



STRATEGIES FOR INTELLECTUAL PROPERTY PROTECTION IN CHINA — WHAT IDAHO BUSINESSES NEED TO KNOW

WHEN: Friday, December 14, 2018

REGISTRATION: www.cvent.com/d/cbq26k

VENUE: Hatch Ballroom A&B, Student Union Building
Boise State University,
1700 West University Drive
Boise, Idaho 83725

(Student Union Building layout, Hatch Ballroom is number 13)
<https://research.boisestate.edu/wp-content/uploads/2018/02/Map-of-the-Rooms-in-the-Student-Union-Building.pdf>

Parking: Lincoln Garage (purple in the map), across University Drive from Student Union).

https://eventservices.boisestate.edu/wp-content/uploads/2013/05/SpEC_Parking_Options.pdf

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CLE: CLE credits approved for select presentations.

Morning Session:

8:30 – 9:00 **Registration**

9:00 – 9:30 **Welcome Remarks**

- The Honorable David H. Bieter, Mayor of Boise, Idaho
- Representative from Boise State University (TBD)
- Elaine Wu, Acting Senior Counsel, China Team, Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO)
- Mollybeth (Molly) Kocialski, Director, Rocky Mountain Regional Office, USPTO
- Kammie Cuneo, Idaho Bar Association

9:30 – 9:45 **The Future of IP in China**

- Elaine Wu, Acting Senior Counsel, China Team, OPIA, USPTO

9:45 – 10:30 **Overview of Intellectual Property Protection in China**

Moderator: Larry Lian, Attorney-Advisor, China Team, OPIA, USPTO

- Trademarks in China and Avoiding Pitfalls
Han-Mei Tso, Partner, OshaLiang LLP (TBC)
- Patent Protection in China
Tom Moga, Partner, LeClair Ryan, LLC
- Copyright Protection in China
Doris Estelle Long, Professor Emeritus, The John Marshall Law School

10:30 – 10:45 **Coffee/Tea Break**

10:45 – 11:30 **Intellectual Property Enforcement in China**

Moderator: Elaine Wu, Acting Senior Counsel, China Team, OPIA, USPTO

- Civil Enforcement
Tom Moga, Partner, LeClair Ryan, LLC
- Administrative and Criminal Enforcement
Chenyan Wu, Chang Tsi & Partners
- E-Commerce Perspective – Notice and Take-Down Procedures
James Cunningham, Deputy Director, Global IP Enforcement, Alibaba

11:30 – 11:45 **The View from the Bench**

- The Honorable Judge David Nye
United States District Court for the District of Idaho

11:45 – 12:00 **U.S. Government Resources for China Intellectual Property Matters**

- Larry Lian, Attorney-Advisor, China Team, OPIA, USPTO

12:00 – 13:15 **Luncheon Keynote Address**

- Russ Slifer, Former Deputy Director, USPTO
Principal, Schwegman, Lundberg and Woessner

13:15 - 14:15 **Enforcing Intellectual Property Rights in the U.S.**

Moderator: Elaine Wu, Acting Senior Counsel, China Team, OPIA, USPTO

- Border Protection
Kristina Denning, Special Agent, United States Immigration and Customs Enforcement/Homeland Security Investigations (ICE/HSI), Boise Field Office
- Criminal Prosecution
Kevin Maloney, Assistant United States Attorney, United States Attorney's Office, District of Idaho
- Niles Gooding, Founder, Aequitas Investigations, Boise, Idaho
- Federal Court Civil Intellectual Property Litigation
David Gerasimow, Husch Blackwell, Chicago

14:15 – 14:30 **Coffee/Tea Break**

14:30 – 16:00 **Intellectual Property Protection and China: The Idaho Experience**

Moderator: Larry Lian, Attorney-Advisor, China Team, OPIA, USPTO

- Michael Myers, Director of Litigation and Technology Licensing, Micron Technology
- Amy Benson, Director, United States Commercial Service, Idaho
- Dave Oster, Vice President, PakSense, Emerson Commercial and Residential Solutions
- Elizabeth Herbst Schierman, Patent Attorney, TraskBritt, P.C.
- Leland Gibbs, Regional Export Finance Manager, United States Small Business Administration

16:00-16:10 **Closing Remarks**

- Mollybeth (Molly) Kocialski, Director, Rocky Mountain Regional Office, USPTO or
Mark Radtke, Assistant Director, Rocky Mountain Regional Office, USPTO