

Host	Celia Murphy <i>Supervisory Patent Examiner TC 2900 USPTO</i>	1:00 – 1:30	Disrupting the \$200B Confections-Industry with Unique Branding and Innovation <i>Rosie O'Neill</i> <i>Co-Founder and Co-CEO Sugarfina</i> <i>Josh Resnick</i> <i>Co-Founder and Co-CEO Sugarfina</i> <i>Lance Miller</i> <i>General Counsel Sugarfina</i>
8:30 – 9:00	Registration & Continental Breakfast <i>Sponsor: AIPLA</i>	1:30-1:50	Report from the Front Line: Federal Circuit Decisions <i>Alexis Simpson</i> <i>Troutman Sanders</i>
9:00 – 9:15	Welcome and Kick-off <i>Andrei Iancu</i> <i>Under Secretary of Commerce for Intellectual Property and Director of the USPTO</i>	1:50-2:20	Design and Design Exploration at Microsoft <i>Qudus Olaniran</i> <i>Patent Attorney, Microsoft Corp.</i>
9:15 – 9:30	State of the Design Technology Center <i>Karen Young</i> <i>Director, TC 2900 USPTO</i>	2:20 – 2:50	Protecting Designs <i>Michael Blankstein</i> <i>Deputy General Counsel, IP Scientific Games</i>
9:30 – 10:00	Beyond the USPTO: Design Developments Across the Globe <i>Courtney Stopp</i> <i>Attorney-Advisor Office of Policy and International Affairs USPTO</i>	2:50 – 3:05	Break & Interaction <i>Sponsor: ABA Section of Intellectual Property Law</i>
10:00 -10:30	JPO: Design Drives Economic Growth <i>Tomoki Sawai</i> <i>Director General, Patent and Design Examination Department, Japan Patent Office</i>	3:05 -3:35	LIVE ARTFULLY: Trends & Design Development at Kallista <i>Bill McKeone</i> <i>Design Studio Manager, Kallista, Kohler Co.</i> <i>Craig Loest</i> <i>Lead IP Attorney, Kohler Co.</i>
10:30 – 10:45	Break & Interaction <i>Sponsor: ABA Section of Intellectual Property Law</i>	3:35 – 4:30	Panel: Enforcing Design Rights for Infringing Internet Sales <i>Panelists:</i> <i>Reagan Charney</i> <i>Patent Counsel, Newell Brands</i> <i>Bart Fisher</i> <i>Patent Attorney, Caterpillar Inc.</i> <i>Craig Loest</i> <i>Lead IP Attorney, Kohler Co.</i> <i>Qudus Olaniran</i> <i>Patent Attorney, Microsoft Corp.</i> <i>Moderator: Robert Katz</i> <i>Banner & Witcoff</i>
10:45 – 11:45	Patent Prosecution Best Practices Panel: Views from Examiners and Practitioners <i>Panelists:</i> <i>Jeffrey Asch</i> <i>Primary Patent Examiner TC 2900 USPTO</i> <i>Daniel Drexler</i> <i>Cantor Colburn</i> <i>Barbara Fox</i> <i>Primary Patent Examiner TC 2900 USPTO</i> <i>Shabnam Nowrouzi</i> <i>NSIP Law</i> <i>Moderator: Daniel Gajewski</i> <i>Sterne Kessler, Goldstein & Fox</i>	4:30 - 4:50	Report from the Front Line: District Court Decisions <i>Dunstan Barnes</i> <i>McAndrews, Held & Malloy</i>
11:45 – 12:05	Report from the Front Line: A Summary of Recent Decisions <i>George Raynal</i> <i>Saidman DesignLaw Group</i>	4:50 –5:00	Closing
12:05 – 1:00	Lunch & Interaction <i>Sponsors: IPO, INTA, AIPPI</i>		

Any legal opinions expressed at this event do not necessarily represent USPTO policy. USPTO employees are reminded that the discussions at this event are not a substitute for formal USPTO legal training, and that they are not being educated as to what the law is and how it should be applied in examination.

Design At Work

The organizers of Design Day wish to thank Charles L. Mauro of MauroNewMedia who generously produced the suite of fine graphics for Design Day 2018. From the poster, programme cover and registration webpage, to the name badges, Mr. Mauro cheerfully obliged. Thanks also to Iris Howell of AIPLA for managing our registration webpage and table.

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Many thanks to our committed sponsors, ABA Section of Intellectual Property Law; IDSA; IPO, and AIPLA. This year, we warmly welcome our newest sponsors, International Trademark Association, (INTA) and International Association for the Protection of Intellectual Property (AIPPI).



The Industrial Designers Society of America



United States Patent and Trademark Office
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