

# CALLING ALL U.S. BUSINESSES

## WHAT YOU MUST KNOW TO PROTECT YOUR INTELLECTUAL PROPERTY IN CHINA

*Learn from the Experts Who Have Been There*

### AGENDA

#### The Way Forward

- Susan ANTHONY, USPTO

#### Registering Your Trademarks and Copyrights in China

- Liam ZHU, Liam Zhu, Liu & Partners

#### Obtaining Your Patents in China

- Xiaowei WEI, CCPIT Patent and Trademark Law Office

#### IP Enforcement in China, for Patents, Trademarks, and Copyrights

- Liam ZHU, Liam Zhu, Liu & Partners
- Christopher SHAOWEI, Attorney at Law and Patent Attorney, NTD Intellectual Property Attorneys, Beijing
- Dan HARRIS, Harris & Moure, PLLC and Co-editor of "China Law Blog"

#### Insights from UCI Compliance Studies

- Benjamin VAN ROOIJ, Long US-China Institute for Business and Law, UCI

#### U.S. Commercial Service/USDOC China Resources

- Terri BATCH, U.S. Commercial Service

#### Protecting Your Trade Secrets Practical and Political Considerations

- Terry ROSS, Crowell & Moring, Washington
- Mark ROMEO, Crowell & Moring
- Ryan ONG, US-China Business Council

#### Company IP Risk Management

- Robert BOWEN, Western Digital
- Marvin W. SEPE, CTC Global Corporation
- William M. MANSFIELD, ABRO Industries, Inc.

#### Anticipating Future Challenges –

#### Why Being Up-to-Date is Not Enough

- Mark COHEN, USPTO

Space is Limited. Register Today  
<http://cs.decsocal.org/ipchina.html>

#### Date & Time:

May 21, 2015  
9:00AM – 4:30PM

#### Venue:

UC Irvine School of Law  
EDU 1111  
401 East Peltason Drive  
Irvine, CA 92697-8000  
(949) 824-0066

**Cost:** \$55 per registrant (includes lunch)

#### Questions:

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(949) 660-7105

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949-660-1424

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