SPEAKERS INCLUDE:

Jeffrey Siew, Office of Policy and External Affairs, Patent Attorney (Patents with particular focus on China)

Scott Baldwin, USPTO Office of Policy and External Affairs Attorney-Advisor (trademarks and former USPTO trademark examining attorney)

Timothy (“Tim”) Browning, USPTO Office of Policy and External Affairs Attorney-Advisor (enforcement, with particular focus on China)

Susan Anthony, USPTO Office of Policy and External Affairs Attorney-Advisor (Copyright, with particular focus on China)

Joann Vliet, US Commercial Service, Silicon Valley U.S. Export Assistance Center, Director

AGENDA

8:30-9:00 AM  Check-in & Coffee & Light refreshments

9:00-9:20 AM  Welcome Remarks and Introductions

White House Initiative on Asian Americans and Pacific Islanders Representative

United States Patent and Trademark Office Representative

9:20-10:00 AM  Doing Business Overseas

How to grow export sales and an introduction to the importance of IPR protection overseas.

10:00-10:45 AM  Patents

What I Need to Know for Planning and Protecting My Global Business Activities-Why Patent at All, We Can’t File Everywhere, How do We Decide, Common Mistakes to Avoid.

10:45-11:15 AM  Trade Secrets


11:15-11:30 AM  Coffee Break, light refreshments
11:30-12:15 AM **Copyright**

What are my Rights and How to Obtain Protection, What Can I Use from the Internet, Mistakes to Avoid.

12:15-1:00 PM **Trademark Protection in the United States and Abroad**

Risks, Common Mistakes, Territoriality, and What I need to know about protecting my brand in the global marketplace.

1:00-2:00 PM **Lunch**

**Lunch Presentation Topic:** Domain Name Problems and Prevention Techniques, Web Site IP and Content Protection

2:00-2:45 PM **USG Export Promotion Programs**

Learn how to research the best international markets for your product, increase brand awareness through advertising and promotional events, find and establish relationships with potential overseas business partners and understand how to compete for foreign government contracts and settling payment disputes.

2:45-3:30 PM **IP Enforcement and Protection**

Myths, Mistakes, What Can the USG Do to Help Enforce your IPR rights.

3:30-4:45 PM **China Assessing the Opportunity and the Risk (Panel)**

Partners, Alliances, Sales and Sourcing; Common Mistakes, Theft of My IP --They Copied My Product, My Web Site Was Taken, Grey Market and/or Counterfeit Goods Coming Back Into the US

4:45 PM **Closing Remarks**

US Commercial Service, Silicon Valley U.S. Export Assistance Center

5:00 PM-6:00 PM **One-One Meeting Opportunity**

Coffee, light refreshments/Networking/ Opportunity to speak with individual Experts Afterwards