

# AGENDA

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**8:00am - 8:45am**

**Registration and Light Breakfast**

(Paul Brest Hall, Munger Graduate Residences)

**8:45am - 9:00am**

**Welcome**

(Paul Brest Hall, Munger Graduate Residences)

Ian Ballon, *Greenberg Traurig, LLP; Stanford Center for E-commerce @ianballon*

Bill Cosden, *Silver Oak Partners LLC*

Mark Lemley, *Stanford Law School; Durie Tangri LLP @marklemley*

**9:00am - 10:00am**

**Cybersecurity, Terrorism, Extremist Content, and Government Surveillance**

(Paul Brest Hall, Munger Graduate Residences)

- Understanding the threat landscape
- Different types of breaches, and how to respond to each
- Incident reporting requirements
- U.S. litigation risks
- Other countries' requirements
- How should Internet businesses respond to terrorism (eg Facebook)
- The fight over device encryption: Balancing user privacy with government requests for pushing for backdoors
- The app economy's approach to encryption compared to the open

Moderator: Ian Ballon, *Greenberg Traurig, LLP; Stanford Center for E-commerce @ianballon*

Speakers: Hank Barry, *Sidley Austin LLP @hankberry*

Joseph DeMarco, *DeVore & DeMarco LLP*

Irene Liu, *Lookout Inc.*

Benjamin Powell, *WilmerHale LLP*

Emily Ward, *PayPal, Inc.*

Mary Wirth, *Adobe Systems Incorporated*

**10:00-10:15am Break**

*Note that all tracks will take place in the Classroom Building of Stanford Law School.*

**10:15am - 11:15am**

**Track A: Social Media, Rights of Publicity, and Ethics (Rm 000)**

- Litigation update
- Advertising and endorsements
- Ethical rules about tweeting and Facebook groups
- Investigating jurors on social media
- Fake reviews on AVVO and other platforms

Moderator: John Slafsky, *Wilson, Sonsini, Goodrich & Rosati LLP*

Speakers: Eric Goldman, *Santa Clara School of Law; University of Santa Clara @ericgoldman*

Brad Serwin, *Glassdoor*

Matthew Polesetsky, *Woven Digital, LLC*

Francine Ward, *Law Office of Francine D. Ward @francineward*

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**Track B: Current Copyright Issues on the Internet** (Rm 000)

- Copyright office DMCA information
- Fair use after Google Books
- The European Digital Single Market
- Common Law Copyrights and Streaming Music Services

Moderator: Mark Owen, *Taylor Wessing* @markowen1

Speakers: Steve Bene, *Pandora Media*

Joseph Gratz, *Durie Tangri LLP* @dreamworld

Kenneth Kaufman, *Manatt, Phelps & Phillips, LLP*

Fred von Lohmann, *Google, Inc.* @flohmann

Jedediah Wakefield, *Fenwick & West LLP*

**11:15am – 11.30am**

**Break**

**11:30am – 12:30pm**

**Track A: Privacy in the Era of Safe Harbor II** (Rm 000)

- What is Safe Harbor II; will it lead to better privacy or more chaos?
- How to get your engineers to follow “privacy by design” principles– What does that mean?
- The intricacies of California Privacy Statute and other California-specific laws
- International issues

Moderator: Lothar Determann, *Baker McKenzie LLP*

Speakers: Robert Blamires, *White & Case LLP*

Robert Corbet, *Arthur Cox (Irish Lawyers)*

Francoise Gilbert, *Greenberg Traurig LLP* @FrancoiseGilbrt

Michael Hintze, *Microsoft Corporation* @mhintze

**Track B: Patent Litigation Update** (Rm 000)

- Patent infringement in the cloud
- The evolving inducement and contributory infringement doctrine
- Indemnities

Moderator: Sasha Rao, *Maynard, Cooper & Gale LLP*

Speakers: Scott Bornstein, *Greenberg Traurig LLP*

Lee Cheng, *Newegg, Inc.* @leechcheng

Catherine Lacavera, *Google, Inc.*

Mark Lemley, *Stanford Law School*; *Durie Tangri LLP* @marklemley

Anup Tikku, *PayPal, Inc.*

# AGENDA

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**11:30am – 12:30pm**

**Track C: Internet of Things and Wearable Devices** (Rm 000)

- What constitutes a regulated device?
- The FDA's broad interpretation of what constitutes a regulated device

Moderator: Jim Snell, *Perkins Coie LLP*

Speakers: Stefan Bürge, *Lenz & Staehelin*

Tyler Newby, *Fenwick & West LLP @tgnewby*

James DeGraw, *Ropes & Gray LLP @jimdegraw*

Mozelle Thompson, *Thompson Strategic Consulting; Former FTC Commissioner*

Vineet Shahani, *Nest Labs, Inc. @vshahani*

**12:30pm – 1:30pm**

**Luncheon** (Crocker Garden, Stanford Law School)

**1:30pm – 2:30pm**

**Track A: Advanced Contracting Issues for Online Businesses** (Rm 000)

- California's Automatic Renewal Law

Moderator: Andrew Klungness, *Bryan Cave Llp*

Speakers: Emily Berger, *Netflix, Inc.*

Aileen Casanave, *Jiff, Inc.*

Adit Khorana, *WilmerHale LLP @aditk*

Simon Seidler, *GoPro Inc.*

**Track B: Drones, Robots, and AI** (Rm 000)

- Regulation
- Privacy issues

Moderator: Eran Kahana, *Maslon LLP; Stanford Law School @cyberlawyering*

Speakers: Tom Lue, *Google, Inc.*

F. Daniel Siciliano, *Stanford Law School; LawLogix Group, Inc. @fdansiciliano*

Brad Slutsky, *Qualcomm Research*

**Track C: IP Strategy for Online Businesses** (Rm 000)

- How to protect your key assets
- Portfolio development
- Copyright and Trademark Strategy
- When should you assert a patent and why?
- What's the value of your IP portfolio
- How to make money from patents

Moderator: Eulonda Skyles, *Capital One @eulondaskyles*

Speakers: Heidi Garfield, *Shutterstock, Inc.*

Ron Laurie, *Inflexion Point Strategy, LLC @patentmaven*

Heather Meeker, *O'Melveny & Meyers*

Jishnu Menon, *Mozilla @jishnu\_menon*

**2:30pm – 2:45pm**

**Break**

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**2:45pm – 3:45pm**

**Track A: What Lawyers Need to Know About Big Data Business Models and Predictive Analytics to Help Their Company's Data Business** (Rm 000)

- How to protect your data from being scraped
- Issues surrounding data aggregation and distribution
- Using analytics in litigation

Moderator: Suzanne Bell, *Wilson Sonsini Goodrich & Rosati* @sbell121

Speakers: Bernard Chao, *University of Denver Sturm College of Law* @wsurferesq  
Tonia Ouellette Klausner, *Wilson Sonsini Goodrich & Rosati* @TCPALawyer  
Mark Radcliffe, *DLA Piper US LLP* @markfradcliffe  
Josh Walker, *A<sup>3</sup> by Airbus Group* (*Airbus Silicon Valley*)

**2:45pm – 3:45pm**

**Track B: Online Behavioral Advertising Update** (Rm 000)

- Targeting and retargeting of customers

Moderator: Andrew Serwin, *Morrison & Foerster LLP* @andyserwin

Speakers: Trina Albus, *Magenda Agency* @trinaalbus  
Colin Rooney, *Arthur Cox (Irish Lawyers)*  
Mike Page, *Durie Tangri LLP*  
Patricia Wyrod, *Think Create Group* @Miss\_BouchardSF

**Track C: The Ever Faster Changing World of Payment Systems** (Rm 000)

- The Landscape of Payments Systems Circa June 2016
- Alternatives to ACH transfer technology
- Security concerns associated with alternative payment systems

Moderator: David Teitelbaum, *Sidley Austin LLP*

Speakers: Oliver Breme @OBreme  
Susan Dunn, *WePay*  
Christopher Ferro, *Xoom Corporation*  
Denis Rice, *Arnold & Porter LLP*  
Holly Towle, *K&L Gates LLP*

**3:45pm – 4:00pm**

**Break**

**4:15pm -5:15pm**

**General Counsel Forum** (Paul Brest Hall, Munger Graduate Residences)

Moderators: Ian Ballon, *Greenberg Traurig LLP*; *Stanford Center for Ecommerce* @ianballon  
Mark Lemley, *Stanford Law School*; *Durie Tangri LLP* @marklemley

Speakers: Michael Callahan, *LinkedIn Corporation*  
Vijaya Gadde, *Twitter, Inc.* @vijaya  
Marie Oh Huber, *eBay Inc.* @Mariaohhuber  
Brent Irvin, *Tencent Holdings Ltd.*  
Nikhil Shanbhag, *Instacart*  
Colin Stretch, *Facebook, Inc.* @cstretch  
Salle Yoo, *Uber Technologies*

**5:00 pm – 6:00pm**

**Reception**