

# STOPfakes.gov

## – PHOENIX –

Greater Phoenix Economic Council (GPEC)  
2 N Central Ave Suite 2500  
Phoenix, AZ 85004



U.S. Customs and Border Protection



Tuesday, September 25, 2018

- 8:45**                    **Registration and One-on-One sign-up**
- 9:00 – 9:05**            **Opening Remarks** (confirmed)  
Chris Camacho (confirmed)  
President & CEO  
Greater Phoenix Economic Council (GPEC)
- 9:05 – 9:10**            **Welcome / Speaker Identification** (confirmed)  
Daniel Gaines (confirmed)  
Director, U.S. Commercial Service - Phoenix  
U.S. Department of Commerce | International Trade Administration
- 9:10 – 9:45**            **Protecting your Patents and Trademarks in the United States / USPTO Resources**  
(confirmed)  
Stephen Koziol (confirmed)  
Assistant Regional Director - Silicon Valley  
United States Patent and Trademark Office
- 9:45 – 10:15**        **Copyright and Your Business's Creative Works: How Copyright Impacts You** (confirmed)  
Whitney Levandusky (confirmed)  
Attorney-Advisor  
United States Copyright Office
- 10:15 – 10:25**        **Break**
- 10:25 – 11:00**        **CBP's IPR Border Enforcement Regime** (confirmed)  
Goli Gharib (confirmed)  
Attorney-Advisor  
Intellectual Property Rights Branch  
Regulations & Rulings, Office of Trade  
U.S. Customs and Border Protection, DHS
- 11:00 – 11:30**        **Reporting IP violations** (confirmed)  
Anthony Russo (confirmed)  
Group Supervisor  
Homeland Security Investigations  
National IPR Coordination Center
- 11:30 – 11:40**        **Break**
- 11:40 – 12:00**        **Representing America's Genius to the World: IP in Diplomacy** (confirmed)  
Ioana DiFiore (confirmed)  
Foreign Affairs Officer  
Office of Intellectual Property Enforcement  
Bureau of Economic and Business Affairs  
U.S. Department of State
- 12:00 – 1:30**            **Lunch (provided)**
- 12:50 – 1:30**            **Lunchtime One-on-Ones** (10 min sessions)  
*Sign-up sheet available during morning registration and through-out the day.*

**1:30 – 2:00**

**Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat (confirmed)**

William C. Lace (confirmed)  
Special Agent  
Private Sector Coordinator  
FBI Phoenix Field Office

**2:00 – 2:35**

**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

**2:35 – 2:45**

**Break**

**2:45 – 3:05**

**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

**3:05 – 3:35**

**How am I going to pay for all this? Financing solutions for IP (confirmed)**

Pellson Lau (confirmed)  
Regional Export Finance Manager  
U.S. Small Business Administration

**3:35 – 3:40**

**Closing Remarks**

Benjamin Hardman (confirmed)  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

**3:40 – 5:00**

**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)

Stephen Koziol (U.S. Patent and Trademark Office)

Anthony Russo (DHS – Homeland Security Investigations)

Rachel Salzman (DOC – International Trade Administration)

Pellson Lau (Small Business Administration)

Molly Ho (DOC - U.S. Commercial Service)

Ioana DiFiore (U.S. Department of State)

Alika Kumar (Minority Business Development Agency)

Marianne Hughes (Export – Import Bank)

Peter Grant (Patent and Trademark Resource Center)

Mike Patterson (Spencer Fane LLP)

Melissa Proctor (Miller Proctor Law PLLC)

**3:40 – 5:00**

**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.*

Goli Gharib (confirmed)

Attorney-Advisor

Intellectual Property Rights Branch

Regulations & Rulings, Office of Trade

U.S. Customs and Border Protection, DHS

**3:40 – 5:00**

**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 (confirmed)

Attorney-Advisor

United States Copyright Office