



STRATEGIES FOR PROTECTING IP IN CHINA: What Kansas and Missouri Rights Holders Need to Know

DATE: Thursday, August 30, 2018

LOCATION: The E.E. Thompson Courtroom
University of Missouri – Kansas City School of Law
500 East 52nd Street
Kansas City, Missouri 64110

Morning Session:

8:45 – 9:00 Registration

9:00 – 9:15 Welcome Remarks

- Representative from the University of Missouri – Kansas City School of Law
- Alford Kindred, Outreach Regional Assistant Director, USPTO Elijah J. McCoy Midwest Regional Office
- Elaine Wu, Acting Senior Counsel for China, Office of Policy and International Affairs (OPIA), USPTO, Alexandria, Virginia

9:15 – 9:25 The View from the Bench

The Honorable Stephen R. Bough
United States District Judge, Western District of Missouri, Kansas City

9:25 – 9:40 Opening Remarks

Topic: Where is China Going on IP?

Speaker: Elaine Wu, Acting Senior Counsel for China Team, OPIA, USPTO

9:40 – 10:45 Overview of Intellectual Property Protection in China

Moderator: Cynthia Henderson, Attorney-Advisor, OPIA, USPTO

- How to Protect Your Trademark in China and Avoid Pitfalls: Dan Chen, Senior Partner, Unitalen, San Francisco, California
- Patent Protection and Trade Secret Protection in China: Jay Sha, International Partner, Liu Shen and Associates, Chicago, Illinois
- Copyright Protection in China: Amy Hsiao, Partner, Swanson & Bratschun, LLC, Atlanta, Georgia

10:45 – 11:00 Coffee/Tea Break

11:00 – 12:00 Intellectual Property Enforcement in China

Moderator: Elaine Wu, Acting Senior Counsel for China Team, OPIA, USPTO

- Enforcing Patents in China: Allen Tao, Managing Partner, Liu Shen & Associates, Beijing, China
- Enforcing Trademark Rights in China: Amy Hsiao, Partner, Swanson & Bratschun, LLC, Atlanta, Georgia
- E-Commerce Perspective – Notice and Take-Down Procedures: Dan Dougherty, Global IP Enforcement, Alibaba, San Francisco, California

12:00 – 12:15 USG Resources for China Intellectual Property Matters

Cynthia Henderson, Attorney-Advisor, USPTO

Afternoon Session:

12:15 – 13:00 Lunch

13:00 – 14:15 Enforcing Intellectual Property Rights in the U.S.

Moderator: Jasmine Abdel-Khalik, Associate Professor, School of Law, University of Missouri-Kansas City

- Criminal Investigation: Scott A. Titus, Special Agent, U.S. Immigration and Customs Enforcement/Homeland Security Investigations (ICE/HSI), Kansas City, Missouri
- Criminal Prosecution: Patrick Daly, Assistant U.S. Attorney and CHIP (Computer Hacking and IP) Prosecutor, U.S. Attorney's Office, Kansas City, Missouri
- Section 337 Investigations: Beau Jackson, Partner, Husch Blackwell, Kansas City, Missouri
- Federal Court Civil Intellectual Property Litigation: P. Andrew Riley, Mei & Mark, LLP, Washington, D.C.

14:15 – 15:45 Intellectual Property Protection in China: The Missouri and Kansas Experience

Moderator: Clint G. Newton, Partner, Shook, Hardy & Bacon, LLP, Kansas City, Missouri

- Rebecca Stroder, Vice President, FireEye, Inc.
- Jeff Willis, President, Eastern Strategies, LLC
- Daniel J. Kelly, Vice President and Deputy General Counsel, Vista Outdoor
- Kam N. Howard, Executive Vice President of Marketing and Research & Development, Knit-Rite, Inc.

15:45 – 16:00 Closing Remarks

- Cynthia Henderson, Attorney-Advisor, OPIA, USPTO
- Molly Kocialski, Director, USPTO Rocky Mountain Regional Office, Denver, Colorado
- Jasmine Abdel-Khalik, Associate Professor, School of Law, University of Missouri-Kansas City