**A G E N D A**

**Clara Barton Auditorium, United States Patent and Trademark Office, Alexandria, VA**

**9:30-9:45 AM Registration**

## 9:45-10:00 AM Welcoming and Opening Remarks

### Mary Boney Denison

Commissioner for Trademarks, United States Patent and Trademark Office

### David Franklyn

Professor of Law, Golden Gate University School of Law, and Executive Director, McCarthy Institute

### Shira Perlmutter

Chief Policy Officer and Director of International Affairs, Office of Policy and International Affairs, United States Patent and Trademark Office

### Andrei Iancu

Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

## 10:00-10:15 AM Keynote Address

### TBA

## 10:15-10:40 AM A One-on-One Conversation

#### Panel: Tanya Fickenscher

 Vice President and Deputy General Counsel, Major League Baseball

#### Moderator: Peter N. Fowler

Senior Counsel for Enforcement, Office of Policy and International Affairs, USPTO

## 10:40-11:00 AM Networking Break

## 11:00 AM-12:00 PM Session 1: Fighting Counterfeits in a Global and Online Market: Will It Always Be an Uphill Battle?

#### Panel: Cynthia H. Braddon

Head of Communications and Public Policy, Transnational Alliance to Combat Illicit Trade (TRACIT)

### Ayala Deutsch

President-Elect, International Trademark Association (INTA)

### Gail Podolsky

Chair, Anti-Counterfeit Committee, American Intellectual Property Law Association

### Sanjiv Sarwate

Chair, Anti-Counterfeiting Committee, Intellectual Property Owners Association

#### Moderator: Peter N. Fowler

Senior Counsel for Enforcement, Office of Policy and International Affairs, USPTO

## 12:00-1:00 PM Lunch

## 1:00-1:50 PM Session 2: Innovation in Brand Protection: Utilizing New Technologies Against Counterfeits

#### Panel: Tom Jay

Vice President, Sales and Business Development, SICPA Securink Corporation

### Brian J. King

Director of Internet Policy and Industry Affairs, Mark Monitor

### Michael J. LeMieux

Brand Protection Consultant, Yellow Brand Protection

### Michael C. Maier

Senior Group Counsel NA and Senior Group IP Counsel, Avery Dennison

### Vidyuth Srinivasan

Chief Executive Officer, Entrupy

#### Moderators: Ameen Imam

Attorney-Advisor, Office of Policy and International Affairs, USPTO

### David Franklyn

Professor of Law, Golden Gate University School of Law, and Executive Director, McCarthy Institute

## 1:50-2:40 PM Session 3: Enlisting Allies in the Fight Against Counterfeits

### Panel: Travis D. Johnson

Vice President – Legislative Affairs, Senior Counsel, International Anti-Counterfeiting Coalition

### Bruce Foucart

Deputy Director, BASCAP

### Bonnie Niederstrasser

Director, Policy and Programs, Trustworthy Accountability Group, Inc.

### Jeffrey Rojek, Ph.D.

Director, Anti-Counterfeiting and Product Protection Center, Michigan State University

#### Moderator: William T. Gallagher

Professor of Law and Director, IP Law Center, Golden Gate University School of Law

## 2:40-3:00 PM Networking Break

## 3:00-3:50 PM Session 4: Consumer Protection and Counterfeits: Public Messaging as a Strategy

#### Panel: Kevin Cousino

Acting Chief, IPR, National Intellectual Property Rights Coordination Center

### Tiffany Pho

Advisor, International Trademark Association (INTA), Unreal Campaign

### Matthew Rubin

Advisor, Alliance for Safe Online Pharmacies, Fight the Fakes

### Abigail Stempson

Director, NAGTRI Center for Consumer Protection, National Association of Attorneys General (NAAG)

#### Moderator: Ann M. Harkins

Chief Executive Officer, National Crime Prevention Council

## 3:50-4:50 PM Session 5: What Government Can Do: Strategies by Federal Agencies

#### Panel: Brian D. Bone

 Inspector/Program Manager, U.S. Postal Inspection Service, U.S. Postal Service

####  Jim Joholske

Director, Office of Import and Surveillance, U.S. Consumer Product Safety Commission

### John P. Leonard

Executive Director, Trade Policy and Programs, U.S. Customs and Border Protection

### John Lynch

Chief, Computer Crime and Intellectual Property Section, Criminal Division, U.S. Department of Justice

### Kerry Mannion

Special Agent in Charge, Office of Criminal Investigations, U.S. Food and Drug Administration

 Eric M. Proudfoot

 Supervisory Special Agent, IPR Unit, Federal Bureau of Investigation, Criminal Investigative Division, National Intellectual Property Rights Coordination Center

#### Moderator: Caridad Berdut

Attorney-Advisor, Office of Policy and International Affairs, USPTO

## 4:50 PM Closing Remarks

### Daniel Lee

Acting Assistant U.S. Trade Representative for Innovation and Intellectual Property, Office of the U.S. Trade Representative

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