

# STOPfakes.gov

– Salt Lake City –

Venue:

Salt Lake Community College  
Miller Campus in Sandy, UT



U.S. Customs and  
Border Protection

**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**

|                      |   |
|----------------------|---|
| <b>11:35 – 12:00</b> | <b>Reporting IP Violations and Representing America’s Genius to the World: IP in Diplomacy</b><br>Tashawna Smith<br>Foreign Service Officer<br>Office of Intellectual Property Enforcement<br>U.S. Department of State  |
| <b>12:00 – 1:00</b>  | <b>Lunch (provided)</b>   |
| <b>12:25 – 12:55</b> | <b>Lunchtime One-on-Ones</b> (10 min sessions)<br><i>Sign-up sheet available during morning registration and through-out the day.</i>   |
| <b>1:00 – 1:50</b>   | <b>Share Your Good, Bad, or Ugly IP Experiences</b><br>Tim Schade<br>General Counsel<br>Lifetime Products, Inc.   |
| <b>1:50 – 2:30</b>   | <b>Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat</b><br>Carl LeSueur<br>Federal Bureau of Investigation  |
| <b>2:30 – 2:40</b>   | <b>Break</b>  |
| <b>2:40 – 3:10</b>   | <b>Interactive Group Exercise: Participants Build a Business, Identify Their IP, and Learn How to Protect it in Export Markets</b><br>Benjamin Hardman<br>Office of Intellectual Property Rights<br>Industry & Analysis<br>U.S. Department of Commerce   International Trade Administration |
| <b>3:10 – 3:30</b>   | <b>How am I Going to Pay for All This? Financing Solutions for IP</b><br>Melinda Workman<br>District International Trade Officer<br>Office of International Trade<br>U.S. Small Business Administration   |
| <b>3:30 – 3:35</b>   | <b>Closing Remarks</b><br>Benjamin Hardman<br>Office of Intellectual Property Rights<br>Industry & Analysis<br>U.S. Department of Commerce   International Trade Administration   |

**12:25 – 12:55**  
**And 3:40 – 5:00**

**One-on-One Consultations**

*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” Kocalski (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 through-out 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 through-out the day.*

George Thuronyi (U.S. Copyright Office)