Thursday, May 2, 2019

8:30 – 9:00  Breakfast, Registration, and One-on-One sign-up

9:00 – 9:05  Opening Remarks
Chad Hoffman
Chair of the Wisconsin District Export Council
VP - Global Trade & Investment at Milwaukee 7

Jennifer Gregor
Shareholder - Godfrey & Kahn, S.C.

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
James O. Wilson
Assistant Regional Director – Elijah J. McCoy Midwest Regional
United States Patent and Trademark Office

9:45 – 10:15  Protecting your Trademarks in the United States
Craig Morris
Managing Attorney for Trademark Educational Outreach
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
Jalyce E. Mangum
Attorney-Advisor
Office of the General Counsel
U.S. 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  
John Cerf  
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  
Nat Loehr  
FBI Milwaukee Field Office  

1:30 – 1:50  Representing America’s Genius to the World: IP in Diplomacy  
Dewey Moore  
Foreign Affairs Officer  
Office of Intellectual Property Enforcement  
U.S. Department of State  

1:50 – 2:10  Protecting your Intellectual Property in Online Markets  
Rachel Salzman  
International Trade Specialist  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration  

2:10 – 2:20  Break  

2:20 – 2:50  Interactive Group Exercise: Participants Build a Business, Identify Their IP, and Learn How to Protect it in Export Markets  
Benjamin Hardman  
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  
Michael Fazio  
Export Development Officer  
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
12:20 – 1:00 One-on-One Consultations
& 3:20 – 4:30
10 min sessions. Sign-up sheet available during morning registration and throughout the day.

Chad Hoffman (Wisconsin DEC)
Jennifer Gregor (Godfrey & Kahn, S.C.)
Benjamin Hardman (DOC – International Trade Administration)
James O. Wilson (U.S. Patent and Trademark Office)
Craig Morris (U.S. Patent and Trademark Office) Lunchtime hours only
John Cerf (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)
Dewey Moore (U.S. Department of State)
Michael Fazio (Small Business Administration)
Nat Loehr (Federal Bureau of Investigation)
Michael Howard (Export – Import Bank)

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.

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.

Information Table (outside main conference room)

U.S. Small Business Administration
Michael Fazio
Export Development Officer
Office of International Trade

Godfrey & Kahn, S.C.  US Commercial Service & Wisconsin DEC
Milwaukee, Madison, Waukesha,
Green Bay, Appleton, Washington D.C.
Koreen Grube
Director
Chad Hoffman
WDEC Chair