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– Sacramento –

1410 Ethan Way – South Entrance
Room 150
Sacramento, CA 95825



U.S. Customs and
Border Protection



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.