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## **Strategies for IP Protection in China: What New York Businesses Need to Know**

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### **Recommended Citation**

Benjamin N. Cardozo School of Law, "Strategies for IP Protection in China: What New York Businesses Need to Know" (2018). *Flyers 2018-2019*. 109.

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# 知 CHINA IP ROAD SHOW 演

## Strategies for IP Protection in China: What New York Businesses Need to Know

Thursday, September 27, 2018

9:00 a.m. – 4:45 p.m. EDT

*Registration begins at 8:30 a.m.*

Moot Court, Benjamin N. Cardozo School of Law  
55 Fifth Avenue, New York, New York

The U.S. Patent and Trademark Office's China Intellectual Property (IP) Road Show comes to New York City, with a one-day program bringing together experts from the U.S. government, academics, IP attorneys, and local business people to share insights on China and IP issues that will benefit U.S. IP rights holders. This road show is one of a series of China IP Road Shows that the USPTO is doing all over the U.S. Join us to hear from experts about protecting and enforcing your IP rights in China and the United States.

### Topics to be covered include:

- What you need to know about protecting your patents, copyrights, trademarks, and trade secrets in China
- Creating and managing IP portfolios in China
- Enforcing IP rights in the United States
- Enforcing IP rights in China, including from an e-commerce perspective
- U.S. government resources for U.S. companies
- IP in China: the New York experience

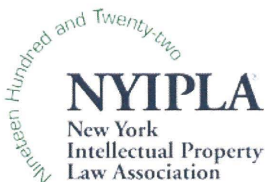
Register to attend at: <https://www.nyipla.org/assnfe/ev.asp?ID=1264>

There is no charge to attend the program. Space is limited; registration is on a first-come basis.

The event registration page provides additional information and directions.

For non-press inquiries, please contact Kortney Hammonds at [kortney.hammonds@uspto.gov](mailto:kortney.hammonds@uspto.gov).

UNITED STATES  
PATENT AND TRADEMARK OFFICE



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