A G E N D A
Clara Barton Auditorium, United States Patent and Trademark Office, Alexandria, VA

9:30-9:45 AM  Registration

9:45-9:55 AM  Welcoming 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 for International Affairs, Office of Policy and International Affairs, United States Patent and Trademark Office

9:55-10:00 AM  Opening Remarks
Andrei Iancu
Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

10:00-10:10 AM  Keynote Address
Hon. Henry C. “Hank” Johnson (GA-04)
Chairman, House Judiciary Subcommittee on the Courts, Intellectual Property, and the Internet

10:10-10:40 AM  A One-on-One Conversation
Guest:   Tanya Fickenscher
Vice President and Deputy General Counsel, Major League Baseball
Interviewer:   Peter N. Fowler
Senior Counsel for Enforcement, Office of Policy and International Affairs, USPTO

10:40-11:00 AM  Networking Break

11:00-11:50 AM  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)
Kasie Brill
Senior Director, Brand Protection, U.S. Chamber of Commerce’s Global Innovation Policy Center (GIPC), Executive Director of the Global Brand Council
Ayala Deutsch  
Executive Vice President & Deputy General Counsel, NBA Properties, Inc., 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

11:50-12:00 PM  Special Remarks

Timothy Trainer  
President of Global IP Strategy Center, PC

12:00-1:00 PM  Lunch

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

Panel:  
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

Mike Walsh  
Business Development Manager, SICPA Securink Corporation

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:
Libby Baney
Senior Advisor, Alliance for Safe Online Pharmacies
Tiffany Pho
Advisor, International Trademark Association (INTA), Anticounterfeiting
Abigail Stempson
Director, NAGTRI Center for Consumer Protection, National Association of Attorneys General (NAAG)
Khaalid Walls
Northeast Region Communications Director, U.S. Immigration and Customs Enforcement, U.S. Department of Homeland Security
Moderator:  Ann M. Harkins
Chief Executive Officer, National Crime Prevention Council

Panel:
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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