



CENTER FOR THE PROTECTION
OF INTELLECTUAL PROPERTY

ANTONIN SCALIA LAW SCHOOL
GEORGE MASON UNIVERSITY

SEVENTH ANNUAL FALL CONFERENCE



THE IP BRIDGE: Connecting the Lab & Studio to the Market

OCTOBER 4, 2019
ARLINGTON, VIRGINIA



ANTONIN SCALIA
LAW SCHOOL

FEATURING KEYNOTES

PROF. ROBERT MERGES, *UC Berkeley*

MARIA PALLANTE, *President & CEO AAP and former Register of Copyrights*

Welcome to the Seventh Annual Fall Conference hosted by the Center for the Protection of Intellectual Property (CPIP) at Antonin Scalia Law School, George Mason University, in Arlington, Virginia!

This unique conference will highlight how IP rights facilitate the creative and innovative processes and preserve the vibrant ecosystems that deliver the latest products and creative works to consumers. From the lab or studio, to extensive development, to branding and distribution, intellectual property empowers the inventors, artists, manufacturers, retailers, and marketing professionals who contribute to flourishing economies.

In addition to exploring how IP helps to improve and enrich the lives of creators, inventors, and the public, this conference will also discuss how various efforts to impose price controls in a variety of industries threaten established markets and the development of innovative products and artistic works.

Unlike most academic conferences, this conference will not focus on making IP “weaker” or “stronger.” Rather, we will seek to understand how IP institutions could work better and serve their purposes more effectively. As is the hallmark of all CPIP events, scholars, inventors, creators, and industry representatives will talk about the real-world impact of and practicality of the ideas we discuss.

FRIDAY
OCTOBER 4, 2019

7:45 –
8:45 AM

BREAKFAST & REGISTRATION

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8:45 –
9:00 AM

OPENING REMARKS & INTRODUCTIONS

Kevin Madigan

Deputy Director, Center for the Protection of Intellectual Property (@KevinRMadigan | @cpipgmu)

Prof. Sandra Aistars

Antonin Scalia Law School, George Mason University, Director of Copyright Research and Policy & Senior Scholar, Center for the Protection of Intellectual Property (@cpipgmu)

Prof. Sean O'Connor

Antonin Scalia Law School, George Mason University, Executive Director & Senior Scholar, Center for the Protection of Intellectual Property (@ProfSeanOConnor | @cpipgmu)

9:00 –
9:45 AM

MORNING KEYNOTE ADDRESS

Prof. Robert P. Merges

Wilson Sonsini Goodrich & Rosati Professor of Law, University of California, Berkeley, School of Law (@BerkeleyLaw)

9:45 –
11:00 AM

SESSION 1

THE COMMERCIAL FUNCTION OF IP

MODERATOR

Kevin Madigan

Deputy Director, Center for the Protection of Intellectual Property (@KevinRMadigan | @cpipgmu)

PANEL

Prof. Stuart Graham

Scheller College of Business, Georgia Tech (@georgiatechbsch)

Prof. Eric Priest

University of Oregon School of Law, Senior Scholar, Center for the Protection of Intellectual Property (@Prof_EricP | @Oregon_Law)

George York

Senior Vice President, International Policy, Recording Industry Association of America (@RIAA)

Paul Zielinski

Director, Technology Partnerships Office, National Institute of Standards and Technology (@NIST)

SEVENTH ANNUAL FALL CONFERENCE

THE IP BRIDGE: CONNECTING THE LAB & STUDIO TO THE MARKET

OCTOBER 4, 2019 | ARLINGTON, VIRGINIA

FRIDAY
OCTOBER 4, 2019

11:00 – 11:20 AM **MORNING COFFEE BREAK**

11:20 – 12:35 PM **SESSION 2**

PRICE CONTROLS IN THE CREATIVE & INNOVATION INDUSTRIES

MODERATOR

Hon. Ryan T. Holte

United States Court of Federal Claims,
Jurist-in-Residence Professor of Law,
University of Akron School of Law (@uscourts)

PANEL

Danielle Aguirre

Executive Vice President & General Counsel,
National Music Publishers' Association
(@DMAguirre11 | @NMPAorg)

Karen Marangi

Director, Federal Government Affairs, RELX
(@RELXHQ)

Prof. Sean O'Connor

Antonin Scalia Law School, George Mason
University, *Executive Director & Senior Scholar*,
Center for the Protection of Intellectual
Property (@ProfSeanOConnor | @cpipgmu)

Prof. Kristen Osenga

Austin E. Owen Research Scholar, University of
Richmond School of Law, *Senior Scholar*, Center
for the Protection of Intellectual Property
(@ProfKOsenga | @URLawSchool)

12:35 – 2:00 PM **LUNCH & KEYNOTE ADDRESS**

Maria A. Pallante

President & Chief Executive Officer, Association
of American Publishers, *former Register of
Copyrights*, United States Copyright Office
(@AmericanPublish)

2:00 – 3:15 PM **SESSION 3**

REALIZING THE VALUE OF IDEAS

MODERATOR

Prof. Sandra Aistars

Antonin Scalia Law School, George Mason
University, *Director of Copyright Research
and Policy & Senior Scholar*, Center for the
Protection of Intellectual Property (@cpipgmu)

PANEL

Sean Fitzgerald

Photographer (@seanphoto)

Benjamin Kwitek

President & Chief Executive Officer, InterForm

Josh Malone

Inventor, Bunch O Balloons, *Volunteer*, US
Inventor (@joshballoonguy | @BunchOBalloons)

Kerry Muzzey

Composer (@kerrymuzzey)

3:15 – 3:35 PM **AFTERNOON COFFEE BREAK**

3:35 – 4:50 PM **SESSION 4**

IP & ETHICS

Michael E. McCabe, Jr.

Principal & Founder, McCabe Law LLC
(@IPethicslaw)

4:50 – 5:00 PM **CONCLUDING REMARKS**

Prof. Sean O'Connor

Antonin Scalia Law School, George Mason
University, *Executive Director & Senior Scholar*,
Center for the Protection of Intellectual Property
(@ProfSeanOConnor | @cpipgmu)

5:00 – 6:15 PM **CLOSING RECEPTION**

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