



Friday, August 11, 2017

Agenda is Subject to Change

8:00 AM – 8:45 AM **Registration and Booths Open**

OPENING PLENARY SESSION (Madison Auditorium)

8:45 AM – 8:55 AM **Introductions** - Robert Hodge

8:55 AM – 9:00 AM **Welcome** - Mindy Bickel

9:00 AM – 10:00 AM **High Level Overview of Intellectual Property** - Zandra Smith
Inventor Testimony Regarding Patent and Trademark Application Processes - Katharine Contag

10:00 AM – 10:45 AM **Keynote – You’ve Got a Great Idea... What’s Next?** – Louis Foreman

10:45 AM – 11:15 AM **Break and Booths Open**

Breakout Sessions (See Booklet for Location) and Booths Open

11:15 AM – 12:15 AM

Topic 1 - Patent Basics

Jean Witz

Topic 2 - Trademark Basics

Craig Morris

Topic 3 - Patents - How to Search Your Invention

Nick Jensen and Robin Jackson

Topic 4 - Trademark Website Resources and Tools

Colleen Kearney

Topic 5 – Filing for a Patent

Zandra Smith and Lisa Tran

Customer Focus Session 1 – How Can the USPTO Enhance Trademark Search and e-Filing Systems

Tanya Amos and Jill Wolf

Customer Focus Session 2 – Pro Se Assistance Program – What Services Are Helpful and What Services Are Needed

Robert Hodge and Darnell Jayne

LUNCH

12:15 PM – 1:15 PM **Lunch on your own – See Booklet for a list of local eateries – Bring your food back to the Auditorium to Network with other Attendees.**

PLENARY SESSION (Madison Auditorium)

- 1:15 PM – 2:15 PM **Panel – Resources and Tips:** Moderator – Ryan Donlon
Inventor Groups and Licensing – Warren Tuttle
Overcoming Hurdles with the Patent Application Process – Pam Isom
Optimizing Meetings with an Attorney – Natalie Kadievitch
Patents and Trademark Assistance Resources – Lynne Wooden
- 2:15 PM – 3:00 PM **Keynote - USPTO Commissioner for Patents** - Drew Hirshfeld
- 3:00 PM – 4:00 PM **Panel – Backyard Resources:** Moderator – Gwendolyn Blackwell
Office of the National Ombudsman – Natalie Duncan
Minority Business Development Agency (MBDA) – Julius Maina
Small Business Administration (SBA) – Nagesh Rao
Economic Development Administration (EDA) – Eric Smith
USPTO Regional Offices – Molly Kocialski
- 4:00 PM – 4:30 PM *Break and Booths Open*
Breakout Sessions (See Booklet for Location) and Booths Open
- 4:30 PM – 5:30 PM
- Topic 1 - Patent Basics
Jean Witz
- Topic 2 - Trademark Basics
Craig Morris
- Topic 3 - Patents - How to Search Your Invention
Nick Jensen and Robin Jackson
- Topic 4 - Trademark Website Resources and Tools
Colleen Kearney
- Topic 5 - Common Mistakes when Filing a Patent Application
Andrew Chriss, Janice Tippet and Namrata (Pinky) Boveja
- Customer Focus Session 1 – When Should You Use the Patents Ombudsman Program?
Dale Shaw and Cassandra Downs
- Customer Focus Session 2 – How to Increase Awareness of the Pro Bono Program?
John Kirkpatrick and Grant Corboy
- 5:30 PM – 6:30 PM **One-on-One Assistance**
- 5:30 PM – 7:00 PM **Booths Open and Network with PTO Experts**



Saturday, August 12, 2017

Agenda is Subject to Change

8:00 AM – 8:45 AM **Registration**

8:45 AM – 9:00 AM **Opening Remarks** - NaThanya Ferguson

9:00 AM – 9:45 AM **Panel - *Young Inventors and Entrepreneurs: Moderator – Joyce Ward***
Inventor of “Tip Tough” - RJ Batts
Inventors of “The Floodie” – Caroline Maloney and Prasan Chari
Young Maker/Entrepreneur – Jacob Leggette

9:45 AM – 10:30 AM **Keynote - *Marketing your Invention*** – Lisa Ascolese, The Inventress

10:30 AM – 11:00 AM **Break**

Breakout Sessions (See Booklet for Location)

11:00 AM – 12:00 PM

Topic 1 - *International Protection (Paris Convention, PCT, Global Dossier, Madrid Protocol)*

Robin Hylton and Debbie Lee

Topic 2 - *Utility Patents- Claim Drafting Workshop*

Jean Witz and Kara Geisel

Topic 3 - *Design Patent Application Drawing Requirements*

Susan Bennett Hattan

Topic 4 - *Trademarks - Filing Requirements and How to File Online with TEAS*

Tanya Amos

LUNCH

12:00 PM – 1:00 PM ***Lunch on Your Own – See Booklet for a List of Local Eateries***

1:00 PM – 2:00 PM ***Patent Trial and Appeal Board (PTAB) Proceedings: Appeals of Examiners’ Decisions and Trials***
– Jacqueline Bonilla

2:00 PM – 2:30 PM **Break**

Breakout Sessions (See Booklet for Location)

2:30 PM – 3:30 PM

Topic 1 - International Protection (Paris Convention, PCT, Global Dossier, Madrid Protocol)

Robin Hylton and Debbie Lee

Topic 2 - The Patent Examination Process

Jenny Wagner

Topic 3 - The Trademark Examination Process

Michael Levy

Topic 4 - Litigation: Enforcing or Defending Your Rights - Patents and Trademarks

Rob Rando

3:30 PM – 3:45 PM

Break

3:45 PM – 4:45 PM

Panel – FREE Legal Services: Moderator – John Kirkpatrick

Pro Bono Program – James Patterson

Volunteer Lawyers for the Arts – Katie Wagner

Law School Clinics – David Henry

4:45 PM – 5:00 PM

Closing Remarks – Mindy Bickel