



# 知 CHINA IP ROAD SHOW 演

## STRATEGIES FOR PROTECTING IP IN CHINA What Silicon Valley Companies Need to Know

**DATE:** Tuesday, November 14, 2017

**LOCATION:** Silicon Valley USPTO Office  
26 S. Fourth Street  
San Jose, CA 95113

### 5 Hours California MCLE Credit

**8:00 – 8:30 AM**      **Registration**

**8:30 – 9:00 AM**      **Welcome Remarks**

- Sam Liccardo, Mayor of San Jose
- John Cabeca, Director, Silicon Valley USPTO Office
- Mark Cohen, Senior Counsel for China, Office of Policy and International Affairs (OPIA), USPTO

**9:00 – 9:30 AM**      **Opening Remarks**

Topic: "China's Rise as an IP Power"  
Speaker: Mark Cohen, USPTO

**9:30 – 10:30 AM**      **Protecting Your IP in China - Principal Laws**

- Trademarks – Christopher Shen, NTD
- Copyright – Professor Jiarui Liu, University of San Francisco
- Trade Secrets – Charles Tait Graves, Wilson Sonsini Goodrich & Rosati
- Patent – Thomas Moga, LeClair Ryan

Moderator: Elaine Wu, Attorney Advisor, Office of Policy and International Affairs, USPTO

**10:30 – 10:45 AM**      **COFFEE/TEA BREAK**

**10:45 – 11:20 AM**

**Enforcing Your Intellectual Property Rights in China**

- Overview: China’s Judicial Enforcement System – Skip Fisher, DLA Piper, Shanghai
- Data-driven Strategies for IP Litigation in China – TBD, IPhouse Co., Ltd.
- Antitrust and IP – Alan Cox, NERA Economic Consulting

Moderator: Duncan Willson, Attorney Advisor, Office of Policy & International Affairs, USPTO

**11:20 – 12:00 PM**

**Enforcing Intellectual Property Rights in the US**

- Criminal Enforcement through Prosecution – Matthew A. Parrella, Assistant United States Attorney, Chief, Computer Hacking/Intellectual Property (CHIP) Unit
- Criminal Enforcement through U.S. Immigration and Customs Enforcement/Homeland Security Investigations – Jeff Brannigan, Group Supervisor, Homeland Security Investigations
- Section 337 Investigations – Jay Reiziss, McDermott, Will and Emery

Moderator: Duncan Willson, USPTO

**12:00 – 1:00 PM**

**Luncheon Speaker**

Topic: “Changing Balance of IP Protection – U.S. and China”  
Speaker: Professor Robert Merges  
University of California at Berkeley

**1:00 – 2:10 PM**

**China’s IP Environment: Silicon Valley Perspective**

- Technology Licensing and Deals – Michael Okada, Vice President, Dolby
- Computer software and cloud services – Andy Schwaab, Knobbe Martens
- Pharmaceutical/Biotech – James Zhu, Junhe
- Seed/Plant Variety – John Schoenecker, HM Clause, (representing the American Seed Trade Association)

Moderator: Elizabeth Chien-Hale, Director, Institute for Intellectual Property in Asia

**2:10 – 3:15 PM**

**U.S.-China Collaboration: Silicon Valley Perspective**

- Kateeva – Conor Madigan
- Fulcrum Strategy – Damon Matteo
- U.S. Export Assistance Center – Joanne Vliet, Director, U.S. Commercial Service – Silicon Valley/San Jose office
- Bay Area Council – Sean Randolph

Moderator: Duncan Willson, USPTO

**3:15 – 3:30 PM**

**Summary and Closing Remarks**

Mark Cohen, USPTO  
John Cabeca, Silicon Valley USPTO