



CALENDAR

UPCOMING EVENTS

May 21

11:45 – 1 pm, State Bar of Georgia:
Litigation Committee Lunch event:
“Trademark Infringement on #Social Media”

May 29

12 – 1 pm, State Bar of Georgia:
YLD Committee and Entertainment and Sports Law Section combined Lunch and Learn Event:
New DMCA Six Strikes Rule, CLE credit available

June 5

6 – 9 pm, Four Seasons in Midtown:
Social Committee Event:
IP Section Summer Social, all section members and their summer associates/interns are welcome

June 12

11:45 – 1 pm, State Bar of Georgia:
Trademark Committee event:
Lynne Beresford will speak on the topic “The Madrid Protocol – What Does it Offer?”

SAVE THE DATE

November 6 – 10

Montego Bay, Jamaica:
The North American Entertainment Sports and Intellectual Property Law Conference



***** **SAVE THE DATE** *****

November 6–10, 2013

**The North American Entertainment, Sports and
Intellectual Property Law Conference**

Montego Bay, Jamaica

See inside and attached pages for details and sponsorship opportunities.

Message from the Chair

Dear IP Section Members:

It’s hard to believe that the fiscal year of the Georgia Bar is almost over. It seems like just yesterday I was writing the first of these letters. While there are only two more months in the current fiscal year, there are still quite a few interesting Section events planned. I would like to specifically mention a few.

The May Litigation Committee event has a new topic. Originally focusing on best practices in federal court, Chair David Lilenfeld has now turned his focus to the digital age. On May 21 the Litigation Committee will host an event entitled “Trademark Infringement on #Social Media.” Registration is already available at the Bar’s website, www.gabar.org.

On June 5, we will have our third Section social event of the year. Social Committee Chair Suzanne Werner has planned an event at the Four Seasons. It will begin at 6:00 PM and admission is



free for Section members. Our spring event traditionally provides an opportunity for summer associates to meet members of the Section, so you are encouraged to bring summer associates from your firm. Law students and recent law school graduates are also encouraged to attend. Registration is available at www.gabar.org. When registering, make sure to list guest names so that we have them on our registration list. If you attended either the fall social event or the holiday event, you know how fantastic Suzanne’s events can be. We increased our Social Committee budget this year

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and the spring event promises to be another wonderful event. Appetizers and drinks will be served and we will have parking vouchers as well. Please make plans to attend.

The Trademark Committee is hosting former Trademark Commissioner Lynne Beresford for a discussion on the Madrid Protocol on June 12. Ms. Beresford spoke to the Section several years ago and is a great speaker. Chair Ryan Holte has been working for several

months to bring her back to Atlanta. Since we are early – or late, depending upon your perspective – in the CLE calendar, a reduced rate will be offered to registrants that do not require CLE. Registration will be available shortly at the Bar’s website.

Finally, I want to thank Jonathan Olinger and Andrew Pequignot for putting together two very interesting events last month. Both were well attended and provided interesting insights into due diligence in licensing and

Internet copyright issues, respectively.

Please make sure you stay up-to-date on Section happenings by visiting our website, www.georgiaip.org. Upcoming events are listed on the “events” page, while past events are listed on the “news” page. You can also see video streams of select past events.

Sincerely,
Philip Burrus, Chairman
Burrus Intellectual Property
Law Group, LLC

COMMITTEE NEWS

TRADEMARK COMMITTEE

On Wednesday, *June 12, 2013*, the Trademark Committee will host Lynne Beresford, former Commissioner for Trademarks at the U.S. Patent & Trademark Office, to speak on the topic “The Madrid Protocol – What Does it Offer?” The event will be held from 11:45 to 1:00 p.m. at the State Bar Conference Center. The cost is \$10 for general attendance or \$35 for lunch and CLE. Go to www.gabar.org to register.

As Commissioner for Trademarks from 2005 to 2010, Ms. Beresford was instrumental in the implementation of the Madrid Protocol in the United States, helping to negotiate the regulations for the Protocol at WIPO. She was also part

of the team that automated the filing and examination of international applications. We are pleased to have Ms. Beresford speak to the section with a brief history of the Madrid Protocol, the process from using the Madrid protocol, and the advantages associated with its use.

SOCIAL COMMITTEE

Mark your calendars for the IP Section’s Summer Social that will be held *Wednesday, June 5, 2013*, 6 to 9 p.m. at the Four Seasons. Join us for food, drinks, and a panel discussion on the IP practice in Atlanta. All section members and their summer associates/interns welcome! The Summer Social is sponsored by the IP Section of

the Georgia Bar and IP Section of the YLD. Contact the Social Committee Chair, Suzanne Werner of Alston & Bird LLP, at suzanne.werner@alston.com with any questions.

YLD COMMITTEE

The YLD Committee will be hosting a lunch and learn in conjunction with the Entertainment and Sports Law Section on *May 29, 2013*, from 12:00-1:00 pm at the State Bar. The program will focus on the new DMCA six strikes rule. CLE credit will be available. Please contact the YLD Committee Chair Laura Ashby (lashby@millermartin.com) if you have any questions.

THE NORTH AMERICAN ENTERTAINMENT, SPORTS AND INTELLECTUAL PROPERTY LAW CONFERENCE

The North American Entertainment, Sports and Intellectual Property Law Conference is a combined legal education event. The Conference offers the opportunity to earn continuing legal education credits and network with judges and colleagues while enjoying a tropical location. The Intellectual Property Institute portion of the conference is offered by the Intellectual

Property Section of the Georgia Bar to its members and to the community of intellectual property lawyers in Georgia and other states. The IP Institute typically includes a mock oral argument before two or more judges from the Federal Circuit, as well as a host of other panel discussions and presentations.

There are sponsorship opportunities for the 2013 Conference ranging from a

\$1,000 sponsorship level to a \$10,000 sponsorship level. Please see the attached brochure for more details on the sponsorship opportunities.

In addition to timely hot issues in Intellectual Property which will be thoroughly discussed, the Conference will also include a wide range of interesting topics touching on

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Conference, from page 2
non-traditional matters with an IP element, such as:

- Predicting the Future of Emerging Entertainment and IP Issues
- Digital Content Licensing
- Athlete and Entertainer Product Endorsements/Sponsorship Agreements
- Developments in Music Publishing
- Current Developments in Literary Publishing
- Crowd Sourced Funding, Capital Raises and Securities
- Due Diligence and Audits in Licensing and Transactions
- Social Media

For more information on sponsorship opportunities, please contact Tina Williams McKeon of Kilpatrick Townsend & Stockton LLP at tmckeon@kilpatricktownsend.com or (404) 815-6103.

Remember to save November 6 – 10 for The North American Entertainment, Sports and Intellectual Property Law Conference and keep watching for future newsletters and the IP Section website for more information as this event approaches. Enjoy the two photos below for a glimpse of what Jamaica has to offer.



Dunns River Falls, Ocho Rios



Sunset in Negril

UPCOMING EVENTS

May 2013

Litigation Committee plans to hold a lunch event on *May 21* from 11:45 – 1 pm at the State Bar of Georgia focusing on Trademark Infringement on #Social Media.

The YLD Committee is hosting a lunch and learn on *May 29, 2013*, from 12 – 1 pm at the State Bar. The program will focus on the new DMCA six strikes rule.

June 2013

The Social Committee is planning a cocktail hour and panel discussion for all

section members and their summer associates/interns on *June 5* from 6 – 9 pm at the Four Seasons.

On *June 12*, the Trademark Committee is hosting an event on the Madrid Protocol at the State Bar of Georgia from 11:45 – 1 pm.

November 2013

Save the date for The North American Entertainment Sports and Intellectual Property Law Conference, which will be held *November 6 – 10* in Montego Bay, Jamaica.

LEADERSHIP

OFFICERS

Philip H. Burrus, IV - Chair
Burrus Intellectual Property Law Group

Tina McKeon - Chair Elect
Kilpatrick Townsend & Stockton LLP

Brad Groff - Vice Chair
Gardner Groff

George Medlock - Secretary
Alston & Bird

Lauren Staley - Treasurer
Focus Brands

COMMITTEE CHAIRS

Rich Miller – Patent
Ballard Spahr

Ryan Holte – Trademark
Federal Trade Commission

Andrew Pequignot – Copyright
Kilpatrick Townsend & Stockton LLP

David Lilenfeld – Litigation
Lilenfeld PC

Jonathan Olinger – Licensing
Kasowitz Benson Torres & Friedman

Matt Smith – In-House
Innovolt, Inc.

Brent R. Bellows – Newsletter
Knowles IP Strategies

Chris Glass – Website
Hope Baldauff Hartman

Suzanne Werner – Social
Alston Bird

Chris Curfman – Philanthropy
Meunier Carlin & Curfman, LLC

Jim Johnson – Industry Outreach
Sutherland

Joe Staley – Mentoring
Kids II

Art Gardner – Intl. Institute
Gardner Groff

Rivka Monheit – Special Events
Pabst Patent Group

Laura Ashby – YLD Liaison
Miller and Martin

Rachel Erdman – Podcasting
Emory Law School

Arvind Reddy – Patent Agents
Thomas Kayden

The North American Entertainment, Sports and Intellectual Property Law Conference 2013 Sponsorship Package

Montego Bay, Jamaica
November 6-10, 2013



The IP Institute portion of The North American Entertainment, Sports and Intellectual Property Law Conference is a continuing legal education event offered by the Intellectual Property Section of the Georgia Bar to its members (more than 1000 in number) and to the community of intellectual property lawyers in Georgia and other states. The Institute typically includes a mock oral argument before two or more judges from the Federal Circuit, as well as a host of other panel discussions and presentations. In addition to the continuing legal education opportunities, the Institute also offers the opportunity to enjoy the tropical location while networking with judges and colleagues.

November 6-10, 2013
Montego Bay, Jamaica

Attendees at the 2012 Conference

Last year the program was held in Cancun, Mexico. Below are examples of the law firms and companies represented by the attendees:

Akerman Senterfitt
Alston & Bird
Arnall Golden Gregory
Baker Donelson
Ballard Spahr
BMI Foundation
Cox Communications
Delta Air Lines, Inc.
Deloitte Financial Advisory Services

Finnegan Henderson
Fox Rothschild
Gardner Groff
Greenberg Taurig
Hall Booth Smith Slover
J.M. Huber Corporation
Kilpatrick Townsend
King & Spalding
KL Gates

Morris Manning & Martin
Robbins Kaplan Miller & Ciresi
Schiff Hardin
Smith Risley Tempel Santos
Sutherland Asbill Brennan
Thomas Kayden
Turner Broadcasting System

Sponsorship Levels (see next page for sponsorship benefits)

Diamond	\$10,000
Platinum	\$7,500
Gold	\$5,000
Silver	\$2,500
Bronze	\$1,000

Sponsorship Levels

	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Option to participate in mock oral argument before Federal Circuit Judges	✓				
15 minutes to address attendees at conference	✓	✓			
Speaking opportunity at Atlanta event	✓	✓			
Resort Room (1) included	✓				
Table for promotional materials at Institute	✓	✓	✓		
Attendee contact list	✓	✓	✓	✓	
Recognition on IP Section website	✓	✓	✓	✓	✓
Recognition in IP Institute brochure and mailings	✓	✓	✓	✓	✓
Recognition in IP Section Newsletter	✓	✓	✓	✓	✓

For Sponsorship information, please contact:

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The North American Entertainment, Sports and Intellectual Property Law Conference

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