



# 知 CHINA IP ROAD SHOW 演

## STRATEGIES FOR IP PROTECTION IN CHINA What Oregon Companies Need to Know

**DATE:** Monday, November 13, 2017

**LOCATION:** White Stag Block  
U of Oregon Law School – Portland  
70 NW Couch St.  
Portland, OR 97209

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

**8:30 – 8:45 AM**      **Welcome Remarks**

- University of Oregon Law School Dean, Marcilynn Burke
- USPTO - Elaine Wu, Attorney Advisor, Office of Policy & International Affairs

**8:45 – 9:15 AM**      **Opening Remarks:**  
Topic:      *Overview of China IP Landscape*  
Speaker:      Eric Priest  
                    Professor  
                    University of Oregon Law School.

**9:15 – 10:30 AM**      **Protecting Your IP in China - Principal Laws**

- Trademarks – Christopher Shen, NTD
- Trade Secrets – William (Skip) Fisher, Partner, DLA Piper (Shanghai)
- Copyright – Eric Priest, University of Oregon Law School
- Patents – Thomas Moga, Partner, LeClair Ryan

Moderator: Elaine Wu

**10:30 – 10:45 AM**      **Coffee/Tea Break**

**10:45 – 11:15 AM      Enforcing Your Intellectual Property Rights in China**

- Judicial Enforcement System – William (Skip) Fisher, Partner, DLA Piper (Shanghai)
- Data-driven Strategies for IP Litigation in China – TBD, IPhouse Co., Ltd.

Moderator: Duncan Willson

**11:15 – 11:55 PM      Stopping Infringement by Chinese Entities in the US**

- Criminal Enforcement through Prosecution – Scott Bradford, Assistant U.S. Attorney, District of Oregon
- Criminal Enforcement through U.S. Immigration and Customs Enforcement/Homeland Security Investigations – Special Agent Lindsay Wills
- Section 337 – Jay Reiziss, McDermott, Will and Emery

Moderator: Duncan Willson

**12:00 – 1:00 PM      Luncheon Speaker**

Topic:            *Milestones in Chinese IP*  
Speaker:        Randall Rader  
                      Professor, Tsinghua University

**1:00 – 2:15 PM      China’s IP Environment: Oregon Perspective**

- Brand Protection – Katie Maksym, Design Patent Manager, Columbia Sportswear
- Patent Enforcement Issues – Steve Schad, ESCO Corporation
- Bad Faith Trademarks – Jaime Lemmons, Nike (TBC)
- Technology Licensing and Deals – Akana Ma, Partner, Ayer Wynne

Moderator: Elaine Wu, USPTO

**2:15 – 2:45 PM      U.S. China Collaboration: Oregon Perspective**

- Speaker to discuss Chinese investment in Oregon, opportunities to work/collaborate with Chinese companies (TBD)
- Port of Portland authorities – (TBD)
- Investment in China – Alan Aldous, Intel
- Trade/IP – Scott Goddin, USEAC
- USPTO Resources – Elaine Wu

Moderator: Duncan Willson, USPTO

**2:45 – 3:00 PM      Closing Remarks**

Elaine Wu

University of Oregon