



CONFERENCE

TRANSATLANTIC IP COLLABORATION

U.S. and EU Approaches to Protecting IP

&

Communicating the Value of IP

U.S. Chamber of Commerce: Hall of Flags
1615 H Street, NW
Washington, D.C

April 27-28, 2009

Organized by:



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April 27, 2009

- 08:00 Registration and Continental Breakfast
- 09:00 Welcome by Carlos Gutierrez, Former U.S. Secretary of Commerce
- 09:15 Welcome by Arnaldo Abruzzini, Secretary General, Association of European Chambers of Commerce and Industry
- 09:20 Keynote Address: Luc Devigne, Head, IP Unit, Directorate General for Trade and Co-Chair of U.S.-EU IP Working Group
- 09:45 Keynote Address: Todd Dickinson, Executive Director, American Intellectual Property Law Association
- 10:15 Preview of Transatlantic IP Study - Impressions Gathered on Policy Challenges: Alfred Radauer; Senior Consultant, Technopolis Group Austria
- 10:45 Networking Break
- 11:00 **Panel 1: State of Affairs: Counterfeiting and Piracy**
This panel will explore the current extent of counterfeiting and piracy with a focus on the economic impact, current and emerging distribution networks and scenarios for the future evolution of counterfeiting and piracy.
- John Taylor, Counterfeit Policy Officer, Head of Unit, Directorate General Taxation and Customs Union
 - Anissa Witten, Motion Picture Association of America
 - Alex Theil, President, Harvest Moon International
 - Danny Scorpecci, Principal Economist, Structural Policy Division, Organisation for Economic Co-operation and Development
- Moderated by: Laurent Manderieux, Professor of IP Law, General Coordinator Transatlantic IP Summer Academy, Bocconi University*
- 12:00 Question & Answer Session
- 12:45 Luncheon Keynote featuring Valerie Salembier, Senior Vice President and Publisher, Harper's Bazaar Magazine

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2:00 **Panel 2: Cornerstones of U.S. and EU IPR Policy: Combating Counterfeiting & Piracy**

This panel will discuss the main pillars of both U.S. and EU policies to combat counterfeiting and piracy with a focus on where policies are similar and where they diverge—and why. An emphasis will be placed on current transatlantic and international cooperation as well as future trends.

- Luc Devigne, Head, IP Unit, Directorate General for Trade and Co-Chair of U.S.-EU IP Working Group
- Stanford McCoy, Assistant USTR for IP and Innovation, Office of the U.S. Trade Representative
- Jean-Baptiste Barbier, Anti-counterfeiting Advisor, French National Institute for Industrial Property
- Knut Blind, Professor, Chair of Innovation Economics, Berlin University of Technology, Fraunhofer Institute for Systems and Innovation Research

Moderated by: Brad Huther, Senior Director, Global Intellectual Property Center, U.S. Chamber of Commerce

3:00 Question & Answer Session

3:30 **Panel 3: IPR Policies in Rapidly Emerging Economies**

This panel will discuss whether and how countries such as China, India, Russia and Brazil are responding to the challenge of protecting intellectual property rights. The panel will further explore how the IP policies of these countries are impacting the global discussion on IP protection.

- Thomas Pattloch, EU-IP Officer, Delegation of the EU to China
- Stephane Passeri, EU-ASEAN IPR Cooperation Program
- Richard Kjeldgaard, Vice President International Policy, Pharmaceutical Research and Manufacturers of America
- Michael Ryan, Professor of Law, George Washington University Law School
- Kira Alvarez, Deputy Assistant USTR for Intellectual Property Enforcement, Office of the U.S. Trade Representative

Moderated by: Chris Israel, Managing Partner, PCT Government Relations & Former US IPR Policy Enforcement Coordinator

4:30 Question & Answer Session

5:00 Closing Remarks by David Hirschmann, President and Chief Executive Officer, Global Intellectual Property Center, U.S. Chamber of Commerce

5:15 Cocktail Reception

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Day 2: April 28, 2009

08:00 Registration and Continental Breakfast

09:00 Welcome and Summary of Day 1: Knut Wimberger, Project Coordinator
Transatlantic IP Collaboration, Austria Wirtschaftsservice

09:10 Opening Keynote: Rich Thau, President, Presentation Testing

10:00 **Panel 1: Communicating the Value of IP**

This panel will discuss communications strategies and public awareness campaigns to combat counterfeiting and piracy and elevate the importance of IP to economic growth. How important a role do these campaigns play in various cultures?

- Richard Maulsby, Senior Public Affairs Official, U.S. Patent and Trademark Office
- Felix Addor, Deputy Director General, Swiss Federal Institute of Intellectual Property and Vice President of STOP PIRACY—the Swiss Anti-Counterfeiting and Piracy Platform
- John Tarpey, Director of Communications, World Intellectual Property Organization
- Geoffrey Yu, Senior Specialist Advisor, Singapore Ministry of Foreign Affairs and Vice Chairman IP Academy of Singapore

Moderated by: Jeremy Philpot, Head of Innovation Support Unit, European Patent Office

11:00 Question & Answer Session

11:15 Networking Break

11:30 **Panel 2: Industry Responds to the Challenge**

This panel will explore how industry, both large multinationals and SMEs, have responded to the growing threat of counterfeiting and piracy from the brand and/or patent owner to the retail outlet.

- William Mansfield, Director for IP, ABRO Industries
- Mandy Haberman, Chief Executive Officer, Haberman Associates
- Tod Cohen, Vice President, Government Affairs, eBay
- Christine LaCroix, Managing Director, Aktion Plagiarius
- Sebastian Helmreich, Economic Lawyer, Head of the China Contact Point of the Action Group against Product and Trademark Counterfeiting

Moderated by: Andy Cifranic, Brand Manager, Bendix Commercial Vehicle Systems

12:30 Question & Answer Session

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1:00 Networking Luncheon

2:30 **Panel 3: Dangers of Counterfeiting, Piracy and Other Restrictions of IP Rights**
This panel will discuss and illustrate the danger to consumers, businesses, and governments of counterfeiting and piracy. What impact does IP theft and non-voluntary restrictions of IP rights have on innovation and economic growth? How are jobs and industry brands compromised?

- Marc Wiesner, German Engineering Federation
- Greg Treverton, Director, Center for Global Risk & Security, RAND Corporation
- David Reid, Professor, Seattle University
- Stefano Soro, Head, Consumer Affairs, Directorate General for Health and Consumers

Moderated by: Matthew Bassiur, Federal Prosecutor, Computer Crime & Intellectual Property Section, U.S. Department of Justice

3:30 Question & Answer Session

4:00 Closing Remarks and Top Recommendations for U.S. and EU Policymakers

- Mark Esper, Executive Vice President, Global Intellectual Property Center and Vice President, Europe & Eurasia, U.S. Chamber of Commerce
- Alfred Radauer, Senior Consultant, Technopolis Group Austria

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