

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

AGENDA - DALLAS

DATE: Tuesday, May 2, 2017

LOCATION: Belo Mansion & Pavilion
2101 Ross Avenue
Dallas, Texas 75201

8:00 – 8:30 am Registration

8:30 – 8:45 am Welcome Remarks/Texas Regional Office

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

8:45 – 8:50 am Opening Remarks

- Michael S. Rawlings, Mayor, City of Dallas, Texas

8:50 – 9:00 am USPTO Resources for US Businesses in China

- Mark Cohen, Senior Counsel, China Team, Office of Policy and International Affairs, USPTO

9:00 – 10:00 am Protecting Your IP in China- Principal Laws

- Trademarks – Conrad Wong, Attorney Advisor, Office of Policy and International Affairs, USPTO
- Trade Secrets – Mark Cohen, Senior Counsel, China Team, Office of Policy and International Affairs, USPTO
- Copyright – Paul Reilly, Baker Botts
- Patent – Tony Chen, Partner, Jones Day, Shanghai Office

Moderator: Li Chen, Managing Partner, Chen Malin LLP

10:00 – 10:15 am BREAK

10:15 – 11:15 am 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
- Alibaba (*invited*)

Moderator: Mackenzie Martin, Partner, Baker McKenzie

11:15 – 11:35 am Topic: The Rise of China’s IP Power

- Peter Yu, Professor and Co-Director, Texas A & M University Center for Law and Intellectual Property

11:35 am – 12:30 pm LUNCHEON

12:30 – 1:30 pm Protecting Your IP Rights in China: Texas Perspective

- Trade Secrets and Patents – Patrick Coyne, Finnegan Henderson
- Brand Protection – Heather Foster, Fossil Group
- Technology Licensing and Deals – Jeffrey Whittle, Hogan Lovells

Moderator: Hope Shimabuku, Regional Director, USPTO Texas Regional Office

1:30 – 2:30 pm Enforcing Intellectual Property Rights in the US

- Border Control and Customs – (*invited*)
- Section 337 –Beau Jackson, Adduci, Mastriani & Schaumberg, LLP
- Criminal Enforcement – Jay Johnson, Jones Day
- Judicial process: Bruce Sostek, Thompson & Knight

Moderator: Conrad Wong, Attorney Advisor, Office of Policy and International Affairs, USPTO

2:30 – 3:00 pm Closing Remarks

- David Royce, Senior International Trade Specialist, U.S. Department of Commerce-U.S. Commercial Service
- Mark Cohen, Senior Counsel, China Team, Office of Policy and International Affairs, USPTO
- Hope Shimabuku, Regional Director of Texas Regional United States Patent and Trademark Office