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