



Strategies for Intellectual Property in China— What Iowa Rights Holders Need to Know

AGENDA

DATE: Tuesday, August 28, 2018

LOCATION: Levitt Auditorium
The University of Iowa College of Law
130 Byington Road, Boyd Law Building 295

CLE Credits: 6.25 credits

Morning Session:

8:00 – 8:45 **Check in and breakfast**

8:45 – 9:15 **Welcome Remarks**

- Jason Rantanen, Professor of Law and Ferguson-Carlson Fellow in Law, Director of the University of Iowa Innovation, Business & Law Program
- Kevin Washburn, N. William Hines Dean of the University of Iowa College of Law
- James O. Wilson, Supervisor, USPTO Midwest Regional Office
- Cynthia Henderson, Attorney Advisor, USPTO
- Carol Olson, State Director for the Office of Senator Chuck Grassley



9:15 – 9:30 **The Future of Intellectual Property in China**

- Elaine Wu, Senior Counsel for China, OPIA, USPTO

9:30 – 10:30 **Overview of Intellectual Property Protection in China**

Moderator: Cynthia Henderson, Attorney Advisor, USPTO

- How to Protect your Trademark in China and Avoid Pitfalls: Dan Chen, Senior Partner, Unitalen
- Patent Protection and Trade Secret Protection in China: Jay Sha, Liu Shen and Associates
- 3 Key Differences in China’s Trademark System and How They Impact Your Business and Copyright Protection in China: Amy Hsiao, Partner, Swanson & Bratschun, LLC

10:30 – 10:45 **Coffee/Tea Break**

10:45 – 11:45 **Intellectual Property Enforcement in China**

Moderator: Kelu Sullivan, Of Counsel, Kelly IP

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

11:45 – 12:00 **U.S. Government Resources for China Intellectual Property Matters**

- Cynthia Henderson, Attorney Advisor, USPTO

12:00 – 13:00 **Lunch**

Afternoon Session:

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

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



- Criminal Investigation: Jerry Wilson, Supervisor of Criminal Investigations, FBI Omaha Division
- Criminal Investigation: Adam Marasco, Special Agent, Homeland Security Investigations, Cedar Rapids, Iowa
- Criminal Prosecution: Tony Morfitt, Assistant U.S. Attorney, U.S. Attorney's Office, Northern District of Iowa
- Section 337 Investigations: Anthony Del Monaco, Partner, Finnegan, Henderson, Farabow, Garrett & Dunner
- Federal Court Civil Intellectual Property Litigation: David Gerasimow, Associate, Husch Blackwell

14:15 – 14:30 **Coffee/Tea Break**

14:30 – 16:00 **Intellectual Property Protection and China: The IOWA Experience**

Moderator: Jason Rantanen, Professor of Law and Ferguson-Carlson Fellow in Law, Director of the University of Iowa Innovation, Business & Law Center

- Pioneer Seed Theft Case: Judge Stephanie Marie Rose, United States District Judge of the United States District Court for the Southern District of Iowa
- Agricultural issues, IP and Asset Protection: Barry Nelson, Research Scientist, Global Research IP Asset Protection, Corteva Agriscience
- China IP Protection: Donna Suchy, Rockwell Collins
- Managing an IP Portfolio in China from a Corporate Perspective: Jim Hansen, General Counsel, Musco Lighting
- Experience in Enforcing IP in China: Jeff Harty, Nyemaster Goode, P.C.

16:00 – 16:15 **Closing Remarks**

- Molly Kocialski, Regional Director, USPTO Rocky Mountain Regional Office

