

CENTER FOR THE PROTECTION OF INTELLECTUAL PROPERTY

*Please Join us for a Conference
on Intellectual Property Law:*

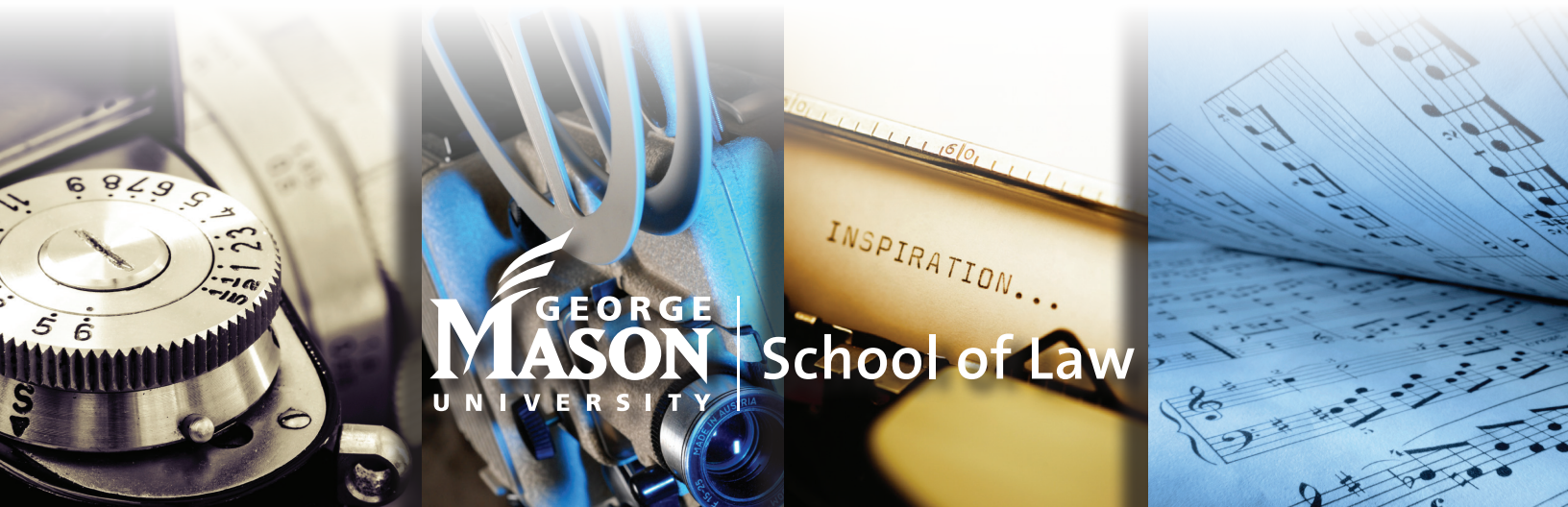
THE IP PLATFORM: SUPPORTING INVENTION & INSPIRATION

September 30–October 1, 2015

George Mason University School of Law

*REGISTER NOW at
cpip.gmu.edu/conferences*

9 Hours Virginia CLE (Credit Pending)



GEORGE
MASON | School of Law
UNIVERSITY

CPIP 2015 FALL CONFERENCE

THE IP PLATFORM: SUPPORTING INVENTION & INSPIRATION

SEPTEMBER 30 – OCTOBER 1, 2015

GEORGE MASON UNIVERSITY SCHOOL OF LAW
ARLINGTON, VIRGINIA

This conference will consider how the broad intellectual property platform promotes the creation of new inventions and creative works and makes possible the distribution of new products and services throughout the world. Far from operating independently of one another, patents, copyrights, trademarks, and trade secrets provide an integrated set of protections for the wide range of steps that take something from idea to reality. At every step of the creation and distribution chain—from the lab or studio, to extensive development, to branding and advertisement and retail distribution—intellectual property empowers the inventors, artists, manufacturers, retailers, and marketing professionals who contribute to a flourishing innovative and creative economy.

PROGRAM:

Wednesday, September 30

1:00 – 2:00 pm: **REGISTRATION**

2:00 – 2:15 pm: **OPENING REMARKS**

2:15 – 3:45 pm: **PANEL 1**

MAKING MUSIC: IP & THE CREATIVE PROCESS

4:00 – 5:30 pm: **PANEL 2**

CONSUMER PRODUCTS: IP IN OUR EVERYDAY LIVES

Thursday, October 1

8:00 – 8:30 am: **BREAKFAST & REGISTRATION**

8:30 – 10:00 am: **PANEL 3**

MOBILE TECH: IP IN AN INTERCONNECTED WORLD

10:15 – 11:45 am: **PANEL 4**

IP IN THE BIOTECH & PHARMACEUTICAL INDUSTRIES

11:45 am – 1:45 pm: **LUNCH & KEYNOTE**

1:45 – 3:15 pm: **PANEL 5**

IP & THE MOVIES WE WATCH

3:30 – 5:00 pm: **PANEL 6**

INNOVATION IN IP MARKETS

5:00 pm: **CONFERENCE ADJOURNS**