



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY

PRELIMINARY

United States Patent and Trademark Office Global Intellectual Property Academy Enforcement of IPR 13-16 July 2010

Location: **James Madison Building East
Global Intellectual Property Academy
United States Patent and Trademark Office
600 Dulany Street, Alexandria, Virginia 22314, USA**
(Unless otherwise noted, all classes will be held in this location)

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Day 1: Tuesday, 13 July 2010

Location: Madison East Global Intellectual Property Academy

- 9:00 – 9:15 a.m. **Program Overview and Participant Introductions
- Recent IPR Developments in Participants' Countries**
James Housel
Acting Dean, Training and Education
Global IP Academy
United States Patent and Trademark Office
- Welcome by the USPTO Visiting Scholars Mentoring Program
Raymond Addie
Co-Chair, International Relations Committee PTO Society
And Patent Examiner, Art Unit 3671
United States Patent and Trademark Office*
- 9:15 – 10:15 a.m. **International Standards for the Enforcement of IPR**
Attorney Advisor
Office of Intellectual Property Policy and Enforcement
United States Patent and Trademark Office
- 10:15– 10:30 a.m. **Break**
- 10:30 – 12:00 p.m. **IP Cosmetics**
Susan Anthony
Attorney-Advisor
Global IP Academy
United States Patent and Trademark Office
- James Housel
Acting Dean, Training and Education
Global IP Academy
United States Patent and Trademark Office*
- Mr. Scott Baldwin
Attorney-Advisor
Global IP Academy
United States Patent and Trademark Office*
- 12:00 – 1:30 p.m. **Lunch**
- 1:30 – 3:30 p.m. **IPR Protection and Enforcement and its Impact on Economic
Development - *Interactive Exercise with 10 intermission break***
Timothy Trainer
Global Intellectual Property Strategy Center, P.C.

3:30 – 4:30 p.m.

**Public Health and Safety and the Enforcement of Intellectual
Property Rights**

Tom Kubic

President and CEO

Pharmaceutical Security Institute

Day 2: Wednesday, 14 July 2010

Location: Madison East Global Intellectual Property Academy

- 9:00 – 10:30am **Investigating Intellectual Property Crime**
Special Agent Paige Pinson
Washington Field Office
Federal Bureau of Investigation
- 10:30 - 10:45am Break
- 10:45 – 12:30 pm **Prosecuting Intellectual Property Crime**
John Zacharia
Trial Attorney
U.S. Department of Justice
Computer Crime and Intellectual Property Section
- 12:30 – 1:30pm **Lunch**
- 1:30 – 2:45pm **Border Enforcement of IPR:
The U.S. Legal System and
The Benefit of an Effective Recordation System**
Janelle Gordon, Attorney-Advisor
Office of International Trade, Regulations and Rulings
U.S. Customs and Border Protection
- Or
- Richmond Beevers, Attorney-Advisor
Office of International Trade, Regulations and Rulings
U.S. Customs and Border Protection
- 2:45 - 3:00 p.m. **Break**
- 3:00 – 4:00 p.m. **Border Enforcement of IPR:
Targeting Counterfeit and Piratical Goods**
Alex Amdur
U.S. Customs and Border Protection
- Or
- David Brener
U.S. Customs and Border Protection
- 4:00 – 4:15 p.m. Group Photo

Day 3: Thursday, 15 July 2010

Location: Madison East Global Intellectual Property Academy

- 9:00 – 10:00 a.m. **Business Software Piracy – the Industry Perspective**
Jenny Blank
Senior Director, Legal Affairs
Business Software Alliance
- 10:00 – 10:15am **Break**
- 10:15am – 12:15pm **Entertainment Software Anti-Piracy Workshop**
Zach Toczynski
Manager, Anti-Piracy Training and Retail Investigations
Entertainment Software Association (ESA)
- 12:15 – 1:30pm **PTOS Pizza and Ice Cream Social**
- 1:30 – 3:30pm **Investigating Music Copyright Infringement –
the Industry Perspective**
- **Optical Disc Infringement**
 - **Internet Infringement**
 - **Building strong industry-law enforcement relationships**
 - **Legal tools for addressing music piracy**
- Carlos Linares
Vice President, Anti-Piracy Legal Affairs
Recording Industry Association of America

Day 4: Friday, 16 July 2010

Location: Madison East Global Intellectual Property Academy

- 9:00 – 10:00 a.m. **Trademark Infringement and Enforcement - the Industry Perspective
Panel Presentation**
James Duggan
Vice President
Risk Management, Security & Brand Protection
Coty Inc.
- Timothy Trainer
Global Intellectual Property Strategy Center, P.C.
- 10:00 – 10:15 a.m. **Break**
- 10:15 – 11:30 pm **Function and Operation of the National IPR Center**
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- 11:30 – Noon **Awarding of Certificates and Closing of the Program**

