STRATEGIES FOR IP PROTECTION IN CHINA
What Georgia Businesses Need to Know

WHEN: Thursday, July 18, 2019

VENUE: Georgia Institute of Technology
Scheller College of Business, Room 100
800 West Peachtree Street, N.W., Atlanta, GA 30308

PARKING: https://www.scheller.gatech.edu/why-scheller/visit-campus/directions-parking.html

8:30 – 9:00 Registration

9:00 – 9:30 Welcome Remarks
• Bruce Henson, Associate Dean, Research & Learning Services, Georgia Tech Library
• Elizabeth Dougherty, Atlantic Outreach Liaison, USPTO
• [speaker to be announced], U.S. Commercial Service Atlanta
• Elaine Wu, Senior Counsel, China Team, Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO)

9:30 – 9:45 Where Is China Going on IP?
Elaine Wu, Attorney-Advisor, China Team, OPIA, USPTO

9:45 – 11:00 Overview of IP Protection in China
Moderator: Cynthia Henderson, Attorney-Advisor, China Team, OPIA, USPTO
• Patent Protection in China
  Kenneth S. Chang, Partner, Head of China Practice, Adsero IP
• Copyright and Trademark Protection in China
  Amy Hsiao, Partner, Adsero IP
• IP in Contracts
  Wayne Elowe, Shareholder, GreenbergTraurig
11:00 – 11:15  Coffee/Tea Break

11:15 – 12:15  IP Enforcement in China
Moderator: Elaine Wu, Senior Counsel, China Team, OPIA, USPTO
- IP Enforcement in China
  Joel Feldman, Shareholder, Greenberg Traurig
- Enforcement Against Counterfeiting/Piracy on China's Online Platforms
  Lara Miller, Counsel, Vice President – Corporate Strategy, International AntiCounterfeiting Coalition

12:15 – 1:15  Lunch

12:45 – 1:00  Luncheon Speech
- Cynthia Henderson, Attorney-Advisor, OPIA, USPTO

1:15 – 2:45  Enforcing IP Rights in the United States
Moderator: Cynthia Henderson, Attorney-Advisor, OPIA, USPTO
- Benjamin Lifsey, Special Agent, Federal Bureau of Investigation
- Border Protection: United States Immigration and Customs Enforcement/Homeland Security Investigations (ICE/HSI)
  Thomas Harris, Special Agent, U.S. Department of Homeland Security
- Criminal Prosecution: United States Attorney’s Office
  Nathan Kitchens, Assistant U.S. Attorney, United States Attorney’s Office, Northern District of Georgia,
- Federal Civil Intellectual Property Litigation
  Jeffery Langer, Member, Stites & Harbison, PLLC
- E-commerce online enforcement
  Kaleigh Miller, Global Brand Relations, Amazon

2:45 – 3:00  Coffee/Tea Break

3:00 – 4:30  IP Protection and China: The Atlanta-Area Experience
Moderator: Elaine WU, Senior Counsel, China Team, OPIA, USPTO
- Carolyn Dinberg, Vice President, Marketing Counsel, Intercontinental Hotels Group
- Mandy McCarthy, Director of Brand Protection and Counter-Infringement, The Elf on the Shelf®
- Terry L. Bray, Ph.D., Director of Technology Licensing, Office of Industry Engagement, Georgia Tech Research Corporation

4:45 – 4:55  Closing Remarks
- Cynthia Henderson, Attorney-Advisor, OPIA, USPTO