



IP Enforcement in China 2010: Myth or Reality?

Monday, November 1, 2010
Garden Court Hotel, Palo Alto, California

AGENDA

- 11:30 a.m. – 12:00 p.m.** **Registration and Networking Lunch**
- 12:00 p.m. – 12:10 p.m.** **Welcome Remarks**
George C. Best, Foley IP Litigation and Appellate Practices Partner
- 12:10 p.m. – 1:40 p.m.** **Panel Discussion: IP Enforcement in China 2010: Myth or Reality?**

China's IP landscape has evolved dramatically in the past two years, and it continues to impact a company's ability to successfully manage its business operations and enforce IP rights in China. In this session, the panelists will lead an interactive discussion on the latest developments in and best practices for IP enforcement in China. Specific topics to be addressed include:

- The changing landscape of IP enforcement in China
- The impact of enforcing IP rights on your business strategy and company value in China
- Selecting methods of IP protection with an eye toward enforcement, including analysis of recent significant IP enforcement cases in China
- Best practices for enforcing IP rights against manufacturers, joint venture partners, or resellers or distributors

Moderator: **James C. Chapman**, Foley Private Equity & Venture Capital Partner

Panelists: **Alan Cox**, Senior Vice President, NERA Economic Consulting
Victor Xue, Executive Vice President and board member, US-China Green Energy Council
Catherine Sun, Foley Shanghai Office Managing Partner and Asia Practice Chair

1:40 p.m. – 2:00 p.m. **Q&A Session**

