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 Croser 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

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 Croser 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

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 21st 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 Bezy, Partner, Foley & Lardner LLP
   BRIC Country Perspective: Shantanu Basu, Partner, Eckman Basu LLP
   Developing Country Perspective: Xuan-Thai Nguyen, Professor, SMU Dedman School of Law

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

4:00 – 5:00 p.m. Reception

The TRIPS Agreement and the Global Integration of IP Law: Convergence or Controversy?

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 bachelor’s 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 Representa-

Cost

For registration and payment, visit:
www.tjsl.edu/law-intellectual-property/trips-symposium/registration

For additional information, contact: Tristan Younghaus at 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 15th 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).