



THE BAR ASSOCIATION OF
SAN FRANCISCO

THE INTELLECTUAL PROPERTY SECTION PRESENT

Intellectual Property Symposium

PANEL: WORKING EFFECTIVELY WITH EXPERTS IN IP MATTERS

This program provides tips and best practices for choosing and working with experts in an IP dispute. The speakers will share their experiences and lessons learned when being retained and working as an expert in intellectual property matters. Attendees will walk away with practical advice about finding, retaining, and working with experts to build stronger and more persuasive expert testimony to help clients achieve the best outcome on their disputes.

TOPICS

- Intro and role of an expert, selecting right expert, working with expert
- Expert Report and Deposition
- Daubert and Other Expert Challenges
- Trial Testimony
- Key pitfalls to avoid, takeaways and practical tips

SPEAKERS: Elizabeth Dean, Alvarez & Marsal Disputes and Investigations, David Elkins, Squire Patton Boggs

MODERATOR: Sue Stuckwisch, Alvarez & Marsal Disputes and Investigations

PANEL: INTERSTATE COMMERCE – CANNABIS BRANDING

A discussion on special concerns regarding interstate branding for companies within the illicit-plant-materials market.

TOPICS

- Cannabis seeds in interstate commerce & limitations to same
- Analysis of Damages in Cannabis IP cases
- Updates regarding caselaw pertinent to the above
- Case study of new “Cookies on Demand” system

SPEAKERS: Amanda Conley, Conley Law, Elizabeth Rest, Crown LLP, Sue Stuckwisch, Alvarez & Marsal Disputes and Investigations

MODERATOR: Nicole A. Katsin, Evoke Law, PC

TUESDAY, SEPTEMBER 26, 2023

Location: BASF Offices, 201 Mission Street, Suite 400, San Francisco, CA 94105

Cost: \$60 Section Members • \$75 BASF Members • \$100 Others

MCLE: 2 Hours

Registration: 2:30 – 3:00 p.m.

Program: 3:00 - 4:00 p.m.

Panel I: 3:00 - 4:00 p.m.

Panel II: 4:00 - 5:00 p.m.

Reception to Follow.

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