



50th Annual

JULY 17-18, 2025 | GRAND TRAVERSE RESORT AND SPA

Intellectual Property Law Institute

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IP's Top Minds, Your Perfect CLE Getaway

Get vital updates on patent, trademark, and copyright law from national and local experts. Dive into hot topics and ethical minefields that have surfaced in the age of AI. And network with fellow Michigan practitioners, all while experiencing Michigan's premier summer destination: Traverse City.



Susan M. Kornfield
Bodman PLC, *Ann Arbor*



Vichit Chea
Ford Motor Company—Office
of General Counsel, *Dearborn*



Anna K. Robinson
Ford Motor Company—Office
of General Counsel, *Dearborn*

Can't-Miss Sessions

I Have Seen the Future Three Times: Practical Advice from 40+ Years Practicing IP Law

10:45am/Friday

Susan gives you practical, modern-day strategies you can immediately apply to your practice. She shares her decades of experience in IP law and provides actionable guidance on everything from AI and AR to social media and Web3.

Best Practices for IP Portfolio Management

11:45am/Friday

Vichit and Anna help you transform the way you approach IP portfolio management. Maximize the value of IP assets, explore strategic collaboration between private practitioners and in-house counsel, and ensure robust protection for brands, designs, and inventions to drive innovation and competitive advantage.

Michigan's Premier Summer Destination

Featured as one of *Wall Street Journal's* "10 Best Places to Go in 2025," the Traverse City area offers a spectacular experience for everyone. Tour local vineyards, take a trek at Sleeping Bear Dunes National Lakeshore, or paddle along Lake Michigan.

Enjoy World-Class Dining

Traverse City garners acclaim from *Condé Nast Traveler*, *Bon Appétit*, and *The Daily Meal* for its exceptional dining scene, featuring talented artisan chefs and gourmet dishes crafted from locally sourced ingredients.

Explore the Stunning Lakeshore

Paddle the beautiful waters of Grand Traverse Bay or take a day trip to hike the Sleeping Bear Dunes, named the "Most Beautiful Place in America" by *Good Morning America*.

Tour Top-Notch Wineries and Microbreweries

Sip award-winning wines at Chateau Chantal while enjoying a stunning view of Grand Traverse Bay or explore the several microbreweries located in downtown Traverse City.



Stay at Grand Traverse Resort and Spa

With three championship golf courses, a first-class spa, four pools, three hot tubs, and a stunning location, it's the perfect summer getaway for you or your entire family. Reserve your discounted room by 06/02/25. Use group code SIP0725 at www.icle.org/ip/hotel or call 800-968-7352.

Unpack the Hottest Cases with National Experts



Thomas Kjellberg
Cowan Liebowitz & Latman
PC, New York, NY

Update on Copyright Law

2:30pm/Thursday

Thomas, a chief author of the *Journal of the Copyright Society of the USA's* "Annual Review of Copyright Decisions," helps you stay ahead of the curve with the most up-to-date review of the cases that are shaping the future of copyright law, like *Michael Grecco Productions v RADesign Inc.*, *Tangle Inc. v Aritizia Inc.*, and more.



Paul W. McAndrews
McAndrews Held & Malloy
LTD, Chicago, IL

Update on Patent Law

1:30pm/Thursday

Paul, a shareholder at McAndrews Held & Malloy LTD, shares his thoughtful interpretation of the hottest patent cases of the year. Analyze the latest patent decisions and examine the lasting effects of cases like *Google LLC v Sonos Inc.*, *Lighting Defense Group v SnapRays*, *Brumfield v IBG*, and more.



Lauren B. Emerson
Leason Ellis LLP,
White Plains, NY

Update on Trademark Law

3:45pm/Thursday

Lauren, cochair of Leason Ellis LLP's trademark and copyright practice group, gets you up to speed on the latest in trademark law. Delve into cases like *Dewberry Group Inc. v Dewberry Engineers Inc.*, *Punchbowl v AJ Press*, *VIP Products LLC v Jack Daniel's Properties Inc.*, and more. Gain a better understanding of how these cases will impact your clients.

Artificial Intelligence in Drug Discovery | 8:30am/Friday

Lauren E. Willens from Henry Ford Health and Emily J. Taft from Jones Day help you uncover the unique challenges and opportunities for IP protection and enforcement in view of AI's impact on the drug product life cycle. See page 6.

Schedule

Advanced Sessions

9:00am/Thursday

Advanced Session Registration, Continental Breakfast, and Vendor Showcase

10:00am/Thursday

Mergers and Acquisition Advanced Session: Due Diligence

(Preregistration Required)

Gain insights into comprehensive due diligence processes for M&A transactions, including IP valuation, risk assessment, legal considerations, and cross-border challenges. Take away practical strategies to better position and protect clients' intellectual property interests and facilitate smooth transactions. Learn to safeguard and maximize IP assets to ensure successful M&A outcomes.

Eric A. Prager, Venable LLP, *New York, NY*; Pervin Rusi Taleyarkhan, Whirlpool Corporation, *Benton Harbor*

10:00am/Thursday

Litigation Advanced Session: Due Diligence

(Preregistration Required)

Prepare for or defend against legal disputes involving IP with step-by-step guidance. Take away best practices for assessing the strength and validity of IP assets, identifying potential infringement issues, and evaluating the risks and benefits of litigation. Plus, consider issues such as timing, forum, the pros and cons of seeking preliminary relief, and anticipating potential counterclaims.

Lauren B. Emerson, Leason Ellis LLP, *White Plains, NY*; LeKeisha Suggs, UnitedLex, *Overland Park, KS*

“ All serious IP practitioners need to attend this seminar. ”

-Thomas N. Young, Young Basile Hanlon & MacFarlane PC, *Troy*



Plenary Sessions

12:00pm/Thursday

Registration

12:00pm/Thursday

Networking Lunch On-Site

(Preregistration Required)

1:15pm/Thursday

Welcome and Introductions

Hear updates from the current chair of the Intellectual Property Law Section.

Pervin Rusi Taleyarkhan, Whirlpool Corporation, *Benton Harbor*

1:30pm/Thursday

Update on Patent Law

Analyze the latest patent decisions and master the rules and standards they outline. Receive thoughtful interpretation of cases like *Google LLC v Sonos Inc.*, *Lighting Defense Group v SnapRays*, *Brumfield v IBG*, *Edwards Lifesciences v Meril Life Sciences*, *ParkerVision v TCL Industries*—and examine their lasting effects.

Paul W. McAndrews, McAndrews Held & Malloy LTD, *Chicago, IL*

2:30pm/Thursday

Update on Copyright Law

Stay ahead of the curve with the most up-to-date copyright caselaw review. Get insight on cases such as *Michael Grecco Productions v RADesign Inc.*, *Tangle Inc. v Aritizia Inc.*, *Designworks Homes Inc. v Columbia House of Brokers Realty Inc.*, *Bitmanagement Software GmbH v United States*, and more. Examine how they will shape the future of copyright practice.

Thomas Kjellberg, Cowan Liebowitz & Latman PC, *New York, NY*

Schedule

3:30pm/Thursday

Networking Break

3:45pm/Thursday

Update on Trademark Law

Delve into recent trademark law happenings. Review cases like *Dewberry Group Inc. v Dewberry Engineers Inc.*, *Punchbowl v AJ Press*, *VIP Products LLC v Jack Daniel's Properties Inc.*, *Hermès Int'l et al. v Rothschild*, and *Hara v Netflix Inc. et al.* and understand how they will impact your clients.

Lauren B. Emerson, Leason Ellis LLP, *White Plains, NY*

5:00pm/Thursday

Reception for Institute Registrants and Guests

Relax and join seminar faculty, section council members, exhibitors, fellow registrants, and guests for a reception commemorating 50 years of the IP Institute.

7:30am/Friday

Continental Breakfast and Business Meeting of the IP Law Section

8:30am/Friday

Artificial Intelligence in Drug Discovery: Inventorship and Other Hot Topics in the Age of AI

Understand unique challenges and opportunities for IP protection and enforcement in view of AI's transformative impact on the drug product life cycle. Discuss AI-related patent inventorship issues, ethical considerations, IP protection strategies, and collaboration opportunities arising in the context of AI-assisted drug discovery and clinical development. Explore case studies, legal frameworks, and debate the future of IP law in this evolving space.

Emily J. Tait, Jones Day, *Detroit*; Lauren E. Willens, Henry Ford Health, *Detroit*

9:30am/Friday

Navigating Ethical Minefields in Patent and Trademark Law: Challenges, Liabilities, and the Role of Artificial Intelligence in IP

Explore the most pressing ethical challenges facing U.S. patent and trademark attorneys. Delve into the USPTO's ongoing efforts to combat the unauthorized practice of IP law, emphasizing the practitioners' responsibilities for supervising their legal teams and support staff. Examine ethical liabilities and risks when working with foreign associates and other client intermediaries, alongside the USPTO's enforcement of 37 CFR 11.18 through sanctions and disciplinary proceedings. Preview future ethical implications and opportunities presented by the rise of artificial intelligence and get insights into best practices for attorneys to integrate AI and other technology solutions into their legal practice.

Michael E. McCabe, Jr., McCabe & Ali LLP, *Potomac, MD*

10:30am/Friday

Networking Break

10:45am/Friday

I Have Seen the Future Three Times: Practical Advice from 40+ Years Practicing IP Law

Reflecting on decades of practicing intellectual property law, Susan Kornfield concludes that the day-to-day practice of an IP attorney is shaped more by technology, culture, and evolving client business models than by amendments to statutes and judicial decisions. From modems to social media, large language models to Lizzo, and AR, VR, Web3, and AI—Susan delivers key takeaways and lessons learned to apply to your practice today.

Susan M. Kornfield, Bodman PLC, *Ann Arbor*

11:45am/Friday

Best Practices for IP Portfolio Management

Explore strategies for managing an IP portfolio. Align IP management with business objectives, ensure protection of key assets, and leverage technology. Get best practices for maximizing the value of IP assets, including licensing strategies, proactive monitoring, enforcement, and strategic collaboration between private practitioners and in-house counsel. Ensure robust protection for brands, designs, and inventions to drive innovation and competitive advantage in the automotive landscape.

Vichit Chea, Ford Motor Company—Office of General Counsel, *Dearborn*; Anna K. Robinson, Ford Motor Company—Office of General Counsel, *Dearborn*

“

I have been to many CLE programs around the nation. This is one of the best. ”

-Joel E. Bair, McGarry Bair PC, *Grand Rapids*

Agenda

CLE: 9 MCJE: 9 Ethics: 1 LEVEL: Intermediate/Advanced

THURSDAY, JULY 17, 2025

9:00am Advanced Session Registration, Continental Breakfast, and Vendor Showcase

	Advanced Session	Advanced Session
10:00am	Mergers and Acquisition Advanced Session: Due Diligence (Preregistration Required)	Litigation Advanced Session: Due Diligence (Preregistration Required)

12:00pm Registration

12:00pm Networking Lunch On-Site (Preregistration Required—Limit 100)

1:15pm Welcome and Introductions

1:30pm Update on Patent Law

2:30pm Update on Copyright Law

3:30pm Networking Break

3:45pm Update on Trademark Law

5:00pm Reception for Institute Registrants and Guests

FRIDAY, JULY 18, 2025

7:30am Continental Breakfast and Business Meeting of the IP Law Section

8:30am Artificial Intelligence in Drug Discovery: Inventorship and Other Hot Topics in the Age of AI

9:30am Navigating Ethical Minefields in Patent and Trademark Law: Challenges, Liabilities, and the Role of Artificial Intelligence in IP

10:30am Networking Break

10:45am I Have Seen the Future Three Times: Practical Advice from 40+ Years Practicing IP Law

11:45am Best Practices for IP Portfolio Management

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B. Institute Registration | Pick One

- \$445 General
- \$345 Cosponsor Section Member
- \$365 ICLE Partner
- \$195 New Lawyer (Not yet reached 4th anniversary date of MI Bar admission)
- \$345 per Registrant (4+ Registrants from the Same Firm)¹
- FREE Judges (Limit 40)²

25CI-4710

C. Advanced Sessions | Optional

- FREE Mergers & Acquisition Advanced Session
07/17/25 (Preregistration Required)
- FREE Litigation Advanced Session
07/17/25 (Preregistration Required)

D. Networking Event | Optional

- FREE Networking Lunch, 07/17/25
(Preregistration Required—Limit 100)

E. Materials Format for Institute Registrants | Pick One

- FREE Electronic Materials
- \$45 Print Handbook³ and Electronic Materials

F. Can't Attend the Institute?

Non-Registrants—Purchase the Electronic Materials

- \$225 Non-ICLE Partners
- \$157.50 ICLE Partners

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Prices guaranteed until 07/17/25. Cannot combine discounts. ¹Please attach additional sheet listing registrants attending. All registrations must be submitted and paid for at the same time. ²Current sitting state court judges (limit 40) attend free and must call ICLE or submit order form to register. ³Limit one print handbook purchase per registrant. Print handbooks are nonrefundable after the event cancellation date. **Complete Seminar Policies:** www.icle.org/info/seminarpolicies. **Cancellation Policy:** For a full refund, notify ICLE by 07/03/25. Registrants who cancel after that date will be charged a \$60 cancellation fee. No refunds will be issued after 07/10/25. **Walk-in Registrations:** Permitted on a space-available basis or if registrants fail to claim their seat in the first 15 minutes of the seminar. **Persons with Disabilities or Dietary Restrictions:** For special arrangements please contact ICLE no later than seven days before the seminar. **Accommodations:** A discounted block of rooms has been reserved at Grand Traverse Resort & Spa in Acme under group code SIP0725. Visit www.icle.org/ip/hotel or call 800-968-7352. Reservations must be made by 06/02/25. Registrants are responsible for their own hotel expenses.