



STRATEGIES FOR IP PROTECTION IN CHINA

What Los Angeles-Area Companies Need to Know

DATE: Friday, June 7, 2019

LOCATION: Los Angeles Area Chamber of Commerce
350 South Bixel Street
Los Angeles, California 90017

CLE: California accreditation pending approval

8:00 – 8:30 AM **Registration**

8:30 – 8:45 AM **Welcome Remarks**

- John Cabeca, Director, Silicon Valley Regional Office, San Jose, California, United States Patent and Trademark Office (USPTO)
- Mr. David Ou, International Trade Specialist, City of Los Angeles
- Elaine Wu, Senior Counsel, China Team, Office of Policy and International Affairs (OPIA), USPTO

8:45 – 9:00 AM **Opening Remarks**

Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director of the USPTO

- 9:00 – 9:30 AM The Effect of the U.S./China Trade Friction on Rights Holders in California**
Brian Peck, Director of the Center for Transnational Law and Business,
Gould School of Law, University of Southern California
- 9:30 – 9:45 AM Where Is China Going on IP?**
Elaine Wu, Senior Counsel, China Team, OPIA, USPTO
- 9:45 – 10:45 AM IP Protection in China — Hot Topics:**
- Protecting Your Trademarks in China
Michael Moore, Assistant General Counsel and Director of Intellectual Property, Mattel, Inc.
 - Protecting Your Products Using Copyrights and Invention, Utility-Model, and Design Patents
Tom Moga, Partner, LeClairRyan
- Moderator: Conrad Wong, Incoming USPTO IP Attaché, U.S. Consulate General, Guangzhou, China
- 10:45 – 11:00 AM Coffee/Tea Break**
- 11:00 – 12:00 PM Enforcing Your Intellectual Property Rights in China**
- Using China’s Three-Tiered Enforcement System
Devan Shao, Partner, Fangda Partners
 - Enforcement Against Counterfeiting/Piracy on China’s Online Platforms
Lara Miller, Counsel, Vice President — Corporate Strategy
The International AntiCounterfeiting Coalition
- Moderator: Elaine Wu, Senior Counsel, China Team, OPIA, USPTO
- 12:00 – 1:15 PM Lunch**
- 12:30 – 12:50 PM Luncheon Speakers**
- Steve Temkin, Vice President, Los Angeles — Guangzhou Sister City Association
 - Conrad Wong, Incoming USPTO IP Attaché, U.S. Consulate General, Guangzhou, China

1:15 – 2:30 PM

Stopping IP Infringement in the United States

- Federal Civil IP Litigation and U.S. International Trade Commission's Section 337 Remedy: David Gerasimow, Husch Blackwell
- Fighting Against Counterfeit and Piratical Products: Dean Marks, Executive Director and Legal Counsel, Coalition for Online Accountability
- Criminal Investigations and Cyber Security: Susan O'Brien, Special Agent, Federal Bureau of Investigation (FBI), U.S. Department of Justice
- Criminal Prosecutions: Jennie Wang, Assistant U.S. Attorney and Deputy Chief of the Cyber and Intellectual Property Crimes Section, U.S. Attorney's Office, U.S. Department of Justice

Moderator: Conrad Wong, Incoming USPTO IP Attaché, U.S. Consulate General, Guangzhou, China

2:30 – 2:45 PM

Coffee Break

2:45 – 3:45 PM

China's IP Environment: The Los Angeles Perspective

- Entertainment: Christina Monteiro, Vice President, Brands and Content IP, NBCUniversal
- Software: J. Scott Evans, Director of Intellectual Property and Advertising, Adobe, Inc.
- Trade/IP: Julie Anne Hennessy, Los Angeles U.S. Export Assistance Center

Moderator: Elaine Wu, Senior Counsel, China Team, OPIA, USPTO

3:45 – 4:00 PM

Closing Remarks

Conrad Wong, Incoming USPTO IP Attaché, U.S. Consulate General, Guangzhou, China