

# **Speaker Biographies**



# ELIZABETH E. BRECKMAN, ESQ.

## Biography

Elizabeth E. Brenckman, a partner in the New York office, is a member of Orrick's Intellectual Property Group. Elizabeth is a trial lawyer with a focus on trademark, copyright, and media litigation. She has helped companies of all sizes develop comprehensive strategies to avoid litigation where possible, and succeed in litigation when necessary.

She has litigated several of the most complex and closely watched trademark and copyright cases of recent years. Elizabeth represented New Balance in the successful defense of trade dress claims brought by Nike/Converse in an ITC Investigation that *IP Law360* named the Top Trademark Ruling of 2016. She also represented Aereo in the defense of copyright infringement claims brought by the major television U.S. television broadcasters—a case that was ultimately decided by the Supreme Court on an issue of first impression in 2015. She was recently recognized by *Managing Intellectual Property* magazine, which named Elizabeth a 2018 Rising Star.



# **STEPHANIE Y. GRENALD, ESQ.**

## Biography

Stephanie Y. Grenald is the VP Intellectual Property at HBI, Group, Inc., a Hinduja Group Company. The Hinduja Group company is a family company with holdings in Banking & Finance, Transport, Energy (Oil & Power) as well as Technology, Media and Telecom. She oversees intellectual property issues across the Hinduja family's entire product offering, including trademark and copyright prosecution, product counseling, litigation support, and contract drafting and negotiation. Stephanie received her JD from St. John's University School of Law. At St. John's, she was the President of the Women's Law Society, and continues to serve where she can to increase diversity.



# **CINDY HUANG, ESQ.**

## Biography

Cindy Huang is IP Counsel with American Express Company's Intellectual Property Law & Strategy team. She works closely with other subject matter experts and with business unit attorneys across the enterprise, and provides support on a multitude of IP issues, including but not limited to, IP provisions in agreements, IP diligence on investments and acquisitions, and training on patent, trade secret, and some copyright issues. Additionally, Cindy manages the patent portfolios of American Express and works directly with those businesses to identify innovations and capture ideas into valuable assets.

Prior to joining American Express, Cindy held senior counsel and counsel positions at various law firms, where she prepared and prosecuted 500+ domestic and foreign patent applications in a variety of technologies, including software, hardware, and computer and network systems, for large Fortune 100-types of companies to small startups. Cindy received a B.S. in Cellular & Molecular Biology from the University of Michigan, Ann Arbor, and obtained J.D. from Loyola University of Chicago.





# **SUDIPTA RAO**

## Biography

Sudipta Rao is Head of Trademarks for Novartis' global Oncology business, based in East Hanover, NJ. Su directly manages a small team of three, and at this highly-matrixed international organization, she also indirectly manages a broader, extended team of attorneys and paralegals based in Basel, Switzerland who liaise with the WHO (world health organization), WIPO and EUIPO, and work on parallel importation litigation, customs issues, anti-counterfeiting, domain name management and online enforcement, digital health programs, and many administrative and operational improvement initiatives.

At Novartis, Su sits on the Oncology IP Leadership team, cross-divisional Trademark Leadership Team, the Digital Health Leadership Team and the Copyright and Social Media Working Group. Su counsels and supports a wide range of internal client groups, including, company executives in all geographies, research and development, medical and scientific affairs, public relations, communications, digital strategy, commercial marketing teams among many others.

Su has over 15 years of in-house experience at several multinational pharmaceutical companies, such as Pfizer and Wyeth, supporting all aspects of non-patent IP rights for these companies' consumer health, animal health, nutritional and pharmaceutical divisions.

Prior to going in-house, Su was an Associate and Of Counsel at various boutique and large law firms, where she litigated trademark and copyright cases, handled trademark prosecution, managed the portfolios of clients in a variety of industries. Su has a B.A. in Political Science from the State University of New York at Stony Brook and obtained a J.D. from Cardozo School of Law and is admitted to practice in NY and NJ.

