

IP - Licensing



ORIGINAL PROGRAM DATE

July 23, 2024

AVAILABLE MEDIA TYPES

Video & Audio MP3

*Presented in partnership with the
WSBA Intellectual Property Section*

REPORTING YOUR CREDIT

This on-demand seminar was originally presented as a live webcast on July 23, 2024, in Seattle, WA. If you attended the live webcast and reported CLE credits, you cannot also report credits from watching or listening to this recording if repeated within your three year reporting period.

DESCRIPTION

Prepare yourself and your practice with crucial information and pertinent forecasts for the coming year. Hear from colleagues and peers from the West Coast, the South and the UK addressing current IP Licensing issues such as the SEP, the recent FTC non-compete rule and best practices.

AGENDA

1 **SEP Litigation in UPC after One Year of its Operation and Upcoming Legislative Changes Concerning SEP Landscape in Europe**

How the SEP litigation landscape in Europe changed with the start of the Unitary Patent Court and how it will be further affected if the legislative proposal of the European Commission in the form of EU wide Regulation on Standard Essential Patents enters into force. We will discuss how the UPC has affected patent litigation and licensing strategies and interplay with other jurisdictions in the context of SEP litigation. We will also present pillars on which proposed EU Regulation for SEP is based, where we are with respect to its legislative process and what we can expect in the next few months in Europe in this respect.

Caitlin Heard - CMS Cameron McKenna Nabarro Olswang LLP, London, UK

Dr. Aleksandra Kuznicka-Cholewa - CMS Cameron McKenna Nabarro Olswang LLP, London, UK

2 **Navigating Intellectual Property Risks in Generative AI: Key Considerations for Licensing Agreements**

Businesses considering when and how to deploy generative AI tools within their organization or products need a pragmatic approach to licensing generative AI tools, services, and outputs— one that balances the tools' unique benefits with their unique risks. This presentation will explore the rapidly evolving landscape of generative AI, highlighting the unique characteristics that set generative AI apart from traditional technology solutions and looking at how those risks might inform the drafting and negotiation of licensing agreements related to generative AI.

Sean West - Perkins Coie LLP, Seattle, WA

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3 Navigating the Complex Landscape of IP Management: Strategies for In-House Counsels

In the fast-paced world of intellectual property, in-house counsels play a critical role in protecting, managing, and commercializing IP assets. This panel discussion brings together experienced in-house counsels from various industries to share insights, challenges, and best practices in IP management. The discussion will cover a wide range of topics, including effective IP protection strategies, portfolio management, licensing, and monetization. Attendees will gain valuable tips on building robust IP portfolios, negotiating licensing agreements, and maximizing the value of their IP assets.

Robyn Adams - IP Attorney, Bellevue, WA

Lawrence Lycke - Kestra Medical Technologies, Kirkland, WA

Qudus Olaniran - Avanci, LLP, Dallas, TX

Moderator: Dr. Connie Wan - Seattle Gummy Company, Seattle, WA

4 Trade Secrets and Confidentiality in Agreements and Due Diligence Under FTC non-Compete Rules

This session discusses the recent FTC non-compete rule that is scheduled to go into effect in September 2024. Explore how this rule applies to confidentiality and trade secrets and how to address these provisions in licenses, particularly know-how components of licenses, and other agreements, as well as when conducting due diligence.

Michelle LeCointe - Seed IP Law Group LLP, Seattle, WA

5 Patent Licensing in M&A Transactions and Update on Blockchain Patents

Hear important updates related to licensing as part of mergers and acquisitions as well as blockchain patents.

Tyson Winarski - Arizona State University Sandra Day O'Connor College of Law, Tempe, AZ

6 Cross-border Licensing from PRC Perspectives

Dr. Zhu leads an IP team in JunHe LLP which has been involved in over 100 cross-border licensing deals between PRC companies and international companies, especially in the biopharmaceutical field. Dr. Zhu will discuss tips and issues specific to PRC practice which can be very different from US licensing practice with hopes to bring attention to US practitioners in cross-border licensing deals especially with PRC entities.

James Zhu - Jun He Law Offices P.C., Cupertino, CA