

# CHINA IP WEBINAR

## 中国知识产权网络研讨会系列

### Cost-Effective Intellectual Property Enforcement in China Webinar

- Objective:** To share best practice to achieve cost-effective IP enforcement in China
- Audience:** U.S. companies operating or planning to operate in China as well as government officials, IP attorneys, in-house counsel and other interested parties.
- Venue:** Webinar
- Date:** Tuesday, May 15, 2018
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#### Agenda

- 9:00 – 9:15**      **Welcome & Introductory Remarks**  
Conrad Wong, Attorney Advisor, USPTO
- 9:15 – 9:35**      **Utility Model Patents and Designs as Alternative/Low Cost Protection**  
Tom Moga, Partner, LeClairRyan
- 9:35– 9:55**      **Trademarks: Anti-counterfeiting and general enforcement in China**  
Joseph Simone, Founder, SIPS
- 9:55 – 10:15**    **Skullcandy’s experiences with notice and take-down procedures of Chinese e-platforms**  
Zach Wortham, Skullcandy (China)
- 10:15-10:35**    **Abro’s experience of Chinese Administrative IP Enforcement**  
William Mansfield, Director of IP, Abro Industries, Inc.
- 10:35-10:55**    **Cummins’ Experience on Enforcing IP in China**  
Megan Dortenzo, Chief Patent Counsel & Assistant General Counsel, Cummins Inc.
- 10:55-11:25**    **Q&A**
- 11:25-11:30**    **Closing Remarks**  
Conrad Wong, Attorney Advisor, USPTO