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USPTO CHINA ROAD SHOW

AGENDA

(as of 10.29.2007)

November 7-8, 2007
San Jose, California

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Day One -----Wednesday, November 7, 2007

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| 7:30 – 8:30 am | Registration |
| 8:30 – 8:45 am | Welcome – Day 1: “Are You China IP Savvy?”
Ms. Susan ANTHONY
Attorney-Advisor
Office of Intellectual Property Policy and Enforcement, USPTO |
| 8:45 – 9:30 am | Piracy in China: An Overview from the Copyright Industries
Mr. Eric SMITH
International Intellectual Property Alliance and
Greenberg Traurig |
| 9:30 – 10:15 am | Stopping Chinese Counterfeits: A Practical Hands-on Approach for All Business
Mr. Joshua KAUFMAN
General Counsel for the Art Copyright Coalition and
Venable LLP |
| 10:15 -10:30 am | Coffee/Tea Break |
| 10:30 – 11:15 am | Trade-Related Aspects of China IP
Mr. Stan McCOY
Office of the U.S. Trade Representative (USTR) |
| 11:15 – 12:00 pm | File-sharing Programs
Mr. Tom SYDNOR
The Progress and Freedom Foundation |
| 12:00 - 1:30 pm | Lunch (on your own) |
| 1:30 - 1:45 pm | Export Resources for U.S. Businesses
Ms. Joanne VLIET
San Jose U.S. Export Assistance Center (USEAC) |

- 1:45 – 2:30 pm **Design Patent vs. Copyright Protection in China**
Mr. Tom MOGA
Butzel Long
- 2:30 – 3:30 pm **What U.S Companies Should Know About Tech Transfer in China**
Mr. William “Skip” FISHER
Schwabe, Williamson & Wyatt
- 3:30 – 3:45 pm Coffee/Tea Break
- 3:45 – 5:30 pm **Panel: Anti-Counterfeiting Initiatives in the Electronics Industry**
Ms. Debra EGGEMAN, Independent Distributors of
Electronics Association
Ms. Diane NICHOLS, Fairchild Semiconductor Corporation
Mr. Tom VALLIERE, Design Chain Associates

Conclusion of Day One

Day Two -----Thursday, November 8, 2007

- 8:30 – 8:45 am **Welcome – Day 2: “USPTO Resources for China IP”**
Mr. Scott BALDWIN
Attorney-Advisor
Office of Intellectual Property Policy and Enforcement, USPTO
- 8:45 – 9:45 am **A Practical Paradigm for IP Risk Management in China**
Mr. William "Skip" FISHER
Schwabe, Williamson & Wyatt
- 9:45 – 10:00 am Coffee/Tea Break
- 10:00 – 11:00 am **Counterfeiting Enforcement Strategies in the U.S.**
Mr. Neil SMITH
Sheppard Mullin Richter & Hamton LLP
- 11:00 – 12:00 pm **Accepting Reality in China: Alternative Business Models for the Entertainment Industry**
Mr. James CHESSER
Chesser & Associates, PC, Nashville, Tennessee
- 12:00 – 1:30 pm Lunch (on your own)
- 1:30 – 2:30 pm **U.S. Customs**
Mr. Dwayne RAWLINGS
Intellectual Property Rights Branch
Office of Regulations and Rulings
U.S. Customs & Border Protection
Department of Homeland Security
- 2:30 – 3:30 pm **U.S. Immigration & Customs Enforcement (ICE)**
Mr. Dave FAULCONER
U.S. Immigration & Customs Enforcement
Department of Homeland Security
- 3:30 – 3:45 pm Coffee/Tea Break
- 3:45 – 4:30 pm **What U.S. Businesses are Doing Right**

**(and Wrong): Observations from the Ombudsman of
the Embassy of the People's Republic of China**

Mr. YANG Guohua

Ombudsman, Embassy of the People's Republic of China

4:30 – 5:30 pm

**An *Interactive* Case Study: Protecting and
Enforcing ROLLERSHOE's Intellectual Property Rights (IPR)**

Ms. Ellen SZYMANSKI

International Trade Specialist

Office of China Economic Area, U.S. Department of Commerce

Conclusion of Day Two