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The 25th Annual National Seattle Conference on

*Cutting edge issues in*

# Technology Law

Leading technology experts from around the country bring you up to date on game changing developments in IP and Technology

**December 1 & 2, 2016**

Seattle, Washington

Fourth & Madison Building



**Credits:** WA 13.25 CLE (call about others)

**Quick when/where:** 8:30 a.m., 925 Fourth Avenue, Suite 2900

**Technology Law Conference**  
December 1 & 2, 2016 | Seattle, Washington  
Fourth & Madison Building

**Yes! Please register me:**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

What type of credits do you need? \_\_\_\_\_

For which state(s)? \_\_\_\_\_

**Register my colleague:**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

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For which state(s)? \_\_\_\_\_

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**If you cannot attend in person, check boxes to order:**

- Live Homestudy Webcast       Homestudy Reply Course Materials



8:00 Registration Opens

8:30 Introduction & Overview

Teresa Stanek Rea, Esq., Program Co-Chair  
Crowell & Moring LLP ~ Washington, DC

Katherine C. Spelman, Esq., Program Co-Chair  
Lane Powell PC ~ Seattle, WA

8:45 A Northwest Tech Industry Overview

Legislation, biometrics, and highlights about growth and comparisons to other markets

Michael Schutzler, Chief Executive Officer  
Washington Technology Industry Association ~ Seattle, WA

9:15 Privacy and Security: New IT Infrastructure Issues

New FCC privacy rules: how do they “harmonize” Customer Proprietary Information (new) with Customer Proprietary Network Information (old) with Personally Identifiable Information? New disclosures and data breach notifications: who must comply and how?

Walt Sapronov, Esq.  
Sapronov and Associates, P.C. ~ Atlanta, GA

Location based technologies and localytics: “Supercookies” and other transparency issues with the way mobile devices work

Hillery L. Nye, Esq., General Counsel and Chief Privacy Officer  
Glympse, Inc. ~ Seattle, WA

10:15 Break

10:30 Federal Support and Regulation of the Internet of Things (IoT)

Federal Regulation/Support of IoT: FCC’s Open Internet Order and IoT communications, NTIA Initiative on Federal Support of IoT, and NIST Cyber Framework

C. Douglas Jarrett, Esq.  
Keller and Heckman LLP ~ Washington, DC

11:15 Adapting to Changes in Copyright Law

Benjamin Glatstein, Esq., Senior Attorney  
Microsoft Corporation ~ Redmond, WA

Joseph C. Gratz, Esq.  
Durie Tangri LLP ~ San Francisco, CA

12:15 Lunch (on your own)

1:30 Adapting to Changes in Trade Secret Law

A detailed look at the new protection provisions in the 2016 Defend Trade Secrets Act (DTSA)

James Pooley, Esq.  
Orrick, Herrington & Sutcliffe LLP ~ Menlo Park, CA

After the Alice decision, with 35 USC Section 101 excluding so many things, to what extent does the DTSA change the decision about whether to file for a patent? What are the post-election prospects for further patent reform legislation?

Q. Todd Dickinson, Esq.  
Polsinelli PC ~ Washington, DC

Employers increasing use of technology to monitor employees and the need to balance the privacy rights of employees against the operational needs of employers

Linda D. Walton, Esq.  
Perkins Coie LLP ~ Seattle, WA

3:00 Break

3:15 From “No Way” to “Here’s How”

Avoiding institutional compliance burnout: How to be an effective adviser when compliance requirements touch and concern everything; the reality of today’s ubiquitous compliance framework and how counsel can be a good partner in managing it

Frances M. Jagla, Esq., Moderator  
Lane Powell PC ~ Seattle, WA

Leigh Fulwood, Esq., Intellectual Property Counsel  
Costco Wholesale Corporation ~ Issaquah, WA

Kristin A. Lindsay, Esq., Director of Legal  
HTC Corporation ~ Seattle, WA

Corey Masten-Legge, Esq.  
Vice President - Head of Legal Affairs  
CTI BioPharma Corp. ~ Seattle, WA

5:00 Wine Tasting Reception for Faculty and Attendees



About the Conference



What previous attendees have said:

“Great and informative with truly impressive speakers.”

“Interesting and varied topics - a taste of how complex the space is.”

“All speakers were outstanding. A big congratulations to LSI on coordinating such a great faculty and curriculum.”

The 25th Annual Seattle Conference on Technology Law brings together leading national IP experts from around the country to bring you up to date on rapidly changing developments in IP and technology. This is an exceptional year for changes. Private attorneys and in-house counsel at major corporations and in government will provide valuable analyses of current business trends, case law, legislation and regulation.

Among the applications and technologies that will be discussed are new drone laws, issues with Pokemon Go, and from the “It’s going to change everything” department: The implications of blockchain. We will look at new IT infrastructure issues on privacy and security including FCC privacy rules, location based technologies, and federal support and regulation of the Internet of Things. You will hear about changes in copyright, trade secret, and patent law, and the push for open access to data and science in medical research.

A highlight of the Conference will be Lesley Fair, Senior Attorney, FTC, who will discuss items on the top of the FTC’s list of current problems. Finally, when compliance requirements touch everything, a panel of corporate attorneys will provide strategies on how to be an effective advisor.

You will not want to miss this valuable program in the center of the technology world. Join us in Seattle. We hope to see you there.

~ Program Co-Chairs: Teresa Stanek Rea, Esq. of Crowell & Moring LLP and Katherine C. Spelman, Esq. of Lane Powell PC



**8:30 Adapting to Changes in the Patent Law: New Developments for the Life Sciences Industry**

Update on new USPTO Subject Matter Eligibility Examples for Life Sciences: Potential impact for companies seeking patents for natural products used in diagnostic methods, biomarker detection, and other techniques that use products of nature

**R. Douglas Bradley, PhD, Esq., General Counsel & Secretary**  
Infectious Disease Research Institute ~ Seattle, WA

**9:00 Consumer Protection Enforcement Activities and Compliance Strategies**

Enforcement adapts to changing technology and business models: Current items on the top of the Federal Trade Commission's list of problems to address

**Lesley Fair, Esq., Senior Attorney, Bureau of Consumer Protection**  
Federal Trade Commission ~ Washington, DC

Tips for developing data security and privacy protection strategies

**Christopher A. Cole, Esq.,**  
Crowell & Moring LLP ~ Washington, DC

**10:30 Break**

**10:45 Special Addresses: The Push for Open Access for Data and Science in Medical Research**

Building a data commons to empower researchers to share and interpret data on a colossal scale; using crowdsourcing to test new hypotheses, and contribute to knowledge through community challenges

**John Wilbanks, Chief Commons Officer**  
Sage Bionetworks ~ Chevy Chase, MD

Impact of closed access on the pace of scientific advancement

**Diane M. Peters, Esq., General Counsel, Corporate Secretary**  
Creative Commons ~ Mountain View, CA

**11:45 Lunch (on your own)**



**1:00 Adapting to Open Access as a New Mandate**

Navigating the copyright realities for researchers traditionally needing to publish in journals that are resisting open access while institutions need to comply to ensure future funding; impacts on patent strategies

**Katherine C. Spelman, Esq., Program Co-Chair, Moderator**

**Maja D. Larson, Esq., General Counsel**  
Allen Institute ~ Seattle, WA

**C. Rachal Winger, Ph.D. Esq.,**  
Lee & Hayes PLLC ~ Seattle, WA

**2:15 Break**

**2:30 Anticipating Issues Arising from New Applications and Technologies**

Drone law: The wide variety of drones and their potential applications; legal quandaries that have arisen in civilian and military drone use; the current state of regulation and rule making for drones in the U.S. airspace system

**Marshall L. Ferguson, Esq.,**  
Williams Kastner ~ Seattle, WA

Augmented reality: Considering issues with Pokemon Go and others including privacy, contract law, liability for personal injury, and more

**Holly K. Towle, Esq.,**  
K&L Gates LLP ~ Seattle, WA

From the "It's going to change everything" department: The implications of blockchain technologies and distributed cryptoledgers

**Judith Alison Lee, Esq.,**  
Gibson, Dunn & Crutcher LLP ~ Washington, DC

**4:00 Wrap Up Drafting Workshop: Updating Your Contract Provisions to Help Your Client Achieve Desired IT Business Outcomes**

**Diana J.P. McKenzie, Esq.,**  
HunterMaclean ~ Savannah, GA

**Heather C. Wilde, Esq., In-House Counsel**  
UXC Eclipse, a CSC Company ~ Bellevue, WA

**5:00 Evaluations and Adjourn**



Registration & Other Conference Information

**To Register:**

Call us at: 206-567-4490

Fax the registration form to us at:  
206-567-5058

Email us at:  
registrar@lawseminars.com

Online: www.lawseminars.com

Mail the registration form on the front page.

Walk-ins are welcome, subject to space availability.

Registration is complete when we receive payment or agree to later payment.

**Tuition:** Regular tuition for in person or webcast attendance for this program is \$1245 with a group rate of \$935 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$830. For students, people in their job for less than a year, and public interest NGO's, our rate is \$622.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Materials will be available for download and review a few days before the seminar. Make checks payable to Law Seminars International. Financial aid is available to those who qualify. Contact our office for more information.

**Substitution & Cancellation:** You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, November 25, 2016. After that time, we will credit your tuition toward attendance at another program or the purchase of a webcast or audio replay.

**Seminar Location:** The conference will be held at the Fourth & Madison Building at 925 Fourth Avenue, Suite 2900 in Seattle, WA 98104-1158. A special thanks to K&L Gates LLP who has graciously offered to host the seminar in their meeting space.

**Continuing Education Credits:** Live credits: This program qualifies for 13.25 WA CLE credits. Upon request, we will apply for, or help you apply for, CLE credits in other states and other types of credits.

**Time Shift Your Content:** Webcast and audio replays, with course materials, are available for \$1255. The course materials alone are available for \$100. Replays will be available within two weeks after the seminar or from the date we receive payment.

**Faculty: Technology Law Conference**

**Teresa Stanek Rea**, *Program Co-Chair*, partner, Crowell & Moring LLP, concentrates on IP policies and strategies, patent enforcement and post-grant administrative proceedings, trade secrets policy and enforcement, and digital/internet related copyright issues. She is the recent Acting and Deputy Director of the United States Patent and Trademark Office (USPTO).

**Katherine C. Spelman**, *Program Co-Chair*, Shareholder, Lane Powell PC, provides strategic advice, design and implementation counsel for large, mid-sized and startup companies. She is a member of the Board of Directors for Creative Commons.

**Diane M. Peters**, *Special Address*, GC and Corporate Secretary, Creative Commons, leads development of the licenses and legal tools, including the international license suite, the CCO public domain dedication, the Public Domain Mark, and an upcoming suite of Open Access tools.

**John Wilbanks**, *Special Address*, Chief Commons Officer, Sage Bionetworks, was the Assistant Director at Harvard's Berkman Center for Internet & Society, founded the bioinformatics company Incellico, Inc., and was executive director of the Science Commons project at Creative Commons.

**Frances M. Jagla**, *Moderator*, shareholder, Lane Powell PC, focuses on trademark, copyright, internet domain name matters, unfair competition counseling, name development, clearance filing, registration, maintenance and enforcement of trademarks and copyrights.

**R. Douglas Bradley, Ph.D.**, GC & Secretary, Infectious Disease Research Institute, provides administrative leadership and legal counsel on intellectual property, licensing contract matters, and regulatory and compliance guidance.

**Christopher A. Cole**, Co-Chair of the Advertising & Product Risk Management Group, Crowell & Moring LLP, practices commercial litigation and defends companies accused of false advertising and deceptive or unfair trade practices.

**Q. Todd Dickinson**, partner and Chair of IP Public Policy Group, Polsinelli PC, focuses on IP strategy and management. He was Under Secretary of Commerce, Intellectual Property, and Director of the USPTO and Vice President for IP at General Electric.

**Lesley Fair**, Senior Attorney with the Federal Trade Commission's Bureau of Consumer Protection, focuses on new forms of advertising and marketing, including social media.

**Marshall L. Ferguson**, member, Williams Kastner, focuses on litigation concerning aviation matters where his clients include manufacturers, parts and equipment vendors, MRO providers, insurers, aircraft brokers, flight training companies, and fixed base operators.

**Leigh Fulwood**, Intellectual Property Counsel, Costco Wholesale Corporation, supports the IT infrastructure and e-commerce teams worldwide, the privacy and information security programs, and is responsible for protecting and licensing Costco's trademarks and private label merchandise.

**Benjamin Glatstein**, Senior Attorney, Apps & Services Group, Microsoft Corporation, counsels product development teams on a variety of copyright issues including online piracy, first sale, secondary liability, and anti-circumvention.

**Joseph C. Gratz**, partner, Durie Tangri LLP, litigates cases at the intersection of technology and copyright. He currently represents Amazon in copyright litigation, represented Google in the Google Book Search case, and was part of the team representing Aereo in its Supreme Court case.

**C. Douglas Jarrett**, partner, Keller and Heckman LLP, advises enterprises on Industrial Internet/M2M deployments and spectrum acquisitions. He also represents broadband providers on federal funding opportunities and regulatory compliance. He writes "Beyond Telecom Law Blog."

**Maja D. Larson**, GC, Allen Institute, oversees the legal, research compliance, grants management, risk management and crisis management functions. She is an adjunct professor at Seattle University School of Law. Previously, she was Vice President and Associate General Counsel at Expedia, Inc.

**Judith Alison Lee**, partner and Co-Chair of the International Trade Practice Group, Gibson, Dunn & Crutcher LLP, practices in international trade regulation, Foreign Corrupt Practices Act, economic sanctions and embargoes, export controls and advises on issues relating to virtual and digital currencies, blockchain technologies and distributed cryptoleaders.

**Kristin A. Lindsay**, Director of Legal, HTC Corporation, advises on sales, operations, services and strategic relationships related to mobile handsets, connected devices and virtual reality.

**Corey Masten-Legge**, Vice President of Legal Affairs, CTI BioPharma Corp., is responsible for all legal activities and for a foreign commercial subsidiary, SEC and financial reporting obligations, corporate governance, patent and trademark oversight, pending litigation.

**Diana J. P. McKenzie**, partner and Chair of the Information Technology & Outsourcing Practice Group at HunterMaclean, focuses on technology, outsourcing, privacy, security, and electronic commerce transactions. She is Past President of iTechLaw and has a background in computer programming.

**Hillery L. Nye**, GC and Chief Privacy Officer, Glympse, Inc., focuses on development, licensing and distribution agreements. She develops legal strategies and negotiates progressive business agreements, designs and crafts calculated business models.

**James Pooley**, senior counsel, Orrick, Herrington & Sutcliffe LLP, represents clients in preventing and resolving trade secret and patent disputes. His most recent book is "Secrets: Managing Information Assets in the Age of Cyberespionage" and provided expert testimony and advice during consideration of the Defend Trade Secrets Act.

**Walt Sapronov**, partner, Sapronov & Associates, P.C., represents enterprises, investors, and service providers in telecommunications transactions, regulation and privacy matters including wireless and fiber infrastructure contracts.

**Michael Schutzler**, CEO, Washington Technology Industry Association, is an entrepreneur and engineer who previously led the merger of Livemocha with Rosetta Stone, built Classmates.com into the first profitable social media application, transformed online marketing at Monster.com, and grew the online gaming business at RealNetworks.

**Holly K. Towle**, partner, K&L Gates LLP, focuses on technology, licensing, electronics in commerce, data privacy and security. She co-wrote *The Law of Electronic Commercial Transactions and Data Privacy, Protection, and Security Law*.

**Linda D. Walton**, partner, Perkins Coie LLP, focuses on defending employees in state and federal employment-related litigation, specifically related to FMLA compliance, Title VII compliance, workplace harassment, and use of social media.

**Heather C. Wilde**, In-House Counsel, UXC Eclipse, a CSC Company, specializes in technology licensing, services agreements, vendor agreements, and intellectual property matters. She is a former Senior Attorney at Microsoft.

**C. Rachal Winger, Ph.D.**, member of the Chemical and Life Sciences Practice Group, Lee & Hayes PLLC, advises on therapeutics and vaccines, diagnostics and risk detection, delivery systems, methods of detecting targets for therapeutic intervention, and health-related technologies.

**December 1 & 2, 2016**  
 Seattle, Washington

**Fourth & Madison Building**  
 925 Fourth Avenue, Suite 2900  
 (206) 694-5000

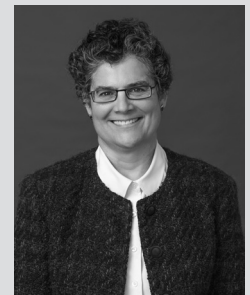
**Who Should Attend:**

*Attorneys, business executives, agency officials and consultants*

**Our Co-Chairs:**



**Teresa Stanek Rea, Esq.**  
 Crowell & Moring LLP



**Katherine C. Spelman, Esq.**  
 Lane Powell PC

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