

Commercialization of Plant Research, The Toolbox
November 2, 2006
Quality Inn
Pullman, Washington

THURSDAY, NOVEMBER 2
Quality Inn, Pullman

7:00–8:00 am Continental Breakfast

8:00–8:10 am Welcome and Introduction

8:10–8:40 am Keynote Speaker.

Paul M. Zankowski, commissioner, Plant Variety Protection Office

8:40–9:25 am Keynote Speaker.

“Patenting of Plant Varieties: Protecting Plant Innovation in the U.S. and Abroad”

Karen M. Hauda, patent attorney-advisor, USPTO, Office of International Relations

9:25–10:10 am Panel discussion.

“General Methods of Plant Protection: Basic Discussion on PVP, Plant, Utility Patents, Varietal Names, and Trademarks”

Michael Ward, partner, Morrison and Foerster, LLP
Rosemary Tarlton, partner, Morrison & Foerster, LLP

10:10–10:25 am Break

10:25–11:25 am Panel discussion.

“Brand-building through Use of Trademarks, Collective Membership Marks, and Certification Marks: Maximizing Your Competitive Advantage through IP Protection”

Rosemary Tarlton, partner, Morrison & Foerster, LLP
Bruce Barritt, scientist, WSU Tree Fruit Research and Extension Center
James Calissi, former general manager, Okanagan Plant Improvement Company (PICO)
Dave Allan, fruit grower-eastern Washington, Allan Bros/Yakima Valley Orchards

11:25–12:10 pm Presentation.

“Infringement of PVP, Patents, and Trademarks: Is Enforcement Worth It?”
Rachel Krevans, partner, Morrison & Foerster, LLP

12:10–1:00 pm Lunch

12:30–1:00 pm Lunch presentation.

“Gaining a Competitive Advantage through the Use of IP Protection”
James Calissi, former general manager, Okanagan Plant Improvement
Company (PICO)

1:00–1:45 pm Panel discussion.

“Cutting-edge Research, Part 1: Plant Breeding”
Bruce Barritt, scientist, WSU Tree Fruit Research and Extension
Center
Kim Kidwell, scientist and professor, Department of Crop and Soil
Sciences, WSU
Pat Moore, scientist, WSU Puyallup Research and Extension

1:45–2:30 pm Panel discussion.

“Cutting-edge Research, Part 2: Plant Biotechnology”
James Cook, scientist, professor and dean emeritus, College of
Agricultural, Human & Natural Resource Sciences, WSU
John Browse, scientist and professor, Institute of Biological Chemistry,
WSU
Diter von Wettstein, scientist and R.A. Nilan distinguished professor,
Department of Crop and Soil Sciences, WSU
Norm Lewis, director, Institute of Biological Chemistry, WSU

2:30–2:40 pm Break

2:40–3:15 pm Presentation.

*“Recent Developments in IP Law: Practical Implications for Plant Breeders and
Plant Biotechnologists”*
Michael Ward, partner, Morrison Foerster, LLP and Rachel Krevans,
partner, Morrison Foerster, LLP

3:15–4:00 pm Panel discussion.

*“Commercialization Issues in Biotechnology: GM Varieties and the Future of
Biotech”*
Michael Ward, partner, Morrison Foerster, LLP
James Cook, scientist, professor and dean emeritus, College of
Agricultural, Human & Natural Resource Sciences, WSU
Alan Bennett, Executive Director from PIPRA

4:00–4:45 pm Informal Q & A Session with Speakers

4:45–5:00 pm Closing remarks