Thursday, March 7, 2019

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

9:00 – 9:05  Opening Remarks
Margaret Gottlieb
Acting Director
U.S. Commercial Service - St. Louis
U.S. Department of Commerce | International Trade Administration

9:05 – 9:10  Welcome / Speaker Identification
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration

9:10 – 9:40  Protecting your Patents in the United States
Damian Porcari
Regional Director – Elijah J. McCoy Midwest Regional
United States Patent and Trademark Office

9:40 – 10:10  Protecting your Trademarks in the United States
Craig Morris
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
Whitney Levandusky
Attorney-Advisor
Office of Public Information and Education
United States Copyright Office

10:55 – 11:25  CBP's IPR Border Enforcement Regime
Lauren Phillips
Attorney-Advisor
U.S. Customs and Border Protection
Regulations and Rulings
Intellectual Property Rights Branch
U.S. Customs and Border Protection, DHS

11:25 – 11:35  Break

11:35 – 12:00  Reporting IP Violations
Larry Porter
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 throughout the day.

1:00 – 1:30  Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat
Patty Perkins Kenney
FBI St. Louis Field Office

1:30 – 1:50  Representing America’s Genius to the World: IP in Diplomacy
Tashawna Smith
Office of Intellectual Property Enforcement
U.S. Department of State

1:50 – 2:20  Protecting your Intellectual Property in Export Markets
Benjamin Hardman
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
Rachel Salzman
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
Larry D. Cresswell
Regional Export Finance Manager-Missouri, Kansas, Nebraska, and Iowa
Office of International Trade
U.S. Small Business Administration

3:10 – 3:15  Closing Remarks
Benjamin Hardman
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration
3:20 – 4:30  **One-on-One Consultations**

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

Margaret Gottlieb (U.S. Commercial Service - St. Louis)
Benjamin Hardman (DOC – International Trade Administration)
Damian Porcari (U.S. Patent and Trademark Office)
Craig Morris (U.S. Patent and Trademark Office)
Larry Porter (DHS – Homeland Security Investigations)
Whitney Levandusky (U.S. Copyright Office)
Lauren Phillips (CBP – U.S. Customs and Border Protection)
Rachel Salzman (DOC – International Trade Administration)
Larry D. Cresswell (Small Business Administration)
Tashawna Smith (U.S. Department of State)
James Pinkston (Minority Business Development Agency Business Center – St. Louis)
Patty Perkins Kenney (Federal Bureau of Investigation)
Mark Klein (Export – Import Bank)
Eleanore Chadderdon (Invited) (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 throughout the day.

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 throughout the day.