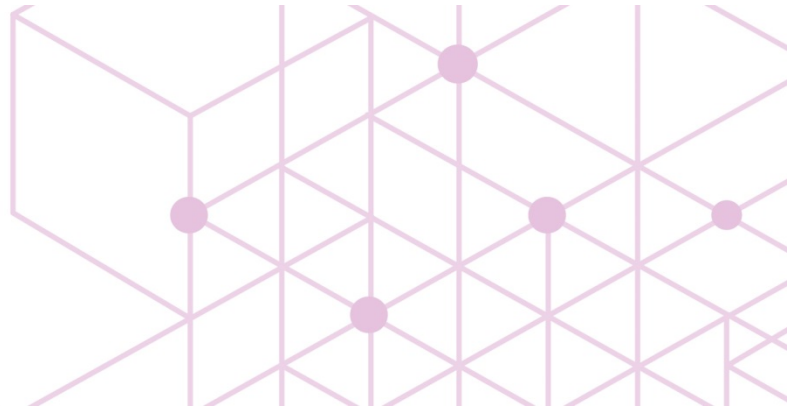


silicon valley



STARTUP SEMINAR



9:00 – 9:15	<i>Preview of the Day</i>	<i>Elizabeth Dougherty, Director of Inventor Education, Outreach and Recognition, USPTO</i>
9:15 – 9:30	<i>Welcome Remarks</i>	<i>Russell Slifer, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director, USPTO</i>
9:30 – 10:15	<i>Introduction to the Importance of Patents and the different types of patent application</i>	<i>Elizabeth Dougherty, Director of Inventor Education, Outreach and Recognition, USPTO</i>
10:15 – 11:00	<i>Trademarks in Starting, Building and Growing a Business</i>	<i>Craig Morris, Trademark Attorney, Office of the Commissioner for Trademarks, USPTO</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 12:00	<i>IP Strategy <u>IS</u> a business strategy – understanding the risks and rewards</i>	<i>Anthony Knight, Acting Associate Commissioner for the Office of Innovation Development, USPTO and Teddy Joe, Senior Patent Counsel, Zynga Inc.</i>
12:00 – 1:00	<i>Keynote Luncheon</i>	<i>Drew Hirshfeld, Commissioner for Patents, USPTO</i>
1:00 – 1:30	<i>Legal Assistance – Pro Bono Services and IP Law Clinics</i>	<i>Robert Pimm, CLO & Director of Legal Services, California Lawyers for the Arts, Benjamin Kimes, Lowenstein Sandler LLP, Board of Directors member for California Lawyers for The Arts, Britten Sessions, Director, Lincoln Law School of San Jose</i>
1:30 – 2:00	<i>Licensing strategies</i>	<i>Soody Tronson, Chair, Silicon Valley Licensing Executive Society</i>
2:00 – 2:30	<i>Funding, Venture Capital</i>	<i>Julie Mar-Spinola, Chief Intellectual Property Officer and Vice President, Legal Operations of cybersecurity company, Finjan Holdings, Inc and a member of Patent Public Advisory Committee, (PPAC)</i>

- 2:30 – 3:00** ***'Brand it Right' – Ignite Your Profits, Gain More Clients*** *Howard Lim, President, Business and Branding Expert, HOW Creative*
- 3:00 – 4:15** ***Local Federal Resource Panel***
- Mark Quinn, District Director,
U.S. Small Business Administration*
- John Clausen
Supervisory Import Specialist
U.S. Customs & Border Protection
Custom Border Protection Agency*
- Joanne Vliet, Director, Silicon Valley U.S. Export Assistance
Center, Department of Commerce*
- M. Neil Massong, Librarian
Patent and Trademark Resource Center Program (PTRCP)*
- 4:15 – 5:00** ***Fireside Chat with Entrepreneurs and Start-ups***
- Stephen Key, Licensing Expert*
- Candice Elliott, CEO of Nouvoyance*
- 5:00 – 5:15** *Closing Remarks*
- John Cabeca, Director of the Silicon Valley
United States Patent and Trademark Office*

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