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– San Jose –

Silicon Valley USPTO  
26 S. Fourth Street  
San Jose, CA



U.S. Customs and  
Border Protection



**Thursday, February 13, 2020**

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

**9:00 – 9:05 Opening Remarks**

Christopher Shipp  
Executive Advisor  
West Coast Regional Office  
United States Patent and Trademark Office

Joanne Vliet  
Director  
U.S. Commercial Service - Silicon Valley/San Jose  
U.S. Department of Commerce | International Trade Administration

**9:05 – 9:15 Welcome / Speaker Identification**

Benjamin Hardman  
Senior International Trade Specialist  
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  
Attorney / Advisor  
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  
 Senior International Trade Specialist  
 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**  
 Eric Proudfoot  
 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  
 Senior International Trade Specialist  
 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  
 Senior International Trade Specialist  
 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.*

Joanne Vliet (U.S. Commercial Service - Silicon Valley/San Jose)  
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)  
Eric Proudfoot (Federal Bureau of Investigation)  
Tony Tang (Minority Business Development Agency)  
Michael Rose (DOC - Global Data Policy Team)  
Rosemary Van Lare (Patent and Trademark Resource Center)

**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.*