

**SPEAKERS INCLUDE:**

Jeffrey Siew, Office of Policy and External Affairs, Patent Attorney (Patents with particular focus on China)

Scott Baldwin, USPTO Office of Policy and External Affairs Attorney-Advisor (trademarks and former USPTO trademark examining attorney)

Timothy (“Tim”) Browning, USPTO Office of Policy and External Affairs Attorney-Advisor (enforcement, with particular focus on China)

Susan Anthony, USPTO Office of Policy and External Affairs Attorney-Advisor (Copyright, with particular focus on China)

Joann Vliet, US Commercial Service, Silicon Valley U.S. Export Assistance Center, Director

**AGENDA**

8:30-9:00 AM            **Check-in & Coffee & Light refreshments**

9:00-9:20 AM            **Welcome Remarks and Introductions**

White House Initiative on Asian Americans and Pacific Islanders Representative

United States Patent and Trademark Office Representative

9:20-10:00 AM        **Doing Business Overseas**

How to grow export sales and an introduction to the importance of IPR protection overseas.

10:00-10:45 AM       **Patents**

What I Need to Know for Planning and Protecting My Global Business Activities-Why Patent at All, We Can’t File Everywhere, How do We Decide, Common Mistakes to Avoid.

10:45-11:15 AM       **Trade Secrets**

What Can I Protect, Best Practices, Worst Mistakes for Global Business, Global Sourcing, Global Product Sales.

11:15-11:30 AM       **Coffee Break, light refreshments**

11:30- 12:15 AM	<b>Copyright</b>
	What are my Rights and How to Obtain Protection, What Can I Use from the Internet, Mistakes to Avoid.
12:15-1:00 PM	<b>Trademark Protection in the United States and Abroad</b>
	Risks, Common Mistakes, Territoriality, and What I need to know about protecting my brand in the global marketplace.
1:00 -2:00 PM	<b>Lunch</b>
	<b>Lunch Presentation Topic:</b> Domain Name Problems and Prevention Techniques, Web Site IP and Content Protection
2:00-2:45 PM	<b>USG Export Promotion Programs</b>
	Learn how to research the best international markets for your product, , increase brand awareness through advertising and promotional events, find and establish relationships with potential overseas business partners and understand how to compete for foreign government contracts and settling payment disputes.
2:45-3:30 PM	<b>IP Enforcement and Protection</b>
	Myths, Mistakes, What Can the USG Do to Help Enforce your IPR rights.
3:30-4:45 PM	<b>China Assessing the Opportunity and the Risk (Panel)</b>
	Partners, Alliances, Sales and Sourcing; Common Mistakes, Theft of My IP --They Copied My Product, My Web Site Was Taken, Grey Market and/or Counterfeit Goods Coming Back Into the US
4:45 PM	<b>Closing Remarks</b>
	US Commercial Service, Silicon Valley U.S. Export Assistance Center
5:00 PM-6:00pm	<b>One-One Meeting Opportunity</b>
	Coffee, light refreshments/Networking/ Opportunity to speak with individual Experts Afterwards