STRATEGIES FOR PROTECTING IP IN CHINA: What Texas Businesses Need to Know

DATE: Thursday, October 4, 2018, 12:30 p.m. – 4:30 p.m. CDT

LOCATION: Cirrus Logic
800 West 6th Street
Austin, TX 78701

12:00 – 12:30 Registration

12:30 – 12:45 Welcome Remarks
• Michele Connors, Assistant General Counsel, Cirrus Logic
• Hope Shimabuku, Director of the Texas Regional Office, USPTO
• Tim Browning, Attorney-Advisor, Office of Policy and International Affairs, USPTO

12:45 – 02:00 Overview of Intellectual Property Protection in China
Moderator: Leigh Lowry, Attorney-Advisor, Office of Policy and International Affairs, USPTO
• Patent Protection in China: Thomas Moga, LeClairRyan
• Trademark Registration in China: Dan Chen, Senior Partner, Unitalen
• Copyright Protection in China: Thomas Moga, LeClairRyan
• Trade Secret Protection in China: Ruixue Ran, Partner, Covington & Burling

02:00 – 03:15 Intellectual Property Enforcement in China
Moderator: Jennifer Nall, President, Austin Intellectual Property Law Association
• Administrative IP Enforcement of China: Dan Chen, Senior Partner, Unitalen
• Civil IP Enforcement of China: Thomas Moga, LeClairRyan
• Criminal IP Enforcement in China: Ruixue Ran, Partner, Covington & Burling
• E-Commerce Perspective—Notice and Take-down Procedures: James Cunningham, Global IP Enforcement, Alibaba, San Francisco, California

03:15 – 04:15 United States Government Resources for IP Protection
Moderator: Hope Shimabuku, Director of the Texas Regional Office, USPTO
• USPTO Resources for China IP Protection: Tim Browning, Attorney Advisor, Office of Policy and International Affairs, USPTO
• U.S. Commercial Service Resources for Exporters: Sonia Hatfield, International Trade Specialist, U.S. Commercial Service – Austin
• U.S. Border Enforcement of IP: Paul Pizzeck, U.S. Customs and Border Protection
04:15 – 04:30  Closing Remarks

• Jennifer Nall, President, Austin Intellectual Property Law Association
• Hope Shimabuku, Director of the Texas Regional Office, USPTO
• Leigh Lowry, Attorney-Advisor, Office of Policy and International Affairs, USPTO