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— Milwaukee —

Marriott Milwaukee West
W231N1600 Corporate Ct
Waukesha, WI 53186



U.S. Small Business
Administration



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**
- 11:35 – 12:00** **Reporting IP Violations**
Brandon Bielke and Scott Engelhardt
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
& 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**
Brandon Bielke and Scott Engelhardt (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)
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 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

Patent and Trademark Resource Center

Invited TBD

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