IP-PALOOZA

2021

Presented by:

STU School of Law
Intellectual Property & Cyber Law Society

AND

The St. Thomas Law IP Certificate Program



TO REGISTER: EMAIL IPCLS@STU.EDU

EVENTS

MONDAY 3/15 12:15 – 1:15 PM **FASHION, MEET IP; IP, MEET FASHION.**



Join us for a presentation followed by Q&A on the IP tools available to protect brand owners and designers in the fashion and apparel industry. We'll learn about issues that arise when representing fashion companies, and cover the use of trademarks, trade dress, copyrights and patents.

Laura Ganoza is the Chair of the Litigation Department of Foley & Lardner's Miami Office. Laura also leads Foley's Fashion Beauty & Apparel practice. She is the immediate former Regional Director of the South Florida Chapter of The Fashion Group International and has received numerous accolades including recently being named World Trademark Review 2020 Recommended Expert. Being a thought leader within the fashion industry, Laura frequently authors articles on fashion law topics.

MONDAY 3/15 3:30 – 4:30 PM **THIS IS HOW TO PROTECT YOUR CLIENTS' INNOVATIONS**



Listen to a discussion of less-encountered patent and trademark issues that arise when helping clients protect innovations in the US and abroad. Topics will include IP protection for cannabis and cannabis-related products, working with clients operating with extreme secrecy, and client counseling considerations when building a global IP strategy.

Dr. Katherine Koenig's law practice now includes plant variety protection and patent matters relating to agriculture and associated industries. She also represents clients operating in a diverse range of technologies. This includes sensibly managing portfolios, and working with inventors, in-house counsel, and universities to identify and foster development of valuable new ideas and strategies to leverage innovation and intellectual property assets.

EVENTS

TUESDAY 3/16 12:00 – 1 PM — VIRTUAL FIRESIDE CHAT ON AR/VR



Time for a chat on the rapidly developing technology that is augmented reality and virtual reality. Learn what it takes to lead a product from conception to launch, and legal areas the technology tangles with such as data privacy, intellectual property, and cyber law.

Zac Rich, a Miami native and St. Thomas Law alum, is a lead counsel at Facebook Reality Labs supporting Social VR and Avatars product teams for the Oculus VR platform. Zac is leading efforts to bring the Facebook family of apps into VR, and his Avatar teams are creating innovative products that allow Facebook users to create digital representations of themselves, including in VR. Prior to joining Facebook, Zac was product counsel for Amazon Lab126, and ran his own practice, providing legal services to Content Creators, Social Media influencers, Game Developers and Online Streamers/E-sports players.

TUESDAY 3/16 5:15 – 6 PM — IP-PALOOZA KEYNOTE AND EXCELLENCE IN IP AWARD



Join us for a Keynote address plus the presentation of the **Excellence in IP Awards**, which are given to the top St. Thomas Law IP course projects for the previous academic year.

Bryan Sinclair is the Sr. Director of IP Litigation at Cisco where he oversees the management of all of Cisco's IP litigation in District Courts, the ITC, PTAB, Federal Circuit, the Supreme Court and foreign jurisdictions. Prior to Cisco, Bryan was an IP litigation partner at several international law firms over the course of the last 25 years after starting his career as a judicial clerk for the Honorable Peter T. Fay of the U.S. Court of Appeals for the 11th Circuit. Bryan is also an LLM candidate at the Pepperdine Caruso School of Law.

TUESDAY 3/16 6:00 – 7 PM — IP TRIVIA NIGHT!



Everyone is invited to play this game! Log onto the Zoom link, and use your phone or tablet to play along with us. Five different question types will cover **all areas** of IP and **all levels** of knowledge. We'll learn about the major IP concepts, and we'll see how they're applied in the real world – sometimes it's zany, sometimes it's outrageous, but it's always fascinating.

Prizes awarded for top scorers, and door prizes (raffles) for everyone else!

WEDNESDAY 3/17 6:00 – 7 PM — USING AI TO AID UNDERSERVED COMMUNITIES



Eli Mattern co-founded SavvySuit, a software development company specializing in access to justice technology. She is licensed to practice law in Florida, Virginia, and the District of Columbia. She has worked in consumer product litigation, and has spent the last decade working with the legal aid community to help ensure vulnerable populations get the legal assistance they need.

Listen to the founders of SavvySuit as they discuss the intersection of artificial intelligence and law, in particular the use of AI to assist the disadvantaged and underprivileged. They will be discussing their AI project for Legal Aid that is designed to facilitate low/pro bono services to underserved communities.



Jenny Haggard is an attorney and engineer. At SavvySuit, which she co-founded, she is the Chief Engineer, building all kinds of tools to make law better. She has worked as a staff attorney for a legal aid program, and prior to her legal career, was a computer and systems engineer for DARPA, Department of Energy, and the Florida Department of Environmental Protection.

EVENTS

THURSDAY 3/18 11:00 AM – 12:00 PM — IP IN SOUTH FLORIDA: THE FUTURE'S SO BRIGHT!

The times, they are a-changin'! Is Miami the next intellectual property hub? Our distinguished guest panel will discuss what the horizon looks like for South Florida lawyers when it comes to IP law and other related areas such as entertainment, privacy, and tech law.

Hint: wear your shades!



Pierre Hachar Jr., Esq. is a St. Thomas Law alum and is recognized as one of the Top Music Lawyers in the United States by Billboard Magazine. He represents some of the music industry's most renowned artists, producers, composers, and record labels, with a special focus on the Latin genre. He is a frequent guest speaker at prestigious institutions such as the University of Miami, FIU Law, FSU, Full Sail University, SAE Institute, and STU Law. With his brand REDCARPETLAW, Hachar has created a community to empower young and struggling creatives by sharing his personal experiences and business tips through his social media and other resourceful platforms.



Marcus Bach-Armas is the Sr. Director of Legal and Government Affairs for the Miami Dolphins & Hard Rock Stadium, and a Miami native. He joined the Miami Dolphins and Hard Rock Stadium in 2010, where he built the organization's first in-house legal department and advised on a series of transformative partnerships with Miami-Dade County, including the effort to renovate Hard Rock Stadium and develop the state-of-the-art Baptist Health Training Complex adjacent to the Stadium. Marcus has served as law clerk to a U.S. District judge, worked as a commercial litigator, and even represented Olympic swimmers in the 2008 Olympics.



Timothy Shields is a Partner in Kelley Kronenberg's Fort Lauderdale office and concentrates his practice on Technology, Data Privacy, and Social Media. He is also the Dir. of Enterprise Applications & Integrations. Timothy represents social media influencers and content creators in managing their unique business and personal legal requirements. He also counsels clients on data privacy issues such as FTC, FERPA, and HIPAA. Timothy is a Certified Information Privacy Professional (CIPP/US) and is a Black Belt Lean SixSigma. He has held several roles at Nova Southeastern University including Director of CRM Solutions and Assistant Dean/Assistant Professor.

FRIDAY 3/19 5:00 – 6 PM — IP AND BEER AND CHOCOLATE, OH MY!



If hops make you happy, and candy is your thing, then this talk on IP issues in the beer and candy industries will be right up your alley! Learn about the role of trademarks, copyrights, trade secrets, and other forms of IP in these important industries.

Mike Kanach is an intellectual property attorney who has worked in law firms for 10 years, practicing all types of IP law. He has a passion for all things branding, trademarks, food and beverage… and especially candy and craft beer. Relevant to today's discussion, he has experience prosecuting trademarks, working with clients to clear marks, evaluating likely refusals from the USPTO, filing applications, responding to office actions, opposing marks at the TTAB, as well as litigating trademarks and trade dress through trial.

FRIDAY 3/19 6:00 – 7 PM — GOURMET CHOCOLATE TASTING (IPCLS MEMBERS ONLY)



What better way to end the week than on a sweet note! IPCLS members and special invited guests will enjoy a virtual gourmet chocolate tasting experience led by Miami's own gourmet chocolatier Cao Chocolates! *(by invitation only)*

Cao Chocolates is a pioneer in the bean-to-bar chocolate scene in Miami. Established in 2009 by Venezuelans Ricardo Trillos and Anelith Ortega, Cao uses high-quality cacao beans sourced from fair-traded farms around the world, plus a cacao farm here in Miami. They have received several recognitions throughout the years and have been featured in different media channels including Telemundo and the Food Network. Cao strives to educate consumers on high quality chocolate by hosting tastings and giving classes virtually and at their West Miami location.