

## STRATEGIES FOR TRADEMARK PROTECTION IN CHINA What Maryland Companies Need to Know

- DATE: Tuesday, November 1, 2018: 1:00 to 5:00 p.m.
- LOCATION: The Ceremonial Courtroom University of Maryland Francis King Carey School of Law 500 West Baltimore Street Baltimore, Maryland 21201
- 1:00-1:30 p.m. Registration
- 1:30 1:45 p.m. Welcome Remarks
  - Patricia E. Campbell, Professor, University of Maryland Francis King Carey School of Law
  - Carey Arun, Commercial Officer, U.S. Commercial Service, Baltimore
  - Conrad Wong, Attorney-Advisor, China Team, Office of Policy and International Affairs (OPIA), U.S. Patent and Trademark Office (USPTO)

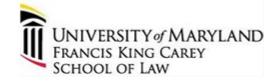
## 1:45 – 2:00 p.m. Opening Remarks

Where is China Going on IP?

- Conrad Wong, Attorney-Advisor, China Team, OPIA, USPTO
- 2:00 3:15 p.m. Protecting Your Trademarks in China Moderator: Julie A. Hopkins, *Adjunct Professor, Clinical Instructor, University of Maryland Francis King Carey School of Law* 
  - How to Protect Your Marks in China and Pitfalls to Avoid: Understanding the Trademark Registration Process
    - Mr. Qiang Ma, Partner, JunHe LLP
  - Oppositions and Invalidations: Navigating the Rules
    - Ms. Dan Chen, Senior Partner, Unitalen Attorneys at Law
    - Managing a Trademark Portfolio from a U.S. Entity Perspective
      - Ms. Sagan Harlin, Director of Trademark Licensing, University of Maryland at College Park

3:15 – 3:30 p.m. Coffee/Tea Break







## 3:30 – 4:45 p.m. Enforcing Your Trademark Rights in China

Moderator: Conrad Wong, Attorney-Advisor, China Team, OPIA, USPTO

- Overview of Trademark Enforcement in China:
  - Mr. Qiang Ma, Partner, JunHe LLP
- E-Commerce Platform Notice-and-Takedown
  - James Cunningham, Deputy Director, Global IP Enforcement and Security, Alibaba U.S.
  - A Maryland Company's Trademark Experience: Under Armour v. Uncle Martian
  - Wesley Muller, Managing Counsel, Intellectual Property, Under Armour
  - Danny Awdeh, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
  - Ms. Yinfei Wu, Associate, Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

## 4:45-5:00 p.m. Closing Remarks

- Patricia Campbell, Professor, University of Maryland Francis King Carey School of Law
- Cynthia Henderson, Attorney-Advisor, Trademark and China Teams, OPIA, USPTO