



知 CHINA IP ROAD SHOW 演

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

UNITED STATES
PATENT AND TRADEMARK OFFICE



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, GreenbergTraurig
- 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