

Intellectual Property Law for Paralegals

A Primer on Intellectual Property Law with Topics to Include:

Principles of Trademark Law • Trademark Infringement and Counterfeiting • Essential Concepts in Copyright Law: Copyrightability, Protectable Subject Matter and Associated Rights • Enforcement Strategies and Copyright Litigation • Utility and Design Patents • Transactional Intellectual Property Agreements

SPEAKERS TO INCLUDE:

John Maltbie, Director of Intellectual Property, Civil Enforcement, Louis Vuitton North America, Inc.
Kenneth Klug, Director of Intellectual Property, Criminal Enforcement, Louis Vuitton North America, Inc.
Tamara Taylor, Manager of Civil Enforcement, Louis Vuitton North America, Inc.

Thursday, October 24, 2013

9:30 AM - 3:00 PM

LOCATION:

LVMH Tower — Magic Room

19 East 57th Street

New York, New York 10022

Business Attire

***CLE Credits Availability: 4.75 CLE Credits**

*To receive CLE credit(s) an attendee *must* attend the full session of each topic.

REGISTRATION COST

EARLY REGISTRATION FEES

Before September 14, 2013

Members - \$30.00
Non-Members - \$45.00*

REGULAR REGISTRATION FEES

September 15 – October 10, 2013

Members - \$40.00
Non-Members - \$55.00*

LATE REGISTRATION FEES

October 11, 2013 – October 24,
2013

Members - \$50.00
Non-Members - \$75.00*

*\$15.00 of Non-member fee is applicable towards an NYCPA membership if you join by November 15, 2013

Group rates of 5 or more are available. Please contact nycparalegals@gmail.com for additional information. If you need a special food accommodation (vegetarian, fish or kosher), please send an email to cle@nyc-pa.org

Cancellations & Refunds

For live program, refunds and program credits are available provided cancellation is made in writing and received by the New York City Paralegal Association 48 hours prior to the program. A \$10.00 administrative fee will be charged for all refunds. The cancellation fee will be deducted directly from the refund. For program credits no administrative fee will be charged. Program credits must be used within one year of the original program date. Cancellations must be in writing and emailed to cle@nyc-pa.org with a copy to nycparalegals@gmail.com.

Advance Registration

A \$10.00 walk-in fee will be charged if registration and payment is received in our office later than 12:00 PM on the previous business day of the program. Payment must accompany registration and reservations, except noted, are not accepted. NOTE: If paying by check or money order, send written notification to nycparalegals@gmail.com. If the payment is not received within 48 hours of notification, the reservation will be cancelled. Cash payments are not accepted.

CLE Certificates

*Upon approval, CLE certificates for attending a program will be e-mailed to attendees. Attendees are responsible for keeping a copy of the CLE certificate for their own records. **An administrative fee of \$10.00 will be charged for replacement CLE certificates.***

All information is subject to change.

SPEAKER'S BIO

John Maltbie

Director of Intellectual Property, Civil Enforcement

Louis Vuitton North America, Inc.

John Maltbie has served as the Director of Intellectual Property, Civil Enforcement for Louis Vuitton North America, Inc. since October 2012. In that role, he oversees the intellectual property civil litigation and enforcement activities for some of the world's most famous luxury brands, including, Louis Vuitton, Christian Dior, Marc Jacobs, Givenchy, Celine, and Emilio Pucci. Prior to joining Louis Vuitton, John was an intellectual property associate at the law firm of Arnold & Porter LLP, among others, where he represented clients, including, Gucci, Alexander McQueen, Bottega Veneta, Nike, adidas, Paramount Pictures, and Pernod Ricard, with respect to intellectual property issues ranging from trademark prosecution and licensing to brand enforcement and anti-counterfeiting. John has written a number of articles and chapters concerning intellectual property and was recognized by the Chambers USA Awards for Excellence 2012 as an "Associate to Watch" for Intellectual Property.

John received a Bachelor of Arts degree from New York University and a Juris Doctor degree from Brooklyn Law School.



Kenneth C. Klug

Director, Intellectual Property Department

Louis Vuitton North America, Inc.

Since July 2005, Mr. Kenneth Klug has served as the Director, Criminal Enforcement for North America within the Intellectual Property Department of the Louis Vuitton N. A. Mr. Klug oversees the Anti-Counterfeiting programs for the LVMH Fashion Group; which includes such luxury brands as Louis Vuitton, Marc Jacobs, Givenchy, Christian Dior, Celine, Loewe, Kenzo and Emilio Pucci.

Prior to signing with LVMH Fashion Group, Mr. Klug was employed by Credit Suisse/First Boston and held the position of Vice President for Global Security in New York City, New York.

Before joining the private sector; Mr. Klug served for twenty-seven years with the federal government. His last appointment was as the Associate Special Agent in Charge for the Department of Homeland Security's H.S.I., New York Field Office. Prior to transferring to the Department of Homeland Security in 2003, Mr. Klug was the Deputy Special Agent in Charge of the U.S. Customs World Trade Center New York Field . His law enforcement career covered various positions with the White House Office of National Drug Control Policy, the United States Treasury Department and the U.S. Customs Service. The latter included tours of duty in the Intelligence Division, Inspection and Control at John F. Kennedy International Airport, Long Island Air and Marine Unit and Headquarters in Washington D.C. During his government tenure Mr. Klug's various assignments which included managing the Multi-Agency El Dorado Anti-money laundering task force as well as directing the N. Y. Field Office's Narcotics, Commercial Fraud and Strategic Investigations divisions.

Mr. Klug has a Bachelor of Arts Degree in Criminal Justice and a Master of Arts in Public Administration from John Jay College.



Tamara Taylor

Manager of Civil Enforcement

Louis Vuitton North America, Inc.

Tamara has been employed as the Senior Paralegal at Louis Vuitton North America, Inc. since July 2008. In January 2013, Tamara received a promotion to Manager of Civil Enforcement. In her dual roles, she continues to provide paralegal support to the Director of Civil Enforcement who oversees the intellectual property civil litigation and civil enforcement programs for Louis Vuitton and its related companies Marc Jacobs, Celine, Givenchy, Emilio Pucci, and Christian Dior. Tamara conducts trainings as needed of law enforcement officials and investigative personnel. Tamara also manages certain investigative personnel in relation to civil enforcement matters and is the evidence custodian for all counterfeit evidence purchased in support of civil actions undertaken.

Prior to joining Louis Vuitton, Tamara worked at Time Warner, Calvin Klein, Akin Gump and Proskauer Rose providing litigation and trial support to attorneys and other paralegals with respect to labor, litigation and intellectual property issues.

Tamara has a Bachelor of Science in Business Management from the State University of New York, a paralegal diploma from New York University and a Master's degree in Paralegal Studies from George Washington University.

AGENDA

1. Intro to Principals of IP Law: **(30 Minutes)**

- Trademarks
- Trade Dress
- Copyrights
- Patents (Design and Utility)
- Civil Enforcement
- Criminal Enforcement

2. Trademark Counterfeiting / Trademark and Trade Dress Infringement **(1.5 hours)**

- What is a counterfeit versus infringement (what is blurring, tarnishment, dilution)
- What statute governs counterfeiting
- Recourses against counterfeiting/infringement
- Investigations
- Cease and desist letters
- Mediation
- Surveys
- Civil remedies
- Declaratory Judgment
- What is Trade Dress?
- What is Trade Dress infringement?
- Civil remedies
- Establishing Secondary meaning

(10 min break)

4. Essential concepts in Copyright law **(30 mins)**

- Copyrightability and term of copyright
- Protectable subject matter and associated rights
- Enforcement strategies and Copyright Litigation
- Remedies

5. Utility and Design patents **(30 mins)**

- What is a design patent?
- What is a utility patent?
- Protection and length of validity

(LUNCH 30 MINS)

6. Criminal Remedies and Counterfeiting **(1.0 hour)**

- Criminal Enforcement Strategies
- Intelligence Gathering
- Statistical Analysis/Targeting Methodology
- Training Programs
- Legislation
- Contributory Liability Cases

7. Transactional Intellectual Property Agreements **(15 mins)**

8. Closing remarks and Q&A **(30 mins)**

