



This program is Co-sponsored by The University of Toledo College of Law, Toledo Intellectual Property Law Association, and the Toledo Bar Association

# Doing Business in China

## October 3, 2014

8:30 A.M. — 4:30 P.M. Seminar with Lunch

4:30 P.M. — 5:15 P.M. Reception

McQuade Auditorium—UT College of Law

7.0 General Credit Hours (Pending)

### Morning Agenda

8:00 – 8:30	<b>Registration &amp; Welcome</b>
8:30 – 9:30	<b>Patent Examination Standards in China</b> Thomas Moga, Partner, Shook, Hardy & Bacon LLP
9:30 – 10:15	<b>Creative Solutions for Combating Online Counterfeiting</b> Elizabeth Lai Featherman (黎嘉欣律師), Counsel, Mandelbaum Salsburg
10:15 – 10:30	<b>Break</b>
10:30 – 11:15	<b>Consumer Privacy Issue</b> Ann Bartow, Professor, Pace Law School
11:15 – 12:00	<b>Intellectual Property Protection in China: Same Old, Same Old or Is There Something New?</b> Peter Yu (余家明), Professor, Drake Law School
12:00 – 12:15	<b>Lunch Provided</b>
12:15 – 1:00	<b>Evaluating the IP Risks of Doing Business in China</b> Mark Cohen, Adjunct Professor, Fordham Law School and USPTO
1:00 – 1:15	<b>Break</b>

### Afternoon Agenda

1:15 – 2:15	<b>Business and Legal Aspects of Cross Cultural Communication: US and China (TBA)</b>
2:15 – 3:15	<b>Doing Business in China: Toledo Experiences (Panel)</b> <b>Hear from Owens Corning, SSOE, Communica and the Regional Growth Partnership about why they are in China, what they have experienced and what they recommend for your future in China.</b> Gary Nieman, Sales Executive, Owens Corning James Rush, Executive Vice President, Communica Vince DiPofi, Corporate Director of Business Development and Sr. Vice President, SSOE D. Paul Zito, Vice President of International Development, Regional Growth Partnership
3:15 – 3:30	<b>Break</b>
3:30 – 4:30	<b>Conducting Business and Protecting US IP in China: Lessons Learned (Panel)</b> Phillip Rotman, Chief IP Counsel, Dana Corporation Thomas Moga Elizabeth Lai Featherman Lars Smith - Moderator
4:30 – 5:15	<b>Reception - UT College of Law</b>

### Doing Business in China – Program Code—CLE100314

\$150 / TBA Member       \$250 / Non-Member

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#### TO REGISTER

**Phone:** CLE Department at 419-242-3215

**Fax:** Credit card only to 419-418-5320

**Web:** [www.toledobar.org](http://www.toledobar.org)

**Mail:** TBA Continuing Legal Education Dept.  
311 N. Superior St.  
Toledo, OH 43604-1421

**Pre-registration is advised.** Registrations received after 4:00 PM on the business day prior to the seminar will be charged an additional \$10.00 and subject to available space.

#### PAYMENT/CANCELLATION POLICY

**All registration fees must be paid in full prior to the start of the seminar.** Cancellations received prior to the seminar will be refunded less a \$30.00 administration fee. No refunds or transfers are given for cancellations received on or after the day of the program. Upon request, course materials are available in consideration of tuition paid. The TBA reserves the right to modify or cancel a program if circumstances warrant. If the TBA cancels a program, full tuition will be refunded.

#### HANDOUT MATERIAL POLICY

All program materials will be delivered electronically to the e-mail address we have on file for you prior to the seminar.

Printed materials will be made available upon request.