Welcome to San Diego!

Ten years after it was last held here, the INTA Annual Meeting is returning to San Diego, one of the most popular cities to visit in the United States. Known for its sunny climate, its outdoor attractions and parks and its vibrant history, this week the city will host some 10,000 trademark practitioners. Ahead of them lies a packed program of educational and networking opportunities, with a few innovations this year.

The Annual Meeting co-chairs, Joshua J Burke of General Mills and Mario Soerensen Garcia of Soerensen Garcia Advogados Associados in Brazil, have been working on this year’s Meeting for nearly two years. “It’s been a lot of fun to be able to put together what we wanted to see in terms of topics and people. Hopefully the hard work is done and now the fun starts!” Burke told the INTA Daily News, while Soerensen Garcia added: “After many years attending conventions we both had our dream formulas and speakers and INTA gave us this super opportunity to exercise that.”

Burke says one session in particular he is looking forward to attending is CMS2 Here Comes the Judge, which takes place on Monday from 3:30 pm to 5:00 pm. “This will be a mock hearing for a temporary restraining order with actual judge and two litigators. I’m not someone who really goes to court so I’m excited to see some action.” Another highlight will be tomorrow’s keynote speech by Walter Robb, co-CEO of Whole Foods, a brand with a unique profile and appeal.

Tying this week’s meeting together is the theme of music. As Soerensen Garcia says: “California is a great center of music and music is beyond differences and disputes. Music only unites and makes good. Music is a great peace weapon even for people who like an early start (or are suffering from jetlag).”

INTA gives us this super opportunity to personally guarantee that it’s not going to be somber. Music only unites and makes good. Music is beyond differences and disputes. Music only unites and makes good. Music is a great peace weapon even for people who like an early start (or are suffering from jetlag).”

Burke: “We wanted to celebrate brands. Trademarks are a guarantee to consumers that they can feel good and know what they are getting.”

For newcomers, Soerensen Garcia recommends scanning the program to find sessions that interest you and attend as many as you can—you are bound to discover discussions that are relevant, interesting and lively. “With all due respect to the past Annual Meetings, we are trying to raise the bar a lot this time. And I think we will make it,” he says.

And one final tip: make sure you spend some time outside walking through the historic streets or taking a coffee in the open air. Average precipitation in San Diego in May is just 0.8 inches. “As co-chairs, we personally guarantee that it’s not going to rain,” says Burke.

What’s new this year

Even veteran Annual Meeting registrants will notice a few innovations this year, as INTA responds to feedback on both the professional and social aspects of the Meeting. Here are four things to be aware of.

Industry exchanges

The Annual Meeting has long hosted an in-house practitioners’ workshop and reception, but feedback from corporate members suggested that it would also be useful to have industry-specific sessions. So this year a number of in-house industry exchanges will be held on Tuesday afternoon.

Eight groups of industries will be covered, ranging from science-related industries to entertainment and food and beverages.

These sessions are limited to in-house practitioners who have pre-registered. They will give registrants an opportunity to discuss specific issues that affect their industries,” says Sarah O’Connell, INTA’s Director, Education.

Meeting space

Another innovation will see space being set aside in the San Diego Convention Center for private meetings. The whole of the second floor will be available to corporate members who want to reserve space to hold meetings with outside counsel. This provides an alternative to booking hotel suites or other private rooms.

Meanwhile, INTA is also offering premium and reserved hospitality, where people can reserve tables in the Convention Center to hold meetings with clients. Premium hospitality is more private, while reserved is semi-private. Food and beverages are provided in both areas.

Increased programming on Saturday and Sunday

Arrived early in San Diego? Don’t worry: this year INTA has organized a range of new educational and networking sessions on Saturday and Sunday—and don’t forget that registration opens at 9am today for those who like an early start (or are suffering from jetlag).

The new sessions include two planned by the law firm committee: Paving the Way for the Next Generation of Trademark Lawyers in the 21st Century and An Insider’s View of the Challenges of Law Firm Management. Both run from 11:00 am to 12:15 pm today. After those, you can head to the Next Generation Libations, from 12:30 pm to 1:45 pm in Room 6E, and the First-Time Orientation and Reception, from 3:00 pm to 5:00 pm in Room 9. Also this afternoon will be a discussion on How In-house and Outside Counsel Can Achieve Consensus on Reasonable Legal Fees and Taking the Ball and Running with a Pro Bono Case Like the Redskins Trademark Cancellation Action.

Saturday also offers a chance to meet the U.S. IP attaches, while Sunday brings users meetings with several IP offices, a government perspective on trademark issues in Latin America, the first annual Practitioner versus Professor Debate and sessions on public speaking, education and training and INTA committee selection.

Networking excursions

Some Annual Meeting registrants will see a different side of San Diego and the surrounding region this year, thanks to new networking excursions that have been organized by INTA. “We wanted to offer different kinds of networking events this year,” says O’Connell.

The excursions taking place include a hike in the Torrey Pines State Natural Reserve, a sunset cruise, a kayak tour, a private dinner and a brew quest. Some of them proved so popular that additional times have been added.

Excursions are limited to Annual Meeting registrants and have been pre-booked.

INTA will formally welcome registrants to San Diego tomorrow at 4:00 pm during the Opening Ceremonies and Keynote Address. The Disclaimers band will perform starting at 3:30 pm in Ballroom 20
INTA and WIPO to collaborate on dispute resolution

INTA and the WIPO Arbitration and Mediation Center have entered into a collaboration to facilitate the use of alternative dispute resolution (ADR), in particular mediation. The idea is to harness the special expertise of INTA’s Panel of Trademark Mediators and the international case administration experience of the WIPO Center. Increased use of mediation by parties can reduce the negative impact of disputes in the productive use of trademark rights.

This new collaboration provides value to INTA members by making available an administered mediation option, at a special 25% discount on the WIPO administration fee for INTA members. WIPO’s case services include procedural assistance with the submission of a request for mediation; assistance in the selection of mediators with relevant trademark expertise, now also drawing on INTA’s Panel (comprising over 140 mediators) and where appropriate from the WIPO neutrals database; the setting of reasonable mediator fees, in consultation with the parties; and providing all further support towards efficient proceedings.

To facilitate the referral of trademark disputes to mediation, INTA and the WIPO Center will be making available tailored ADR contract clauses and submission agreements at their respective websites.

INTA’s Panel consists of specialized mediators who offer ample experience in trademark disputes. The WIPO Center’s case experience includes trademark licenses, co-existence agreements and franchising and distribution agreements. James Tumbridge, a partner of Pillsbury Winthrop Shaw Pittman in London and chair of INTA’s Panel of Trademark Mediators, said: “The WIPO-INTA agreement is the result of many years of cooperation and discussion and I hope it heralds a fresh opportunity for mediation of IP disputes. WIPO has been a great leader in service provision for mediation of IP disputes, and now the INTA Panel of Trademark Mediators can benefit from that.

Both organizations are committed to further enhancing the profile of ADR for IP disputes. Together we can achieve a greater global scope of training for mediators, education of stakeholders and support for brand holders that want to use our excellent panel.”

Erik Wilbers, head of the WIPO Center, added: “The choice of the mediator is essential for the success of mediation. INTA’s Panel of Trademark Mediators significantly enlarges the pool of experienced trademark mediators to choose from. WIPO mediation enjoys a 70% settlement rate. In the absence of settlement, parties have the option of choosing WIPO arbitration, which still enjoys 40% settlement rate. Party feedback consistently indicates that it is all about limiting the time and cost of these disputes.”

Pre-Annual Meeting receptions

The following cities hosted receptions prior to the Annual Meeting this year:

Amsterdam, The Netherlands: Simmons & Simmons
Beijing, China: INTA
Bogotá, Colombia: Cavelier Abogados (1)
Buenos Aires, Argentina: Marval, O’Farrell & Mairal (2)
Chicago, IL: Norvell IP (1c)
İstanbul, Turkey: GÜN + PARTNERS (3)
Los Angeles, CA: Hanson Bridgett LLP
Miami, FL: Friedland Vinning (4)
Milan, Italy: Studio Legale Associato
Moscow, Russia: Gowlings Russia/CIS and the American Chamber of Commerce in Russia
New York, NY: INTA
Paris, France: Simmons & Simmons LLP (5)
Pretoria, South Africa: Spoor & Fisher
Rio de Janeiro, Brazil: Di Blasi Parente & Associados (6)
San Francisco, CA: Harvey Siskind LLP
Stockholm, Sweden: Groth & Co
Vienna, Austria: Schwarz Schönherr Rechtsanwälte KG
Warsaw, Poland: LAZEWSKI DEPO & PARTNERS and POLSERVICE
Zürich, Switzerland: BrandIT GmbH
As trademark practice faces ever greater pressures, private practice lawyers need to adjust to clients’ needs. Several sessions today look to give private practice lawyers insights on how to adapt.

According to Peter Sloane, Project Team Leader on the Law Firm Committee, many of the Annual Meeting sessions tend to focus on in-house counsel. However, the Law Firm Committee believes that private practice lawyers would benefit from sessions that address the unique challenges that they face.

One of this morning sessions, An Insider’s View of the Challenges of Law Firm Management, will be an advanced level program discussing the challenges that face private practice lawyers. The session will discuss a range of issues, from integrating new technologies to dealing with reciprocity for foreign associates. As Sloane notes, lawyers are trained to practice law, but as they progress in their career they must acquire a management skillset.

“This is an advanced level program so we’re going to avoid superficial discussions; if you’re in a law firm, you owe it to yourself to come to learn more about these important issues,” he says. “Even if you’re an associate, you’ll be facing these issues very soon.”

A concurrent session will address one specific area of law firm management: mentoring associates. In Paving the Way for the Next Generation of Trademark Lawyers in the 21st Century, the panelists will discuss how the evolution of legal practice has made training the next generation of lawyers more difficult and what they can do to help nurture young talent.

Sloane explains that he spent much of his time as a young lawyer cloistered in the library, reading cases and drafting memos. However, junior associates today are rarely given this opportunity. “Besides, a lot of law firms don’t even have libraries anymore,” he jokes.

At the same time, clients do not enjoy the prospect of paying a firm to train those young lawyers, which further disincentivizes partners from dedicating more energy to mentoring. However, Sloane argues that there are simple long-term benefits to dedicating more effort to training, namely developing the talent that every firm needs to sustain itself.

An afternoon session, Reaching Equilibrium: How In-house and Outside Counsel Can Achieve Consensus on Reasonable Legal Fees, will tackle one of the most persistent challenges in the profession. As Law Firm Committee Vice-Chair Abigail Rubinstein explains, the session will present views from both sides of the equation.

“We’re going to have two pairs of outside and inside counsel, with lawyers from 7-11 and Intel, and they’re going to talk about how they make their relationships work,” she says.

Though some have cited the financial crisis as providing additional pressure on companies to lower costs, Rubinstein says that inside counsel have always had budget restrictions. As such, the challenge of meeting clients’ costs and service expectations is not a new phenomenon. Though these sessions may be aimed at outside counsel, Sloane explains that the purpose is to benefit in-house counsel as well. Helping law firms improve their management and training programs and providing insight into the needs of clients will also benefit clients in the long run.

See schedule on back page for times and locations of the sessions mentioned.
Europe’s new enforcement tools

The European Observatory on Infringements of Intellectual Property Rights is developing various tools to help rights owners. James Nurton spoke to Andrea di Carlo, its Deputy Director, to find out more.

IP owners in Europe have a new tool available to help enforce their rights: the Enforcement Database, set up by OHIM as part of the European Trade Mark and Design Network, is a centralized database where rights owners can record information about their trademarks. Enforcement authorities such as customs and police can access the secure information when they need to take action against suspected infringing goods.

“The Database provides rights holders with the possibility of real-time exchanges with enforcement authorities,” explains Andrea di Carlo, Deputy Director of the European Observatory on Infringements of Intellectual Property Rights, which is part of OHIM. “It is free to use, secure, supports multiple languages and links directly to TMview and Designview,” he adds.

Enforcement authorities have indicated that they value the Database, as it is based on official, verified, records and they can access it in their own languages. All 28 national customs authorities in the EU have already joined and it is also the only database endorsed by both DG TAXUD and Europol. A secure connection with Europol will be established later this year.

So far, 145 companies have signed up to use the system (see box), owning a combined 75,000 Community Trade Marks (CTMs) and national trademarks, as well as 40,000 design rights. Joining the system is free: as long as you own at least one trademark or design, you can sign up online, and will be sent a verification code by post. Once registration is complete, you can upload details of marks you own, as well as all relevant product information and the management is entirely online.

Rights owners can choose whether to manage the records in-house or instruct an agent to do it for them, and can also opt to have a master account, plus subsidiary accounts for named representatives. Di Carlo says the first rights owners to sign up were generally large companies with big in-house teams, but the Observatory is now seeing “more and more” legal representatives using the tool.

As well as allowing customs authorities to access the IP right and product information, the Database also provides for electronic applications for action to be sent. This is particularly useful in the numerous countries where there is no e-filing facility at the moment.

Further development of the Database is expected soon, after an MoU with the World Customs Organization was signed last year. This will make the Enforcement Database interoperable with the WCO’s Interface Public-Members (IPM) system, meaning rights owners do not need to provide the same information to both systems.

Putting numbers on IP infringement

The Enforcement Database is just one of the tools managed by the Observatory, which was created in 2009 and entrusted to OHIM in June 2012. It is headed by Paul...
Maier and now has a staff of 37 people in Alicante, though it also works closely with other agencies in Europe and with the private sector. There are five work-streams: economics and statistics, IP in the digital world, legal and international, public awareness and enforcement. Its activities include organizing and hosting seminars, and liaising with and training law enforcement authorities.

As well as developing tools and promoting education, the Observatory is taking the lead on conducting research on IP and counterfeiting in Europe in its “trilogy” of studies. Di Carlo says these examine "the economic importance of IP, how citizens perceive IP and the social-economic impact of counterfeiting and piracy." Two studies have already been published, with a third due later this year. The information collected will lead to further initiatives, such as an SME Scoreboard and an IP Youth Scoreboard. The latter is already underway, with a panel of eight or nine people aged 15 to 24 in each EU member state, who will be consulted over time to see how attitudes develop. “The aim is to understand the behavior of young people, especially online,” says Di Carlo. “It’s about their perceptions, how they behave, what they know about IP and what kinds of communications could work with them.”

Another ongoing project is examining the social-economic impact of counterfeiting in various industry sectors. A report on cosmetics was published in March (see box) and 13 sectors are being studied in total, including clothing and footwear, watches and jewellery, handbags and luggage and sports goods. “We will publish these as soon as they are ready and validated. We hope they will provide a comprehensive picture of the impact of counterfeiting,” says Di Carlo. The studies are expected to reveal the different demographics and markets affected by counterfeiting in particular industries.

Enforcement Database at a glance
145 companies have joined
28 Customs organisations have joined

Observatory Cosmetics Report
- 7.8 % of sales lost by the sector due to counterfeiting
- €4.7 billion of revenue lost annually by the sector
- €4.8 billion of sales lost in related sectors
- 51,561 direct jobs lost
- 78,959 direct and indirect jobs lost
- €1.7 billion of government revenue lost (social contributions and taxes)

To find out more about the work of the Observatory, attend the CTM and RCD Users’ Meeting (hosted by OHIM tomorrow from 1:30 pm to 3:30 pm in Room 10).
Getting around San Diego
Arm yourself with the San Diego City and Hotels Map. All INTA hosted events are held within the SDCC, which is in walking distance to many downtown hotels. If you prefer not to walk, taxis are abundant and easily accessible from major hotels and downtown locations. With more than 9,650 registrants for this year’s Annual Meeting, expect taxi queues and plan your day accordingly.

The Big Bay shuttle service is another option. It connects Harbor Island with South Embarcadero with stops along the way at selected hotels including the Hilton San Diego Bay Front, San Diego Marriott Marquis & Marina, Sheraton San Diego Hotel & Marina and the Wyndham San Diego Bayside. An all-day pass costs $3 per person. Tickets can be purchased at each of the stops. The nearest stop for the SDCC is the San Diego Marriott Marquis & Marina. The Big Bay’s Hours of Operation are:
• Sunday through Thursday: 10am—8pm
• Friday and Saturday: 10am—10pm

Navigating within the San Diego Convention Center
Equip yourself with the INTA customized SDCC Map available for download from the Annual Meeting microsite and via the Annual Meeting mobile app. New this year, there will be two Meeting Points—Meeting Point 1 and Meeting Point 2—located in the Hospitality Area of the SDCC. Registrants no longer have to meet in front of the Exhibition Hall and search for others. If a last-minute business appointment comes up while you are in San Diego, use the Meeting Point to find your colleagues.

Scheduling time for a very important Annual Meeting event
The Opening Ceremony and Keynote Address returns to Sunday evening. It will be held at the SDCC, Ballroom 20 from 4:00pm—5:15pm. Walter Robb, Co-CEO of Fortune 500 Company Whole Foods Market will be giving the keynote address on “Building Enduring Brands”. This session will not be recorded so don’t miss it!

Joining Walter Robb are J Scott Evans, 2015 INTA President, Etienne Sanz de Acedo, INTA CEO, INTA Board Members and various INTA leaders. Immediately after the Opening Ceremony and Keynote Address, the Welcome Reception will be held at the Sails Pavilion located within the SDCC.

Taking advantage of additional programming on Saturday and Sunday
Eight new educational sessions are available to all registrants on Saturday and Sunday. This includes the session INTA Committee Selection, Membership and Involvement: Behind the Curtain on Sunday May 3 from 2:15 pm—3:00 pm. Hear INTA leaders discuss the benefits of committee involvement and what’s new for the 2016-2017 committee term!

Networking
INTA will also feature Meeting Points to make finding people within the SDCC that much easier for you! There will be two Meeting Points—Meeting Point 1 and Meeting Point 2.

Ten tips to enhance your Annual Meeting experience
Annual Meeting planning can be challenging. While five days seems like a long time, before you know it, it’s Wednesday and you’re making your way to the Grand Finale. From first-time attendees to 20-year veterans, this advice for all Annual Meeting registrants, to help you get the most of our time in San Diego.
Meeting Point 2—located in the Hospitality Area of the SDCC. When you schedule your business meetings, be sure to identify your Meeting Point clearly so that you don’t waste time looking for each other and end up running late for your next appointment!

Speed Networking is one of the best ways to meet other trademark professionals, and the following networking opportunities are not to be missed:

- Opening Ceremony & Keynote Address: Sunday, May 3, from 4:00 pm to 5:15 pm.
- Welcome Reception: Sails Pavilion, Sunday, May 3, from 5:30 pm to 7:30 pm.
- The Grand Finale: Gaslamp Block Party, Wednesday, May 6, from 6:00 pm to 10:00 pm.

Scheduling meetings
Give yourself enough time between education, networking and business meetings and be sure to leave some time to visit the Exhibition Hall. You will be surprised at the number of new things you can learn and the hands-on experience you can get with new resources and services. Use the mobile app to design your calendar and have easy access to it on your phone or tablet.

Getting connected within the SDCC
Free wireless Internet is available in the public lobby areas of the SDCC and the Hospitality Area. You can also use the computer facilities at the E-Access Pavilion within the SDCC.

Staying connected during the Annual Meeting
The Annual Meeting Portal, INTA mobile App, social media and the INTA Daily News are some of the ways that you can keep up with Annual Meeting activities. The Annual Meeting Portal is the exclusive online resource for course materials and speaker bios. The INTA mobile App has the most up-to-date meeting schedule and room names. Go to either the Apple App Store or the Google Play Store and search for “INTA 2015” to download to your smartphone, tablet or computer. Both the Annual Meeting Portal and mobile App provide access to the 2015 INTA Annual Meeting Attendee Directory, final program, floor plans, exhibitor and sponsorship information.

Sharing your experiences during the Annual Meeting
The official hashtag for the Annual Meeting is #INTA15. Please follow us and share your experiences with us on Twitter. Share your photos from the Annual Meeting on our Facebook page.

With its year-round sunshine, near-perfect weather and miles of sparkling coastlines, San Diego is a highly photogenic city! As such we’re hosting a simple photography competition for all Annual Meeting registrants. To enter follow these simple steps:
- Take a photo during your travels around the city.
- Tweet your photo including the official hashtag #INTA15 OR post your photo on INTA’s Facebook page. *If you are using Twitter and a third party app (such as Instagram), be sure to set your image upload service to Twitter.

The winner will be notified and announced on Tuesday afternoon and can collect their prize from the Onsite Registration Desk on Wednesday morning. *Be sure to follow INTA on Twitter and / or Facebook so that we can contact you!

Closing off the Annual Meeting with your very own Block Party!
The Gaslamp Quarter Block Party will be held on Fifth Avenue, right across from the SDCC, where guests will enjoy the freedom of moving from restaurant to restaurant, experiencing an array of cuisines, entertainment and networking opportunities exclusive to INTA. Registrants will have access to all the unique storefronts and restaurants on the block and can take in the traditional gas lamps, scenery and historic architecture of the neighborhood while enjoying the final night of the Annual Meeting in San Diego.

Guests over the age of 21 are welcome to join you at this event. Be sure to purchase a guest ticket in advance!
An introduction to Customs protection in China

Zheng Peng and Zy Jia of Liu, Shen & Associates provide a guide to Customs protection for IP rights in China, and how rights owners can take advantage of the options available.

Customs protection of Intellectual Property is one of the administrative measures to protect IP rights, and it is one of the main duties of China Customs. In the current environment of international economy and trade, trading of commodities is spreading widely and fast from one country to another. As a result, protecting intellectual property in both import and export channels becomes crucial for right owners. In this regard, relevant international conventions and laws of different countries have stipulated measures for Customs protection. Customs' role in the protection of intellectual property originates in the TRIPS Agreement, which put forward detailed requirements for all members in respect of obligations to be undertaken and measures to be adopted. In accordance with the spirit and requirements of the TRIPS Agreement, China formulates a systematized Customs protection of intellectual property via laws and regulations such as the Customs Law and the Regulations on the Customs Protection of Intellectual Property.

What kinds of intellectual property can be protected by China Customs?

Intellectual Property protected by Customs in China include registered trademark rights, patents, copyright and related rights. Olympic symbols and World EXPO logos are also protected by Customs. Other rights such as layout designs of integrated circuits, new varieties of plants, trade secrets and unregistered marks are not protected by Customs.

How do you record an IP right with China Customs, what documents are required for records and how do recordsals proceed?

An IP right owner can file for the recordal of an IP right with the General Customs by itself or through an agent. Foreign right owners must have an address for service in China or the sales representative in China. The right owner must have an address for service in China, which can be their Chinese IP agent, their own office in China or the sales representative in China. When they are detained by the Customs authority, the Customs authority shall release the detained goods from the court within 20 working days from the date of the court's decision. If the right owner is dissatisfied with the determination of the Customs authority, it can lodge a civil lawsuit against the consignee or consignor before the people's court. And the court shall issue a writ fieri facias.

What are the features of protection per application?

If the IP rights are not recorded with the General Administration of Customs before hand,
1) The Customs authority is not responsible for regular supervision of suspected infringing goods.
2) The IP right owner, when discovered by itself, can directly apply for detention of suspected infringing goods with the competent Customs authority at the shipping ports.
3) The right owner shall provide with the Customs authority a bail bond equal to the price of the suspected infringing goods.
4) The Customs authority does not have the right to examine the status of the suspected infringing goods. When they are detained by the Customs authority, the right owner shall immediately apply for an interim attachment of the suspected infringing goods with the court, who will issue the writ and notify the Customs authority. If the Customs authority does not receive the writ of attachment of the suspected infringing goods from the court within 20 working days from the date of the attachment of goods by the Customs authority, the Customs authority shall release the detained goods.

What are the special features in Customs protection for patent protection?

Assessing infringement of a patent is not as easy as doing so for a trademark or copyright, as it needs technical background and relevant technology, so the Customs authority cannot directly make a determination whether the patent right is infringed by the detained suspected infringing goods. Accordingly, when the patent right owner is notified of suspicious infringement by the Customs authority, it shall judge the goods by itself. If it confirms, it shall apply with the Customs authority for detention of the goods with the required bail bond and shall instantly lodge a lawsuit with the court. If Customs does not receive the writ of attachment of the suspected infringing goods from the court, the Customs authority shall release the goods and return the bail bond to the right owner. If the consignees or consignors of the goods suspected of infringing patent rights think their goods do not infringe the patent right, they can provide a bail bond equal to the value of the goods and the Customs authority shall release the goods upon receipt of the bail bond.

How do the Customs handle the detained goods infringing intellectual property?

For goods that are determined as infringing after investigation, the Customs authority will confiscate the goods. After confiscation of infringing goods, the Customs authority will notify the right owner of the intellectual property in writing.
Where the confiscated goods found can be used for public welfare, the Customs authority shall transfer the goods to the relevant public welfare organizations to be used for public welfare. If the owner of the IP rights wishes to acquire the goods, the Customs authority may transfer the goods to the owner of the IP rights for a reasonable consideration. Where the confiscated goods that have infringed IP rights cannot be used for public welfare and the owner of the IP rights does not wish to acquire the goods, the Customs authority may auction off the goods according to law after removing the infringing characteristics. Where the infringing characteristics cannot be removed, the Customs authority shall destroy the goods.

For importing goods bearing counterfeit trademarks, except for special situations, the goods cannot be allowed to enter into commerce by merely removing the trademark symbols.

During the detainment of the suspected infringing goods, is the right owner allowed to reach an accommodation with the importer or exporter of the goods? The right owner and the importer or exporter of the goods can come to an accommodation according to their own interest. When the accommodation is reached, a written application shall be filed with the Customs authority as well as relevant contracts or agreements, requesting the Customs authority to release the detained suspected infringing goods. After examination, unless the goods are suspected of involving crimes, Customs will usually stop investigation and release the detained suspected goods.

What if the right owner cannot prove that the detained goods infringe their intellectual property?
If the right owner cannot prove the detained goods infringe their intellectual property, the Customs authority shall release the goods. The loss thus incurred to the importer or exporter, and also the fees for the storage, custody and disposal of the goods after detainment, shall all be borne by the right owner.

What should the right owner immediately do after filing an application for detaining suspected infringing goods?
The right owner should:

- prepare necessary documents for lodging a lawsuit with the court, in case the Customs cannot determine them as infringing goods;
- first consider filing a lawsuit with the court, when it finds the amount of suspected infringing goods are huge;
- conduct an infringement investigation on the consignor and consignee to find out the source of the infringing goods and detailed infringing status according to the information on the goods detained;
- based on the information of the source of the infringing goods, file a request for administrative enforcement before the local administrative authority, or lodge a lawsuit with the court, in order to prohibit infringement from the source, and fight against the infringer through administrative penalties and civil compensation.

Peng Zheng
Peng Zheng is a paralegal in Liu, Shen & Associates. He has a bachelor degree in law from Tsinghua University and a master degree in law from the Chinese Academy of Social Sciences.

Before joining Liu, Shen & Associates, he worked as an in-house lawyer successively in BYD Company, Baidu Company and China International Copyright Exchange Center for years, dealing with international legal disputes resolution and contracts drafting. During this time, he also experienced in drafting contracts and operating intellectual property in companies. He has served as an authorized attorney for many trademark litigations against the government authority, on behalf of many huge companies such as Lego, Dow Chemistry, Karcher, Schneider and several Chinese time-honored companies.

Zhanying Jia
Zhanying Jia is managing partner, attorney-at-law and trademark agent in Liu, Shen & Associates. He has a bachelor degree in law and a master degree in law from the Chinese Academy of Social Sciences.

Since 2013, he has been working in Liu, Shen & Associates, responsible mainly for trademark non-litigation and administrative litigation cases, trademark infringement administrative raid actions, and IP infringement litigations. He has also served as an in-house lawyer, he handled several IP disputes or other business litigations independently or together with colleagues, for example the business secret case between BYD and Foxconn, patent license disputes with Nokia and Qualcomm, products liability lawsuits in Europe and contract litigations. He is also experienced in drafting contracts and operating intellectual property in companies.

He is one of the founding partners of Liu, Shen & Associates. He started his professional career in 1978 and is qualified as an attorney at law. He mainly practices in the field of trademark registration, opposition, review and all trademark-related administrative and legal proceedings. He is one of the managing partners in charge of the firm’s legal department and trademark department.

He is a member of China Lawyers Association, AIPPI China Group and LES China Group. His working languages are Chinese and English. Email: zyjia@liu-shen.com
Exhibitors

Exhibitors/ Booth Number

The Exhibition Hall is open Sunday from 12:00 pm to 4:00 pm, Monday and Tuesday and 10:00 am to 2:00 pm Wednesday.
We don’t just practice Mexican IP Law.

We help shape it.

In an uncertain legal environment, we are one law firm that is not content simply to accept the status quo. We work constantly to influence the evolving body of Mexico’s intellectual property laws, with the goal of ultimately bringing them in line with international standards. While we continue to make great strides in this regard, clients from all over the world rely on us to prosecute, manage, and defend their IP portfolios under the laws that exist today. In other words, we work effectively within the system, even as we seek to change it.

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Today's Schedule | Saturday, May 2, 2015

All events take place at the San Diego Convention Center unless otherwise indicated.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 am – 8:00 am</td>
<td>Course on International Trademark Law and Practice Breakfast</td>
<td>5A</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>Course on International Trademark Law and Practice—Day 1</td>
<td>SB</td>
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<tr>
<td>8:00 am – 5:30 pm</td>
<td>Basic Mediation Training—Day 2</td>
<td>1A</td>
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<tr>
<td>8:00 am – 6:00 pm</td>
<td>Tour/Networking Excursion Desk</td>
<td>Hall A Lobby</td>
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<tr>
<td>9:00 am–6:00 pm</td>
<td>Board of Directors Meeting</td>
<td>10</td>
</tr>
<tr>
<td>9:00 am – 6:00 pm</td>
<td>REGISTRATION</td>
<td>Hall A</td>
</tr>
<tr>
<td>9:00 am – 6:00 pm</td>
<td>HOSPITALITY</td>
<td>Hall B</td>
</tr>
<tr>
<td>9:00 am – 6:00 pm</td>
<td>INFORMATION/MEMBERSHIP DESK</td>
<td>Hall A Lobby</td>
</tr>
<tr>
<td>10:00 am – 12:00 pm</td>
<td>Anticounterfeiting Enforcement</td>
<td>6D</td>
</tr>
<tr>
<td>11:00 am – 12:15 pm</td>
<td>CSA01 Paving the Way for the Next Generation of Trademark Lawyers in the 21st Century—Intermediate Level</td>
<td>6E</td>
</tr>
<tr>
<td>11:00 am – 12:15 pm</td>
<td>CSA02 An Insider’s View of the Challenges of Law Firm Management—Advanced Level</td>
<td>6B</td>
</tr>
<tr>
<td>1:00 pm – 2:15 pm</td>
<td>Course on International Trademark Law and Practice Lunch</td>
<td>5A</td>
</tr>
<tr>
<td>12:30 pm – 1:45 pm</td>
<td>Next Generation Libations</td>
<td>6E</td>
</tr>
<tr>
<td>1:00 pm – 3:00 pm</td>
<td>INTA Give Back Event—The Monarch School</td>
<td>4</td>
</tr>
<tr>
<td>1:00 pm – 4:00 pm</td>
<td>Inhale, Exhale, Hike in Torrey Pines State Reserve</td>
<td>6D</td>
</tr>
<tr>
<td>2:00 pm – 4:00 pm</td>
<td>Online Counterfeiting</td>
<td>6D</td>
</tr>
<tr>
<td>2:30 pm – 3:45 pm</td>
<td>CSA50 Reaching Equilibrium: How In-house and Outside Counsel Can Achieve Consensus on Reasonable Legal Fees—Intermediate Level</td>
<td>6B</td>
</tr>
<tr>
<td>2:30 pm – 3:45 pm</td>
<td>CSA51 Taking the Ball and Running with a Pro Bono Case Like the Redskins Trademark Cancellation Action—Intermediate Level</td>
<td>6E</td>
</tr>
<tr>
<td>3:00 pm–4:00 pm</td>
<td>2015 Annual Meeting Project Team</td>
<td>33C</td>
</tr>
<tr>
<td>3:00 pm – 4:00 pm</td>
<td>Annual Meeting Registrant First-Time Orientation</td>
<td>7AB</td>
</tr>
<tr>
<td>4:00 pm – 5:00 pm</td>
<td>Annual Meeting Registrant First-Time Reception</td>
<td>9</td>
</tr>
<tr>
<td>5:15 pm – 6:15 pm</td>
<td>Sights &amp; Sips Sunset Cruise</td>
<td>33C</td>
</tr>
<tr>
<td>7:00 pm – 11:00 pm</td>
<td>2015 INTA GALA</td>
<td>San Diego Marriott Marquis &amp; Marina - Marina Ballroom</td>
</tr>
</tbody>
</table>

Don’t miss tomorrow’s Opening Ceremony!

Sunday May 3, 4:00 pm-5:15 pm
San Diego Convention Center, Ballroom 20
Keynote address by Walter Robb, Co-CEO, Whole Foods

Since 1976, BSKB has been providing a full range of intellectual property law services to clients in the areas of trademark and patent prosecution, post-grant review, litigation, ITC litigation, opinions and counseling, design patents and licensing.

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