



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

DATE: Thursday, November 16, 2017

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

CLE Credit: __ hours

8:15 – 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 Intellectual Property), University of Washington School of Law
- USPTO – 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)

HOSTED BY:



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

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, IPHouse Co., Ltd.
- Antitrust and IP – Alan Cox, NERA Economic Consulting

Moderator: Duncan Willson, USPTO

11:40 – 12:15 PM

Enforcing Intellectual Property Rights in the US

- 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
Robert A. Kapp & Associates, Inc.
Port Townsend, WA
(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

2:30 – 3:15 PM

U.S. China Collaboration: Washington Perspective

- 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