

# STOPfakes.gov

– Richmond –

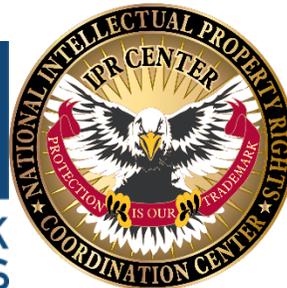
Williams Mullen Center  
200 S. 10th St., 15<sup>th</sup> Floor  
Richmond, VA



U.S. Customs and  
Border Protection



**EXIM**  
EXPORT-IMPORT BANK  
OF THE UNITED STATES



**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 Beavers  
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 through-out 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 Beavers (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 through-out 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 through-out the day.*

**4:30 – 6:00**

**Networking Reception**