

**Fordham Intellectual Property Law Institute**  
Fordham University School of Law  
Hugh C. Hansen, Director

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**CONFERENCE ON CHINA'S NEW ENVIRONMENT FOR  
INTELLECTUAL PROPERTY**

**McNally Amphitheater**

**April 11, 2012**

**Mark A. Cohen**  
Visiting Professor, Fordham University School of Law  
Conference Director

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**CONFERENCE PROGRAM**

Subject to Change

*[www.fordhamipconference.com](http://www.fordhamipconference.com)*

*[www.chinaipr.com](http://www.chinaipr.com)*

**Program Updated on March 27, 2012**

**Wednesday Morning, April 11, 2012**  
**Fordham Law School**

**8:00 A.M. – 8:50 A.M.**

*Registration and Continental Breakfast*

**Welcoming Remarks**

**8:50 – 9:00 A.M.**

**Mark A. Cohen**  
Fordham University School of Law

**Sheila Foster**  
Associate Dean for Academic Affairs  
Fordham University School of Law

Draft Program

**9:00 – 9:15 A.M.**

**Chief Judge Randall R Rader**  
**U.S. Court of Appeals for the Federal Circuit**

**9:15 – 10:30 A.M.**

**SESSION 1: Will China Become an IP and Creativity Superpower?**

Moderators:

**Mark Cohen**  
Visiting Professor, Fordham University School of Law

**Chen Wang**  
Deputy Chief IP Counsel, Du Pont

Speakers:

**Richard P. Suttmeier**  
Professor Emeritus, University of Oregon  
*A current assessment of China's patent/innovation environment*

**Prof. William Hennessey**  
University of New Hampshire/Franklin Pierce Law Center  
*"Shanzai" copycat culture and the drive for innovation: what China is doing to move from "Made in China" to "Designed in China"*

**Prof. John Orcutt**  
University of New Hampshire/Franklin Pierce Law Center  
*Government support of innovation in China*

**Prof. Peter Yu**  
Drake University School of Law  
*Assessing the accomplishments of the IP Regime in China's quest to innovate*

**COFFEE BREAK**

**10:30 – 10:45**

**SESSION 2: How China is Managing Creativity and How U.S. Companies Can Engage**

**10:45 – 12:15**

Moderators:

**Elaine Wu**  
**Attorney-Advisor, USPTO**

**Prof. Zhou Yu**  
**Vassar College**

Speakers:

**He Jing**

**ZY Partners**

*Latest developments in Chinese legislation to promote innovation and creativity, especially software copyright reform, trademark legislation and developments since the 2008 patent law revision*

**Tom Moga**

**Shook, Hardy & Bacon**

*American perspectives on Utility Models and Designs in China*

**Jasemine Chambers**

**Deputy Administrator for External Affairs, USPTO**

*USPTO's role in engaging China on emerging design and patent-related issues*

**Ms. Wang Meifang**

**Director of Division III, Design and Examination Dep't., State Intellectual Property Office (SIPO), China**

*SIPO's perspectives on the design system and challenges of IP in the Cloud.*

**Yin Xintian**

**Wanhuida Law Office, Former General Counsel, SIPO**

*Developments in Chinese Patent Law Involving Designs and the Cloud*

**Networking Lunch**

**12:15 – 1:15**

**SESSION 3: Creating an IP System for the Information Age**

**1:15 – 2:45**

Moderators:

**Prof. Joel Reidenberg**

**Fordham University School of Law**

Speakers:

**David Jones**  
Director, IP Policy, Microsoft Corporation  
*Design patents and practice in the cloud*

**Prof. Mark Janis**  
Indiana University Maurer School of Law  
*Trends in Design Protection*

**Charles Mauro**  
Mauro New Media  
*The Information Age, IP and the Design Industry*

**Robert Katz**  
Banner & Witcoff  
*Design Patent Practice in the United States*

**Michael Schlesinger**  
Mitchell Silberberg & Knupp  
*Chinese Design in the Information Age*

**2:45-4:00**

## **SESSION 4: Resolving IP Disputes in the Cloud and Best Practices**

### Moderator:

**Prof. Mark A. Cohen**  
Fordham University School of Law

**Prof. Carl Minzner**  
Fordham University School of Law

### Speakers:

**Hon. Zhu Li**  
Judge, IPR Tribunal, Supreme People's Court of China  
*The View from the Chinese Bench*

**Hon. Denny Chin**  
US Court of Appeals for the Second Circuit  
*Perspectives of a Federal appellate judge on IP challenges of the Internet*

**Hon. Randall R. Rader**  
Chief Judge, U.S. Court of Appeals for the Federal Circuit  
*Developments at the Federal Circuit on Designs and the Cloud*

**Fuli Chen**

**IPR Ombudsman, Chinese Embassy, Washington, D.C.**

*Cooperation and challenges on IP and in Cyberspace*

**Benjamin Bai**

**Partner, Allen & Overy**

*Best practices: the litigant's perspective*

**4:00 – 4:15 Break**

**4:15 – 4:45**

**China's Path to Innovation in the Information Economy: Old Problems, New Challenges**

Speaker:

**Hon. David Kappos**

**Under Secretary of Commerce for Intellectual Property and Director of U.S. Patent and Trademark Office, Washington, D.C.**

**4:45- 5:00**

**Pathways forward for U.S. – China cooperation: government and industry perspectives (includes audience discussion)**

**Moderator: Mark Cohen**

**Jim Brookshire (Executive Director, Federal Circuit Bar Association),  
William Hennessey, Jasmine Chambers, David Jones, Fuli Chen, Kira Alvarez, and others**

**Closing Comments**