



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY



**U.S. DEPARTMENT OF STATE
FOREIGN SERVICE INSTITUTE (FSI)**

PE 138 | INTELLECTUAL PROPERTY RIGHTS

July 14-15, 2011 (Thursday/Friday)

Presented by

Location: GLOBAL INTELLECTUAL PROPERTY ACADEMY (GIPA)
United States Patent and Trademark Office (USPTO)
James Madison Building, East
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Alexandria, Virginia 22314, USA

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**DAY 1 | THURSDAY, 14 JULY 2011****9:00 - 9:15am****Welcome and Participant Introductions**

- SUSAN ANTHONY, Attorney Advisor
U.S. Patent & Trademark Office | Office of Policy and External Affairs

PART I | FRAMING INTELLECTUAL PROPERTY**9:15 - 9:45am****What is Intellectual Property (IP) and Why Does it Matter?***A Roadmap for the Course*

- JEAN BONILLA, Director
U.S. Department of State | Office of Intellectual Property Enforcement

9:45 - 11:00am**Panel Discussion: Who are the USG Actors Confronting IP Issues in the Field?**

- *Moderator:* JEAN BONILLA, Director
U.S. Department of State | Office of Intellectual Property Enforcement
- (TBC) ANDREA CORNWALL, International Trade Specialist
U.S. Department of Commerce (DOC) | Office of Intellectual Property Rights
- (Confirmed) DOMINIC KEATING, Attorney Advisor
U.S. Patent & Trademark Office | Office of Policy and External Affairs
- (Confirmed) CHRISTOPHER MERRIAM, Trial Attorney
U.S. Department of Justice | Computer Crime and IP Section
- (Confirmed) STANFORD MCCOY, Assistant U.S. Trade Representative
Office of the U.S. Trade Representative (USTR) | Office of IP and Innovation
- (TBC) ALLISON MUELLER, Budget Analyst
U.S. Immigration and Customs Enforcement (ICE) | Office of Budget and Program Performance
- (TBC) SEAN MULLIN, Program Manager Outreach & Training Unit
U.S. Department of Homeland Security | National IPR Coordination Center

11:00 - 11:15 am**BREAK****11:15- 12:30pm****Screening of film, *ILLICIT: THE DARK TRADE****Followed by discussion*

- (TBD) SUSAN ANTHONY, Attorney Advisor
U.S. Patent & Trademark Office | Office of Policy and External Affairs

12:30 - 1:15pm**LUNCH****PART II | INTELLECTUAL PROPERTY IN PRACTICE****1:15 - 2:30pm****How IP and Economic Development**

- (Confirmed) GALEN HANCOCK, Economist
U.S. Patent & Trademark Office | Office of the Chief Economist

2:30 - 3:30pm**How do Embassies Organize to Address IP Issues?**

- (Confirmed) MARK KISSEL, former Economic Counselor
Embassy San José, Costa Rica
- (Confirmed) MATHEW KELLY, Economic/Commercial Officer
Embassy Sarajevo, Bosnia and Herzegovina

3:30 - 3:45 pm**BREAK****3:45 - 4:45pm****The Debate on the Desirability of Strong Intellectual Property Protection: Challenges and Opportunities**

- (Confirmed) CARL SCHONANDER, Senior Economic Officer
U.S. Department of State | Office of Intellectual Property Enforcement
- (Confirmed) JOELLEN URBAN, Senior Economic Officer
U.S. Department of State | Office of Intellectual Property Enforcement

4:45pm**DAY 1 CONCLUDES**

DAY 2 | FRIDAY, 15 JULY 2011

PART I | HOT TOPICS

9:00 - 9:15am	<p>Introductory Remarks: U.S. Government Coordination on IP Enforcement</p> <ul style="list-style-type: none"> (Confirmed) ANDREW BALUCH, Director Office of the Intellectual Property Enforcement Coordinator (IPEC)
9:15 - 9:45am	<p>Sources of Intellectual Property Law</p> <ul style="list-style-type: none"> (Confirmed) PAUL SALMON, Senior Counsel U.S. Patent & Trademark Office Office of Policy and External Affairs
9:45 - 10:45am	<p>Patents</p> <ul style="list-style-type: none"> Technology Transfer: (Confirmed) ELAINE WU, Attorney Advisor U.S. Patent & Trademark Office Office of Policy and External Affairs Pharmaceuticals: (Confirmed) JON SANTAMAURO, Attorney Sidley Austin Genetic Resources/ Traditional Knowledge: (Confirmed) JAMES HOUSEL, Dean U.S. Patent & Trademark Office Global Intellectual Property Academy
10:45 - 11:00am	BREAK
11:00 - 11:45pm	<p>Trademarks & Geographic Indications of Source (GIs)</p> <ul style="list-style-type: none"> (Confirmed) NANCY OMELKO, Senior Counsel U.S. Patent & Trademark Office Office of Policy and External Affairs
11:45 - 12:45pm	<p>Copyright Piracy</p> <ul style="list-style-type: none"> (Confirmed) MICHAEL SCHLESINGER, Attorney Greenberg, Traurig International Intellectual Property Alliance (IIPA)
12:45 - 1:30	LUNCH

PART II | CAPACITY BUILDING & PUBLIC DIPLOMACY

1:30 - 2:15pm	<p>Special 301 and Meeting our TRIPS Development Commitments</p> <ul style="list-style-type: none"> (TBC) [GEORGE YORK, and/or ELIZABETH KENDALL] (Confirmed) PAULA PINHA, Office of the U.S. Trade Representative (USTR) Office of IP and Innovation
2:15 - 3:00pm	<p>Applying IP to Business Enterprises and Community Development:</p> <ul style="list-style-type: none"> (TBC) RON LAYTON, Founder and CEO Light Years IP
3:00 - 3:15pm	BREAK
3:15 - 4:00pm	<p>Public & Private Partnerships Aligning to Protect Intellectual Property Rights</p> <ul style="list-style-type: none"> <i>Moderator:</i> JEAN BONILLA, Director U.S. Department of State Office of Intellectual Property Enforcement (Confirmed) Mark Davis, President of PIPPA
4:00 - 4:45pm	<p>Educational Outreach Opportunities and Available Resources</p> <ul style="list-style-type: none"> <i>Moderator:</i> (Confirmed) JEAN BONILLA, Director U.S. Department of State Office of Intellectual Property Enforcement (Confirmed) EMILY BRUNO, Director – Public Diplomacy U.S. Department of State Bureau of Economic, Energy and Business Affairs (Confirmed) SUSAN ANTHONY, Attorney Advisor U.S. Patent & Trademark Office Office of Policy and External Affairs (TBC) Brandon Possin, Economic Officer U.S. Department of State Embassy Lima, Peru
4:45pm	PROGRAM CONCLUDES