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– TUCSON –

Tucson Electric Power
88 E Broadway Blvd
Tucson, AZ 85701



U.S. Small Business
Administration



INTERNATIONAL
TRADE
ADMINISTRATION



**U.S. Customs and
Border Protection**



Tuesday, September 25, 2018

8:45

Registration and One-on-One sign-up

9:00 – 9:05

Opening Remarks (confirmed)

Christina Parisi (confirmed)

Director, U.S. Commercial Service - Tucson

U.S. Department of Commerce | International Trade Administration

- 9:05 – 9:10** **Welcome** (confirmed)
Benjamin Hardman (confirmed)
Office of Intellectual Property Rights
Industry & Analysis
U.S. Department of Commerce | International Trade Administration
- 9:10 – 3:30** **Get On-Site Help from CBP (U.S. Customs & Border Protection) with the Trademark and Copyright Recordation Process** (invited)
On-site assistance is made available by CBP staff to navigate the recordation application portal and process.
- 9:10 – 3:30** **Apply for Copyright Registration** (Invited)
Copyright Office staff will be on-site to help you with the application required to register your work online.
- 9:10 – 9:30** **Protecting your Patents and Trademarks in the United States / USPTO Resources** (confirmed)
TBD (invited)
USPTO Regional Office
- 9:30 – 10:00** **Copyright and Your Business's Creative Works: How Copyright Impacts You** (invited)
Catherine Zaller Rowland (invited)
Associate Register of Copyrights and
Director of Public Information and Education
United States Copyright Office
- 10:00 – 10:10** **Break**
- 10:10 – 10:45** **CBP's IPR Border Enforcement Regime** (confirmed)
Alaina van Horn (invited)
Attorney-Advisor, Intellectual Property Rights Branch
Regulations & Rulings, Office of Trade
U.S. Customs and Border Protection, DHS
- 10:45 – 10:55** **Break**
- 10:55 – 11:30** **Reporting IP violations** (invited)
Nadine Andrews (invited)
National Program Manager
Homeland Security Investigations
National IPR Coordination Center
- 11:30 – 11:40** **Break**
- 11:40 – 12:15** **Protecting your Business from Trade Secret Theft - The Insider Threat and the Current Foreign Threat** (confirmed)
TBD (invited)
Federal Bureau of Investigation
Seattle Division/Complex Financial Crimes Squad

12:15 – 1:30	Lunch (provided)
1:30 – 2:00	Protecting your Intellectual Property in Export Markets (confirmed) Benjamin Hardman (confirmed) Office of Intellectual Property Rights Industry & Analysis U.S. Department of Commerce International Trade Administration
2:00 – 2:40	Protecting your Intellectual Property in Online Markets: Case Study – Taobao (confirmed) Rachel Salzman (confirmed) International Trade Specialist Office of Intellectual Property Rights Industry & Analysis U.S. Department of Commerce International Trade Administration
2:40 – 2:50	Break
2:50 – 3:20	How am I going to pay for all this? Financing solutions for IP (confirmed) TBD (invited) Regional Export Finance Manager, TBD U.S. Small Business Administration
3:20 – 3:30	Closing Remarks TBD
3:30 – 4:30	One-on-One Consultations (confirmed) <i>10 min sessions. Sign-up sheet available during morning registration and through-out the day.</i> Benjamin Hardman (DOC – ITA) Alaina van Horn (DHS – CBP) Goli Gharib (DHS – CBP) Nadine Andrews (IPR Center) TBD (FBI) Rachel Salzman (DOC – ITA) TBD (ITC) TBD (SBA) TBD (CO)