



IDSA International
Design Conference 2017
Design IS Business

IDSA

August 16–19, 2017
Atlanta Marriott Marquis
IDSA.org @IDSA #IDSA17Atlanta



Samsung's Position

- §289 allows only the total profit attributable to the infringement of the patented design
- Congress really assumed that §289 would apply where designs are the principle feature, and the courts should not apply it to multi-component articles
- Apple didn't prove that Samsung's profits arose from the patented designs
- The total profits rule would create disproportionate or double awards and harm innovation and small businesses

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BORRES & WITCOFF | IDSA | AUGUST 16, 2017

BORRES & WITCOFF



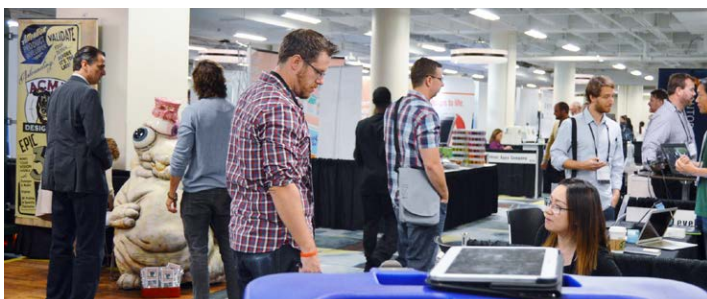
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IDSA

Connect at the IDSA International Design Conference 2017 Design IS Business

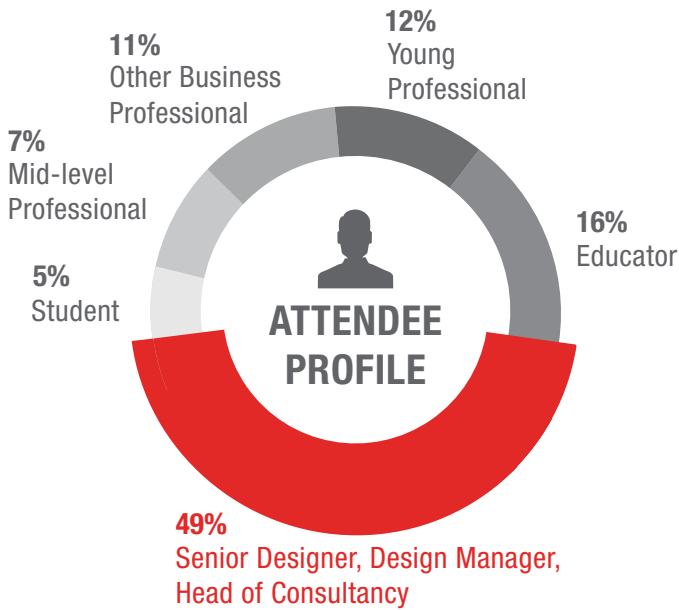
From 1965 to present, IDSA hosts an annual International Design Conference to advance the profession by bringing together some of the biggest names and brightest minds in industrial design and related fields. A key mission of IDSA is community—creating environments that foster engagement, networking and knowledge exchange. IDSA International Design Conference do just that by offering one-on-one interaction with designers from around the world; leading speakers and sessions; and dynamic activities such as design studio tours, Career Centers and workshops.

The International Design Conference coincides with the annual International Design Excellence Awards (IDEA) Ceremony & Gala and also features the IDSA/Eastman Education Symposium and the IDSA Awards, which include inductions to the IDSA Academy of Fellows.

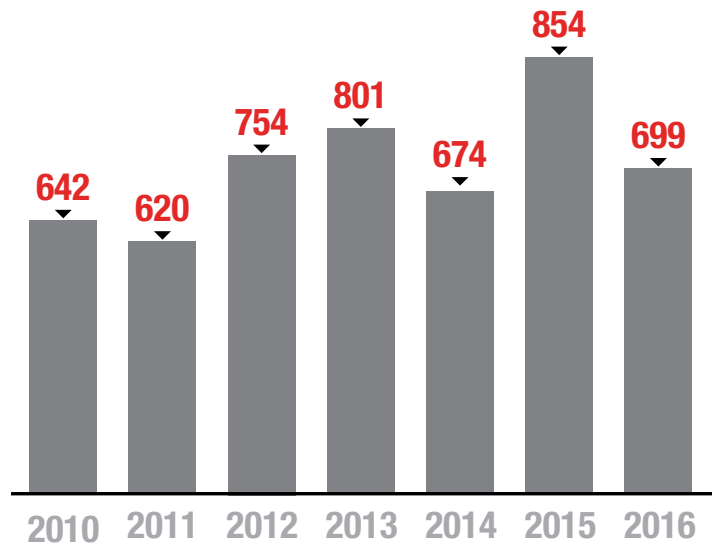
Learn more by visiting IDSA.org, and connect via @IDSA on [Twitter](#); Industrial Designers Society of America on [LinkedIn](#) and [Facebook](#); and @IDSAdesign on [Instagram](#).



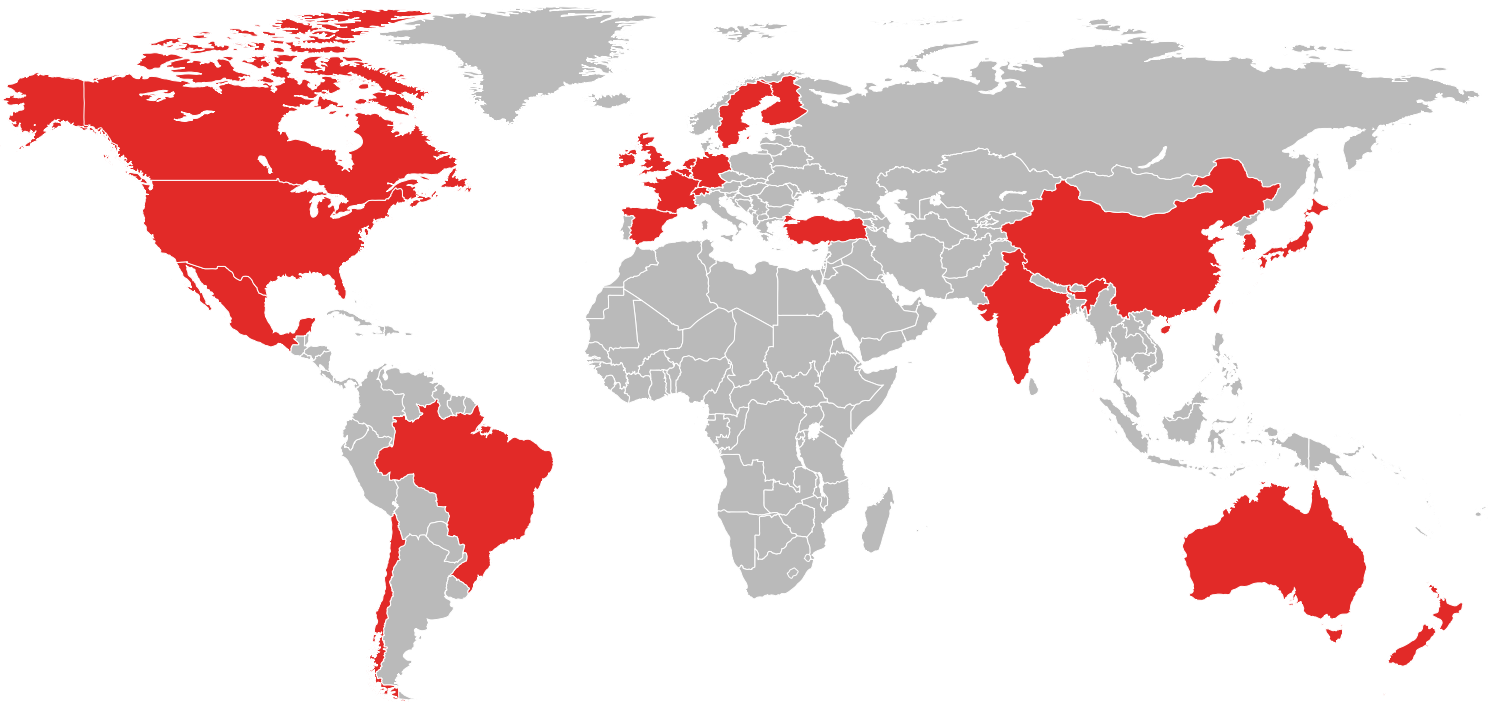
Attendee Demographics



Recent International Design Conference Total Registration

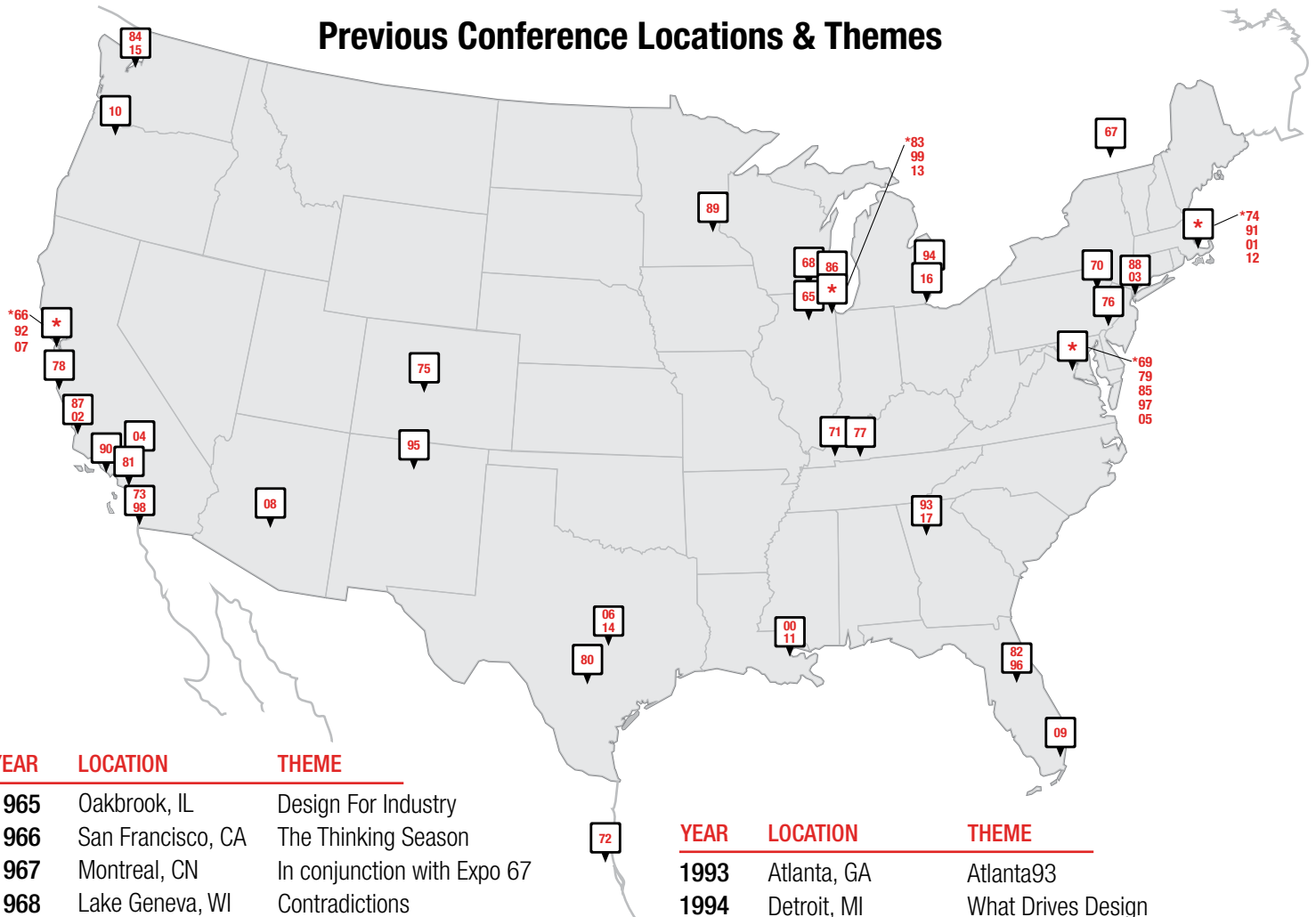


International Design Conference Attendee Countries 2014–2016



Australia	Canada	Finland	Hong Kong	Japan	New Zealand	Sweden	Turkey
Belgium	Chile	France	India	Mexico	South Korea	Switzerland	United Kingdom
Brazil	China	Germany	Ireland	Netherlands	Spain	Taiwan	United States of America

Previous Conference Locations & Themes

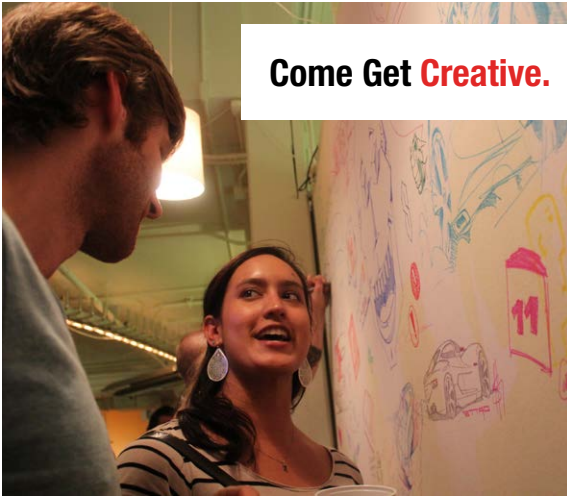


YEAR	LOCATION	THEME
1965	Oakbrook, IL	Design For Industry
1966	San Francisco, CA	The Thinking Season
1967	Montreal, CN	In conjunction with Expo 67
1968	Lake Geneva, WI	Contradictions
1969	Washington, DC	Do you remember the theme?
1970	Pocono, PA	Do you remember the theme?
1971	Gilbertsville, KY	Kentucky Dam Village and You
1972	Mexico City, MX	Design in Americas
1973	San Diego, CA	Interface73
1974	Boston, MA	Do you remember the theme?
1975	Aspen, CO	Joint with Aspen Design Conference
1976	Philadelphia, PA	Evolution/Revolution
1977	Lake Barkley, KY	Patterns: The Sense of Design
1978	Asimilar, CA	Thrival: Beyond Survival
1979	Washington, DC	Gross National Product
1980	San Antonio, TX	Missions
1981	Los Angeles, CA	Do you remember the theme?
1982	Orlando, FL	Infotainment
1983	Chicago, IL	Chicago83
1984	Seattle, WA	Seattle84
1985	Washington, DC	Worldesign85
1986	Evanston, IL	Forms of Design
1987	Monterey, CA	Influences of Design
1988	New York, NY	Worldesign88
1989	Minneapolis, MN	Minneapolis89
1990	Santa Barbara, CA	Strategy of Design
1991	Boston, MA	Revolution/Evolution
1992	San Francisco, CA	Worldesign92

YEAR	LOCATION	THEME
1993	Atlanta, GA	Atlanta93
1994	Detroit, MI	What Drives Design
1995	Santa Fe, NM	Alternative Realities
1996	Orlando, FL	Worldesign96
1997	Washington, DC	Blurring Boundaries
1998	San Diego, CA	Why Design
1999	Chicago, IL	Chicago99 Reflection:Projection
2000	New Orleans, LA	Design Gumbo
2001	Boston, MA	Designing Your Life
2002	Monterey, CA	Kaleidoscope 02
2003	NYC, NY	What is Cool
2004	Pasadena, CA	Utopian Realities
2005	Washington, DC	ReACTION: Rethinking Design for the Real World
2006	Austin, TX	Elements of Change
2007	San Francisco, CA	CONNECTING'07
2008	Phoenix, AZ	Polar Opposites
2009	Miami, FL	Project Infusion
2010	Portland, OR	DIY
2011	New Orleans, LA	Community
2012	Boston, MA	The Future Is ...
2013	Chicago, IL	Breaking the Rules
2014	Austin, TX	The Exchange
2015	Seattle, WA	Future of the Future
2016	Detroit, MI	Making Things Happen
2017	Atlanta, GA	Design IS Business

Previous Conference Attending Companies

- #** 24 Seven, Inc.
3D Divas
3M
4Moms
- A** A. Zahner Co.
Adri Design, LLC
Airbus Defense and Space
Alex Werbickas Design
ALLJACK Co., Ltd.
Allure Energy
Altair Thinklabs
Ames True Temper
Ammunition
Ampacet Corp.
Arizona State University
Art Center College of Design
Artika for Living
Asahi Kasei Plastics
ASTRO Studios
Auburn University
Autodesk
Avon Protection Systems
- B** Banner & Witcoff
Bassett & Partners
BD Medical
Beijing Institute of Technology
Berry Plastics Design Center
Birsell + Seck LLC
BlackHagen Design, Inc.
Blueberry
BMW Group DesignworksUSA
BOXX
Bresslergroup, Inc.
Briggs & Stratton
Brigham Young University
Brooks Stevens Inc.
BSH Home Appliances
Bucknell University
- C** California College of the Arts
California State University - Long Beach
Caprock Manufacturing
Carleton University
Carnegie Mellon University
CedarWorks
Celanese
Cessna Aircraft Co.
Chrysler
Cl Design; 24 Seven
College for Creative Studies
Columbia College Chicago
Columbus College of Art & Design
Columbus Dispatcher
Comcast
Common Motor Collective
Continuum
Conwed Global Netting Solutions
Copesetic Inc
Core77
- Corning Inc.
Cretoy Co Ltd.
Crown Equipment Corp.
- D** d:e
Daedalus
Dallas Lighthouse for the Blind
Dan Nichols Design
Dassault Systemes
DEKA Research and Development Corp.
Dell, Inc.
Design Concepts, Inc
Design Learning Network
DMI
Design Partners
D'NA Co.
Dow Chemical
- E** E Business International
Eastman Chemical Co.
Eastman Innovation Lab
Ecojun Co.
ELEVEN, LLC
EMD Chemicals
Emergent Systems
Emerson
Emily Carr University of Art and Design
ENFOQUE design, Inc
Escalade Sports
Essential
Ethicon Endo-Surgery
EuroPro
Evenflo
- F** Fahrenheit Design
Farm Design, Inc.
FES Contract Manufacturing
FiftyThree, Inc.
Fluke Corp
Foley & Lardner LLP
Ford Motor Co.
Formation Design Group
Formed Plastics
Freotech Plastics, Inc.
frog design
- G** GE Appliances
GE Healthcare
Generac
Georgia Institute of Technology
Georgia Tech Research Institute
Georgia-Pacific Consumer Products
German Aerospace Center
GinnDesign, LLC
Go Pro
- H** Hagie Manufacturing Co.
Hamilton Beach/Proctor-Silex
Hewlett-Packard
Hitachi America, Ltd.
Hitachi Data Systems
- Honeywell
Human Spark
- I** IBM Design
Igloo Products Corp
IN2 Innovation
Industrial Brand
Industry
ingomar&ingomar
InReality
Interior Design Media
International Housewares Ass.
Intersection-Inc.
Iowa State University
- J** Jarden Consumer Solutions
Jiangsu Hengtai Electronics
JMRead Design LLC
JSJ Productions, Inc.
- K** Kaalo Experience Design
Kaleidoscope
Kansas State University
Key Tech
Kickstarter
King Fahd University
Kohler
Krayter
- L** Lakeland Mold
Lawrence Technological University
Legrand North America
lenartstudios LLC
Lextant
LG Electronics
Loughborough University
LUMIUM
LUNAR
Luxion / KeyShot
LzLabs / Zurich
- M** M3 Design, Inc.
Make Shift atx
Manchester Metropolitan University
Mars Chocolate NA
Material Connexion
Mauro New Media
Mayo Clinic Center for Innovation
Medela
Metropolitan State University of Denver
Michael Graves Design Group
Microsoft Corp.
Milliken & Co.
Milwaukee Electric Tool
MIAD
Milwaukee Tool
MindFlow Design
Minimal
Mixer Group Design
Model Solution Co. Ltd.
Models Plus Inc.
Modern Edge
Moen, Inc
- Moleskine
Mormedi
Motorola Mobility
Motorola Solutions
MTI Baths
Munro & Associates
- N** Nanjing Forestry University
National Cheng Kung University
Nestle Purina Petcare Co.
Newell Rubbermaid
Newry Corp
Nike, Inc.
Nissan Motor Lt.
Noble Plastics Inc.
Nokia Design
NONOBJECT
North Carolina State University
Northern Engraving Corp.
- O** O-I
Onehundred
Orbiting Creative, LLC
- P** Pantone
Paoli
Pensa
Pete Walters Innovation
Peterbilt Motors Co.
Pfizer Inc.
Philadelphia University
PillPack
Ping Golf
Pip Tompkin Studio
Plastics News
Po Campo
PolyOne Corp.
Potomac Events
Pratt Institute
Priority Designs
Procter & Gamble
Proto Labs
Prototype Solutions Group
Purdue University
- R** Radius Product Develop.
RC Grace LLC
re:3D
RKS Design, Inc
RMIT University
- S** Samsung Design America
San Francisco State University
San Jose State University
SCAD
SC Johnson & Son, Inc.
School Outfitters
Selic Industriedesign
Sentier Strategic Resources
Skullcandy
Smallhouse Models
SmartShape Design
solidThinking, Inc
Stand2Learn LLC
- Stuff Creators
Sundberg Ferar
Syracuse University
- T** Target Corp.
Taxa Inc.
TEAGUE
TEAMS Design USA Inc.
Techronic Design
Tennant Co.
Texas Instruments Education Technology
Textron Aviation
The Clorox Co.
The Coca-Cola Co.
The Dow Chemical Co.
The Foundry
The Henry Ford
The Honest Co.
The National Folk Museum of Korea
The Ohio State University
The Raymond Corp.
Toter
Touch of Modern
Tres Design Group, Inc
Trident Design LLC
Trimax
Trinity Valley School
TTi Floorcare
TTI Group North America
Tupperware Worldwide
- U** UBER Creative Ltd
Umbach Consulting Group
University of Cincinnati
University of Houston
University of Illinois - Chicago
University of Illinois - Urbana/Champaign
University of Notre Dame
University of Oregon
University of Texas at Austin
University of Utah
University of Washington
University of Notre Dame
Upstream Thinking
- V** Venturetech
VHA
Virginia Tech
Vitas
- W** Wacom Technology
Webb deVlam
West Virginia University
Weyerhaeuser
Whipsaw, Inc
Woodring Design
World Design Organization
Woodtronics Design
- Y** Y Studios
Yeh IDEology



Come Get **Creative.**



Come Get **Crazy.**



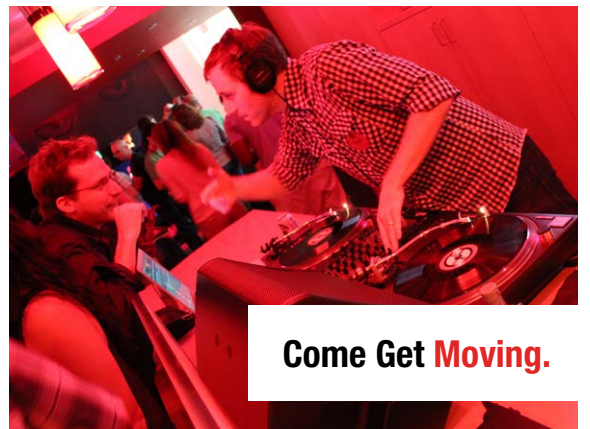
Come Get **Inspired.**



Come Get **Excited.**



Come Get **Good.**



Come Get **Moving.**

Previous Exhibitors

24 Seven	Lagoa
3M	Lakeland Mold
ALLJACK	LG Electronics
Altair	Luminaire
Ampacet Corp.	LUNAR
Anvil	Luxion / KeyShot
Autodesk	Material ConneXion
Bayer MaterialScience	McDonald's
Beyond Design	Microsoft Corp.
BlackHägen Design	MIT Press
Bould Design	Mixer Group
Bridge Design	Model Solution
Caprock Manufacturing	Models Plus Inc.
Capsule Project	Moen
Carbon Design	Motorola Solutions
College for Creative Studies	Newell Rubbermaid
Color Marketing Group	Objeto Brasil
Columbus College of Art & Design	Pantone
Continuum	Performing Arts
Conwed Global Netting Solutions	Plastics News
Core77	PolyOne GLS Thermoplastic
Craighton Berman Studio	Product Insights
Crown	Proto Labs
Curve	Prototype Solutions Group
Dassault Systèmes	Radius Product Develop.
SolidWorks	RP + M
Dell	Samsung
Designcraft	SMART DESIGN
Duksung Co. Ltd.	SmartShape
E Business International	solidThinking
Eastman Chemical Co.	Spark Design
Elastomers	Streng
EMD Chemical	Sustainable Minds
Fahrenheit Design	Syracuse, College of VPA
Formed Plastics	TEAGUE
Freetech Plastics	TEAMS Design
GE Appliances	The Foundry
GE Healthcare	The Raymond Corp.
General Foundry Service	Treat & Co.
HS Design	Tupperware
IBM Corp.	University of Cincinnati
IIT	Wacom
Inventibles	Webb de Vlam
Jiangsu Hengtai Electronics and Plastic Co., Ltd.	Whipsaw
	Whirlpool
	Ximedica
	Yanko Design
	Yeh IDEology

Media Exposure

3Dprint.com	Crain's Business	Plastics News
3Dprinting.com	Dexigner	SAP User
Carnegie Mellon Today	Fast Company	Successful Meetings
Core 77	Form	

Press Releases and Articles

6.2.16 | 337,368 impressions

[Driving Design to Motor City: #IDSADetroit16 is #MakingThingsHappen](#)

7.9.15 | 175,305 impressions

[IDSA Unveils 2015 Winners IDEA](#)

8.24.15 IDSA.org

[Future of the Future Draws Designers from Around the World](#)

7.18.15 IDSA.org

[International Design Conference to Mark IDSA's 50th Anniversary](#)

Videos

[#MakingConnections](#) IDSA International Design Conference

[#IDSADetroit16](#) Sizzle Reel

[#IDSADetroit16](#) Panel Featured on Autoline TV

[#IDSASeattle15](#) Sizzle Reel

[#IDSASeattle15 The Future of Design Leadership](#) Panel

[Olga Stella](#) | Detroit City of Design: The Role of Design in Building Detroit's Future

[Moray Callum](#) | Are We Still a Bunch of Car Stylists?

[Veronika Scott](#) | Crazy Coat Lady | Empowerment Plan

Photos

[#IDSADetroit16](#) Flickr Album

Social Media

[Facebook](#) @IDSA.org

[Twitter](#) @IDSA

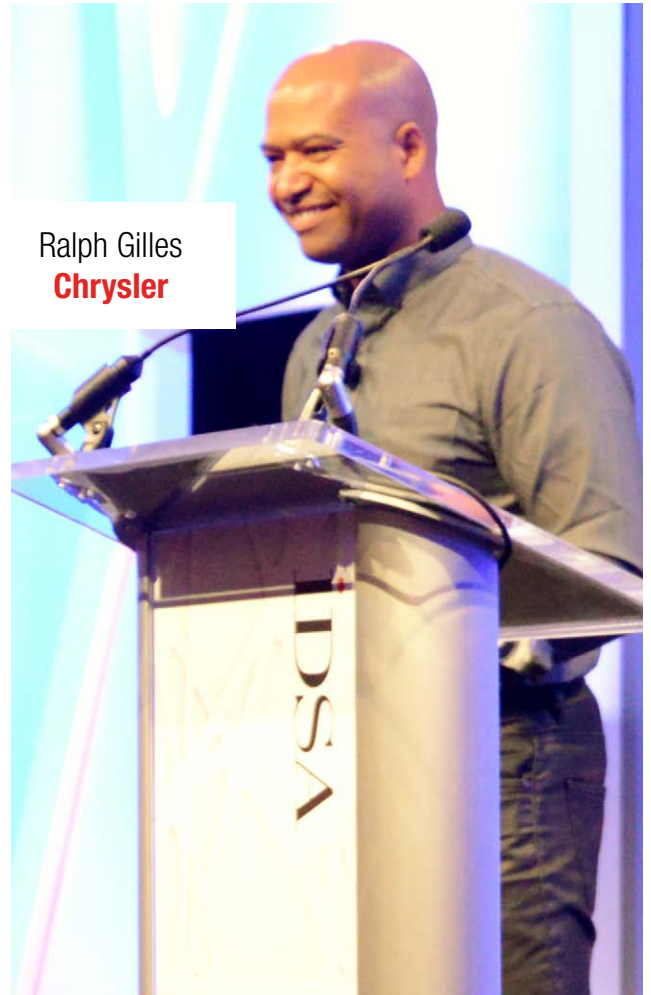
[Instagram](#) @IDSAdesign

[LinkedIn](#) Industrial Designers Society of America (IDSA)

Past Conference Speakers



Mauro Porcini, IDSA
PepsiCo.



Ralph Gilles
Chrysler



Veronika Scott
The Empowerment Plan



Jayson Mayden
**Accel Partners & Stanford
University Design School**



Syd Mead



Design Leadership Panel | 2015 Conference



Thomas Lockwood, PhD, IDSA
Lockwood Resource

Sean Carney
Philips

Klaus Kaasgaard
Intuit

Eric Quint, IDSA
3M Design

Nasahn Sheppard, IDSA
REI

Dan Harden, IDSA
Whipsaw

Mauro Porcini, IDSA
PepsiCo.

Ernesto Quinteros, IDSA
Johnson & Johnson

Carole Bilson, IDSA
Design Management Institute

Steve Kaneko, FIDSA
Microsoft

Top Reasons Why You Should Attend

Obtain a better understanding of the unique positioning of industrial design in the growth strategy of corporate business.

Learn from select Fortune 500 leaders from the stage who truly value and use ID as the foundation of their success.

Understand the “business value of design” via handpicked, stellar, keynote presentations sharing compelling insights and unique perspectives.

Get inspired by the rich engagement of our power keynote OEM creative supply chain panel.

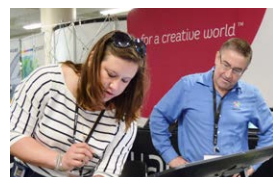
Learn from a panel of founders and principals about the amazing world of business for independent design studios

New, “8 minute rapid fire” speaking sessions from an assorted mix of professionals; never cease to be amazed by the diversity of thoughts and action from this stage.

An IDSA first! **Bring your kids (5+ year olds) to our Saturday design sessions** with speakers from toy/games/play industries. Also, leverage kid-friendly Atlanta, such as the Georgia Aquarium, the hands-on Children’s Museum, Olympic Park.

No breakouts, no hassles, no decisions, no missing out on anything. Just show up on day one and go with the flow. **Learn, connect and share.**

The evenings will be equally magical and transformational! Tour local design studios; take offsite trips; attend university open houses and customer experience centers; indulge in parties.



A Message from the IDSA International Design Conference 2017 Chair



I invite you to join us Aug. 16–19 at the Atlanta Marriott Marquis for Design IS Business.

ID is among a handful of disciplines that really, really values and strives to improve the human condition. Not just intrinsic value—but fundamental, instrumental value. Whatever the world throws at us—digitization, electrification, sensorification, autonomy or connectivity—industrial designers surmount barriers, leveraging them as elements.

We make “design at scale.”

Even if your product/solution is the most meaningful, it has to sell on the fair, open market—giving businesses the confidence to invest in and continue the growth of their portfolios. Now, the business world is taking note of the strategic advantage brought by ID to the table. The world’s most innovative companies are declaring solidarity with design—reserving a seat on the board for a chief design officer; assimilating design strategy; or making room for design to influence business strategy significantly.

Business model patterns essentially research the target audience’s desires and meticulously develop meaningful product solutions and relevant ecosystems of experiences to improve the end user’s life—while profiting and—in many cases, keeping a watchful eye on our planet. From Harvard Business Review to Fast Company to The Wall Street Journal—the media, too, has newfound affection for the impact of ID on business—and on a greater scale—the global economy.

Where better to make the case with Industrial Design IS Business than in Atlanta, GA—with some of the most compelling speakers at the intersection of design and business; studio and other offsite tours; great parties; and family-friendly attractions. “Among the nation’s fastest-growing cities, the Georgia capital is attracting newcomers from around the country and people are looking to this part of the country for culture and commerce like never before,” declares US News & World Report in 2017. Atlanta means business—with a population of five and a half million; 150,000 businesses including some of the most iconic brands in the world; the fifth highest job growth rate in the United States; and quite an emphasis on higher education—with nearly 60 colleges and universities.

Follow the journey to the IDSA International Design Conference 2017 using #IDSA17Atlanta @IDSA on Twitter; Industrial Designers Society of America on Facebook and LinkedIn; and @IDSAdesign on Instagram.

Jeevak Badve, IDSA
Chair, IDSA International
Design Conference 2017
Vice President, Strategic Growth, Sundberg Ferar

