



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