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

DATE: Thursday, September 27, 2018

LOCATION: Moot Court Room
Benjamin N. Cardozo School of Law, Yeshiva University
55 Fifth Avenue
New York, NY 10003

WiFi Code: YUGuest

Note: By arrangement with the New York State Bar Association, attendees are eligible to claim 7.0 hours of Continuing Legal Education (CLE) credit.

Morning Session:

8:30 – 9:00 Registration

9:00 – 9:15 Welcome Remarks

• Michael Burstein, Vice Dean, Benjamin N. Cardozo School of Law
• Peter Thurlow, President, New York Intellectual Property Law Association (NYIPLA)
• Conrad Wong, Attorney-Advisor, Office of Policy and International Affairs, USPTO

9:15 – 9:30 The View from the Bench

Honorable Sidney Stein
Senior United States District Judge, Southern District of New York

9:30 – 10:45 Overview of Intellectual Property Protection in China

Moderator: Neil Graham, Attorney-Advisor, OPIA, USPTO

• How to Protect Your Trademark in China and Avoid Pitfalls: Paul Feng, CCPIT Patent and Trademark Law Office, New York Office
• Three Key Differences in China’s Trademark System and How They Impact Your Business: Amy Hsiao, Partner, Swanson & Bratschun, LLC, Atlanta, Georgia
• Patent Protection in China: Christopher Shaowei, Senior Partner, NTD Intellectual Property Attorneys, Beijing, China
• Trade Secret Protection in China: Ms. Ruixue Ran, Partner, Covington & Burling, Beijing, China Office
• Copyright Protection in China: Amy Hsiao, Partner, Swanson & Bratschun, LLC, Atlanta, Georgia
10:45 – 11:00  Coffee/Tea Break

11:00 – 12:15  Intellectual Property Enforcement in China

Moderator: Yinfei Wu, Associate, Finnegan, Washington, DC

- Civil Enforcement: Christopher Shaowei, Senior Partner, NTD Intellectual Property Attorneys, Beijing, China
- Criminal Enforcement: Ms. Ruixue Ran, Partner, Covington & Burling, Beijing, China Office
- E-Commerce Perspective—Notice and Take-Down Procedures: Dr. Xinghao Wang, Global IP Enforcement, Alibaba, San Francisco, California


Conrad Wong, Attorney-Advisor, Office of Policy and International Affairs, USPTO

Afternoon Session:

12:30 – 13:30  Lunch

13:30 – 15:00  Enforcing Intellectual Property Rights in the United States

Moderator: Conrad Wong, Attorney-Advisor, Office of Policy and International Affairs, USPTO

- Criminal Investigation: Michael J. Doyle, Supervisory Special Agent, Federal Bureau of Investigation (FBI), Newark, New Jersey Field Office
- Section 337 Remedy: Tom M. Schaumberg, Partner, Adduci, Mastriani & Schaumberg, LLP, Washington, DC

15:00 – 15:15  Coffee Break


Moderator: Francesca Montalvo Witzburg, Managing Associate, Dentons US LLP

- Cheryl Wang, Counsel, IP and Brand Enforcement, David Yurman
- Karla Aspiras, IP Counsel, Tapestry (formerly Coach Inc., and owner of Coach, Stuart Weitzman, and Kate Spade brands)
- Maysa Razavi, External Relations Manager – Anti-Counterfeiting, International Trademark Association (INTA)

16:45 – 17:00  Closing Remarks

- Felix Wu, Professor of Law, Benjamin N. Cardozo School of Law
- Brian Rothery, NYIPLA/SIPO China/U.S. Bar Liaison
- Neil Graham, Attorney-Advisor, Office of Policy and International Affairs, USPTO