



STRATEGIES FOR PROTECTING IP IN CHINA: What New York Businesses Need to Know

DATE:	Thursday, September 27, 2018
LOCATION:	Moot Court Room Benjamin N. Cardozo School of Law, Yeshiva University 55 Fifth Avenue New York, NY 10003
WiFi Code:	YUGuest

Note: By arrangement with the New York State Bar Association, attendees are eligible to claim 7.0 hours of Continuing Legal Education (CLE) credit.

Morning Session:

8:30 – 9:00 **Registration**

9:00 – 9:15 **Welcome Remarks**

- Michael Burstein, Vice Dean, Benjamin N. Cardozo School of Law
- Peter Thurlow, President, New York Intellectual Property Law Association (NYIPLA)
- Conrad Wong, Attorney-Advisor, Office of Policy and International Affairs, USPTO

9:15 – 9:30 **The View from the Bench**

Honorable Sidney Stein
Senior United States District Judge, Southern District of New York

9:30 – 10:45 **Overview of Intellectual Property Protection in China**

Moderator: Neil Graham, Attorney-Advisor, OPIA, USPTO

- How to Protect Your Trademark in China and Avoid Pitfalls: Paul Feng, CCPIT Patent and Trademark Law Office, New York Office
- Three Key Differences in China's Trademark System and How They Impact Your Business: Amy Hsiao, Partner, Swanson & Bratschun, LLC, Atlanta, Georgia
- Patent Protection in China: Christopher Shaowei, Senior Partner, NTD Intellectual Property Attorneys, Beijing, China
- Trade Secret Protection in China: Ms. Ruixue Ran, Partner, Covington & Burling, Beijing, China Office
- Copyright Protection in China: Amy Hsiao, Partner, Swanson & Bratschun, LLC, Atlanta, Georgia

10:45 – 11:00 Coffee/Tea Break

11:00 – 12:15 Intellectual Property Enforcement in China

Moderator: Yinfei Wu, Associate, Finnegan, Washington, DC

- Administrative Enforcement: Ms. Hongyan Wang, CCPIT Patent and Trademark Law Office, Beijing Office
- Civil Enforcement: Christopher Shaowei, Senior Partner, NTD Intellectual Property Attorneys, Beijing, China
- Criminal Enforcement: Ms. Ruixue Ran, Partner, Covington & Burling, Beijing, China Office
- E-Commerce Perspective—Notice and Take-Down Procedures: Dr. Xinghao Wang, Global IP Enforcement, Alibaba, San Francisco, California

12:15 – 12:30 U.S. Government Resources for China Intellectual Property Matters

Conrad Wong, Attorney-Advisor, Office of Policy and International Affairs, USPTO

Afternoon Session:

12:30 – 13:30 Lunch

13:30 – 15:00 Enforcing Intellectual Property Rights in the United States

Moderator: Conrad Wong, Attorney-Advisor, Office of Policy and International Affairs, USPTO

- Criminal Investigation: Michael J. Doyle, Supervisory Special Agent, Federal Bureau of Investigation (FBI), Newark, New Jersey Field Office
- Jordan D. Brafman, Special Agent, U.S. Immigration and Customs Enforcement/Homeland Security Investigations (ICE/HSI), New York Field Office
- Criminal Prosecution: Ms. Eun Young Choi, Assistant U.S. Attorney and CHIP (Computer Hacking and IP) Unit Chief, U.S. Attorney's Office, Southern District of New York
- Federal Civil IP Litigation: Anthony F. Lo Cicero, Partner, Amster, Rothstein & Ebenstein, LLP, New York, New York
- Section 337 Remedy: Tom M. Schaumberg, Partner, Adduci, Mastriani & Schaumberg, LLP, Washington, DC

15:00 – 15:15 Coffee Break

15:15 – 16:45 Intellectual Property Protection in China: The New York Experience

Moderator: Francesca Montalvo Witzburg, Managing Associate, Dentons US LLP

- Cheryl Wang, Counsel, IP and Brand Enforcement, David Yurman
- Karla Aspiras, IP Counsel, Tapestry (formerly Coach Inc., and owner of Coach, Stuart Weitzman, and Kate Spade brands)
- Maysa Razavi, External Relations Manager – Anti-Counterfeiting, International Trademark Association (INTA)

16:45 – 17:00 Closing Remarks

- Felix Wu, Professor of Law, Benjamin N. Cardozo School of Law
- Brian Rothery, NYIPLA/SIPO China/U.S. Bar Liaison
- Neil Graham, Attorney-Advisor, Office of Policy and International Affairs, USPTO