

**Cravath-NYU IP Institute
November 19, 2015**

Agenda

Welcome

- Daniel Slifkin (Cravath)
- Rochelle C. Dreyfuss (NYU School of Law)

Introductory Remarks

- The Honorable Loretta A. Preska (U.S. District Court SDNY)

Keynote: Innovation and the 21st Century Global Enterprise

- Samuel Palmisano (Former Chairman, President and CEO of IBM)

Top IP Concerns for Senior Leadership

- Yonatan Even (Cravath) (Moderator)
- Jennifer M. Daniels (Colgate-Palmolive)
- Jared Grusd (The Huffington Post)
- David Pashman (Meetup)

Evolving Interface Between Academic and Industry Sectors

- Teena-Ann V. Sankoorikal (Cravath) (Moderator)
- Dr. Angus J. Grant (Celgene)
- Dr. Daniel P. Huttenlocher (Cornell Tech)
- Mark Righter (New York University)

News Media – The Influencers’ View of the IP System

- David J. Kappos (Cravath) (Moderator)
- Peter S. Goodman (International Business Times)
- Ashby Jones (The Wall Street Journal)
- Steve Lohr (The New York Times)

Copyrights – The Digital Era Accelerates Change

- Michael T. Reynolds (Cravath) (Moderator)
- Paul M. Robinson (Warner Music Group)
- Christopher J. Sprigman (NYU School of Law)
- David B. Stafford (McGraw-Hill Education)

Major Developments in the Trademark Area

- Rochelle C. Dreyfuss (NYU School of Law) (Moderator)
- Jennifer Chung (Time Inc.)
- Graeme B. Dinwoodie (University of Oxford – The Faculty of Law)
- Sarah Feingold (Etsy)

Keynote Address

- The Honorable Diane P. Wood (U.S. Court of Appeals for the Seventh Circuit)

Judicial Perspectives on IP

- Daniel Slifkin (Cravath) (Moderator)
- The Honorable Diane P. Wood (U.S. Court of Appeals for the Seventh Circuit)
- The Honorable Paul R. Michel (U.S. Court of Appeals for the Federal Circuit) (Retired)
- The Honorable Robert W. Sweet (U.S. District Court SDNY)

Big Risks, Big Rewards: The Business of Turning New Technologies and Ideas into Marketplace Successes

- David S. Rose (Rose Tech Ventures)

The Impact of the Current Legal Landscape on the Business of Transactions

- Keith R. Hummel (Cravath) (Moderator)
- James Calkins (Sanofi)
- Scott M. Frank (AT&T Intellectual Property)
- Dr. William R. LaFontaine (IBM)

Closing Remarks

- Daniel Slifkin (Cravath)