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— San Jose —

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