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BNA AND BANNER & WITCOFF RECORDED WEBINAR: **PRACTICAL IMPLICATIONS OF *MAYO V. PROMETHEUS***

On April 19, 2012, Lisa M. Hemmendinger, Ph.D., and Paul M. Rivard of Banner & Witcoff; Drew Hirshfeld, Deputy Commissioner for Patent Examination Policy for the USPTO; Hans Saurer, Ph.D., Deputy General Counsel for Biotechnology Industry Organization, led a panel discussion that provided analysis and insight on the U.S. Supreme Court's decision in *Mayo v. Prometheus*.

The 90-minute recorded audio/visual program is available on the following webpage:

http://s3.amazonaws.com/0TEHANFFG8YP8HQWVB02._.BNA/12-04-19-BNA-Practical%20Implications%20of%20Mayo%20v%20%20Prometheus.wmv

Program Overview:

This presentation provides analysis and insight on the U.S. Supreme Court's highly anticipated ruling in *Mayo v. Prometheus* involving patent eligibility of methods in the area of personalized medicine. *Mayo* provoked more than 40 amicus briefs from organizations and companies including BIO, AIPLA, IPO, ACLU, Hewlett Packard, Verizon, Roche and Nine Law Professors. In this webinar, you will learn about the decision and its implications through reasoned analysis and thoughtful insights from a panel of experts from the biotech industry, private practice, and the U.S. Patent and Trademark Office. This webinar will provide key insight on evaluating your patent portfolio in light of this ruling, as well as a discussion of effective strategies for protecting intellectual property going forward.

Please contact Lisa M. Hemmendinger and Paul M. Rivard with your questions, or contact any Banner & Witcoff attorney for more information about the firm's capabilities in this specialized area of law.

If you have technical difficulties with the webinar program file, please contact the webmaster at info@bannerwitcoff.com.