



Turning the Corner? Protecting Innovation and Investment in China's Rapidly Evolving Business Landscape Agenda

Thursday, October 22, 2009
Foley & Lardner LLP, Milwaukee, WI

2:30 p.m. **Registration**

3:00 p.m. - 3:10 p.m. **Welcome/Session Opening Remarks**

3:10 p.m. - 4:15 p.m. **Patent Reform and Other Recent Developments in China's IP Landscape – Protection, Enforcement, and Other Considerations**

The implementation of the Third Amendment to China's Patent Law signifies China's willingness to create a business environment that provides stronger protection for foreign investment, innovation, and business expansion. The panel will discuss the ways in which the Third Amendment and other efforts to strengthen IP protection can help international companies investing and locating new business, technology, and cutting-edge R&D in China harness, protect, and grow their business assets.

- Challenges and opportunities arising from the Third Amendment
- New opportunities for U.S. IP holders resulting from increased cooperation between the United States and China
- General strategies for protecting IP in China
- The impact of the Third Amendment on China's business environment, and what it means for U.S. manufacturing companies doing business in China
- Recent developments strengthening TRIPS treaty obligations relating to counterfeit goods

Panelists:

- **Catherine Sun (moderator)**, Shanghai Office Managing Partner and Asia Practice Chair, Foley & Lardner LLP
- **Jon Dudas**, IP Litigation Partner, Foley & Lardner LLP, and former Under Secretary of Commerce for Intellectual Property and Director of the USPTO
- **Jeff Gundersen**, Senior Counsel and Registered Patent Attorney, member of firm's Mechanical and Electromechanical Technologies Practice Group, Foley & Lardner LLP

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4:15 p.m. - 4:30 p.m.

Break

4:30 p.m. - 4:40 p.m.

Session Opening Remarks

4:40 p.m. - 5:45 p.m.

Strengthening a Company's Business and IP Assets Under China's Current Regulatory Environment

Changing labor, business, and tax regulations — coupled with changes brought about by the Third Amendment — are creating more business opportunities, as well as challenges, in China. The panel will discuss how companies can leverage these changes to provide the best possible protection for their business and IP assets in China.

- An overview of China's changing role in the global business market and new considerations for making site selection decisions
- How China's new tax regime affects business operations in China
- Effective ways to protect IP through non-disclosure agreements, non-compete agreements, and other measures of internal control
- Drafting effective and enforceable contracts
- New development relating to R&D and technology investments in China

Panelists:

- **Julie Lee (moderator)**, Partner and member of the firm's Tax & Employee Benefits and International Practices and the Automotive and Energy Industry Teams, Foley & Lardner LLP
- **Phil Schneider**, Principal, Deloitte Consulting LLP
- **Lillian Xiao**, Senior Manager, Deloitte Tax LLP

5:45 p.m. - 7:30 p.m.

Networking Reception