

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: AI'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 Gray

Assistant General Counsel at the
U.S. Copyright Office



Dr. Trevor Reed

Professor of Law at ASU Law

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Panelists

10:00 – 11:00 a.m: Trademark Panel - *Analog to AI: Using AI 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