

State Bar of Michigan

Intellectual Property Law Section Council Meeting

October 9, 2014.

Crown Plaza Lansing West Hotel
925 South Creyts Rd, Lansing, MI 48917

Attendance: Karl Ondersma, Kristen Spano (via phone), David Berry, Kendra Mattison, Hope Shovein (via phone), Beth Coakley, Sharon Brady, Gene Rath, ,Kristin Murphy, Chad Kleinheksel and Stephanie Stenberg (ICLE). Steve Hansen and Tamara Clark were not in attendance.

Meeting was called to order at 9:45 a.m.

Creative Many

Karl Ondersma introduced Shivangee Pandya, the Director of LCE Services at Creative Many, formerly known as ArtServe Michigan. Ms. Pandya gave an overview of Creative Many's Lawyers for the Creative Economy ("LCE") program. The program matches volunteer attorneys with clients in the arts and cultural industries with legal needs, including IP issues. The Council discussed ways to assist the LCE program and coordinating LCE's activities with the Michigan patent Pro Bono Program. The Council suggested including a "pro bono corner" on the Section website, with links to LCE and other pro bono opportunities.

Approval of Minutes: The minutes from the September 10 Council meeting were reviewed and approved as amended.

Financial Report

David Berry commented on the Section finances. The SBM fiscal year ended September 30, 2014, and he has not yet received updated financial reports. However, it appears that the Section has a balance of approximately \$95,000 as of the year end, including funds generated from Detroit Satellite Patent Office Gala sponsorships and earmarked for the patent pro bono program.

IPLS Proceedings

Chad Kleinheksel reported on plans for the IPLS Proceedings for the year. The goal is to produce three issues, including both original and reprinted articles. David Berry will submit an article reviewing Supreme Court decisions in patent cases during the 2013 Term. The Council discussed sending an e-mail blast with a call for submissions identifying the themes and due dates for each issue. The first issue will be published in November.

Michigan Patent Pro Bono Program

David Berry reported on the status of the Michigan Patent Pro Bono program. The program will be launched at an event at the U.S. Patent and Trademark Office Detroit Office on November 18, 2014. David met with Rob Mathis of the SBM PBI, Jenny McDowell of the patent office, and members of the steering committee on Tuesday to work out program procedures. We will schedule two volunteer attorney orientations for early November. Karl Ondersma suggested that ICLE could produce an orientation video to be placed on the SBM website for future volunteers, and Stephanie Stenberg will investigate the cost of such a video.

Planning for 2015 Spring Seminar

Stephanie Stenberg led a discussion of speakers and topics for the 2015 Spring Seminar, to be held at the Kellogg Center in East Lansing on March 16, 2015. Kristin Murphy will contact Gene Quinn to see if he is available to be the lunch speaker.

Planning for Fall 2015 Institute

Stephanie Stenberg led a discussion of speakers and topics for the Section's Fall 2015 IP Institute, which will be held at the Westin Book Cadillac Hotel in Detroit on September 17-18, 2015. The Council discussed options for including a Women in IP group meeting, either as a breakfast or lunch program.

USPTO PTAB Program

The Council discussed the U.S. Patent and Trademark Office PTAB Roadshow program to be held at Cooley Law School in Auburn Hills on November 5, 2014. The Council discussed whether to host a reception following the event. Kendra Mattison moved that the Council approve a reception (seconded by Kristin Murphy). The motion passed without opposition. Following discussion, Kristin Murphy moved that the Council approve a budget of no more than \$2,500 for the reception (seconded by Gene Rath). The motion passed without opposition. David Berry will coordinate with Audra Foster at Cooley to obtain a proposal from a caterer for the reception.

IPLS Award

The Council discussed procedures to selecting a person to be recognized by an annual IPLS award for lifetime contribution to the IP community in Michigan. Beth Coakley noted that groups with similar awards have varying procedures for nominating and selecting award recipients. The Council discussed a process in which: (1) an email would be sent to the section membership announcing the award and soliciting nominations. Nominations must include basic information about the nominee and the reason for the nomination. (2) A small group of Council members would review the nominations and select 3 people as finalists. (3) The entire Council would vote on the finalists.

Social Media

Gene Rath reported on the development of social media for the Section. The Council discussed and approved a set of "seed" questions to generate discussion on the IPLS portion of the site. The Council also agreed to pursue a LinkedIn presence, regardless of the success of the proposed SBM social media site.

Budget Surplus

Karl Ondersma and David Berry reviewed the Section finances for 2012-2014. Although 2014 reports are not available, David reported that the Section generally receives dues revenue in excess of normal expenses. The Council discussed ways to provide more services to members.

Next Meetings

The next Council meetings will be November 13 and December 11, by teleconference.

On a motion by Hope Shoevin (seconded by Kendra Mattison), the meeting adjourned at 11:58 a.m.

Respectfully submitted:

David C. Berry
Secretary