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— PHOENIX —

Greater Phoenix Economic Council (GPEC)
2 N Central Ave Suite 2500
Phoenix, AZ 85004



U.S. Customs and
Border Protection



INTERNATIONAL
TRADE
ADMINISTRATION



U.S. Small Business
Administration



Tuesday, September 25, 2018

8:45

Registration and One-on-One sign-up

9:00 – 9:05

Welcoming Remarks (confirmed)

Chris Camacho

President & CEO

Greater Phoenix Economic Council (GPEC)

9:05 – 9:10	Opening Remarks (confirmed) Daniel Gaines (invited) Director, U.S. Commercial Service - Phoenix 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) <i>On-site assistance is made available by CBP staff to navigate the recordation application portal and process.</i>
9:10 – 3:30	Apply for Copyright Registration (Invited) <i>Copyright Office staff will be on-site to help you with the application required to register your work online.</i>
9:10 – 9:30	Protecting your Patents and Trademarks in the United States / USPTO Resources (confirmed) Megan Hoyt Regional Outreach Officer USPTO - Texas 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 (invited) 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 – 4:00	Boots on the Ground: Panel Discussion about the Foreign Commercial Service, U.S. Embassies, and the IP Attaché Program. Moderator: Rachel Salzman (confirmed) International Trade Specialist Office of Intellectual Property Rights Industry & Analysis U.S. Department of Commerce International Trade Administration Panelists: Joseph Giblin (confirmed) Foreign Affairs Officer Office of Intellectual Property Enforcement Bureau of Economic and Business Affairs U.S. Department of State Molly Ho (confirmed) Sr. International Trade Specialist U.S. Commercial Service Phoenix U.S. Department of Commerce International Trade Administration U.S. Commercial Service Benjamin Hardman (confirmed) Office of Intellectual Property Rights Industry & Analysis U.S. Department of Commerce International Trade Administration

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4:00 – 4:05

Closing Remarks
TBD

4:05 – 4:45

One-on-One Consultations (confirmed)
10 min sessions. Sign-up sheet available during morning registration and through-out the day.

Benjamin Hardman (DOC – ITA)
Alaina van Horn (DHS – CBP)
Goli Gharib (DHS – CBP)
Nadine Andrews (IPR Center)
TBD (FBI)
Rachel Salzman (DOC – ITA)
TBD (SBA)
TBD (CO)

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