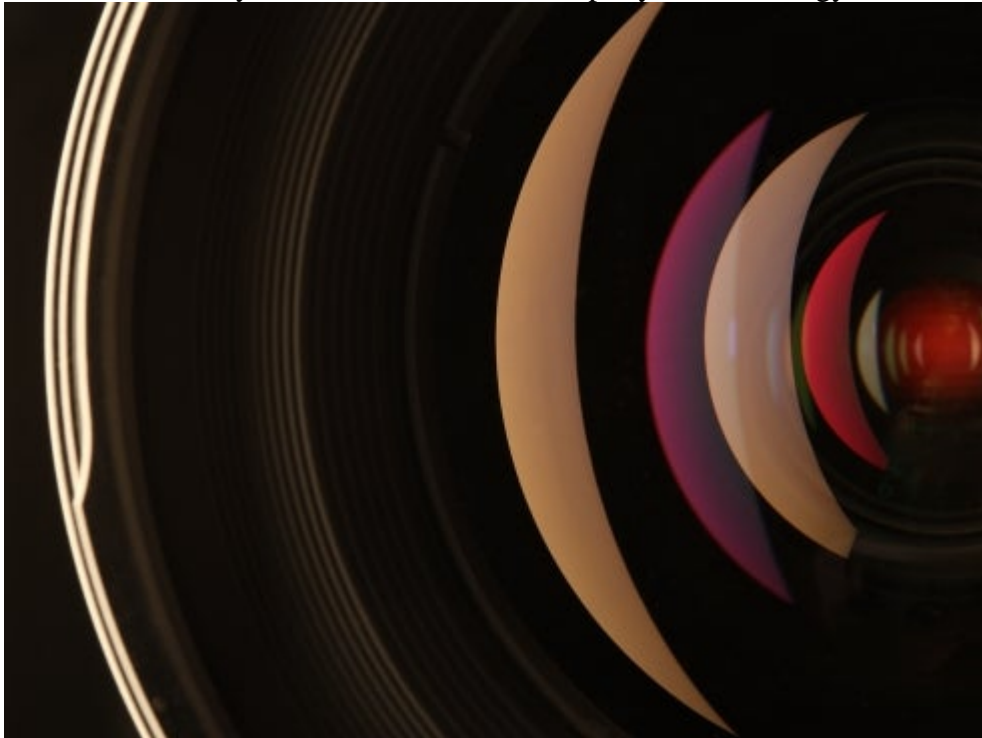


## [Events](#)

June 01, 2023

21st Annual Rocky Mountain Intellectual Property & Technology Law Institute



Perkins Coie was the presenting sponsor of the 21st Annual Rocky Mountain Intellectual Property & Technology Law Institute on June 1-2, 2023, at the Westin Westminster Hotel in Denver, Colorado.

Co-presented by the Intellectual Property Law Section of the Colorado Bar Association; Stanford Law School; the Stanford Program in Law, Science and Technology; the Copyright Society of the USA; and the ABA Section of Intellectual Property Law, the institute is the premier forum for bringing together intellectual property professionals from across the United States and beyond.

Perkins Coie lawyers Sumedha Ahuja, W. Matthew Pierce, Meredith Halama, and Kathrine Cramer presented on In-House and Law Firm Partnerships in DEI, European Patent Strategy Under the Unitary Patent System, and Hot Topics in Ad Tech, respectively. Details of each session are below.

### **In-House and Law Firm Partnerships in DEI**

- Evolving from theater to real progress
- Measures for understanding progress
- Corporate mentoring practices law firms can learn from

*Presented by Sumedha Ahuja, Esq., Perkins Coie LLP; Melissa Jobe, Esq., T-Mobile; and Elena McFarland, Esq., Shook, Hardy & Bacon LLP*

### **European Patent Strategy Under the Unitary Patent System**

- Pros and cons of UPS: considerations for whether companies should "opt out"
- How the UPC will operate
- UPC injunctive powers and defensive considerations for UP license demands

- Opportunities and challenges for companies subject to the UPC

*Presented by Penny Gilbert, Esq., Powell Gilbert LLP; W. Matthew Pierce, Esq., Perkins Coie LLP; and Marianne Schreiber, Esq., Medtronic*

### **Hot Topics in Ad Tech**

- Recent legal developments in U.S. ad tech
- Implications of new and existing state privacy laws that affect advertising practices
- Update on relevant federal activity, particularly at the FTC
- Best practices and updates among self-regulatory organizations

*Presented by Meredith Halama, Esq. and Kathrine Cramer, Esq., Perkins Coie LLP*

### **Authors**

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