

## Minutes

### Monthly Meeting IP Law Section Council– April 2, 2009 Conference Call

The meeting was called to order by Denise Glassmeyer at 9:32 am. In attendance were council members Denise Glassmeyer, Jennifer Sheehan Anderson, Anna Budda, Julia Voutyras , Scott Keller

Also present was Ryan Bailey of the Institute of Continuing Education.

#### **Approval of Minutes**

Minutes from the February 2, 2009 are pending review and approval.

#### **REPORTS**

**A. Treasurer's report** – As of March 31, 2009, 2009, the Section has \$55908.10

#### **B. Spring Seminar**

The Spring Seminar was held at the Kellogg Center, East Lansing, Michigan, on March 16, 2009, and moderated by council members Don Wallace and Eric Sosenko.

Ryan Bailey reported that: 240 people pre-registered for the seminar, there were 15 walk-ins and 30 no shows for a total of 225 participants. ICLE is still gathering the survey results. Sixty-nine people responded to the survey. The average score was six (6) out of seven (7). All 69 people who responded said they would recommend to others and would attend next year.

The contract for 2010 is in place and the seminar will be on March 22, 2010 at the Kellogg Center.

#### **C. Summer Seminar**

Denise advised that Alan Wallace from FR Kelly will be speaking at the Summer Conference on the topic building an EP application for the ground up. Frank Angileri is working with the judges on the topics for the panel discussion.

As this morning (4/2/09), 39 registered which is only 2 less than 2008 at the same time. .

#### **D. Proceedings**

Council members Kevin Mackenzie and Anna Budda are working on the Spring issue. The next deadline for articles is April 10, 2009.

## **E. Model State Trademark Law**

Denise Glassmeyer will re-circulate the model state trademark law materials to the council members for review and consideration.

As a re-cap, Linda Monge and Jessica Sachs are working to have Model State Trademark Law legislation introduced in Michigan to update the state trademark law. They are looking for sponsors to introduce the legislation and support from groups in the state to help move the legislation through the system.

The Section could take any of the following positions:

- Agree to endorse the legislation
- Agree to endorse the legislation and delegate council members to continue with the effort
- Agree to endorse the legislation and take it on as a project of the council which may include a position paper among other actions.

## **F. October Seminar**

The October Seminar will be held on Monday, October 5, 2009 at the GVSU Eberhard Center in Grand Rapids and Tuesday, October 6, 2009 at the MSU Management Education Center in Troy. Council members Scott Keller and Jean McCarthy will be the moderators.

One month to finalize the schedule. We need speakers for the seminar. Council members are encourage to advise Ryan, Scott, or Jean know if they have speaker recommendation.

Below is a the outline for the seminar.

### Morning Session:

- |                         |   |
|-------------------------|---|
| 9:00 a.m. – 9:05 a.m.   | <b>Welcome</b><br>R. Scott Keller- Grand Rapids<br>Jean McCarthy - Troy   |
| 9:05 a.m. – 9:45 a.m.   | <b>Initial Client Interview</b> <ul style="list-style-type: none"><li>• What questions do you need to ask</li><li>• Bullet 2</li></ul><br>Speaker |
| 9:45 a.m. - 10:30 a.m.  | <b>Marketing IP practices</b> <ul style="list-style-type: none"><li>• Bullet 1</li><li>• Bullet 2</li></ul>                                       |
| 10:30 a.m. - 10:45 a.m. | <b>Break</b>  |

- 10:45 a.m. - 11:40 a.m.      **Maximizing Efficiency in your IP practice**
- Bullet 1
  - Bullet 2
  - Bullet 3
- Speaker
- 11:40 a.m. - 12:00 p.m.      **Questions and Answers**
- 12:00 p.m. – 1:00 p.m.      **Lunch**
- Afternoon Session:
- 1:00 p.m. – 1:40 p.m.      **Dealing with the Media**
- Bullet 1
  - Bullet 2
- Speaker
- 1:40 p.m. – 2:30 p.m.      **Successfully Managing IP Portfolios**
- Maintaining deposit accounts with the USPTO
  - ETF accounts for IP groups
  - Bullet 3
- Speaker
- 2:30 p.m. – 2:45 p.m.      **Break**
- 2:45 p.m. – 3:15 p.m.      **Interaction Between Corporate Counsel & Private Practitioners**
- Bullet 1
  - Bullet 2
- Speaker
- 3:15 p.m. – 3:30 p.m.      **Questions and Answers**

### **G. Law School for Legislators**

The program was a success. Several legislative aids attended and took good notes while several legislators stopped by. The program developed into a discussion regarding technology and knowledge retention with Ed Clemente. Denise is going to follow-up with Ed Clemente and see what his needs are.

### **New Business**

The next meeting will be a phone meeting on May 14, 2009 at 9:30 am.

The meeting was adjourned at 9:59 am.

