



PROTECTING YOUR INTELLECTUAL PROPERTY IN THE GLOBAL MARKETPLACE

February 10, 2011

Wayne State University Law School

TIME	SESSION
8:30 – 9:00am	Registration
9:00 – 9:10am	Welcoming Remarks Robert M. Ackerman, Dean and Professor of Law Wayne State University Law School
9:10 – 10:00am	Doing Business Overseas: Growing Export Sales & Protecting IPR Overseas Eve Lerman, Senior International Trade Specialist US Department of Commerce, US Commercial Service
10:00 – 10:20am	Overview of Intellectual Property & Tools for Identifying Your Intellectual Property Assets Susan Anthony, Attorney-Advisor Office of Policy and External Affairs United States Patent and Trademark Office
10:20 – 11:00am	Copyright: Protecting and Using Copyrighted Works Susan Anthony, Attorney-Advisor Office of Policy and External Affairs United States Patent and Trademark Office
11:00 – 11:15am	Break
11:15 – 12:00pm	Patents & Trade Secrets James Housel, Dean of the Global Intellectual Property Academy Office of Policy and External Affairs United States Patent and Trademark Office
12:15 – 1:45pm	Lunch (on your own)
1:45 – 2:30pm	Trademarks Toni Y. Hickey, Deputy Chief of Staff Office of the Under Secretary of Commerce for Intellectual Property United States Patent and Trademark Office
2:30 – 3:00pm	Domain Name Disputes Susan Anthony, Attorney-Advisor Office of Policy and External Affairs United States Patent and Trademark Office

3:00 – 3:15pm	Break
3:15-4:15pm	<p>Roundtable on Trademark Litigation Tactics: Is There a Bull in the Trademark Shop?</p> <p>Brian Brown, Senior Managing Attorney Office of the Commissioner for Trademarks United States Patent and Trademark Office</p> <p>Michael A. Lisi, Partner Honigman Miller Schwartz and Cohn LLP</p>
4:15 – 4:4pm	<p>What Every Small Business Must Know About Intellectual Property: Myths, Mysteries, Mistakes –Debunked, Unveiled, and Corrected!</p> <p>USPTO Office of Policy & External Affairs</p>
4:45 – 5:00pm	Concluding Remarks

The U.S. Commercial Service would like to thank the Michigan District Export Council East (MDEC-East) for its support of this event.