



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 an 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, David Elkins, Squire Patton Boggs, Neel Chatterjee, Goodwin

MODERATOR: Sue Stuckwisch, Alvarez & Marsal

PANEL: INTERSTATE COMMERCE: CANNABIS BRANDING

Focus discussion on special concerns regarding interstate branding for companies within the illicit-plant-materials market. While this presentation will also include a discussion concerning damages in this context, the attendees can expect to receive a food primer concerning the unique issues cannabis operators must face in a multi-jurisdictional regulatory scheme plus similar hurdles that the growing therapeutic psychedelics market must overcome.

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: Nicole Katsin, Evoke Law, Elizabeth Rest, Crown LLP, Sue Stuckwisch, Alvarez & Marsal

MODERATOR: Lara DeCaro, Leland, Parachini, Steinberg, Matzger & Melnick

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

Event Code: G232503

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.

Thank you to our Supporting Sponsors



ALVAREZ & MARSAL

O'Melveny

REGISTER: WWW.SFBAR.ORG/CALENDAR