

Speaker Biographies

RICK BAKER, ESQ.

Biography

Rick Baker's law practice includes a mix of business transactions and litigation. The common thread of his work is providing advice and guidance to clients at those times most critical to them, whether in the midst of a dispute or when executing a strategic business move.

Rick has dedicated his legal career advocating for top Fortune companies, international businesses, and Georgia-based clients at the trial and appellate levels in Georgia and beyond. Outside of the courtroom, he represents private companies and individuals in a variety of industries in business formation, operation, and transfer. His extensive litigation experience enhances his ability to identify and mitigate areas of transactional risk.

What you can expect from Rick: A thoughtful and strategic approach, diligent and focused advocacy, and straightforward advice to achieve your goals.

Prior to forming Baker Jenner, Rick was a partner in a midtown Atlanta law firm. Before law school, he worked for a member of Congress and an incumbent gubernatorial candidate, coordinating grassroots campaign efforts and managing community affairs, media relations, and special events. He also has experience as a public relations counselor for corporate and non-profit entities.

Rick enjoys Atlanta's ATLA tennis league and getting away to the north Georgia Mountains.

BARRY M. BENJAMIN, ESQ.

Biography

BARRY M. BENJAMIN chairs Kilpatrick Townsend's Advertising and Marketing group, and is a partner in the firm's New York office. He focuses on advertising, intellectual property, technology, and privacy law. Mr. Benjamin regularly negotiates contracts for clients in various industries, including advertising industry contracts such as agency-client deals, co-promotion, talent, endorsement and sponsorship agreements, as well as technology and privacy oriented transactions such as licensing, data sharing, software development, and website development agreements. He also advises in the areas of consumer communication, advertising, and regulation, including all forms of marketing initiatives such sweepstakes, contests, social media engagement, direct mail, text, telemarketing, and charitable marketing programs. As an experienced litigator, Mr. Benjamin handles false advertising, trademark, trade dress, and copyright claims. Mr. Benjamin also has extensive experience representing advertisers and marketers in regulatory investigations before government agencies and in competitor challenges through the self-regulatory process (NAD, CARU). Mr. Benjamin is a frequent speaker and author on advertising, marketing, privacy, and emerging media issues, and has written articles in many different publications.

JEMAR E. DANIEL, ESQ.

Biography

Jemar E. Daniel is currently Vice President and Senior Counsel in Viacom Media Network's Business and Legal Affairs group. He provides production content review for various VMN client groups across digital and linear platforms. In his position, he advises clients on privacy, copyright, right of publicity, and legal issues presented in broadcast distributed on traditional, digital, and new media platforms.

Before joining VMN in 2014, Jemar was a member of BET's Business and Legal Affairs group. Jemar holds a Juris Doctor from American University, Washington College of Law and a Bachelor of Arts from McDaniel College. He is admitted to practice in New York.

CATHERINE M.C. FARRELLY, ESQ.

Biography

Catherine M.C. Farrelly is a partner and chair of the Trademark & Brand Management Group at Frankfurt Kurnit Klein + Selz PC. She is also a member of the firm's Litigation Group.

Ms. Farrelly is an internationally recognized leader in the field of trademark law, who advises some of the world's leading brands. She helps her clients build and protect their trademark rights throughout the world, through strategic portfolio development and combatting infringement. Her clients span a variety of industries, including entertainment, apparel, sports, e-sports, toys, finance, cosmetics, alcoholic beverages, and publishing.

A frequent presenter and author on IP topics, Ms. Farrelly chairs the ABA's USPTO Operations Relating to Trademarks Subcommittee and is the Vice Chair of its Trademark Litigation Committee. She is a member of the New York State Bar Association, the International Trademark Association, the Copyright Society, and the New York Intellectual Property Law Association. She also serves on the advisory board for the University of Pennsylvania Law School, Detkin Intellectual Property and Technology Legal Clinic.

ANTHONY FORD, ESQ.

Biography

Anthony supports Medidata's global data privacy and data governance programs; Anthony also focuses on data security and technology-driven issues in clinical trials and life sciences. Prior to joining Medidata, Anthony was an associate in the IP, Tech and Data Group at Reed Smith, where he focused on information governance, privacy, and data security issues impacting large organizations. Prior to becoming an attorney, Anthony was a computer scientist for six years with the U.S. Air Force Research Laboratory where he studied artificial intelligence and machine learning. His areas of specialty included genetic algorithms, computational epistemology, and dynamic human-machine teaming.

ANNE GORFINKEL, ESQ.

Biography

Anne Gorfinkel is the Vice President of Standards and Practices for the Nickelodeon Group at Viacom Media Networks. S & P interprets and applies guidelines to ensure that multi-platform content and advertising are safe and appropriate for intended audiences. Gorfinkel collaborates with creative teams and business units so that programming, production, promotion, marketing, advertising, digital media, consumer products, social media content and new lines of business meet regulatory, industry and self-regulatory standards, foremost among them the FCC's Children's Television Act, the FTC's COPPA rule, and guidelines put forward by CARU, the Children's Advertising Review Unit.

Gorfinkel's career is grounded in over 30 years of media production and broadcasting with principal roles in public media for non-fiction programming, news, and children's television. Prior to working at Nickelodeon, she owned ARG Media, a strategic consulting service for media companies, marketing agencies and non-profit organizations. Before creating her own agency, Gorfinkel helped to launch and then serve as Executive Director of *TheTakeaway*, a daily national news program for Public Radio produced by WNYC Radio and Public Radio International in partnership with the BBC World Service, The New York Times and WGBH Boston. Prior to joining WNYC, she launched educational children's programming for PBS under the auspices of WTTW/Chicago, the U.S. Department of Education, the Corporation for Public Broadcasting and the world-renowned Sesame Workshop, non-profit producer of *Sesame Street*. Gorfinkel served as VP of Project Development and Management for emerging properties at Sesame Workshop, and later as VP of Educational Outreach responsible for international *Sesame Street* co-productions in developing countries and community-based initiatives promoting literacy, healthcare and mutual respect and understanding.

Gorfinkel's formative experiences were at Thirteen/WNET, the flagship public television station where she was Deputy Director of Broadcasting for local and national programming, working with public television luminaries like Bill Moyers and Ken Burns, and production manager for the nightly news program, *MacNeil/Lehrer NewsHour*. She began her career at the innovative Television Laboratory at Thirteen/WNET working with independent filmmakers and documentarians on *Non Fiction Television*.

Gorfinkel graduated magna cum laude from Brown University with a BA in European History and still devours historical literature and drama. She lives in Montclair, NJ and has two adult sons, both of whom work in media despite her best efforts to see them earn a living.

JILL GREENWALD

Biography

Jill has been in-house counsel at ABC since June 2000. As Assistant Chief Counsel in the Legal Affairs Department, she focuses on negotiating and drafting contracts, as well as providing advice and counsel for many business units. Among her internal clients are ABC News, the ABC Television Network, ABC's owned and operated television stations, (with a focus on ABC's Stations in Philadelphia and Fresno), Good Morning America, The View, Promotions, Daytime, Broadcast Operations & Engineering, and the Research division. As part of The Walt Disney Company, some of her deals include working closely with her colleagues in other divisions of Disney, such as ESPN, and Disney Channel.

The substantive agreements she has worked on include: talent, production, research, special events (stunts and appearances), professional services, Software as a Service, product integration, promotions, distribution, publishing, music, software development, purchasing, satellite, venue, retransmission consent, and various content and licensing agreements.

In addition, she was appointed by the General Counsel in 2002 to act as Secretary for the Board of Directors of Lifetime Entertainment Services, a position which she held until 2010. In 2001, she was appointed to act as Secretary to the Board of Directors of A&E Television Networks for a one year term. She was appointed in 2008 as Counsel to Network News Service, a partnership between the News Divisions of ABC, Fox, and CBS, for a rotating one year term every three years.

In prior years, she as an active member on the Entertainment Law Committee (2001-2005) and the Copyright Committee (2006-2009) of the New York City Bar Association, as well as a member of the Intellectual Property Section, Trademark Committee, of the New York State Bar Association (1995-2000).

Before joining ABC, Jill was a litigator. She practiced commercial litigation for five years, and then specialized in intellectual property for five years, both on the litigation and the transactional side. Her last law firm stop was at Fried, Frank, Harris, Shriver & Jacobson, where she oversaw the worldwide trademark portfolio of Loews Cineplex Entertainment and handled trademark and copyright infringement actions, as well as performed due diligence for many high profile corporate transactions.

Jill graduated from Duke University, and received her law degree from Duke Law School. She lives in Manhattan with her young daughter and rescue dog Simba. In her free time, she enjoys theater, movies, museums, listening to live music and likes to play tennis, ski, travel and hit an occasional golf ball.

REBECCA GRIFFITH, ESQ.

Biography

Rebecca Griffith is a Senior Marketing Counsel for Unilever United States, where she has handled a variety of brands in the foods and refreshments categories. Prior to joining Unilever, Becky was a Senior Attorney and advertising review specialist for the National Advertising Division (NAD) of the Advertising Self-Regulatory Council (ASRC) where she resolved disputes over advertising claims in all forms of media and for a wide variety of industries, including Consumer Packaged Goods, Telecommunications, Dietary Supplements, and Insurance. Becky has also worked in private practice at leading law firms in New York where she specialized in branding and intellectual property protection. She earned her B.A. in English literature, cum laude, from the University of Pennsylvania, and her J.D. from New York University School of Law in 2002. In her spare time, Becky enjoys reading, travel, running and listening to podcasts.

NUR-UL HAQ, ESQ.

Biography

Nur-ul-Haq is Vice President, Counsel, Kids' Compliance at Viacom, where he advises on legal and regulatory compliance with the various laws and regulations relating to children, including the Federal Trade Commission Act (FTC Act), the Children's Online Privacy Protection Act (COPPA), the Children's Television Act (CTA), the Child Protection and Obscenity Enforcement Act of 1988, among others.

Prior to joining Viacom, Nur was Privacy Counsel, Americas for NBCUniversal, focusing on privacy and information security matters in the US, Canada, and Latin America relating to all divisions of the business, including film, news, entertainment, cable, digital, theme parks, movie ticketing, and internal business operations. Previously, Nur served as a staff attorney in the Federal Trade Commission's Northeast Regional Office, where he led and participated in investigations and litigations relating to deceptive marketing and advertising practices, anticompetitive practices, and violations of various FTC rules. In that role, Nur also performed extensive consumer and business outreach on privacy, information security, identity theft, consumer credit, and other topics.

Nur is a graduate of Georgetown University and Boston University School of Law, cum laude, and is a member of the American Bar Association sections of Antitrust Law and Science and Technology Law, the New York State Bar Association, the Massachusetts Bar Association, and the International Association of Privacy Professionals.

LEONIE HUANG, ESQ.

Biography

Leonie Huang is a litigation attorney in Holland & Knight's New York office and a member of the firm's Intellectual Property Group. Ms. Huang practices in the areas of intellectual property and technology-driven litigation as well as complex commercial litigation and business tort defense.

Ms. Huang has represented clients in patent litigation, including Hatch-Waxman patent litigation, trademark, copyright, contract and licensing disputes, breach of contract and related business tort litigation, shareholder disputes and in the defense of product liability in toxic tort claims. Ms. Huang assists clients in a wide range of technologies and product areas, ranging from pharmaceuticals and biotechnology to consumer technology and goods. Ms. Huang focuses her pro bono work in the area of criminal defense.

Prior to attending law school, Ms. Huang worked at the Administrative Office of the U.S. Courts as a budget analyst for the federal courts. She served as an analyst and support staff to the Judicial Conference Budget Committee in the areas of Defender Services and Probation and Pretrial Services.

While attending law school, Ms. Huang was a notes & articles editor of the *Fordham Law Review* and a member of the Fordham Moot Court Board. Ms. Huang was awarded the Archibald R. Murray Public Service Award for her work at the Fordham Law Criminal Defense Clinic. She also received the "Class of 1911" Award for the best essay submitted by a student in the graduating class on a legal subject designated by the Dean.

Honors & Awards

- » New York State Bar Association, Intellectual Property Law Section Fellow, 2016-2017

Education

- » Fordham University School of Law, J.D.
- » American University, MPA
- » Georgetown University, B.S., Honors Certificate in International Business Diplomacy

Bar and Court Admissions

- » New Jersey (State courts and U.S. District Court for the District of New Jersey)
- » New York (State courts and U.S. District Courts for the Eastern and Southern Districts of New York)
- » U.S. Court of Appeals for the Federal Circuit and U.S. Court of Appeals for the Second Circuit

RICHARD S. EISERT, ESQ.

Biography

Richard S. Eisert is co-chair of the Advertising, Marketing & Promotions Practice Group and a partner in the Intellectual Property and Digital Media, Technology & Privacy Practice Groups of Davis & Gilbert. His clients include new media, technology and telecommunications companies, traditional publishing entities, advertisers, and advertising agencies.

His traditional advertising/marketing law practice includes the review of advertising copy, advising with regard to issues such as claim substantiation, false advertising and related intellectual property and privacy/publicity issues, and negotiating and drafting a broad array of contracts, including agency/client agreements, media buying agreements, sponsorship agreements and strategic alliances. In the new media area, his practice includes drafting and advising on contracts related to worldwide web sites, on-line advertising and commerce, and multimedia, software, music and technology licensing. Mr. Eisert's practice also includes advising on specific legal/regulatory issues that affect e-commerce, including privacy and the enforceability of electronic transactions. In the intellectual property arena, he advises on the protection, maintenance, and licensing of copyrights, trademarks, patents and trade secrets.

Mr. Eisert also represents clients in advertising arbitration proceedings before the NAD and advises clients with respect to litigations and regulatory proceedings that arise in the advertising/intellectual property arena. He also performs transactional due diligence and transfers of intellectual property in conjunction with corporate transactions such as mergers, acquisitions, financings, and securities offerings. He has considerable experience negotiating complex technology ventures in high technology and telecommunications, including representing international wireless carriers in connection with their wireless data, entertainment, digital music distribution, and information services.

Mr. Eisert has been involved in several initiatives to standardize legal terms for conducting business on the Internet. He served as a Law Clerk to the Hon. William C. Conner, in the Federal District Court for the Southern District of New York. While in law school, Mr. Eisert served as the Editor-In-Chief of the Harvard Journal of Law and Technology.

Mr. Eisert has been recognized by The Legal 500 United States in the area of advertising and marketing (2009-2018) and cyber law: data privacy and protection (2012-2018). He has also been recognized by The Best Lawyers in America in advertising law (2019) and ranked as a leading advertising lawyer by Chambers USA: America's Leading Lawyers for Business (2009-2016).

JESSICA B. LEE, ESQ.

Biography

Jessica works at the intersection of data, emerging media technology and leads Loeb & Loeb's Privacy, Security & Data Innovations Practice. Jessica counsels U.S., E.U. and multi-national clients on the privacy and intellectual property issues that arise when launching, marketing and monetizing digital products and content. With a deep understanding of her clients' business and the technologies they are looking to leverage, she is able to give business-focused, practical advice to clients looking to navigate the legal landscape of global privacy laws. Jessica advises on U.S. and European data protection laws and works with clients to develop comprehensive data protection strategies. On a daily basis, Jessica analyzes the issues associated with her client's advanced advertising strategies and helps clients leverage consumer insights in a privacy-compliant manner. She also has extensive knowledge of intellectual property and social media law and regularly counsels clients on everything from engaging influencers to using user generated content to optimize data collected through social media campaigns. Jessica has experience reviewing and drafting a variety of agreements, including content licensing agreements, agency-service agreements, sponsorship agreements, website policies, licensing agreements and releases. Jessica is a frequent speaker on issues involving privacy and technology, and has contributed to MarTech Today, AdAge, AdWeek and the Marketplace Tech podcasts, among other programs. Jessica is also the Co-Chair of Loeb's Affinity Group for Attorneys of Color and Ethnic Diversity ("ACED").

Jessica B. Lee, CIPP/US, CIPP/E, CIPM

Partner, Co-Chair, Privacy, Security & Data Innovations

MARC LIEBERSTEIN, ESQ.

Biography

Marc is the co-chair of the Retail & Consumer Goods industry team. His practice focuses on intellectual property licensing and franchising in the retail/consumer goods and services areas, fashion/apparel and accessories, food and beverage, and commercial/industrial design, including the drafting, negotiation and enforcement of license and franchise documents and agreements, as well as implementation of branding and commercialization objectives for clients via licensing and franchising. In conjunction with the services above, he counsels clients on creating effective strategies for procuring, protecting and enforcing their global intellectual property assets. Marc has also participated in and used alternative dispute resolution forums such as arbitration and mediation to enforce intellectual property rights. Marc frequently lectures and writes on intellectual property issues for a variety of intellectual property organizations and publications, including International Trademark Association (INTA), New York State Bar Association (NYSBA) Intellectual Property Section, American Bar Association Forum on Franchising, Wharton Business Law Association at the University of Pennsylvania, New York University, Association of the Bar of the City of New York Fashion Law Committee, Licensing Industry Merchandisers' Association (LIMA), *National Law Journal*, *IP Strategist* and *The New York Law Journal*, *Practical Law*, *The Licensing Journal*.

Marc is listed in the 2018 and the seven years immediately preceding editions of *World Trademark Review 1000 – The World's Leading Trademark Professionals*. He was recognized as a New York "Super Lawyer" in Intellectual Property by *Super Lawyers* magazine in 2018 and the eight years immediately preceding, and, for the last seven years, he was named a Top 100 New York Metro "Super Lawyer" in Intellectual Property. Marc has been recognized as an "IP Star" in 2018 and the five years immediately preceding by *Managing Intellectual Property* magazine. In 2017, he was recognized by *Who's Who Legal* for Franchising. Marc was named a 2018 Legal Eagle by *Franchise Times*. He was also recommended by *Legal 500 US* in 2015, 2016, 2017 and 2018 for Copyright. In 2013, Marc received the Lexology *Client Choice Guide - International 2013 Award* and is the sole winner in the Intellectual Property: Copyright category for New York. He was also listed in the 2012 and the four years immediately preceding editions of *Chambers USA: America's Leading Lawyers for Business* for Intellectual Property: Trademark & Copyright. Chambers noted that Marc has "tremendous business savvy and is tenacious in his work ethic," according to his clients (2012).

The International Trademark Association (INTA) honored Marc with the Volunteer Service Award (VSA) in the Advancement of Committee or Subcommittee Objectives category. The VSAs recognized Marc in 2015 for providing exemplary volunteer service to INTA. As a member of INTA's Alternative Dispute Resolution Committee's Neutral Standards & Measurement Subcommittee, Marc made a tremendous impact by volunteering both his time and expertise to support the Association's goals and objectives. Marc is a recipient of the 2015 Commitment to Justice Award presented by Her Justice recognizing his pro bono work in representing a client who sought help in terminating her arranged marriage. Through skillful negotiation, without any court intervention, Marc secured for the client a divorce on terms very favorable to her and to her children. He is a recipient of the Kilpatrick Townsend 2014 Pro Bono Justice Award. Marc is also a recipient of the 2015 Cardozo Law School Alumni of the Year Award recognizing Marc's leadership and dedication to Cardozo Alums and students.

ANTHONY LOCICERO, ESQ.

Biography

An engineer by training, Anthony Lo Cicero has represented companies in patent and trademark litigation involving product areas as diverse as e-commerce platforms, angular rate sensors, camcorders and flat panel displays. He conducts due diligence of IP portfolios and provides strategic patent counseling to companies in a wide range of industries from recorded and published music to consumer electronics. Most recently, he was the President of the New York Intellectual Property Association.

Very sophisticated technology competes with style and price as key aspects of the customer experience in the fashion industry. Mr. Lo Cicero represents some of the most prominent brick-and-mortar and on-line retailers in the country in patent disputes relating to the enterprise's e-commerce, mobile and point of sale systems. The retail industry regularly confronts patent assertions involving mobile platforms, electronic merchandise presentation, billing, marketing, inventory management and other features of the 21st century marketplace. Mr. Lo Cicero evaluates and responds to these assertions in a practical, business-oriented manner. Mr. Lo Cicero also evaluates contractual terms with vendors and suppliers to mitigate liability and works with retailers to identify and obtain protection for their own innovations. He has assisted retailers in successfully pursuing indemnification claims ranging to seven-figure settlements.

Restaurants, financial institutions, insurance companies, health care institutions, consumer product manufacturers and other businesses likewise rely on technology to bind customers, improve the customer experience, differentiate themselves and stimulate demand. Mr. Lo Cicero advises clients on freedom to operate issues, prosecutes patents and defends them in litigation.

Many of the most prestigious apparel manufacturers and retailers in the world, along with financial services, food products, computer, consumer electronics, home products, and toy companies also turn to Mr. Lo Cicero for trademark protection. He advances brand development and enforcement strategies ranging from anti-counterfeiting and trademark infringement protection to trade dress and Internet domain matters. For example, he overcame significant legal obstacles to protecting a name and symbol for what is now one of the best-known prestige brands in the country. On many occasions, he has been called upon to enforce trademark rights for entities that do not have the advantage of a federal trademark registration.

In the public sector, Mr. Lo Cicero has been active in advocating responsible patent reform and he was actively involved in shaping the Trademark Anti-counterfeiting Act of 1984, and served on the board of the International Anti-counterfeiting Coalition during seminal efforts to strengthen the protection of federal and state laws, including Customs laws, to counteract counterfeiting. He is also effective at marshalling law enforcement agencies in the United States and other countries to disrupt and dismantle counterfeiting operations harming his clients' rights. For example, counterfeit toner cartridges were adversely

impacting the profitability of a major printer manufacturer; he coordinated Customs and law enforcement in the United States and abroad, obtained seizure orders and mitigated the problem. Similarly, he represents companies based in Europe, Asia and Latin America in protecting their trademark rights in the United States.

An important element of Mr. Lo Cicero's work is transactional and results in monetizing a client's IP through a sale or license agreement. Knowledgeable of customs and terms in a wide variety of industries, he counsels clients on structuring and pricing transactions when the IP is the key value of an enterprise.

Mr. Lo Cicero is immediate past President of the New York Intellectual Property Law Association. He also serves on the Board of Directors of Education for Music, a not-for-profit institution bringing music education and its attendant benefits to inner city children. He is a frequent speaker on issues of patent infringement, trademark dilution, anti-counterfeiting, arbitration, intellectual property damages and recovery, domain name disputes and Internet-related issues. He has been named a "Super Lawyer" for Intellectual Property and is included in IP Stars.

CHARLES R. MACEDO, ESQ.

Biography

Charles R. Macedo, a physicist by training, litigates in all areas of intellectual property law, including patent, trademark and copyright law, with a special emphasis in complex litigation and appellate work. Companies and individuals from a wide range of industries turn to him to develop offensive and defensive strategies for the development and enforcement of their patent and trademark portfolios.

Fluent in technical jargon spoken by inventors and clients, patentese spoken at the PTO, legalese spoken by courts and attorneys, business jargon spoken by management, and plain English, he seeks to translate complex subject matter into terms all can understand.

The author of *The Corporate Insider's Guide to U.S. Patent Practice*, Mr. Macedo has been cited as an authority on intellectual property issues by the *Wall Street Journal*, *Dow Jones*, *BNA*, *Bloomberg*, *Inside Counsel*, *Managing Intellectual Property*, *Technology Transfer Tactics*, *IP Law 360*, *JIPLP* and other media.

His patent experience encompasses a broad range of industries and products including Internet, e-commerce, content delivery and computer-enabled inventions; financial services, transaction processing, electronic wallets and virtual or synthetic currency, including Bitcoins and all other Alt-coins; Software-As-A-Service; social media; semiconductor and photomasks; green energy and power, including wind generators and batteries; construction materials and structures; life sciences; and apparel, to name a few. Mr. Macedo also has enforced and defended against trademark assertions and/or opposition proceedings for financial service providers, casinos and resorts, non-profit organizations, celebrities; cosmetic companies, luxury retailers of designer handbags and retail chains. He also advises clients on IP contracts, licensing, confidentiality agreements, terms of services and IP acquisitions and transfers.

By identifying vulnerabilities and considering variations on design concepts, Mr. Macedo helps clients develop strategies to maximize protection and prevent infringement challenges. He frequently serves as special counsel to companies seeking an IP strategy, not just a patent; to IP holders in anticipation of litigation and as coordinating counsel for multiple law firms.

He is consistently at the forefront of complex and emerging patent issues in the financial services and transaction processing industries. Clients ranging from international banks, broker dealers and new business ventures call on Mr. Macedo to develop patent strategies, prepare patents, assert rights and defend against infringement claims. His work includes developing and implementing patent strategies associated with such cutting edge financial innovations like bitcoins and other synthetic currency or math-based assets. His experience includes successfully defending the Discover Card division of Morgan Stanley from one of the earliest business method patent assertions, and leading the team to implement and enforce the deposit sweep patent portfolio for Island Intellectual Property LLC. He has also

helped clients implementing insurance related products seek patent and other intellectual property protection.

His experience before the Patent Trial and Appeals Board and its predecessor Board of Patent Appeals and Interferences, including acting as leading counsel in inter partes review and covered business method proceedings, as well as advising and analyzing in the background. He also has represented patent owners in ex parte appeals, including reversals of obviousness rejections in Ex parte Buarque de Macedo.

Mr. Macedo writes prolifically and lectures regularly as he tracks and analyzes in real time the most important developments affecting IP strategy and litigation. As Co-Chair of the Amicus Committee of the New York Intellectual Property Law Association, Mr. Macedo has been principal counsel or additional counsel on amicus briefs in some of the leading patent cases of recent years, including *Cuozzo* (at Federal Circuit en banc petition, Supreme Court petition for certiorari and merits brief stage), *Highmark and Octane* (at the Supreme Court), *Kimble v. Marvel* (at the Supreme Court), *Mayo v. Prometheus* (at the Supreme Court), *Association of Molecular Pathology v. Myriad Genetics Inc.* (at the Supreme Court and the Federal Circuit), *CLS Bank Int'l v. Alice* (at the Federal Circuit en banc and at the Supreme Court in the petition and merits brief stage), and *Akamai* (at the Federal Circuit on remand). His appellate experience also includes petitions for mandamus, for rehearing before the U.S. Court of Appeals for the Federal Circuit and for certiorari to the U.S. Supreme Court on behalf of various clients.

He holds bachelors and masters degrees in physics from The Catholic University of America and a law degree from Columbia Law School, all with honors. He was the sole law clerk to Hon. Daniel M. Friedman of the U.S. Court of Appeals for the Federal Circuit, 1989–1990. The recipient of the prestigious AIPLA Robert C. Watson Award, Mr. Macedo is included in *Super Lawyers*, *IP Stars* and *Million Dollar Verdict*. He also was a member of the Editorial Board for the *American Intellectual Property Law Association Quarterly Journal* and currently serves on the Editorial Board for *Journal of Intellectual Property Law and Practice* published by Oxford University Press.

DANIELLE E. MAGGIACOMO, ESQ.

Biography

Danielle Maggiacomo is an associate of the Trademark & Brand Management Group at Frankfurt Kurnit Klein + Selz PC.

Ms. Maggiacomo assists emerging and established companies with the creation, growth, and maintenance of global trademark portfolios, including clearance and application filing strategies. Ms. Maggiacomo also develops and implements enforcement initiatives including Uniform Domain Name Dispute Resolution Policy proceedings cease and desist letters, Internet takedowns, and litigation before the federal courts and the Trademark Trial and Appeal Board.

Ms. Maggiacomo serves as an Executive Committee member of the New York State Bar Association's Intellectual Property Section, a Leadership Board member of the Lehigh Lawyers Association, an Executive Committee Member of the Benjamin N. Cardozo School of Law Alumni Association, and as a member of INTA's Unreal Campaign committee.

MARK S. MELODIA, ESQ.

Biography

Mark Melodia is a privacy, data security and consumer class action defense lawyer in Holland & Knight's New York office. Mr. Melodia focuses his practice on governmental and internal investigations, putative class actions and other "bet-the-company" suits in the following areas: data security/privacy, mortgage/financial services and other complex business litigation, including defamation.

Mr. Melodia has defended more than 80 putative class actions – including as lead defense counsel in multiple multidistrict litigations (MDLs) – arising from alleged consumer privacy violations, data incidents and allegations of data misuse. Mr. Melodia is currently defending a global manufacturer of smart household devices against a putative class action arising from the alleged improper and undisclosed collection, storage, use and sale of private consumer information. He routinely represents clients responding to government privacy investigations before the Federal Trade Commission (FTC), Office for Civil Rights, state attorneys general and the U.S. Department of Justice (DOJ). He has guided clients in a wide range of industries through several hundred data incidents over the past dozen years. He advises clients on their obligations and helps them operationalize the requirements of General Data Protection Regulation (GDPR) as well as federal and state laws in the U.S. He consults with boards and executive teams on these issues.

Mr. Melodia has been an instructor of Information Security Law in the Chief Information Security Officer (CISO) Executive Education and Certification Program at Carnegie Mellon University's Heinz College, as well as a guest lecturer at Seton Hall Law School and New York University School of Law.

Mr. Melodia served as a law clerk for the Honorable Timothy K. Lewis of the U.S. District Court for the Western District of Pennsylvania.

Honors & Awards

- *National Law Journal*, Cybersecurity & Data Privacy Trailblazer, 2015
- *Law 360*, MVP in Privacy & Consumer Protection, 2011
- *New Jersey Super Lawyers* magazine, Class Action and Mass Torts, 2005-2006, 2014-2015, 2017-2018
- *NJ Biz*, 40-Under-40, New Jersey's Most Successful Business People, 2003
- The Order of Barristers, National Member
- New York University School of Law Moot Court Board, Competitions Director; Executive Committee

Education

- New York University School of Law, J.D., cum laude
- Princeton University, Woodrow Wilson School of Public and International Affairs, A.B., cum laude

Bar Admissions

- New York
- New Jersey
- Pennsylvania

DOUGLAS A. MIRO, ESQ.

Biography

Douglas A. Miro litigates patent, trademark, unfair competition and trade secret cases in district and appellate courts throughout the country. Mr. Miro is involved in patent litigation and patent prosecution in a wide variety of arts, including mechanical, electrical, ceramics, steel making, refractories, medical devices, and Internet related technologies. He counsels businesses and hospitals on a broad range of intellectual property issues, including establishing intellectual property programs, and on licensing and technology transfer matters. Mr. Miro also works in other intellectual property fields including copyrights, deceptive trade practices, and in all phases of intellectual property litigation.

MANAS MOHAPATRA, ESQ.

Biography

Manas Mohapatra is Senior Vice President and Chief Privacy Officer at Viacom, where he leads the Company's privacy and data protection efforts across the globe. Prior to joining Viacom, Manas held a number of positions at Twitter, including Head of Privacy and Data Protection and Associate General Counsel, Products. Before Twitter, Manas was a consumer protection attorney at the Federal Trade Commission, where he enforced federal privacy and consumer protection laws. At the FTC, Manas brought enforcement actions in multiple cases involving allegations of unfair or deceptive privacy and security practices, including the FTC's settlements with Facebook and MySpace. He co-authored the *FTC Staff Report: Mobile Apps for Kids: Disclosures Still Not Making the Grade* and also served on detail as an attorney-advisor to then-FTC Commissioner Edith Ramirez. Prior to joining the FTC, he was a litigation associate at Goodwin Procter, and a judicial law clerk for the Chief Judge of the U.S. District Court in Puerto Rico. Before law school, Manas worked as a senior web developer for Nickelodeon Online and as a database programmer for a distance education software company. He received his bachelors' degree from Johns Hopkins University and his law degree from Northwestern.

THEODORE C. NITTIS, J.D.

Biography

Theo is a nationally-known risk management and claims advocacy resource, as well as a former professional liability and insurance coverage litigator. He works closely with Gemini's larger law firm clients and is responsible for claims handling, and risk management consulting.

Theo received his undergraduate degree from Albion College, and his J.D. from Wayne State University. After leaving the private practice of law in 2003, he worked for national and regional insurance brokerages as a professional liability broker, claims advocate, and risk management resource.

In addition to presenting to numerous law firms around the country, Theo has lectured or been on discussion panels at dozens of legal malpractice and ethics conferences. He maintains active membership in the State Bar of Michigan, the Association of Professional Responsibility Lawyers, and the Council on Litigation Management.

When he isn't dissecting claims trends and law firm profitability, Theo spends his time with his wife, two children and bird dog. Only one of these family members greets him at the door when he comes home from the office; he'll let you figure out which one!

JOHN REED, ESQ.

Biography

Having worked with lawyers and law firms for more than 20 years, John Reed knows firsthand the challenges confronting the profession and the changing legal landscape. With a unique background in marketing and law, he collaborates with his clients to forge new strategies and stay ahead of the curve.

John began his marketing career with the lead advertising agency for a U.S. auto manufacturer, where he worked with national and international accounts in pursuit of the company's worldwide goals before changing gears and pursuing a law degree. After law school, he joined a large Midwest firm, gaining insight into the business of law and the unique issues lawyers and legal marketers encounter each day.

John left the practice for a successful career in the legal information industry, consulting with law firms of all sizes to provide solutions to their business development, competitive intelligence, professional development, and practice workflow needs. He was then recruited by a preeminent law firm public relations company to oversee its marketing and creative groups and lead its business development efforts.

Rain BDM is the culmination of John's special talents, and a natural outlet for his expertise. He trains and coaches attorneys to help them cultivate stronger client relationships, build bigger books of business, and gain new perspectives about the value of their services, and partners with law firms to enhance brand awareness, craft and promote their unique value propositions, and generate business development and marketing mindsets.

DEBORAH A. ROBINSON, ESQ.

Biography

Deborah Robinson is Vice President & Senior Counsel, Anti-Piracy, in Viacom's Law Department. She is responsible for the development and implementation of anti-piracy protocols, creation of enforcement strategies, and oversight of content protection operational workflows. She is also responsible for facilitating anti-piracy employee awareness programs and creating and conducting employee training programs.

Prior to joining Viacom, Ms. Robinson was Regional Counsel in the Anti-Piracy Legal Affairs Department for the northeast, central and southern regions of the Recording Industry Association of America (RIAA). She was responsible for monitoring and assisting with state and federal criminal investigations and prosecutions for the illegal duplication and distribution of sound recordings in 39 states, the District of Columbia and Puerto Rico. She also provided music piracy litigation training to prosecutors.

Ms. Robinson completed seven years of service as an assistant district attorney in Philadelphia, Pennsylvania. As a prosecutor, she was responsible for the successful prosecution of hundreds of major felony trials, including several high profile cases. During her last two years of service, she was the assistant chief of the Municipal Court Unit, where she was responsible for supervising 35 attorneys and the litigation of 65,000 cases each year.

Before becoming a prosecutor, Ms. Robinson was an associate at the law firm of Crawford and Associates in Philadelphia, practicing personal injury, entertainment and corporate law. She also served as legal counsel to the International Association of African American Music.

Ms. Robinson has shared her expertise as a television legal analyst on several networks, including ESPN, CNN Headline News, and Comcast CN8. She has also written articles for ESPN.com.

She received her J.D. degree from the University of Pittsburgh School of Law and holds a B.A. degree in economics from Howard University.

DAVID STONEHILL, ESQ.

Biography

David is Senior Vice President, Business & Legal Affairs and Deputy General Counsel of Viacom Media Networks. In this capacity, David oversees the centralized business and legal affairs team supporting multiplatform ad sales and operations, app development, platform distribution, business development, digital, advanced advertising, insights, audience science and measurement, program enterprises, information technology services, and rights management across Viacom Media Network as well as managing the business and legal affairs function for AwesomenessTV, a multiplatform media company and TV and film studio operated by Viacom Digital Studios. Prior to joining Viacom in 2007, David worked at several startups, including theglobe.com, where he was general counsel, and at the law firm of Richards & O'Neil. Before attending law school, he worked in the film business, both in development, as the Story Editor at Double Play Productions, and in production. David graduated from the University of Virginia School of Law in 1996 and magna cum laude from Brown University in 1991, with a BA in Classics. He lives in New York with his wife and two sons.

ADRIAN DEREK STUBBS, ESQ.

Biography

Adrian Stubbs joined CBS in April 2013 and now serves as Assistant General Counsel, CBS Television, where he supports the Sports Division with a variety of matters, including structuring, negotiating, and drafting agreements for CBS Sports Inc.'s and CBS Sports Network's multiple business units.

Adrian's areas of expertise include talent agreements and programming agreements, as well as advising clients on various intellectual property and marketing related matters.

Prior to joining CBS, Adrian was an attorney for WNET, where he counseled the production units responsible for Nature, Secrets of the Dead, and American Masters. He has also previously worked in the business & legal affairs department at CBS Interactive Inc.'s College Sports Division and as a full-time legal intern for CBS Sports Network when it was branded as CBS College Sports Network.

Adrian earned his J.D. from New York Law School and is admitted to the State Bar of New York. He attended Iona College in New Rochelle, New York and earned a Bachelor of Arts in Mass Communications, specializing in television production.

MATTHEW C. WINTERROTH, ESQ.

Biography

As Vice President of Intellectual Property, Matthew C. Winterroth leads enforcement of World Wrestling Entertainment Inc.'s ("WWE's") extensive intellectual property portfolio by way of implementation and administration of an integrated and aggressive anti-counterfeiting program and online anti-piracy program.

At WWE, Mr. Winterroth counsels internal business groups regarding the best branding strategy for developing, enhancing and protecting strong intellectual property rights worldwide, and aggregates/harmonizes collected data to assist in overall corporate strategy.

As a result of his years in private practice, as well as his current employment with WWE, Mr. Winterroth has represented various IP ownership rights in numerous industries, including live and televised sports entertainment, digital media, apparel, toys and sporting goods, national defense, hospitality and gaming, medical devices, home video, and theatrical films.

Mr. Winterroth received his Bachelor of Arts degree in Computer Science from Hamilton College in 1999, and his Juris Doctor from the University of New Hampshire (fka Franklin Pierce Law Center) in 2006. He is admitted to practice in New York, New Jersey, Connecticut and Pennsylvania.

RICHARD P. ZEMSKY, ESQ.

Biography

Richard P. Zemsky, an attorney and entrepreneur, is co-founder and Chief Operations Officer of Neurovation Labs. Mr. Zemsky received a B.S. in Mechanical Engineering from Villanova University before graduating from Columbia Law School. He founded Sproute Travel, a tech company for travel recommendations and trip planning. Richard has previously conducted research in heat transfer theory, shape memory alloy-based robotic design, and sediment accumulation on mid-ocean ridges, and served as team lead for mechanical and aeronautical design for a vertical take-off and landing electric aircraft.

As an attorney he focused on patent law across a range of technologies, advising early stage and established companies in the development, protection, and enforcement of their intellectual property rights. Mr. Zemsky is a presenter at national biotech and law conferences and has spoken on intellectual property panels as it pertains to the healthcare industry.

