



STRATEGIES FOR IP PROTECTION IN CHINA What U.S. Businesses Need to Know

WHEN: Thursday, October 3, 2019

VENUE: 303A College Road East,
Princeton, NJ 08540

PARKING: Open Parking

CLE: pending

8:30 – 9:00 **Registration**

9:00 – 9:30 **Welcome Remarks**

- Princeton University Representative
- Janet Robertson, Commercial Officer, U.S. Commercial Service Central/Southern N.J.
- Michael Mangelson, Senior Counsel, China Team, Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO)

9:30 – 9:45 **Where Is China Going on IP?**
Michael Mangelson, Senior Counsel, OPIA, USPTO

9:45 – 10:55 **Overview of IP Protection in China**
Moderator: Larry Lian, Attorney-Advisor, China Team, OPIA, USPTO

- Trademark Protection in China
Hunter Wang, Partner, Beyond Attorneys at Law
- Patent Protection in China
Yazhuo Qian, Partner, CCPIT Patent and Trademark Law Office
- Strategies relating to Biopharma Innovation
Jason Ma, Partner, Fangda Law Firm



10:55 – 11:05 Coffee/Tea Break

11:05 – 12:15 IP Enforcement in China

Moderator: Michael Mangelson, Senior Counsel, OPIA, USPTO

- Civil Enforcement
Huang Haifeng, Partner, Jones Day
- Administrative and Criminal Enforcement
Dan Chen, Partner, Fairsky Law Office, San Francisco, California
- Alibaba

12:15 – 12:30 USPTO Resources

Larry Lian, Attorney-Advisor, China Team, OPIA, USPTO

12:30 – 1:15 Luncheon Keynote (12:45 – 1:00) by a Federal Judge

1:15 – 2:30 Enforcing IP Rights in the United States

Moderator: Larry Lian, Attorney-Advisor, China Team, OPIA, USPTO

- Criminal Prosecution: United States Attorney's Office
- Criminal Investigation: FBI
- Federal Civil Intellectual Property Litigation
Keith McWha, Partner, Lerner David

2:45 – 4:45 IP Protection and China: The New Jersey-Area Experience

Moderator: Michael Mangelson, Senior Counsel, OPIA, USPTO

Local US rights holders

4:45 – 4:55 Closing Remarks

- Larry Lian, Attorney-Advisor, OPIA, USPTO
- Janet Robertson, Commercial Officer, U.S. Commercial Service Central/Southern N.J.

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