



# **IP-Con 2023: The Coming Vortex**

## The Convergence of AI, IP and Regulation

### Friday, September 29, 2023

Oracle Conference Center | 350 Oracle Pkwy | Redwood Shores, CA 94065

8:00 - 8:45 a.m.

**Breakfast** 

8:45 - 9:45 a.m.

**Introduction and Live Virtual Keynote** 

10:00 – 11:00 a.m.

Panel 1: Trademark

11:15 a.m. - 12:00 p.m.

**Fireside Chat** 

12:00 - 1:00 p.m.

Lunch

1:00 – 2:00 p.m.

Panel 2: Al's Implications for In-House

2:15 - 3:15 p.m.

Panel 3: Patent

3:30 - 4:30 p.m.

**Panel 4: Right of Publicity** 

4:30 - 6:00 p.m.

Reception and Student Poster Presentation

#### **Live Virtual Keynote**



**Kay Firth-Butterfield** 

CEO of Good Tech Advisory LLC and former inaugural Head of AI at the World Economic Forum



**Professor Gary Marchant** 

Regent's Professor and Faculty Director, Center for Law, Science, and Innovation at ASU Law

#### **Fireside Chat**



**Mark Grav** 

Assistant General Counsel at the





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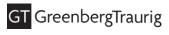












#### 10:00 - 11:00 a.m: Trademark Panel - Analog to Al: Using Al as a Shield Not a Sword

Moderator - David Franklyn: Executive Director of McCarthy Institute and Professor of Practice,

ASU Sandra Day O'Connor College of Law

Rosaleen Chou: Partner, Knobbe Martens

Cam Gatta: Assistant General Counsel, Global Trademarks, Microsoft

**Bobby Ghajar:** Partner, Cooley LLP **Ben Fernandez:** Partner, WilmerHale

Marcus Peterson: Senior Trademark, Marketing and Copyright Counsel, Oracle

Student Moderator - Matthew McGraw: 2L and McCarthy Fellow at ASU Law

#### 1:00 – 2:00 p.m: In-House Panel - An In-House Look at AI Development within a Growing Regulatory Landscape

Moderator - Gary Marchant: Regent's Professor and Faculty Director, Center for Law,

Science and Innovation, ASU Sandra Day O'Connor College of Law

**Ian Ballon:** Shareholder, Greenberg Traurig, LLP **Michael Kelly:** Associate General Counsel, IP, Amazon

Nathan Shaffer: Partner, IP Litigation, Orrick Sarah Ward: Senior Corporate Counsel, Microsoft

Rachael Vaughn Ray: Senior Counsel, Google

Student Moderator - Jasmine Held-Hernandez: 2L and McCarthy Fellow at ASU Law

#### 2:15 – 3:15 p.m: Patent Panel - Patent Busting: When is AI too artificial?

Moderator - Tyson Winarski: Professor of Practice, ASU Sandra Day O'Connor College of Law

**Shawn Ambwani:** Co-Founder, Unified Patents **Phong Dinh:** Assistant General Counsel, Microsoft **Christian Hannon:** Senior Patent Attorney, USPTO

Scott Kelly: Partner, Banner Witcoff

Matthew Sarboraria: Senior Vice President, Legal & Associate General Counsel, Oracle

Student Moderator - Timmy Basista: 2L and McCarthy Fellow at ASU Law

#### 3:30 – 4:30 p.m: Right of Publicity Panel - From Vanna White to Prince: Whose Face is It Anyway?

Moderator - Jon Kappes: Teaching Associate Professor, ASU Sandra Day O'Connor College of Law

**Angela Dunning:** Partner, Cooley LLP

Rafa Gutierrez: Senior Director, Intellectual Property, Uber

Mehrnaz Boroumand Smith: Partner, Kilpatrick Townsend and Stockton LLP

Fabricio Vayra: Partner, Perkins Coie LLP

Student Moderator - Gus Campbell: 2L and McCarthy Fellow at ASU Law