

# INTELLECTUAL PROPERTY

WHAT EVERY LAWYER SHOULD KNOW

Waikiki, Honolulu



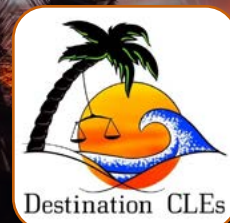
Hawai'i

FEBRUARY 13-17, 2023 • 12 CLE HOURS



'Alohilani Resort, Waikiki Beach

Visit [www.DestinationCLEs.com](http://www.DestinationCLEs.com) for more information.





# CONFERENCE SCHEDULE

## Monday, February 13

11:30 a.m. **Check-in begins** – snacks provided

12:15 p.m. **Welcome and Announcements**

12:30 p.m.

### **What Every Practitioner Should Know About Intellectual Property Law**

*Presented by: Bryant Keller, Esq., Kirton | McConkie, Utah*

Whether it be a name, website, picture, video, social media post, software, invention, idea, music, or other creative material, almost every client has some intellectual property that should be protected. In this course, we will discuss the basics every attorney should know about intellectual property law. We'll also discuss basic strategies for protecting intellectual property through copyrights, trademarks, patents, trade secrets, and contracts. This course will also highlight strategies for avoiding common pitfalls in intellectual property law.

2:30 p.m. **Break**

2:45 p.m.

### **Introduction to Patent Law**

*Presented by: Bryant Keller, Esq., Kirton | McConkie, Utah*

A good patent can significantly impact the viability and profitability of a company. In this course, we'll discuss the basics of protecting patentable inventions in the US and abroad.

3:45 p.m. **Break**

4:00 p.m.

### **The Uniform Trade Secrets Act: A Business Planning and Litigation Tool**

*Presented by: Gregory Sato, Esq., Kobayashi, Sugita & Goda, Hawaii*

Whenever there is a rapid expansion or contraction of the economy, there is a churn of employees. Departing employees may carry with them critical information and arriving employees may bring with them the risk the litigation. Come and learn how the Uniform Trade Secrets Act ("UTSA"), which has been adopted by 47 states and the District of Columbia, establishes a framework for business planning and litigation.

5:00 p.m. **CLEs end for the day**

6:00 p.m. **Reception**

## Tuesday, February 14

### **Polynesian Cultural Center**

Hotel pick-up at 10:00 a.m. and drop-off at 10:30 p.m.

[www.polynesia.com](http://www.polynesia.com)

Spend the day exploring the rich heritage of the Pacific Islands. Wander through 42 acres of tropical splendor and enjoy the adventure of traditional hands-on activities. Dine like royalty at an authentic Polynesian luau and top it off with the most spectacular evening show in the islands. All of Polynesia in one exciting place!



#### **PACKAGE INCLUDES:**

##### **Island Villages**

- Immersive cultural experience in 6 island villages.
- Canoe rides
- Tram Tour of Laie
- Go Native activities
- Canoe Pageant
- "Hawaiian Journey" cinematic experience
- Free within Three (revisit our island villages for free within 3 days of initial visit)



##### **Dining**

- Ali'i Luau dinner buffet & show (4:00 pm - seating 3:30 pm)
- Flower lei greeting (at Luau)



##### **Evening Show**

- Luau-level seating at "HA: Breath of Life" show



# CONFERENCE SCHEDULE

## Wednesday, February 15

7:00 a.m.      **Breakfast**

7:45 a.m.      **Announcements**

8:00 a.m.

### **Introduction to Open-Source Software Licensing**

*Presented by: Bryant Keller, Esq., Kirton | McConkie, Utah*

Using open-source software can help programmers to produce great software, for a relatively low price. Often, when people hear about open-source software, they simply think they can license such software for free. That said, there is a wide spectrum of open-source licenses, with some licenses being very permissive and relatively risk-free and with some licenses including clauses that can lead to significant unintended consequences. To help you protect your clients from falling into the pitfalls of open-source licensing, this course provides an overview of open-source licensing and practical tips that can be used to navigate basic open-source issues.

9:00 a.m.      **Break**

9:15 a.m.

### **Attract High-Value Clients: 21st Century Marketing Plan (includes 1 Ethics hour)** (includes a 15-minute break)

*Presented by: Neena Speer, Esq., Neena R. Speer Law Firm, Alabama*

The question is not whether you should use social media, but rather how to use it to attract clients and referrals. This is more than just social media; this is your brand identity. Do you have a marketing strategy that establishes credibility and gets you results? After this session, you'll be able to start your strategy immediately, by walking away with a social media creation tool that uses curated questions to answer top source FAQs; get a 10-Step Breakdown to Reels guide for those who want to get better at mastering video content; and learn the secret formula to hard work in elevating your business virtually. From beginning to end, Neena will discuss the ethical considerations to a sure-fire way to increase leads and client conversions as well as freebies that they love. You'll learn about products, with tutorials, to use that will immensely help with on boarding your clients, creating your first lead magnet, recommendations for a path to profit you need to secure free and paid speaking features that will help position yourself as a leader, and the ultimate virtual streaming service to take your marketing materials to the next level.

12:30 p.m.      **CLEs end for the day**



# CONFERENCE SCHEDULE

## Thursday, February 16

### Pearl Harbor & Honolulu City Tour

Hotel pick-up at 8:30 a.m. and drop-off at 2:30 p.m.

If you want to explore the Pearl Harbor Visitor Center and the USS Arizona Memorial, and then hit the beach for the rest of the afternoon, you're on the right track for a perfect morning tour.

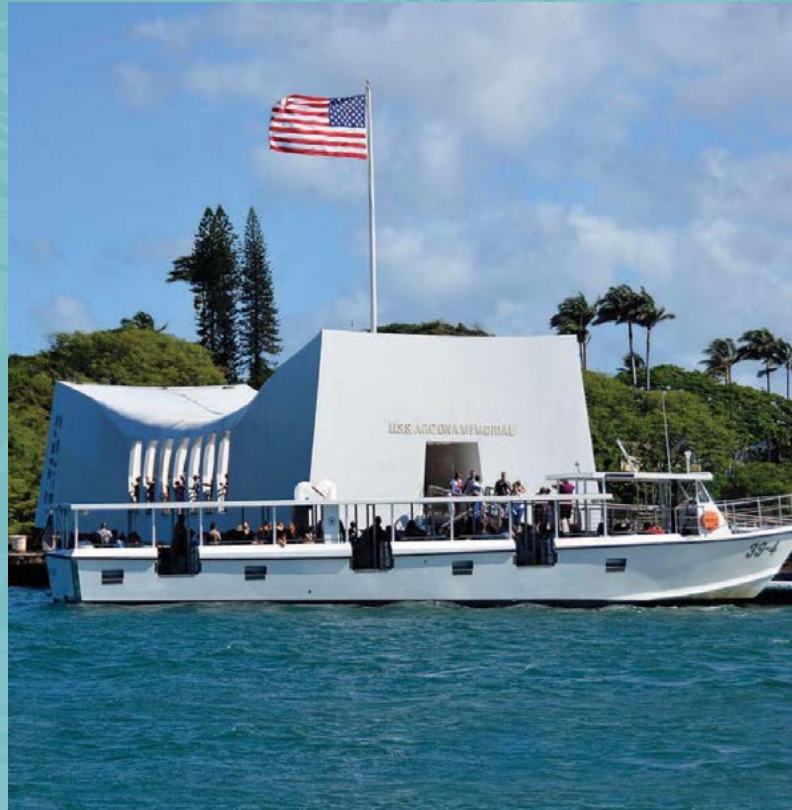
Enjoy expert narration from a professional, certified tour guide. Prepare yourself for a captivating lesson in history as we retrace the dramatic events that led to the United States entering the Second World War. Your guide will also share tips for getting the most out of your time at Pearl Harbor.

Discover in-depth exhibits and fascinating displays at the Visitor Center. Pause for a moment of quiet remembrance aboard the USS Arizona Memorial.

After Pearl Harbor, you will visit the historic district in a Honolulu City Tour. You'll see 'Iolani Palace—the only royal palace on United States soil. Learn the story of the iconic King Kamehameha statue, and go inside the volcanic crater called Puowaina, which is now Punchbowl National Cemetery of the Pacific.

#### INCLUDED:

- Round-trip transportation from hotel to Pearl Harbor
- Live narration by professional tour guide
- Pearl Harbor tickets
- There are no additional out-of-pocket expenses required on this tour
- There are snack shops and gift shops at Pearl Harbor



#### NOT INCLUDED:

- If you bring a bag (which you should not) you will pay a storage fee at Pearl Harbor. Bags cannot be left on tour vehicles.
- Tour guide gratuity is not included and not required, but encouraged.

## Meet Your Destination Specialists



 **CRUISE  
PLANNERS**



Mary and Mike DeSpain find the right vacations and business trips for you.

Add on an extra few days in Hawaii. We can plan your extended vacation and find the best options for your Hawaiian experience.

[www.EnjoyingTheNowTravel.com](http://www.EnjoyingTheNowTravel.com)



# CONFERENCE SCHEDULE

## Friday, February 17

7:00 a.m. **Breakfast**

7:45 a.m. **Announcements**

8:00 a.m. (includes a 15-minute break)

### **The Essentials of Music Copyright Law with Ethics (includes 2 Ethics hours)**

*Presented by: Jim Jesse, Esq., Rock N’Roll Law, Tennessee*

A very high-level review of music copyright law including what is a copyright, how to get one, and the exclusive rights and revenue streams songs generate.

The ethics portion of the Music Copyright CLE focuses in on the unique issues faced when representing an organization as a client with The Beatles as a case study. The two-hour ethics portion focuses even more particularly on representing a band or artist and uses the final few years of The Beatles as a case study. Specific emphasis is placed on the ABA’s Model Rules of Professional Conduct (MRPC) 1.7 (conflict of interest—current client); 1.13 (Organization as a client); 1.14 (Client with Diminished Capacity); and 2.1 (Role as Advocate).

12:15 p.m. **CLEs end for the day**

## Waikiki Fireworks Dinner Cruise

Say good-bye to the island! Dinner and two cocktails, beer, or soft drinks are provided. Additional drinks at your cost.

Check-in no later than 5:45 p.m. Departs at 6:00 p.m. and Returns at 8:00 p.m



Take a one mile walk along the beach to the beachfront Port Waikiki kiosk, near the Hilton Pier and Tropics Bar & Grill lanai. Parking is discounted and self-pay.

You’ll avoid the crowds and watch the fireworks from the water.

### **THINGS TO REMEMBER:**

- A light jacket
- Wear walking shoes
- Camera or cell phone
- No kids 3 and under





# OUR FEATURED SPEAKERS



**Keller**

**Bryant Keller** has served for the last five years as the Chair of the Intellectual Property section at the Utah-based law firm of Kirton McConkie. He focuses his practice on assisting national and international companies in creating, maintaining, and licensing valuable patent and trademark portfolios around their key products and areas of research.

He has extensive experience in the filing and prosecution of patent and trademark applications in the United States and abroad.

Bryant is recognized as one of Utah's Legal Elite and a Mountain States Super Lawyers Rising Star in intellectual property.



**Jesse**

**Jim Jesse** is the founder of Rock N' Roll Law, and his passion is spreading music law through continuing legal education.

Prior to starting Rock N' Roll Law, Jim was the General Counsel for Cool Music Network (THE COOL TV), a 24-hour-a-day music video television network. He has been licensed as an attorney for 25 years, and has been a full-time Music Law presenter since 2013.

Jim is also a singer/songwriter who has released two albums: Down on the South Side and Better Late Than Never. He is a member of BMI and has run his own record label distributing his music. He has written songs for more than 30 years and has more than 200 songs he has never released. In addition to studying the law, Jim is music history buff.

Jim is the author of The Music Copyright Law Manual and The Musician's Guide to Music Copyright Law. Jim consults and practices in areas regarding intellectual property, licensing and music law.





# OUR FEATURED SPEAKERS



**Sato**

**Gregory M. Sato** represents management in his practice of labor and employment law. Mr. Sato earned his undergraduate degree in History from the University of Southern California and completed a joint Masters of Management/Juris Doctor degree at Northwestern University's Kellogg School of Management and the School of Law. He has

been recognized by his peers for his ethical standards and his expertise in labor and employment law in Hawaii by Martindale & Hubbell, Chambers and Partners, the Society for Human Resource Management, the Litigation Counsel of America, "Best Lawyers in America" and "Super Lawyers. Mr. Sato is a frequent speaker.



**Speer**

**Neena R. Speer** is an attorney, author, speaker, and truth dealer. She has a solo law firm called the Neena R. Speer Law Firm LLC. She is a Founder and Executive Director of her mentoring nonprofit focused on continuous mentorship for all students at all levels K-12 & college, Step 1-2-3 Mentor for Life Initiative that she started her 3L year of law

school. Lastly, she is a five-time published author with her most recent book is a republished Kindle version of *Dear Future Lawyer: An Intimate Survival Guide for the Female Minority Law Student* which hit #1 in two different categories in November 2020 earning her the title of Amazon Bestseller.

Her passion since she was in eighth grade was to be a criminal defense attorney in her hometown where she grew up: Birmingham, AL. She is living out that dream and speaking for countless organizations including the University of Alabama School of Law, the YMCA, the Black Girl Project, the National HBCU Pre-Law Summit, Black Pre-Law Conference, Northern Illinois University Law

School, various other organizations, and her upcoming TedxYouth Davenport Talk entitled "Diversity Redefined" March 2021. She speaks about her experiences as a law student, a black minority in the law field, and her journey past failing her first bar exam.

She specializes in Trademarks, Copyrights, Business Formation, Contracts Drafting/Review, Criminal Defense, and Family Law.



# ‘ALOHI LANI RESORT

2490 KALAKAUA AVENUE  
HONOLULU, WAIKIKI, HAWAII 96815

## Hotel Reservations

Online or by phone at 800-923-4511 **GROUP CODE: GRPCLE**

Online registration link: <https://bit.ly/3yOTtzW>

**Group Room Rate good through January 10, 2023:**

Run of the House Rooms\*: \$279 single/double occupancy \$379 triple and \$479 quad rates plus taxes, currently at 17.96% and subject to change.

**If you want to upgrade your room**, book it online, then contact [Mary@DestinationCLEs.com](mailto:Mary@DestinationCLEs.com) and ask for the upgrade. Starting rates: Partial Ocean View \$299; Ocean View \$319; Diamond Head Ocean View \$349 and Ocean Front \$399

\*A credit card is required to hold and confirm the reservation. If cancellation is made withing 72 hours of arrival, or a no-show, a one-night deposit will be retained as a cancellation. An early departure fee of 50% of one night's room rate will apply if checkout prior to confirmed stay.

In addition to the nightly rate, a discounted resort fee of \$25 plus overall taxes will be added. (currently 17.96%)



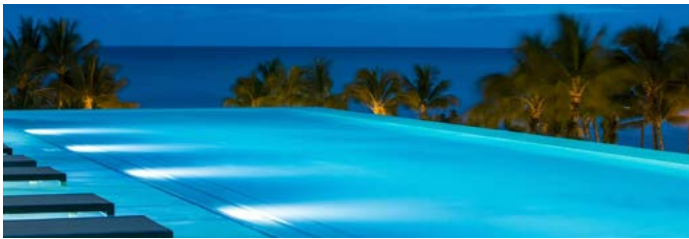
### INCLUDED IN RESORT FEE:

- Beach Rentals: Guests can select from a wide range of items from Beach Candy Waikiki, located at Aston Waikiki Beach Hotel, 2570 Kalakaua Avenue, to enhance their beach and ocean experience. For each night of stay each guest room will receive 3 daily credits that can be applied towards rentals to include: surfboards, paddleboards, beach chairs, umbrellas, beach toys and more! Guests reserve their rentals using their daily credits upon arrival to the resort. Other activities at Beach Candy such as Fitness Classes, surf lessons and more can be booked at an additional cost.
- Bottled water: two complimentary locally-sourced bottles of water per room per stay. Purified water stations also available in resort lobby.
- Fitness Center: Daily access to the “Island Club and Spa” Fitness Facilities
- Hawaiian Cultural Classes: Classes include Queen’s legacy tour, lei making, hula lessons and Hawaiian lessons.
- Honolulu Museum of Art: Enjoy complimentary entry for two guests to the Honolulu Museum of Art when you show your guest room key. Reservations are required by calling 808-532-8700.
- In-room Coffee: Enjoy a selection of signature “Alohilani Coffee by Hawaiian Paradise Coffee and Tea from the convenience of your guest room
- Internet Access: Wireless high-speed internet access in guest rooms and throughout the resort.
- Local Newspaper: Available daily at Guest Services.
- Oceanarium Educational Program: Conducted by the ‘Alohilani Oceanarium dive team. See daily event listing for details.
- Parking: Pay for Self-Parking (\$25, discounted from \$48) and be upgraded to Valet Parking service for the first night of your stay. Valet parking is \$45, discounted from \$55.
- Phone Calls: Unlimited local calls and up to 60 minutes long distance/international telephone calls per day
- Portable Phone Chargers: Available for use from Guest Services.
- Self-service 24-hour workspace: complimentary boarding pass printing and copying services.





# REGISTRATION INFORMATION



Experience the open-air lobby and captivating 280,000-gallon Oceanarium unique to Honolulu resorts. The destination pool deck with private cabanas offers a saltwater infinity pool, and a pool bar that seamlessly transitions from day to night. With a location that's steps from Waikiki Beach, it's where Hawaii vacations turn moments into memories.

This conference offers 12 hours of Continuing Legal Education, including ethics credit. There will be plenty of time to enjoy the island with tours or just relaxing by the beach. Bring your family or your law firm for some time out of the office.

## Registration Fees

— Add \$300 after January 1, 2023 —

### Attorney Registration Fee: \$2,500

The conference registration fee includes CLE sessions (presented on Monday, Wednesday, and Friday), conference course materials, Monday snacks, Monday reception, Wednesday breakfast, Friday breakfast, Tuesday Polynesian Cultural Center tour, Thursday Pearl Harbor Tour, and Friday Catamaran Sail and Dinner.

### Hawaii Licensed Attorney Fee: \$995

Attorneys who are licensed in Hawaii, and who have a full-time office located in Hawaii, qualify to register for the CLE sessions at a reduced rate. Conference meals and Monday reception is included. Tours and Friday night sail is not included.

### Non-Attorney Guest Fee: \$795

This is a restricted fee intended for family members/guests who are non-attorneys. Any non-attorney spouse/guest may pay this fee to partake in Monday reception, Tuesday Polynesian Cultural Center Tour, Thursday Pearl Harbor Tour, and Friday Catamaran Sail and Dinner.

## Location

All CLEs and meals will take place at **'Alohilani Resort Waikiki Beach** at 2490 Kalakaua Avenue Honolulu, Waikiki, Hawaii 96815.

## Cancellation Policy

No refunds will be granted for any cancellation initiated by registrants after November 1, 2022. Before this date, refunds will be processed with a 3% processing fee. Destination CLEs will issue refunds if forced to cancel. It is highly recommended that you get travel insurance.

## MCLE Accreditation

See the website for information on the states that have accredited this program. If your state is not listed, Destination CLEs will assist you with the accreditation process. Please inquire by emailing [Mary@DestinationCLEs.com](mailto:Mary@DestinationCLEs.com)



## Register online at:

<https://destinationcles.com/2023-waikiki-hawaii>



For more information, contact Mary at  
907-231-2111 or by e-mail at [Mary@DestinationCLEs.com](mailto:Mary@DestinationCLEs.com)