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

10:00-10:15 AM Keynote Address
TBA
Member of Congress (invited)

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

11:00-12:00 Noon 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
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: Robert C. Barchiesi  
President, 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  
Patty Davis  
Acting Director, Office of Communications, U.S. Consumer Product Safety Commission  
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

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

Thank you to our Co-Sponsor