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

DATE: Thursday, November 16, 2017

LOCATION: University of Washington Intellectual House
4249 Whitman Court
Seattle, Washington 98195

CLE Credit: ___ hours

8:00 – 8:30 AM Registration

8:30 – 9:00 AM Welcome Remarks
• Anita K. Krug, Interim Dean, University of Washington School of Law
• Prof. Dongsheng Zang, Director, Asian Law Center & Chinese Legal Studies, University of Washington School of Law
• Prof. Zahr Said, Lead Faculty Director, CASRIP (Center for Advanced Study and Research on Innovation Policy), University of Washington School of Law
• Duncan Willson, Attorney-Advisor, Office of Policy & International Affairs, USPTO

9:00 – 9:30 AM Opening Remarks:
Topic: TBD
Speaker: Dr. Richard Ellings
President, National Bureau of Asian Research (NBR)

9:30 – 10:45 AM Protecting Your IP in China - Principal Laws
• Trademarks – Christopher Shen, NTD Intellectual Property Attorneys
• Copyright – Eric Priest, University of Oregon School of Law
• Trade Secrets – William (Skip) Fisher, DLA Piper (Shanghai, China)
• Patents – Thomas Moga, LeClair Ryan
• Managing an IP Portfolio from a U.S. Corporate Perspective - Batur Oktay, Starbucks

Moderator: Elaine Wu, USPTO

10:45 – 11:00 AM Coffee/Tea Break

HOSTED BY:
UNITED STATES PATENT AND TRADEMARK OFFICE
W SCHOOL OF LAW
UNIVERSITY OF WASHINGTON
11:00 – 11:40 AM  **Enforcing Your Intellectual Property Rights in China**

- Judicial Enforcement System Overview – William (Skip) Fisher, DLA Piper (Shanghai, China)
- Data-driven Strategies for IP Litigation in China – TBD, IHouse Co., Ltd.
- Antitrust and IP – Alan Cox, NERA Economic Consulting

Moderator: Duncan Willson, USPTO


- Criminal Enforcement through U.S. Immigration and Customs Enforcement/Homeland Security Investigations – Lynn Henry, Special Agent
- Criminal Enforcement through Prosecution – Norman Barbosa, Assistant United States Attorney, Computer Hacking and Intellectual Property (CHIP) Coordinator
- Section 337 – Jay Reiziss, McDermott, Will and Emery

Moderator: Duncan Willson, USPTO

12:15 – 1:15 PM  **Luncheon Speaker**

**Topic:** A ‘New Era’ Dawns in China: Implications for U.S. Companies.

**Speaker:**
Robert A. Kapp, President
(Former President, US-China Business Council, Washington, D.C.)

1:15 – 2:30 PM  **China’s IP Environment: Washington State Perspectives**

- Technology Licensing and Deals – Fraser Mendel, Mendel Owens
- Topic TBD – Robert McKenna, Partner, Orrick
- Patent Protection in China – Shane Chen, Founder, Inventist
- IP Strategies for Manufacturing in China – Jolene Wall, Associate General Counsel, REI
- Software Industry Concerns – Bart Eppenauer, Partner, Shook, Hardy & Bacon L.L.P.

Moderator: Elaine Wu, USPTO


- Joint Research & Development, Sheila Remes, Vice President of Strategy for Boeing Commercial Airplanes
- US Export Assistance Center – Sam Tsoming
- CoMotion (UW’s collaborative innovation hub) - Vikram Jandhyala, Vice President for Innovation Strategy at the University of Washington, Executive Director of CoMotion and Co-Executive Director of the Global Innovation Exchange (GIX).

Moderator: Duncan Willson, USPTO

3:15 – 3:30 pm  **Closing Remarks**

Elaine Wu
University of WA