



Intellectual Property  
Law Section

**7th Annual ABA-IPL Trademark Day with the USPTO**

*Getting to Know the USPTO: Topics & Tips for New and Experienced Practitioners + Live TTAB Hearing*

Wednesday, September 18, 2019

8:30 am - 6:00 pm

USPTO Headquarters  
Clara Barton Auditorium  
(formerly Madison Auditorium)  
Alexandria, VA

8:30 am – 8:50 am	REGISTRATION & COFFEE
8:50 am – 9:00 am	<b>Welcome</b> Rick Biagi, Trademarks Division Chair, Neal & McDevitt LLC Trademark Division Chair
9:00 am – 9:30 am	<b>State of the Trademark Office</b> Commissioner for Trademarks Mary Boney Denison, USPTO
9:30 am – 10:00 am	<b>State of the TTAB Board</b> Chief Administrative Trademark Judge Gerard F. Rogers, Trademark Trial and Appeal Board, USPTO
10:00 am – 11:00 am	<b>TTAB Panel: Expedited Cancellation Proceedings, Best Practices for Pleadings and Evidence</b> TTAB Judge Michael Adlin, Interlocutory Attorneys Catherine Faint and Elizabeth Winter will discuss hot topics at the Board including Expedited Cancellation Proceedings, the Standard Protective Order, Best Practices for Pleadings, recent limits on the number of Discovery Requests, and recent developments at the Board.
11:00 am – 11:15 am	<b>BREAK</b>
11:15 am – 12:15 pm	<b>TTAB hearing/Q &amp; A</b> Speakers: Panel of TTAB Judges Preview of the Hearing at 11:15 am: Hon. Frances Wolfson Hearing: starts promptly at 11:30 am: TBA
12:15 pm – 1:15 pm	<b>NETWORKING LUNCH: ATRIUM AREA</b> (Split the room)

	Track: <b>New Practitioner</b>	Track: <b>Experienced Practitioner</b>
1:30 pm – 2:30 pm	<p><b>Intro to TTAB Practice</b></p> <p>Hear from TTAB interlocutory attorneys on the basics of filing, litigating and preparing for trial in cases brought in this venue. Learn the difference in procedure between federal court and this administrative tribunal.</p> <p><b>Speakers:</b> Interlocutory Attorneys Andrew Baxley &amp; Katie McKnight, USPTO</p>	<p><b>Making Effective Arguments to the TTAB</b></p> <p>Hear from TTAB judges and interlocutory attorneys on advanced topics for ex parte and inter partes proceedings including how to create powerful and persuasive arguments in motions, final briefs, and oral arguments, and how to effectively build the record during the testimony period through depositions, declarations, Notice of Reliances, and more.</p> <p><b>Speakers:</b> Hon. Jonathan Hudis, USPTO Hon. Thomas Wellington, USPTO</p>
2:30 pm – 3:30 pm	<p><b>Trademark Bootcamp</b></p> <p><i>New to the process? Join the USPTO for an interactive “bootcamp” for those new to the field (or that just need a refresher.) USPTO will share information on trademark basics such as navigating the e-filing system, responding to common Office Action refusals, and the nuts and bolts of how the USPTO searches for ‘confusingly similar’ trademarks.</i></p> <p><b>Speaker:</b> Jennifer Williston, Managing Attorney, USPTO</p>	<p><b>Obtaining Foreign Registration in the United States</b></p> <p>Get insider tips on prosecuting trademarks before the USPTO based on Lanham Act Sections 44 and 66(a). Learn how to help your international clients obtain and maintain trademark registrations in the United States, the common pitfalls encountered with Sections 44 and 66(a), and how to overcome them.</p> <p><b>Speaker:</b> Jennifer Chicoski, Administrator for Trademark Policy, Procedure, and Practice, USPTO</p>
3:30 pm – 4:30 pm	<p><b>Best Practices in Trademark Searching, Prosecution &amp; Maintenance</b></p> <p>Hear from experienced trademark practitioners on “best practices” in U.S. federal trademark searching, prosecution and maintenance, including pre-filing best practices, tips and considerations in overcoming substantive refusals and helpful insight in post-registration</p>	<p><b>The Far Reaches of Trademarks: Non-Traditional Marks at the USPTO</b></p> <p>Hear from the USPTO about “non-traditional” trademarks and learn what to consider when applying for federal registration of these marks.</p> <p><b>Speaker:</b> Susan Hayash, Managing Attorney, USPTO</p>

	<p>maintenance.</p> <p><b>Panelists:</b> Tracy L. Deutmeyer, Fredrikson &amp; Byron, P.A., Des Moines, Iowa Christina D. Frangiosa, Eckert Seamans Cherin &amp; Mellott, LLC, Philadelphia, PA Josh Gerben, Gerben Law Firm PLLC, Washington, D.C.</p>	
4:30 pm - 6:00 pm	<b>NETWORKING RECEPTION: National Inventors Hall of Fame and Museum</b>	