STRATEGIES FOR IP PROTECTION IN CHINA
What Oregon Companies Need to Know Now

DATE: Monday, November 13, 2017

LOCATION: White Stag Block
U of Oregon Law School – Portland
70 NW Couch St.
Portland, OR 97209

8:00 – 8:30 AM Registration

8:30 – 8:45 AM Welcome Remarks

- University of Oregon Law School Dean, Marcilynn Burke
- USPTO - Elaine Wu, Attorney Advisor, Office of Policy & International Affairs

8:45 – 9:15 AM Opening Remarks:
Topic: Overview of China IP Landscape
Speaker: Eric Priest
Professor
University of Oregon Law School.

9:15 – 10:30 AM Protecting Your IP in China - Principal Laws

- Trademarks – Christopher Shen, NTD
- Trade Secrets – William (Skip) Fisher, Partner, DLA Piper (Shanghai)
- Copyright – Eric Priest, University of Oregon Law School
- Patents – Thomas Moga, Partner, LeClair Ryan

Moderator: Elaine Wu

10:30 – 10:45 AM Coffee/Tea Break
10:45 – 11:15 AM  Enforcing Your Intellectual Property Rights in China

• Judicial Enforcement System – William (Skip) Fisher, Partner, DLA Piper (Shanghai)
• Data-driven Strategies for IP Litigation in China – TBD, IPhouse Co., Ltd.

Moderator: Duncan Willson

11:15 – 11:55 PM  Stopping Infringement by Chinese Entities in the US

• Criminal Enforcement through Prosecution – Scott Bradford, Assistant U.S. Attorney, District of Oregon
• Criminal Enforcement through U.S. Immigration and Customs Enforcement/Homeland Security Investigations – Special Agent Lindsay Wills
• Section 337 – Jay Reiziss, McDermott, Will and Emery

Moderator: Duncan Willson

12:00 – 1:00 PM  Luncheon Speaker

Topic: TBD
Speaker: Randall Rader
Professor, Tsinghua University

1:00 – 2:15 PM China’s IP Environment: Oregon Perspective

• Brand Protection – Katie Maksym, Design Patent Manager, Columbia Sportswear
• Patent Enforcement Issues – Steve Schad, ESCO Corporation
• Bad Faith Trademarks – Jaime Lemmons, Nike (TBC)
• Technology Licensing and Deals – Akana Ma, Partner, Ater Wynne

Moderator: Elaine Wu, USPTO

2:15 – 2:45 PM U.S. China Collaboration: Oregon Perspective

• Speaker to discuss Chinese investment in Oregon, opportunities to work/collaborate with Chinese companies (TBD)
• Port of Portland authorities – (TBD)
• Trade/IP – Scott Goddin, USEAC
• USPTO Resources – Elaine Wu

Moderator: Duncan Willson, USPTO

2:45 – 3:00 PM Closing Remarks

Elaine Wu
University of Oregon