

Intellectual Property Law Spring Seminar 2026

Presented by the Intellectual Property Law Section of the State Bar of Michigan

Date: March 12, 2026

Location: The Henry Ford - Lovett Hall

20900 Oakwood Blvd, Dearborn, Michigan 48124

Full Schedule

7:00am-8:00am	Registration and Continental Breakfast
8:00am-8:10am	Welcome and Introductions Hear from the current chair of the Intellectual Property Law Section of the State Bar of Michigan.
8:10am-9:10am	Topic: Intersection of IP Strategies to Protect Global Brands A framework for the strategic management of intellectual property — not just in legal or technical terms, but integrated with marketing, product strategy, and long-term competitive positioning. The framework is called Value Articulation, and it comprises three stages and practices through which firms can maximize the value of their IP over time. <u>Speaker:</u> Northwestern University – James Conley, Clinical Professor, Kellogg School of Management
9:10am-9:25am	Networking Break

9:25am-10:25am	<p>Topic: Intersection of Tax and IP</p> <p>Our respected panelists will:</p> <ul style="list-style-type: none"> • Discuss how tax issues tend to surface in IP damages and valuation matters, with a focus on issue-spotting and practical implications. • Explain the basic amortization and/or depreciation schedules and tax listings for patents, trademarks, and copyrights, including the different approaches for IP that was acquired compared to IP that was created. <p><u>Speakers:</u> Accurity Group – Christine Hoppe, Managing Director Tenneco LLC – John Cheek, VP, Intellectual Property & Legal Operations, Chief Intellectual Property Counsel Crowell & Moring LLP – Christine Lane, Partner and Chair of Crowell's Tax Group</p> <p><u>Moderator:</u> Carlson Gaskey & Olds – Timothy Murphy, Managing Partner</p>
10:25am-11:25am	<p>Topic: Copyright and AI</p> <p>This session will explore copyright and its intersection with AI. Discussions will include updates on the rapidly evolving legal landscape surrounding copyright issues involving works that are at least partially generated by AI. This includes the use of copyrighted material in training AI systems, emerging trends, Fair Use, relevant case law, etc.</p> <p><u>Speaker:</u> Ralliant – Kirk Goodwin, VP and Assistant General Counsel, IP</p>
11:25am-12:25pm	<p>Lunch + Networking</p>

<p>12:25 pm – 1:25pm</p>	<p>Topic: Local IP rules/Best Practices This session will explore local rules and courtroom best practices through the lens of judicial experience. With guidance from the bench, the discussion will focus on how intellectual property counsel can best use these rules and practices to promote efficient case management and fair adjudication.</p> <p><u>Speaker:</u> Judge Terrence Berg – United States District Court for the Eastern District of Michigan</p>
<p>1:25pm-1:40 pm</p>	<p>Networking Break</p>
<p>1:40 pm-2:40 pm</p>	<p>Topic: From Law Firm to In-House: Tools and Strategies for IP attorneys This panel will provide practical guidance for attorneys in both private practice and in-house IP roles, framed around the differing considerations and proficiencies required by each role to better serve the client. Drawing on firsthand experience, panelists will discuss how client demands vary from outside counsel to in-house roles, and the skills, tools, and mindset needed to succeed as a trusted business partner.</p> <p><u>Speakers:</u> Arthrex – Bob Fergan, Division Chief IP Counsel General Motors – Sten Schuler, Senior Counsel Intellectual Property Howard & Howard – Sam Haidle, Shareholder</p>