

A G E N D A

Webinar: Understanding China's Utility Model Patent

April 17, 2018

Objective: To promote a better understanding of utility model patents (UMPs) in China, in order to maximize the value of UMPs to U.S. rights holders

Audience: Mainly U.S. companies operating or plan to operate in China, also including government officials, academics, and other interested parties.

Venue: Webinar

Date: Tuesday, April 17, 2018

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9:00 – 9:10 **Welcome and Introductory Remarks**
Elaine Wu, USPTO

9:10 – 9:30 **Introduction to UMPs: How to File and Enforce, and How Companies can Maximize their Value**
Tom Moga, Partner, LeClairRyan

9:30 – 9:50 **Challenges Posed by UMPs: How to Manage and Minimize Them**
Toby Mak, Partner, Tee & Howe

9:50– 10:10 **Enforcement of UMPs: Challenges, Practical Tips and Trends in UMP Litigation**
Cheney (Chi) XU, IP Law Manager, IBM Corporation

10:10 – 10:50 **UMPs from the Perspectives of U.S. Rights Holders Operating in China**
Greg Brown, Senior Intellectual Property Counsel for Asia Pacific and Global Engine Business, Ford Motor Company
Katie Maksym, Design Patent Manager, Columbia Sportswear

10:50 – 11:00 **Wrap Up and Closing Remarks**
Larry Lian, USPTO