



**Zou Chu Guo Men — Developing a Successful Strategy for  
Entering the U.S. Market**

走出国门 — 进入美国市场的成功战略

Tuesday, April 19, 2011  
The Westin Guangzhou, Guangzhou, China  
广州海航威斯汀酒店

**AGENDA 议程**

- 1:00 p.m. - 1:30 p.m.**      **Registration** 签到
- 1:30 p.m. - 1:45 p.m.**      **Welcome Remarks** 开幕致词
- Greg B. Scott**, President and Founder, ChinaBio® LLC  
ChinaBio® LLC 总裁兼创始人
- Hon. **Sharon R. Barner**, Deputy Under Secretary of  
Commerce for Intellectual Property and Deputy Director of  
the USPTO (2009-2011) and Partner, Foley & Lardner LLP  
白珊润, 美国商务部知识产权事务副部长、美国专利商标局副  
局长(2009-2011), 美国富理达律师事务所 合伙人
- 1:45 p.m. - 2:10 p.m.**      **Key 2010 Developments in China's Life Sciences Industry  
and The Current Status of The "Zou Chu Guo Men" Policy**  
2010 年中国生命科学行业的重大发展及'走出国门'政策的现状
- Greg B. Scott**, President and Founder, ChinaBio® LLC  
ChinaBio® LLC 总裁兼创始人
- 2:10 p.m. - 2:50 p.m.**      **Practical Considerations Concerning Patent Litigation and  
Licensing in the United States**  
有关在美专利诉讼及许可实践的考量
- Hon. **Sharon R. Barner**, Deputy Under Secretary of  
Commerce for Intellectual Property and Deputy Director of  
the USPTO (2009-2011) and Partner, Foley & Lardner LLP
- 白珊润, 美国商务部知识产权事务副部长、美国专利商标局副  
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- 2:50 p.m. - 3:30 p.m.**      **Entering the US Market via Strategic Alliances, Joint Ventures, Direct Investment and Other Strategic Collaborations**  
通过战略联合、合资、直接投资和其它策略性合作进入美国市场
- James C. Chapman**, Partner, Foley & Lardner LLP  
詹姆斯·查门, 美国富理达律师事务所 合伙人
- 3:30 p.m. - 4:00 p.m.**      **Networking Break**  
茶歇
- 4:00 p.m. - 4:40 p.m.**      **HEC's Generic and New Drug Development Experience**  
东阳光获得达菲授权和发展药物研究院的心得
- Gary Chen**, Vice Director, R&D Institute, HEC Pharm Co., Ltd  
陈燕桂, 广东东阳光药业有限公司研究院副院长
- 4:40 p.m. - 5:30 p.m.**      **The Art and Science of Building IPR Value Internationally — Maximizing Investment in Patenting**  
构建全球化知识产权价值的艺术和技术— 实现专利投资价值最大化
- James F. Ewing**, Partner, Foley & Lardner LLP  
詹姆斯·尤因, 美国富理达律师事务所 合伙人  
**Stephen A. Bent**, Partner, Foley & Lardner LLP  
柏思迪, 美国富理达律师事务所 合伙人
- 5:30 p.m. - 6:30 p.m.**      **Networking Reception**  
点心与自由交流时间