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
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