



知 CHINA IP ROAD SHOW 演

STRATEGIES FOR PROTECTING IP IN CHINA What Silicon Valley Companies Need to Know

DATE: Tuesday, November 14, 2017

LOCATION: Silicon Valley USPTO Office
26 S. Fourth Street
San Jose, CA 95113

5 Hours California MCLE Credit

8:00 – 8:30 AM **Registration**

8:30 – 9:00 AM **Welcome Remarks**

- Sam Liccardo, Mayor of San Jose
- John Cabeca, Director, Silicon Valley USPTO Office
- Mark Cohen, Senior Counsel for China, Office of Policy and International Affairs (OPIA), USPTO

9:00 – 9:30 AM **Opening Remarks**

Topic: "China's Rise as an IP Power"
Speaker: Mark Cohen, USPTO

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

- Trademarks – Christopher Shen, NTD
- Copyright – Professor Jiarui Liu, University of San Francisco
- Trade Secrets – Charles Tait Graves, Wilson Sonsini Goodrich & Rosati
- Patent – Thomas Moga, LeClair Ryan

Moderator: Elaine Wu, Attorney Advisor, Office of Policy and International Affairs, USPTO

10:30 – 10:45 AM **COFFEE/TEA BREAK**

10:45 – 11:20 AM

Enforcing Your Intellectual Property Rights in China

- Overview: China’s Judicial Enforcement System – Skip Fisher, DLA Piper, Shanghai
- Data-driven Strategies for IP Litigation in China – TBD, IPhouse Co., Ltd.
- Antitrust and IP – Alan Cox, NERA Economic Consulting

Moderator: Duncan Willson, Attorney Advisor, Office of Policy & International Affairs, USPTO

11:20 – 12:00 PM

Enforcing Intellectual Property Rights in the US

- Criminal Enforcement through Prosecution – Matthew A. Parrella, Assistant United States Attorney, Chief, Computer Hacking/Intellectual Property (CHIP) Unit
- Criminal Enforcement through U.S. Immigration and Customs Enforcement/Homeland Security Investigations – Jeff Brannigan, Group Supervisor, Homeland Security Investigations
- Section 337 Investigations – Jay Reiziss, McDermott, Will and Emery

Moderator: Duncan Willson, USPTO

12:00 – 1:00 PM

Luncheon Speaker

Topic: “Changing Balance of IP Protection – U.S. and China”
Speaker: Professor Robert Merges
University of California at Berkeley

1:00 – 2:10 PM

China’s IP Environment: Silicon Valley Perspective

- Technology Licensing and Deals – Michael Okada, Vice President, Dolby
- Computer software and cloud services – Andy Schwaab, Knobbe Martens
- Pharmaceutical/Biotech – James Zhu, Junhe
- Seed/Plant Variety – John Schoenecker, HM.Clause

Moderator: Elizabeth Chien-Hale, Director, Institute for Intellectual Property in Asia

2:10 – 3:15 PM

U.S.-China Collaboration: Silicon Valley Perspective

- Kateeva – Conor Madigan
- Fulcrum Strategy – Damon Matteo
- U.S. Export Assistance Center – Joanne Vliet, Director, U.S. Commercial Service – Silicon Valley/San Jose office
- Bay Area Council – Sean Randolph

Moderator: Duncan Willson, USPTO

3:15 – 3:30 PM

Summary and Closing Remarks

Mark Cohen, USPTO
John Cabeca, Silicon Valley USPTO