

# STOPfakes.gov

## – PHILADELPHIA –

Morgan, Lewis & Bockius  
1701 Market Street  
Philadelphia, PA 19103



U.S. Customs and  
Border Protection

Tuesday, October 30, 2018

- 8:30**                    **Breakfast / Registration and One-on-One sign-up**
- 9:00 – 9:05**            **Opening Remarks** (confirmed)  
Margaret M. Gatti (confirmed)  
Partner  
Morgan, Lewis & Bockius LLP
- 9:05 – 9:10**            **Welcome / Speaker Identification** (confirmed)  
Tony Ceballos (confirmed)  
Director, U.S. Commercial Service – Philadelphia  
U.S. Department of Commerce | International Trade Administration
- 9:10 – 9:40**            **Protecting your Patents in the United States** (confirmed)  
Zandra Smith (confirmed)  
Pro Se Assistance Center Coordinator  
Office of Innovation Development  
United States Patent and Trademark Office
- 9:40 – 10:10**        **Protecting your Trademarks in the United States** (confirmed)  
Craig Morris (confirmed)  
Managing Attorney for Trademark Educational Outreach  
United States Patent and Trademark Office
- 10:10 – 10:25**        **Break**
- 10:25 – 10:55**        **Copyright and Your Business's Creative Works: How Copyright Impacts You** (confirmed)  
Whitney Levandusky (invited)  
Attorney-Advisor  
United States Copyright Office
- 10:55 – 11:25**        **CBP's IPR Border Enforcement Regime** (confirmed)  
Lauren Phillips (confirmed)  
Attorney-Advisor  
Intellectual Property Rights Branch  
Regulations & Rulings, Office of Trade  
U.S. Customs and Border Protection, DHS
- 11:25 – 11:35**        **Break**
- 11:35 – 12:00**        **Reporting IP violations** (confirmed)  
Nicole Zellars (confirmed)  
Special Agent  
Homeland Security Investigations  
National IPR Coordination Center
- 12:00 – 1:00**            **Lunch (provided)**
- 12:20 – 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** (confirmed)  
Joseph McGinn (confirmed)  
Supervisory Special Agent  
FBI Philadelphia Field Office
- 1:30 – 1:50**      **Representing America’s Genius to the World: IP in Diplomacy** (confirmed)  
Dewey Moore (confirmed)  
Economic and Commercial Officer  
Office of Intellectual Property Enforcement  
Bureau of Economic and Business Affairs  
U.S. Department of State
- 1:50 – 2:20**      **Protecting your Intellectual Property in Export Markets** (confirmed)  
Benjamin Hardman (confirmed)  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration
- 2:20 – 2:30**      **Break**
- 2:30 – 2:50**      **Protecting your Intellectual Property in Online Markets: Case Study – Taobao** (confirmed)  
Rachel Salzman (confirmed)  
International Trade Specialist  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration
- 2:50 – 3:10**      **How am I going to pay for all this? Financing solutions for IP** (confirmed)  
Patrick Hayes (confirmed – Philadelphia)  
Regional Export Finance Manager  
U.S. Small Business Administration - OIT
- 3:10 – 3:15**      **Closing Remarks**  
Benjamin Hardman (confirmed)  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

**3:20 – 4:30**

**One-on-One Consultations** (confirmed)

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

Benjamin Hardman (DOC – International Trade Administration)  
Zandra Smith (U.S. Patent and Trademark Office)  
Craig Morris (U.S. Patent and Trademark Office)  
Nicole Zellars (DHS – Homeland Security Investigations)  
Joseph McGinn (Federal Bureau of Investigation)  
Rachel Salzman (DOC – International Trade Administration)  
Patrick Hayes (Small Business Administration)  
Dewey Moore (U.S. Department of State)  
Victoria Hosendorf, MS (Minority Business Development Agency)  
Regina Gordin (Export – Import Bank)  
Sharyl S. Overhiser (Patent and Trademark Resource Center)

**3:20 – 4:30**

**Get On-Site Help from CBP (U.S. Customs & Border Protection) with the Trademark and Copyright Recordation Process**

*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 (confirmed)  
Attorney-Advisor  
Intellectual Property Rights Branch  
Regulations & Rulings, Office of Trade  
U.S. Customs and Border Protection, DHS

**3:20 – 4:30**

**Apply for Copyright Registration (20 min sessions) and One-on-One Consultations (10 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.*

Whitney Levandusky (invited)  
Attorney-Advisor  
United States Copyright Office