There is ample visitor parking at HP's HQ location. The location is easily accessible by highway 280 or highway 101. 3000 Hannover Street is just off Page Mill Road in Palo Alto.

ABOUT IIPCC

The International IP Commercialization Council is global, non-profit, and non-partisan, providing a platform for the innovator and entrepreneur ('IP-Innopreneur') communities and enterprises to increase their understanding of IP and to gather resources for unleashing the value and realizing the commercialization potential of their creative and innovative IP into products, services, or processes. For more information, see: www.iipcc.org.

SUPPORTING ORGANIZATION - SPONSORS

This IIPCC US event was also supported by:



PARTNERS



Contribute to IIPCC

You can contribute to IIPCC as a:

- **Partner:** Partners are mainly non-profit organizations who support IIPCC by promoting IIPCC events and providing special benefits for IIPCC members. In turn, IIPCC promotes Partners' events and activities and promotes Partners in its online and promotional media.
- **Contributing Partner:** Contributing Partners support IIPCC by providing, for example, speakers for IIPCC events and by promoting IIPCC events and providing special benefits for IIPCC members. In turn, IIPCC promotes Contributing Partners' events and activities and promotes Contributing Partners in its online and promotional media.
- **Supporting Organization:** Supporting Organizations provide financial and other support to IIPCC on an unconditional basis. In turn, IIPCC promotes its Supporting Organizations in its online and promotional media.
- **Sponsor:** Sponsors provide financial and other support to IIPCC for specific events. In turn, IIPCC promotes its Sponsors in online and promotional media for those events.