



# 知 CHINA IP ROAD SHOW 演

## **STRATEGIES FOR PROTECTING IP IN CHINA: What Kentucky Companies Need to Know**

**DATE:** Wednesday, July 25, 2018

**LOCATION:** Rooms 101 and 102, Clinical and Translational Research Building  
University of Louisville, 505 South Hancock Street, Louisville, KY 40402

**8:30 – 9:00 AM**      **Registration**

**9:00 – 9:25 AM**      **Welcome Remarks**

- Councilman Bill Hollander, Louisville Metro Council, District 9
- Molly Kocialski, Director, USPTO Rocky Mountain Regional Office, Denver, CO
- Allen Morris, Director, Office of Technology Transfer, University of Louisville
- Conrad Wong, Attorney-Advisor, Office of Policy and International Affairs (OPIA), USPTO

**9:25 – 10:45 AM**      **Protecting Your IP in China—Principal Laws**

- Patent Protection  
Chunhui (“Harry”) Fang, Partner, Beijing DHH Law Firm
  - Trademark Protection  
Qiang Ma, Partner, Junhe LLP
  - Copyright  
Amy Hsiao, Partner, Swanson and Bratschun, LLC
  - Trade Secrets  
Conrad Wong, Attorney-Advisor, OPIA, USPTO
- Moderator: James Wilson, Acting Director, USPTO Midwest Regional Office, Detroit, MI

**10:45 – 11:00 AM**      **Break**

**11:00 – 12:15 PM**

**Enforcing Your Intellectual Property Rights in China**

- Civil IP Enforcement in China  
Chunhui (“Harry”) Fang, Partner, Beijing DHH Law Firm
- Administrative IP Enforcement in China  
Qiang Ma, Partner, Junhe LLP
- Criminal IP Enforcement in China  
Amy Hsiao, Partner, Swanson and Bratschun, LLC
- E-Commerce Notice and Take-down Procedures  
Dr. Xinghao Wang, Alibaba Group

Moderator: Qian (“Kelly”) Sheng, Program Specialist, OPIA, USPTO

**12:15 – 1:15 PM**

**Lunch**

**1:15 – 2:45 PM**

**Enforcing Intellectual Property Rights in the United States**

- Criminal Prosecution  
Daniel P. Kinnicutt, Assistant United States Attorney, United States Attorney’s Office, Louisville
- Criminal Enforcement  
William A. Graves, Supervisory Special Agent, FBI
- Section 337 Investigations  
Dan Smith, Counsel, Adduci, Mastriani & Schaumberg, LLP
- Federal Court Litigation  
Andrew Riley, Mei & Mark
- Export Controls  
Will Metcalf, Senior Director, Research Development and Support, University of Louisville

Moderator: Conrad Wong, Attorney-Advisor, OPIA, USPTO

**2:45 – 3:00 PM**

**Break**

**3:00 – 4:15 PM**

**China’s IP Environment: The Kentucky Perspective**

- Allen Morris, Director, Office of Technology Transfer, University of Louisville
- George Rideout, Senior IP Counsel, Haier US Appliance Solutions, Inc. DBA GE Appliances
- Matt Byers, Corporate Intellectual Property Manager, Zoeller Pump Company

Moderator: Joel T. Beres, Stites & Harbison, PLLC, Louisville, KY

**4:15 - 4:30 PM**

**U.S. Government Resources for Kentucky Businesses**

- USPTO Resources  
Qian (“Kelly”) Sheng, OPIA, USPTO
- Department of Commerce Resources  
Brian Miller, U.S. Export Assistance Center, Louisville, KY

**4:30 – 4:45 PM**

**Summary and Closing Remarks**

- James Wilson, Acting Director, USPTO Midwest Regional Office, Detroit, MI
- Representative of the University of Louisville
- Conrad Wong, USPTO