



## The 30th Annual Intellectual Property Institute

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### ORIGINAL PROGRAM DATE

April 24, 2025

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### AVAILABLE MEDIA TYPES

Video & Audio MP3

*Presented in partnership with the WSBA  
Intellectual Property Section*

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### REPORTING YOUR CREDIT

This on-demand seminar was originally presented as a live webcast on April 24, 2025, in Seattle, WA. If you attended the live webcast and reported CLE credits, you cannot also report credits from watching or listening to this recording if repeated within your three-year reporting period.

### DESCRIPTION

Join us on-demand for the 30th Annual 2025 IP Institute, with faculty from across the world, country and state presenting on crucial topics such as: updates from Europe, design patents, trademark updates and patent monetization.

### AGENDA

#### 1 Avoiding Priority Pitfalls in Europe

Divergent filing practices in the US can result in priority issues in Europe, with the resultant invalidation of the priority claim. This issue has featured in recent high-profile cases (notably in the CRISPR decisions) leading to revocation of the corresponding patent in view of publications made in the priority year. Here we discuss best practice considerations to ensure a valid claim to priority in Europe and the impact of two recent Enlarged Board of Appeal decisions.

*Dr. David Hobson – Mathys & Squire, London, UK*

#### 2 Design Around – Catching Up on Recent Developments in Design Patent Law

Hear from Nika Aldrich, lead counsel in one of the most significant design patent cases currently pending, about the current state of design patent law following significant developments over the past two years.

*Nika Aldrich – Schwabe Williamson and Wyatt PC, Seattle, WA*

#### 3 Patent Monetization: The Market and Practices

This session starts with the economics of patent monetization and highlights the uncertainties inherent to patents as intangible assets. It then moves to discuss the key issues on the demand side of the patent monetization market, including the differences in the demand drivers of patents between operating company buyers and NPEs or patent investment funds. The session also surveys the landscape of the supply side and explains why the current economic slowdown will lead to an increasing flow of patents into the market. The session concludes that the strong demand, especially the demand from NPEs and patent investment funds backed by billions in capital, together with the expected plentiful supply of patents during the economic downturn, will make the patent monetization a good business to be in during the next year or two.

*Dr. Jack Lu – IP MAP LLC, Austin, TX*

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### 4 Strategic Management of Life Sciences IP Portfolios from In-House Counsels' Perspective

This panel session will examine best practices for developing and managing intellectual property portfolios in the life sciences sector from the perspective of in-house counsel. Attendees will gain insights into aligning IP strategy with business objectives, supporting research and development pipelines, and navigating the unique challenges posed by regulatory frameworks and competitive landscapes. The session will cover key considerations such as freedom-to-operate analysis, patent life cycle management, global filing strategy, and coordination with cross-functional teams, including R&D, regulatory, and commercialization teams.

*Elizabeth Schubert – Bruker Spatial Biology, Seattle, WA*

*Dr. Connie Wan – Seattle Gummy Company, Renton, WA*

### 5 Trademark Update

Hear the most important decisions from the last 12 months.

*Jim Vana – Schwabe Williamson and Wyatt PC, Seattle, WA*