



USPTO CHINA ROAD SHOW

PROTECTING YOUR INTELLECTUAL PROPERTY
IN CHINA & THE GLOBAL MARKETPLACE

April 2-3, 2008 Houston, Texas

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The United States Patent and Trademark Office Presents

USPTO CHINA ROAD SHOW

April 2-3, 2008

8:30am - 5:30pm

Houston Hobby Airport Marriott Hotel

9100 Gulf Freeway

Houston, Texas 77017 USA

USPTO is sponsoring a two-day, free, program – the "USPTO China Road Show" – to be held on Wednesday and Thursday, April 2-3, 2008 at the Houston Hobby Airport Marriott Hotel.

WHO SHOULD ATTEND: Companies of any size, from those contemplating entering the China market to those with an established presence in China, and including those who simply want to know more about better protecting themselves against IP theft from abroad.

TOPICS: China's laws and regulations that may affect how a business protects and enforces its intellectual property, how best to protect business assets to avoid intellectual property problems in the first place, how to recognize when an intellectual property asset has been infringed, what to do if infringement occurs, and what the U.S. government is doing to improve the intellectual property protection and enforcement environment in China.

This program is part of the USPTO's continuing commitment to increase public awareness of intellectual property rights and the enforcement of these rights in the global marketplace.

THIS CONFERENCE IS FREE · SEATING IS LIMITED · REGISTER NOW



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AGENDA (Updated 3.24.2008)

WEDNESDAY, APRIL 2, 2008

9:00 – 9:15 am	Opening Remarks USPTO
9:15 – 10:00 am	China's "Indigenous Innovation" Drive: What It Means for U.S. Business Mr. Charles Freeman Freeman Chair in China Studies Center for Strategic and International Studies (CSIS)
10:00 – 10:15 am	Export Resources for U.S. Businesses Ms. Pamela Plagens Senior International Trade Specialist U.S. Export Assistance Center/Houston
10:15 – 10:30 am	Coffee/Tea Break
10:30 – 11:30 am	Trademark Protection and Enforcement in China Ms. Melody Schottle, Counsel Exxon Mobil Corporation
11:30 – 12:30 pm	Patent Portfolio Protects Your Business in China Mr. Wenping Chen, Partner King and Wood
12:30 – 2:00 pm	LUNCH (on your own)
2:00 – 3:00 pm	Motion Picture Association of America (MPAA) Anti-Piracy Operations Mr. Kevin Casey, Regional Director Anti-Piracy Operations Motion Picture Association of America
3:00 – 3:45 pm	Customs and IPR Enforcement Ms. Kathy Coffman, Supervisory Import Specialist U.S. Customs and Border Protection Service Port of Houston
3:45 – 4:00 pm	Coffee/Tea Break
4:00 – 5:30 pm	Panel Discussion: "A Chain is Only as Strong as Its Weakest Link: Protecting Your Supply Chain from Counterfeit and Pirated Products" Mr. Ed Marquette, Partner Sonnenschein Nath & Rosenthal LLP

Mr. Rod Spear, Director, Total Quality
TTI, Inc.

Mr. Tom Valliere, Senior Vice President
Design Chain Associates

THURSDAY, APRIL 3, 2008

- 9:00 – 9:15 am **Opening Remarks**
USPTO
- 9:15 – 10:30 am **A Case Study in Trademark Issues: The ABRO Story**
Mr. Peter Baranay, Chief Executive Officer
ABRO Industries, Inc.
- Mr. Bill Mansfield, Intellectual Property Counsel
 ABRO Industries, Inc.
- 10:30 – 10:45 am Coffee/Tea Break
- 10:45 – 11:45 am **IP Protection in China and How it is Evolving**
Mr. Paul Krieger, Partner
Morgan Lewis
- 11:45 – 12:45 pm **Patent Enforcement in China**
Mr. Wenping Chen, Partner
King and Wood
- 12:45 – 2:00 pm Lunch (on your own)
- 2:00 – 3:15 pm **"The Kung Fu of Contracts: Put Some Punch in Your IP Agreements"**
Mr. Ed Marquette, Partner
Sonnenschein Nath & Rosenthal LLP
- 3:15 – 3:30 pm Coffee/Tea Break
- 3:30 – 4:45 pm **Lessons Learned from Procuring and Enforcing IP in China**
Mr. Benjamin Bai, Partner
Jones Day
- 4:45 – 5:30 pm **What US Businesses are Doing Right (and Wrong): Observations from
the Ombudsman of the Embassy of the People's Republic of China**
Dr. Yang Guohua
Counselor for Intellectual Property
Embassy of the People's Republic of China



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All events will be held at the Houston Hobby Airport Marriott

Please make your hotel reservations directly with the
hotel using the contact information below:

Houston Hobby Airport Marriott
9100 Gulf Freeway
Houston, TX 77017

Hotel Front Desk: 1-713-943-7979 or 1-800-228-9290
Fax: 1-713-943-1621

<http://www.marriott.com/hotels/travel/houhh-houston-hobby-airport-marriott/>



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FREQUENTLY ASKED QUESTIONS

1) I attempted to register, but I receive a message that the event is “FULL”. Should I just show up on-site on the day of the event in the hope of getting a seat?

Showing up without pre-registration is “at your own risk”. It is possible that a seat may become available at the start of an event. Some seats do become available because a registrant has failed to let us know that he or she will not be attending, i.e., the registrant is a “no show” on the first day of the event.

If a registrant fails to show up on the day of the event within 30 minutes after the official start of the event, the USPTO will release his or her seat to a non-registrant on-site, in the order in which the non-registrants entered their names on the “on-site waitlist” maintained by the on-site registration desk representatives. As all registrants may show, the USPTO cannot guarantee that a non-registrant on site can be seated.

The number of people that may register for any given event is determined by the maximum space allocation of the host facility. The USPTO endeavors to make arrangements for at least 150 people for any given event but cannot guarantee that any particular number of seats will be available at all events. Additionally, the USPTO works to ensure that the size of the audience will allow participants to have a quality, truly interactive, event.

2) Will this seminar be webcast?

The seminar will not be webcast. We appreciate your interest and remain optimistic that, at some time in the future, we may be able to webcast our events.

3) I am unable to attend the event. How can I get a copy of the presentations or other materials?

We regret that the presentations and other materials are available only to conference attendees. For various reasons, we are unable to post the materials to our website.

However, the U.S. Government already maintains considerable information of value to those who want to know more about thwarting counterfeiting and piracy from China. Under the Strategy Targeting Organized Piracy (STOP) initiative, the U.S. Government has set up a website at <http://www.stopfakes.gov>, which includes a link, among many things, to its “China IPR Toolkit” and to Department of Commerce archived “webinars” on various topics related to intellectual property in China.

Also, the U.S. Government maintains a STOP hotline for anyone who needs help in protecting and enforcing their intellectual property rights in the U.S. or abroad: 1-866-999-HALT. Expert Attorney-Advisors in the USPTO Office of External Affairs with expertise in intellectual property issues involving China, as well as all other countries, man the hotline. Those in need of legal advice about intellectual property issues in China may wish to look into the “SME China IPR Advisory Program”, through which American small- and medium-sized enterprises may obtain a 1-hour, free, consultation with a volunteer attorney (http://www.stopfakes.gov/sme_china_ipr.asp).

4) Can I tape the event?

For various reasons the answer is no, participants may not tape our events. Similarly, we do not make audio or video archives of the event.

5) Will you be holding any other China Road Shows and, if so, where and when?

Information about dates and locations will be posted on the USPTO website at <http://www.uspto.gov>. In scheduling our events, we make every effort to have a China Road Show in each major region of the United States.

6) I am not an attorney. Will this event be “over my head”?

No, certainly not. Our events are targeted primarily to the small- and medium-sized business (SME). The events are open to anyone that has an interest in learning more about protecting and enforcing intellectual property rights in China, including businesses that already are in China, businesses thinking about entering China, and even those businesses that have no interest in going to China but simply want to know more about how to protect against theft of their intellectual property from China.

7) I am an attorney. Is continuing legal education ("CLE") credit available?

The USPTO has not sought (and will not be seeking) Sponsor CLE Course Approval for its China Road Shows. Participants interested in obtaining CLE credit should contact their state bar for further information; the USPTO has no role in the determination of any state bar to approve or deny CLE credit to an attorney for attending a USPTO China Road Show.