

**LONE STAR STRATEGIES FOR IP IN CHINA—  
What Texas Companies Need to Know Now**

**AGENDA - HOUSTON**

**DATE:** Friday, May 5, 2017

**LOCATION:** Bracewell LLP, 711 Louisiana Street, Suite 2300, Houston, Texas 77002-2770

- 8:30 – 8:50 am      Registration
- 8:50 – 9:10 am      Welcome Remarks and Program Overview
- Hope Shimabuku, Regional Director of Texas Regional United States Patent and Trademark Office
  - Mark Cohen, Senior Counsel, China Team, Office of Policy and International Affairs, USPTO
- 9:10 – 9:25 am      USPTO Resources for China IP
- Mark Cohen, Senior Counsel, China Team, Office of Policy and International Affairs, USPTO
- 9:25 – 10:45 am    Protecting Your IP: Principal China IP Laws
- Trademarks: Robert Hu, Professor, St. Mary's University School of Law
  - Copyright/Software: Aly Z. Dossa, Chamberlain Hrdlicka
  - Trade Secrets: Mark Cohen, OPIA, USPTO
  - Patent: Tony Chen, Jones Day, Shanghai Office
- Moderator: Albert Liou, Jones Day, Houston Office
- 10:45 – 11:00 am    Coffee/Tea Break
- 11:00 – 11:20 am    The Rise of China's IP Power
- Peter Yu, Professor, Co-Director, Center for Law and Intellectual Property, Texas A&M University
- 11:20 – 12:30 pm    Enforcing Your Intellectual Property Rights in China
- Administrative Enforcement System – Conrad Wong, Attorney Advisor, Office of Policy and International Affairs, USPTO
  - Judicial Enforcement System – Yunchuan Zhou, Of Counsel, Jones Day Hong Kong Office, Former Judge of the Supreme People's Court of China
  - The Role of the Ministry of Commerce – Ji Wenhua, Consul of Economic & Commercial Affairs, Consulate General of China in Houston
- Moderator: Conrad Wong, Attorney Advisor, Office of Policy and International Affairs, USPTO
- 12:30 – 1:45 pm    Luncheon Presentation
- U.S. Congressman John Culberson, 7<sup>th</sup> District of Texas
- 1:45 – 3:00 pm      IP Protection in China – Texas Perspective

- China's Role in Your Global IP Portfolio – Brad Chin, Partner, Bracewell LLP, Houston Office
- Doing Business in China: A Texas Perspective – Brian Kentshire, Hexion, Inc.
- Technology Licensing in China – Nestor Gounaris, China Solutions, LLC
- China and Litigation in the Eastern District of Texas – Jonathan Spivey, Partner, Bracewell LLP, Houston Office

Moderator: Hope Shimabuku, Regional Director, Texas Regional USPTO

3:00 – 4:05 pm      Battling Counterfeiting & Piracy in the U.S.

- Border Control/Customs – Government Attorney
- Section 337 – Asha Allam, Adduci, Mastriani & Schaumberg, LLP
- Criminal Enforcement – Michael Chu, Assistant U.S. Attorney, Major Fraud Section, Computer Hacking/Intellectual Property

Moderator: Michael Chu, Assistant U.S. Attorney, Major Fraud Section, Computer Hacking/Intellectual Property

4:05 – 4:15 pm      Coffee/Tea Break

4:15 – 5:25 pm      Innovation and IP in China: What American Business Need to Know

- Industrial Policy – Mark Cohen, China Team, USPTO
- Licensing (TIER) – Erick Robinson, Director of Patent Litigation, Beijing East IP Ltd.
- Antitrust and IP – Koren Wong, Director of the Global Antitrust Institute in GMU

Moderator: Carlo Cotrone, GE Oil & Gas - IP & Engineering

5:25 – 5:30 pm      Closing Remarks

- Hope Shimabuku, Regional Director of Texas Regional United States Patent and Trademark Office