Tuesday, July 09, 2019

8:30  Breakfast, Registration, and One-on-One sign-up

9:00 – 9:05  Welcome and Opening Remarks
Dirk Lasater
Associate, IP Practice Group
Williams Mullen

Joshua Kaplan
Director
U.S. Commercial Service - Richmond
U.S. Department of Commerce | International Trade Administration

9:05 – 9:15  Welcome / Speaker Identification
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration

9:15 – 9:45  Protecting Your Patents in the United States
Elizabeth L. Dougherty
Atlantic Outreach Liaison
Office of the Under Secretary and Director
United States Patent and Trademark Office

9:45 – 10:15  Protecting Your Trademarks in the United States
Craig Morris
Managing Attorney for Trademark Educational Outreach
United States Patent and Trademark Office

10:15 – 10:25  Break

10:25 – 10:55  Copyright and Your Business's Creative Works:  How Copyright Impacts You
Jalyce E. Mangum
Attorney-Advisor
Office of the General Counsel
U.S. Copyright Office

10:55 – 11:25  CBP’s IPR Border Enforcement Regime
W. Richmond Beevers
Attorney-Advisor
Intellectual Property Rights Branch
U.S. Customs and Border Protection, DHS

11:25 – 11:35  Break
11:35 – 12:00  Group Exercise: Share Your Good, Bad, or Ugly IP Experiences  
Benjamin Hardman  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

12:00 – 1:00  Lunch (provided)

12:30 – 1:00  Lunchtime One-on-Ones (10 min sessions)  
*Sign-up sheet available during morning registration and throughout the day.*

1:00 – 1:30  Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat  
Brian R. Hood  
Assistant United States Attorney  
Eastern District of Virginia, Richmond Division  
Department of Justice

1:30 – 2:00  Reporting IP Violations and Representing America’s Genius to the World: IP in Diplomacy  
Joseph Giblin  
Liaison Officer to the National Intellectual Property Coordination Center and Foreign Service Officer  
Office of Intellectual Property Enforcement  
U.S. Department of State

2:00 – 2:30  Protecting your Intellectual Property in Online Markets  
Rachel Salzman  
International Trade Specialist  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

2:30 – 2:40  Break

2:40 – 3:10  Interactive Group Exercise: Participants Build a Business, Identify Their IP, and Learn How to Protect it in Export Markets  
Benjamin Hardman  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

3:10 – 3:30  How am I Going to Pay for All This? Financing Solutions for IP  
William Houck  
Regional Export Finance Manager  
Office of International Trade  
U.S. Small Business Administration
3:30 – 3:35  
Closing Remarks
Benjamin Hardman  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

3:40 – 5:00  
One-on-One Consultations
10 min sessions. Sign-up sheet available during morning registration and throughout the day.

Joshua Kaplan (U.S. Commercial Service - Richmond)  
Benjamin Hardman (DOC – International Trade Administration)  
Elizabeth L. Dougherty (Patents) (U.S. Patent and Trademark Office)  
Craig Morris (Trademarks) (U.S. Patent and Trademark Office)  
Jalyce E. Mangum (U.S. Copyright Office)  
W. Richmond Beevers (CBP – U.S. Customs and Border Protection)  
Brian R. Hood (DOJ - Assistant United States Attorney)  
William Houck (Small Business Administration)  
Joseph Giblin (U.S. Department of State)  
Rachel Salzman (DOC – International Trade Administration)  
Elizabeth Thomas (Export – Import Bank)  
James Miller (Patent and Trademark Resource Center)  
Dirk Lasater (Williams Mullen)

3:40 – 5:00  
Get On-Site Help with the Recordation Process (40 minutes)
On-site assistance is made available by CBP staff to navigate the recordation application portal and process. Sign-up sheet available during morning registration and throughout the day.

3:40 – 5:00  
Apply for Copyright Registration (20 min sessions)
Copyright Office staff will be on-site to help you with the application required to register your work online. Sign-up sheet available during morning registration and throughout the day.

4:30 – 6:00  
Networking Reception