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Thursday, October 8, 2020 | 3-3:50pm MDT
Protecting Intellectual Property in an Online Environment



[Molly Kocialski, Regional Director, Rocky Mountain U.S. Patent and Trademark Office](#)

As the Regional Director of the [Rocky Mountain Regional United States Patent and Trademark Office](#) (USPTO), since January 2016, Mollybeth (Molly) Kocialski carries out the strategic direction of the Under Secretary of

Commerce for Intellectual Property and Director of the USPTO, and is responsible for leading the Rocky Mountain regional office. Focusing on the nine states within this region and actively engaging with the community, Ms. Kocialski ensures the USPTO's initiatives and programs are tailored to the region's unique ecosystem of industries and stakeholders.

Ms. Kocialski brings more than 20 years of intellectual property experience to the USPTO. Most recently, Ms. Kocialski was the Senior Patent Counsel for Oracle America, Inc, where she was responsible for managing an active patent prosecution docket and was also responsible for all of the post-grant procedures and patent investigations for Oracle and its subsidiaries. Prior to Oracle, she worked at Qwest Corporation and was also in private practice in both New York and Colorado focusing on intellectual property litigation for multiple high-tech companies while maintaining an active prosecution docket.



Kevin McPherson, Senior Director of Brand Protection & Corporate Counsel, Otter Products

KEVIN MCPHERSON is the Sr. Director of Brand Protection, Corporate Counsel for Otter Products, LLC. In this role, he is responsible for its Global Anti-Counterfeiting Program, focusing on the protection of the OTTERBOX and LIFEPROOF branded family of products, its Authorized Reseller Program, and its Minimum Advertised Price (MAP) Policy. In addition, he handles a variety of

transactional matters for Otter Products's US, EMEA and APAC offices.

Prior to joining Otter Products, Kevin was employed as Brand Protection Manager - United States and Latin America, for New Era Cap Co., and prior to that, Senior Trademark Enforcement Coordinator - United States and Latin America, for Harley-Davidson Motor Company.

Kevin holds a Juris Doctor from the University of Denver – Sturm College of Law, an M.B.A from Cardinal Stritch University, and graduated magna cum laude from University of Wisconsin – Milwaukee with a Bachelor of Arts degree in Communication. Kevin was the Secretary of the Intellectual Property Law Society at Sturm College of Law.

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[Elizabeth Manno, Partner, Perkins Coie LLP](#)

Elizabeth focuses her practice on patent infringement and other intellectual property litigation, including trademark litigation. Elizabeth excels at breaking down highly technical concepts in a way that courts can understand. Her experience includes litigating patent infringement and trademark infringement cases before federal courts across the country, as well as the U.S. Court of Appeals for the Federal Circuit. She has also served as a core member of patent litigation teams that have won preliminary injunctions for clients against their infringing competitors in various jurisdictions nationwide.



[Sabrina Danielson, Associate, Perkins Coie LLP](#)

Associate Sabrina Danielson has experience with domestic and foreign trademark and copyright portfolio development and management. She conducts trademark clearance searches, prepares and files trademark and copyright applications, and drafts responses to office actions.

Sabrina also assists with the enforcement of intellectual property rights for well-known tech clients, including drafting cease and desist letters, filing infringement claims, and preparing abuse and infringement reports to domain name registrars, website content hosts and other internet service providers. She regularly drafts intellectual property license agreements, intellectual property transfer agreements, website privacy policies and terms of use.