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— Milwaukee —

Marriott Milwaukee West  
W231N1600 Corporate Ct  
Waukesha, WI 53186



U.S. Small Business  
Administration



U.S.  
COMMERCIAL  
SERVICE  
United States of America  
Department of Commerce



U.S. Customs and  
Border Protection



**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**

<b>11:35 – 12:00</b>	<b>Reporting IP Violations</b> John Cerf Homeland Security Investigations National IPR Coordination Center
<b>12:00 – 1:00</b>	<b>Lunch (provided)</b>
<b>12:20 – 1:00</b>	<b>Lunchtime One-on-Ones</b> (10 min sessions) <i>Sign-up sheet available during morning registration and through-out the day.</i>
<b>1:00 – 1:30</b>	<b>Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat</b> Nat Loehr FBI Milwaukee Field Office
<b>1:30 – 1:50</b>	<b>Representing America’s Genius to the World: IP in Diplomacy</b> Dewey Moore Foreign Affairs Officer Office of Intellectual Property Enforcement U.S. Department of State
<b>1:50 – 2:10</b>	<b>Protecting your Intellectual Property in Online Markets</b> Rachel Salzman International Trade Specialist Office of Intellectual Property Rights Industry & Analysis U.S. Department of Commerce   International Trade Administration
<b>2:10 – 2:20</b>	<b>Break</b>
<b>2:20 – 2:50</b>	<b>Interactive Group Exercise: Participants Build a Business, Identify Their IP, and Learn How to Protect it in Export Markets</b> Benjamin Hardman Office of Intellectual Property Rights Industry & Analysis U.S. Department of Commerce   International Trade Administration
<b>2:50 – 3:10</b>	<b>How am I Going to Pay for All This? Financing Solutions for IP</b> Michael Fazio Export Development Officer U.S. Small Business Administration
<b>3:10 – 3:15</b>	<b>Closing Remarks</b> Benjamin Hardman Office of Intellectual Property Rights Industry & Analysis U.S. Department of Commerce   International Trade Administration

**12:20 – 1:00  
& 3:20 – 4:30**

**One-on-One Consultations**

*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.*

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**Information Table** (outside main conference room)

**U.S. Small Business Administration**

Michael Fazio  
Export Development Officer  
Office of International Trade

**Godfrey & Kahn, S.C.**

Milwaukee, Madison, Waukesha,  
Green Bay, Appleton, Washington D.C.

**US Commercial Service & Wisconsin DEC**

Koreen Grube  
Director  
Chad Hoffman  
WDEC Chair