Tuesday, February 11, 2020

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

8:55 – 9:00  Commencement
George Tastard  
Director  
U.S. Commercial Service - Sacramento  
U.S. Department of Commerce | International Trade Administration

9:00 – 9:05  Opening Remarks  
Tammy Montgomery, Ph.D.  
Associate Vice Chancellor, Instruction  
Los Rios Community College District  
Workforce and Economic Development

9:05 – 9:15  Welcome / Speaker Identification  
Benjamin Hardman  
Office of Standards and Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

9:15 – 9:45  Protecting your Patents in the United States  
Steve Koziol  
Assistant Regional Director  
West Coast Regional Office  
United States Patent and Trademark Office

9:45 – 10:15  Protecting your Trademarks in the United States  
Jason Lott  
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  
Whitney Levandusky  
Attorney-Advisor  
Office of Public Information and Education  
U.S. Copyright Office

10:55 – 11:25  CBP’s IPR Border Enforcement Regime  
Goli Gharib  
Attorney-Advisor, Intellectual Property Rights Branch  
Regulations & Rulings, Office of Trade  
U.S. Customs and Border Protection, DHS

11:25 – 11:35  Break
11:35 – 12:00  **Group Exercise: Share Your Good, Bad, or Ugly IP Experiences**  
Benjamin Hardman  
Office of Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

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**  
Darryl Elliott  
FBI

1:30 – 2:00  **Reporting IP Violations and Representing America’s Genius to the World: IP in Diplomacy**  
Ioana DiFiore  
Foreign Affairs Officer  
Office of Intellectual Property Enforcement  
U.S. Department of State

2:00 – 2:10  **Break**

2:10 – 2:40  **Interactive Group Exercise: Participants Build a Business, Identify Their IP, and Learn How to Protect it in Export Markets**  
Benjamin Hardman  
Office of Standards and Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration

2:40 – 3:00  **How am I Going to Pay for All This? Financing Solutions for IP**  
Jeff Deiss  
Export Finance Director West  
Office of International Trade  
U.S. Small Business Administration

3:00 – 3:05  **Closing Remarks**  
Benjamin Hardman  
Office of Standards and Intellectual Property Rights  
Industry & Analysis  
U.S. Department of Commerce | International Trade Administration
3:10 – 4:30  **One-on-One Consultations**

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

George Tastard (U.S. Commercial Service - Sacramento)
Benjamin Hardman (DOC – International Trade Administration)
Steve Koziol (Patents) (U.S. Patent and Trademark Office)
Jason Lott (Trademarks) (U.S. Patent and Trademark Office)
Whitney Levandusky (U.S. Copyright Office)
Goli Gharib (CBP – U.S. Customs and Border Protection)
Jeff Deiss (Small Business Administration)
Ioana DiFiore (U.S. Department of State)
Darryl Elliott (Federal Bureau of Investigation)
Tony Tang (Minority Business Development Agency)

3:10 – 4:30  **Get On-Site Help with the Recordation Process (40 minutes)**

*On-site assistance is made available by CBP staff to navigate the recordation application portal and process. Trademark recordation is $190 per international class of goods, and copyrights are $190 per application; it takes about 40 minutes. Sign-up sheet available during morning registration and through-out the day.*

3:10 – 4:30  **Apply for Copyright Registration (20 min sessions)**

*Copyright Office staff will be on-site to help you with the application required to register your work online. It costs $55 for most works and takes about 20 minutes. Sign-up sheet available during morning registration and through-out the day.*