



The 31st Annual Intellectual Property Institute

ORIGINAL PROGRAM DATE

April 24, 2026

*Presented in partnership with the
WSBA Intellectual Property Section*

REPORTING YOUR CREDIT

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DESCRIPTION

Join us on-demand for the 31st Annual IP Institute with faculty from across the state and region presenting on crucial topics. Don't miss this vital and always popular program.

AGENDA

1 Ambush Marketing as Trademark Evasion: Doctrinal Gaps and Enforcement Challenges

Why do brands spend millions on sponsorships only to be outshined by companies that pay nothing? This presentation breaks down ambush marketing in major events like the Olympic Games and the World Cup, where marketers walk a fine legal line, exploring how intellectual property law struggles to keep up with increasingly creative advertising tactics.

Ania Smeraldo – Seed IP Group LLP, Seattle, WA

2 Are We Going to See the Return of Patent Troll Litigation?

The Trump Administration's decisions have been seen and felt throughout numerous industries, but its effects on the patent system remain largely unnoticed. Nika Aldrich, a patent litigator and former professor of patent law, will explain what patent litigators and PTAB practitioners have been whispering to each other about the Trump Administration's impact on the post grant review system set up by the America Invents Act, and what the Trump Administration policies may portend for the future of patent litigation.

Nika Aldrich – Schwabe, Williamson & Wyatt, P.C., Portland, OR

3 From Molecule to Market: IP Transaction Strategies in the Pharmaceutical Industry

This presentation examines how intellectual property drives transactions and value creations across the pharmaceutical and biotechnology development lifecycle. It focuses on licensing, collaborations, and co-development structures, and how patent rights, regulatory considerations, and development risk influence deal terms and economics. Through practical examples and key case law, attendees will gain a framework for evaluating and structuring IP-driven transactions from early research through commercialization.

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

Agenda continues on the next page.

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4 **Good Fences: How Copyright Law Can Establish Boundaries with Generative AI**

IP Attorney Tim Billick discusses recent case law developments over the clash between copyright law and the use of generative AI services like Chat GPT, Suno, Gemini, and Grok. The discussion will include tips on how to prosecute and defend copyright claims when generative AI is involved.

Tim Billick - Practus LLP, Seattle, WA

5 **2026 Landscape in Design Patent Protection: USA, Foreign National Protection, WIPO and LaHague Designs**

This session offers a comprehensive exploration of modern design patent protection, drawing on real world prosecution and litigation experience. Understand the fundamentals of design patents—their ABCs, strengths, and limitations—and how these rights compare with utility patents, trade dress, unfair competition, and other distinctive marks.

Alain Villeneuve - TRX Training, Seattle, WA