– Salt Lake City –

Venue:

Salt Lake Community College
Miller Campus in Sandy, UT
Tuesday, September 10, 2019

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

9:00 – 9:05  Opening Remarks
Ms. Shelby Daiek
Acting Director
Utah Export Assistance Center | U.S. Commercial Service
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
Kristina DeHerrera
Primary Patent Examiner / Outreach Advisor
Rocky Mountain Regional Office
United States Patent and Trademark Office

9:45 – 10:15  Protecting your Trademarks in the United States
Mollybeth “Molly” Kocialski
Director
Rocky Mountain Regional Office
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
George Thuronyi
Deputy Director
Office of Public Information and Education
U.S. Copyright Office

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

11:25 – 11:35  Break
11:35 – 12:00 Reporting IP Violations and Representing America’s Genius to the World: IP in Diplomacy
Tashawna Smith
Foreign Service Officer
Office of Intellectual Property Enforcement
U.S. Department of State

12:00 – 1:00 Lunch (provided)

12:25 – 12:55 Lunchtime One-on-Ones (10 min sessions)
Sign-up sheet available during morning registration and throughout the day.

1:00 – 1:50 Share Your Good, Bad, or Ugly IP Experiences
Tim Schade
General Counsel
Lifetime Products, Inc.

1:50 – 2:30 Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat
Carl LeSueur
Federal Bureau of Investigation

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
Melinda Workman
District International Trade Officer
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
12:25 – 12:55 One-on-One Consultations
And 3:40 – 5:00 10 min sessions. Sign-up sheet available during morning registration and throughout the day.

Ms. Shelby Daiek (U.S. Commercial Service – Salt Lake City)
Benjamin Hardman (DOC – International Trade Administration)
Kristina DeHerrera (Patents) (U.S. Patent and Trademark Office)
Mollybeth “Molly” Kocialski (Trademarks) (U.S. Patent and Trademark Office)
George Thuronyi (U.S. Copyright Office)
W. Richmond Beevers (CBP – U.S. Customs and Border Protection)
Tashawna Smith (U.S. Department of State)
Carl LeSueur (Federal Bureau of Investigation)
Melinda Workman (Small Business Administration)
Tim Schade (Lifetime, Inc.)
Jim Herrin (SBDC Global Trade Center)
Nicole Sherwood (World Trade Center Utah)

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.

W. Richmond Beevers (CBP – U.S. Customs and Border Protection)

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.

George Thuronyi (U.S. Copyright Office)