



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)*

### **Coordinators:**

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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**  
**???**
- 11:30 – Noon            **Awarding of Certificates and Closing of the Program**

