

# STOPfakes.gov

– Newark –

Venue:

Four Gateway Center  
100 Mulberry Street  
Newark, NJ 07102



U.S. Customs and  
Border Protection

**Thursday, November 7, 2019**

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

**9:00 – 9:05 Opening Remarks**

R. Andrew Richards  
Partner  
McCarter & English, LLP

Tricia McLain  
Sr. International Trade Specialist  
Westchester Export Assistance Center| U.S. Commercial Service  
U.S. Department of Commerce

**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  
Eastern Regional Outreach Director  
Office of the Undersecretary and Director  
United States Patent and Trademark Office

**9:45 – 10:15 Protecting your Trademarks in the United States**

Scott Baldwin  
Senior Staff Attorney  
Office of Trademark Quality Review and Training  
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**

Jaylen Johnson  
Attorney Advisor  
Office of Public Information and Education  
U.S. Copyright Office

**10:55 – 11:25 CBP's IPR Border Enforcement Regime**

Lauren Phillips  
Attorney-Advisor  
Intellectual Property Rights Branch  
U.S. Customs and Border Protection, DHS

**11:25 – 11:35 Break**

- 11:35 – 12:00**      **Representing America’s Genius to the World: IP in Diplomacy**  
Joseph Giblin  
Economic Officer  
Office of Intellectual Property Enforcement  
U.S. Department of State
- 12:00 – 1:00**      **Lunch (provided)**
- 12:00 – 12:20**      **IP – Remarks**  
Irene Hurtado  
Intellectual Property Attorney  
McCarter & English, LLP
- 12:25 – 12:55**      **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**  
David Malagold  
Assistant U.S. Attorney  
New Jersey  
U.S. Department of Justice
- 1:30 – 1:50**      **How am I Going to Pay for All This? Financing Solutions for IP**  
Ed Ekel  
Regional Export Finance Manager  
U.S. Small Business Administration
- 1:50 – 1:55**      **Closing Remarks**  
Benjamin Hardman  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

**12:25 – 12:55**  
**And 2:00 – 3:00**

**One-on-One Consultations**

*10 min sessions. Sign-up sheet available during morning registration and throughout the day.*

Tricia McLain (Newark Export Assistance Center, U.S. Commercial Service)  
Benjamin Hardman (DOC – International Trade Administration)  
Elizabeth L. Dougherty (Patents) (U.S. Patent and Trademark Office)  
Scott Baldwin (Trademarks) (U.S. Patent and Trademark Office)  
Jaylen Johnson (U.S. Copyright Office)  
Lauren Phillips (CBP – U.S. Customs and Border Protection)  
Joseph Giblin (U.S. Department of State)  
David Malagold (U.S. Department of Justice)  
Regina Gordin (EXIM Bank)  
Ed Ekel (Small Business Administration)

**2:00 – 3:00**

**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.*

Lauren Phillips (CBP – U.S. Customs and Border Protection)

**2:00 – 3:00**

**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.*

Jaylen Johnson (U.S. Copyright Office)