

# INTRODUCTION

As the world has become an increasingly smaller place with advanced communications systems and faster global travel, the international protection of intellectual property rights has become ever more important. The TRIPS Agreement, which has been adopted by all of the World Trade Organization (WTO) members, endeavors to promote adequate protection of intellectual property rights while simultaneously ensuring that the rights themselves do not become an impediment to economic development or global commerce.

The Center for Law and Intellectual Property, in conjunction with Thomas Jefferson School of Law, invites you to participate in a day of discussion regarding the intricacies and effects of the TRIPS Agreement on the protection of intellectual property rights around the world at our new, state-of-the-art campus in the East Village area of downtown San Diego.

## Schedule

8:30 – 9:00 a.m. Continental Breakfast and Registration

9:00 – 9:15 a.m. Welcoming Remarks

**Randy Berholtz**, Executive Vice President and General Counsel, Apricus Biosciences, Inc., and Adjunct Professor, Thomas Jefferson School of Law

**Rudolph C. Hasl**, Dean, Thomas Jefferson School of Law

**Susan Tiefenbrun**, Professor and Director of the Center for Global Legal Studies, Thomas Jefferson School of Law

**Julie Cromer Young**, Professor and Director of the Center for Law and Intellectual Property, Thomas Jefferson School of Law

9:15 – 9:20 a.m. TJSL Intellectual Property Fellows Program

Recognition of Intellectual Property Fellows and Presentation of Awards

9:20 – 10:35 a.m. Panel 1: Overview of International IP Enforcement

Introducer: **Jennifer McCollough**, IP Fellow and Lt., U.S. Navy

Moderator: **Julie Cromer Young**, Professor, Thomas Jefferson School of Law

History of the TRIPS Agreement and the International Protection of Intellectual Property: **Claire Wright**, Professor, Thomas Jefferson School of Law

Developed Country Perspective: **Talivaldis Cepuritis**, Partner, Olson & Cepuritis, Ltd.

BRIC and Developing Country Perspectives: **Edward Lee**, Professor, Chicago-Kent School of Law

10:35 – 10:45 a.m. Break - Raffle

# The TRIPS Agreement and the Global Integration of IP Law:

## Convergence or Controversy?

10:45 – 12:00 p.m. Panel 2: TRIPS and Patent Enforcement

Introducer: **Michael Huynh**, IP Fellow

Moderator: **Brenda Simon**, Professor, Thomas Jefferson School of Law

Introduction: **Marketa Trimble**, Professor, University of Nevada, Las Vegas

BRIC Country Perspective: **Peng Chen**, Partner, Morrison & Foerster

Developing Country Perspective: **Peter Munson**, Partner, Wilson Sonsini Goodrich & Rosati

Developing Country Perspective: **Michael Wise**, Partner, Perkins Coie

12:00 – 1:30 p.m. Lunch and Keynote Address

Introducer: **Fred Hernandez**, Partner, Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

**Tim Reif**, General Counsel, Office of the U.S. Trade Representative  
*“TRIPS Enforcement in the 21<sup>st</sup> Century”*

1:30 – 1:40 p.m. Break - Raffle

1:40 – 3:45 p.m. Panel 3: TRIPS and the Enforcement of Soft IP - Trademarks and Copyrights

Introducers: **Man Huynh**, **Brian Link**, IP Fellows

Moderator: **K.J. Greene**, Professor, Thomas Jefferson School of Law

Developed Country Perspective: **Jared Jussim**, Executive Vice-President (IP Department), Deputy General Counsel, Sony Pictures Entertainment

Developed Country Perspective: **Miriam Beezy**, Partner, Foley & Lardner LLP

BRIC Country Perspective: **Shantanu Basu**, Partner, Eckman Basu LLP

Developing Country Perspective:  
**Xuan-Thao Nguyen**, Professor, SMU Dedman School of Law

3:45 – 4:00 p.m. Closing Remarks: **Randy Berholtz**

4:00 – 5:00 p.m. Reception

### Timothy Reif - Luncheon Keynote Speaker General Counsel, Office of the U.S. Trade Representative



Mr. Reif has over 20 years of experience in international trade law, policy, negotiations, and enforcement, and he currently is the General Counsel of the Office of the U.S. Trade Representative (USTR) within the Obama Administration. He is responsible for enforcing other countries’ trade obligations to the U.S. as set forth in the World Trade Organization (WTO) agreements and a number of bilateral and regional trade agreements to which the U.S. is a party. He provides legal advice to United States Trade Representative Ron Kirk, U.S. trade negotiators, and USTR personnel regarding the negotiation of new trade agreements, trade legislation pending in the U.S. Congress, and the remedies which the U.S. can pursue on account of another’s country’s breach of its trade obligations to the U.S.

A graduate of Columbia Law School, Mr. Reif earned his bachelors degree and Master of Public Affairs degree from Princeton University. He served as the Chief International Trade Counsel for the Committee on Ways and Means in the U.S. House of Representatives for a number of years. Prior to being appointed General Counsel of the USTR, he assisted in the negotiation of several provisions of the North American Free Trade Agreement (NAFTA) as well as several bilateral trade agreements, such as the 1991 U.S.-Japan Semiconductor Agreement. He also was the lead USTR negotiator with respect to the WTO Antidumping Agreement, and he supervised the litigation of more than a dozen dispute cases against other countries under the 1947 General Agreement on Tariffs and Trade.

### MCLE CREDIT

Thomas Jefferson School of Law is a State Bar of California approved MCLE provider. This program qualifies for Minimum Continuing Legal Education credit by the State Bar of California in the amount of 4.5 MCLE credits.

**COST** \$80 for the General Public  
\$40 for TJSL Alumni

Paid registration includes continental breakfast, lunch and MCLE credit.

No charge for TJSL Students, Faculty and Staff (Continental breakfast and lunch not included).

### EASY ONLINE REGISTRATION

For registration and payment, visit:  
[www.tjsl.edu/law-intellectual-property/trips-symposium/registration](http://www.tjsl.edu/law-intellectual-property/trips-symposium/registration)

\* All attendees must register by April 6, 2011.

For conference updates and speaker profiles, visit:  
[www.tjsl.edu/law-intellectual-property/trips-symposium](http://www.tjsl.edu/law-intellectual-property/trips-symposium)

For additional information, contact: **Tristan Youngghaus** at [younghtl@tjsl.edu](mailto:younghtl@tjsl.edu)



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## About Thomas Jefferson School of Law's INTELLECTUAL PROPERTY PROGRAM

Given that intellectual property is an instrumental part of San Diego's economy, Thomas Jefferson School of Law (TJSL) recognizes the importance and necessity of exposing students to the principles of intellectual property (IP) law and capitalizes on its proximity to industry professionals in order to make student offerings relevant and rewarding.

TJSL dedicates nearly a quarter of its full-time faculty and several adjunct professors to IP courses, ranging from the basic to the highly specialized. TJSL students earn credit while working at externships in the private and public sectors. Recent student placements include FOX Studios in Los Angeles and the U.S. Copyright Office in Washington, D.C. Graduates have gone from TJSL to in-house positions at Fortune 500 companies, IP associate positions in law firms, and advanced degree programs nationwide.

The school's Center for Law and Intellectual Property (CLIP) offers a certificate program for students specializing in IP law and coordinates events throughout the year to bring students in contact with local IP professionals. CLIP encourages research, dialogue, debate and sustained study of IP issues. The Intellectual Property Association, a TJSL student organization, provides additional opportunities for student contact with IP professionals and training in all branches of IP law. TJSL also has an Intellectual Property Fellowship Program for incoming students with backgrounds appropriate for careers in IP law. Fellows work directly with the IP faculty and receive significant financial support. They take special legal writing courses that focus on problems of IP protection and are granted priority regarding IP classes and IP externships.

In 2010, William Mitchell College of Law ranked TJSL 15<sup>th</sup> in the nation for its IP course offerings, which is higher than the rankings which it accorded to USD, U.C., Berkeley, U.C., Hastings, and Stanford Schools of Law.

For more information regarding CLIP, the IP faculty at TJSL, or the IP courses offered there, please visit: [www.tjsl.edu/law-intellectual-property](http://www.tjsl.edu/law-intellectual-property).



1155 Island Avenue, San Diego, CA 92101

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CONVERGENCE OR CONTROVERSY?



The Center for Law  
and Intellectual Property  
*presents*

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FRIDAY, APRIL 8, 2011  
1155 ISLAND AVENUE  
SAN DIEGO, CA 92101

