



知 CHINA IP ROAD SHOW 演

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