



## Understanding China's Utility Model Patent Webinar

- Objective:** To promote a better understanding of utility model patents (UMP) in China in order to maximize their value to U.S. rights holders
- Audience:** U.S. companies operating or planning to operate in China as well as government officials, IP attorneys, in-house counsel and other interested parties.
- Venue:** Webinar
- Date:** Tuesday, April 17, 2018
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### Agenda

- 9:00 – 9:05**      **Welcome & Introductory Remarks**  
Elaine Wu, USPTO
- 9:05 – 9:20**      **Introduction to UMPs: How to File and Enforce, and How Companies can Maximize their Value**  
Tom Moga, Partner, LeClairRyan
- 9:20 – 9:35**      **Challenges Posed by UMPs: How to Manage and Minimize Them**  
Toby Mak, Partner, Tee & Howe
- 9:35– 9:50**      **Enforcement of UMPs: Challenges, practical tips and trends in UMP litigation**  
Cheney (Chi) XU, IP Law Manager, IBM Corporation
- 9:50 – 10:20**      **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
- 10:20 – 10:55**      **Q&A**
- 10:55 – 11:00**      **Closing Remarks**  
Larry Lian, USPTO