



Lessons Learned from Intellectual Property Practice

Program dates start March 6. Register today!

4 CLE

Lessons Learned from Intellectual Property Practice

Valuable lessons

In today's global economy, intellectual property can be a company's largest asset.¹ It's vital that attorneys understand the best ways to help clients maximize the commercial value of their rights, assess the risks, and safeguard their intangible assets.

In *Lessons Learned from Intellectual Property Practice*, seasoned attorneys will share their best advice for what to do when problems emerge during a business transaction. You'll come away with a better idea of how to minimize risk of potential conflicts and prepare for dispute negotiation and litigation.

How you'll benefit:

- Learn how to identify and defend ownership rights
- Offer clients comprehensive advice on potential conflicts
- Be better prepared to withstand IP litigation
- Understand the available remedies for a dispute

Who should attend:

- Intellectual property attorneys
- Business lawyers
- Litigators
- Corporate counsel

Register now!

1. World Intellectual Property Organization: *The Value of Intellectual Property, Intangible Assets and Goodwill*
https://www.wipo.int/sme/en/documents/value_ip_intangible_assets_fulltext.html

Schedule

Each topic will involve an all-faculty panel discussion.

8:00 AM Registration

8:30 AM Risk Mitigation and Allocation

- Insurance
- Warranties
- Indemnification

9:00 AM Ownership

- Initial ownership
- Transfer
- Licensing

9:30 AM Jurisdiction, Venue, and Choice of Law

- When does it matter?
- How do you choose and document that choice?
- Battle of "home court"

10:00 AM Break

10:15 AM Getting the Case Ready for Litigation

- When does preparation begin?
- Cease and desist letters—good, bad, and ugly

10:45 AM Evidentiary Issues/Case Strategy

- Preliminary relief
- Early dispositive motions
- Discovery
- Summary judgment
- Trial preparation

11:15 AM Alternative Dispute Resolution

- Options – voluntary and court ordered
- Does it work?

11:45 AM Remedies

- Monetary (single payout vs. royalties)
- Injunction

12:15 PM Program Concludes

Following start time, webcast replay schedule will vary slightly from above listed times.

Faculty

Program Chair & Presenter

Erin R. Ogden
OgdenGlazer LLC
Madison

Presenters

Cathleen A. Dettmann
Palmersheim Dettmann, S.C.
Middleton

Garet K. Galster
Smith Keane LLP
Hartland

Jennifer Gregor
Godfrey & Kahn, S.C.
Madison

Ameera Haider
Quarles & Brady LLP
Madison

Dates / Location

Live Madison Seminar

Friday, March 6, 2020
State Bar Center
5302 Eastpark Blvd.
Madison, WI
(608) 257-3838

Live Webcast

Friday, March 6, 2020

Webcast Replays

Thursday, March 12, 2020
Wednesday, March 18, 2020
Tuesday, March 24, 2020
Monday, March 30, 2020
Wednesday, April 8, 2020

Additional webcast replay dates are available for this program. Visit wisbar.org/seminars for more information and to register.

Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **4 CLE credits**. It does not qualify for EPR credit.

Registration

ONLINE: www.wisbar.org/seminars **MAIL:** State Bar PINNACLE Registrations
P.O. Box 7158
Madison, WI 53707-7158

PHONE: (800) 728-7788

FAX: (608) 257-5502

State Bar CLE/PINNACLE Passbook Registrations:

Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live seminars, walk-in registrations with Passbook Certificates are welcome.

Registration Cancellations:

Please visit wisbar.org/cancellation_policy for information on PINNACLE registration cancellation policies.

Course materials for those attending the seminar:

Course materials are provided in PDF format and are downloadable from myStateBar on wisbar.org up to four days prior to and 90 days after your seminar. For live seminar attendees who prefer a printed format, please select the tuition option that includes printed materials for an additional \$20.

Book Sale!

Intellectual Property in Wisconsin

Save 20% on *Intellectual Property in Wisconsin*. * With this resource, you'll know what can and can't be copyrighted and learn how to protect the intellectual property of your clients. One of the few books that brings together the many facets of IP law in Wisconsin!

Use **discount code CA3004** when you order online or call (800) 728-7788. Plus, all seminar attendees receive a free two-week trial of the *Books UnBound*® version.

Print Book: #AK0251; 320+ pp.; 2nd ed. 2015-16 (Includes 2017-18 supplement)

Member: ~~\$160~~ \$128 | **Nonmember:** ~~\$200~~ \$160

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Additional Learning Opportunities

CLE OnDemand

Combating IP Theft: How Digital Forensics Can Uncover Your “Gotcha” Moment – 2019

Learn best practices to protect intellectual property and trade secrets. See how data can be stolen, and how to identify wrongdoing. Discover what to do when IP theft is suspected. Understand the types of cases that can benefit from a digital forensics investigation. **1 CLE**

CLE OnDemand Seminar: #CA2900D; **Member:** \$89 | **Nonmember:** \$139

Complex Commercial Contracts: The Legal Principles You Need to Know for Effective Drafting – 2019

Know the principles that govern corporate agreements. Understand how proper drafting can keep a company out of court. Gain insight on protecting a company’s intellectual property. Learn what to include in HIPAA Business Associate Agreements and partnership agreements. Pick up tips for handling government contracts. **6 CLE**

CLE OnDemand Seminar: #CA2856D; **Member:** \$249 | **Nonmember:** \$329

Books / Books UnBound | Client Training

Contract Law in Wisconsin

Contract Law in Wisconsin offers guidance on fundamental topics such as formation, breach, the statute of frauds, modifications and amendments, specific performance, and rescission. It’s packed with tips, examples, and practice advice.

Print Book: #AK0040; 894+ pp.; 5th ed. 2018-19; **Member:** \$235 | **Nonmember:** \$295

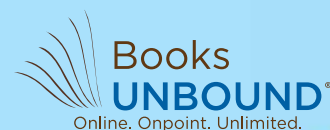
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Priority Code: S3833B

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Seminar Date/Location:

- Live Seminar:** Friday, March 6, 2020 – Madison
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