



INTELLECTUAL PROPERTY

SME Design Rights Workshop

June 29, 2021

AGENDA

11:00am to 1:00pm Eastern Time (ET)

17.00 to 19.00 Central European Time (CET)

11:00am to 12:10pm ET
/ 17.00 to 18:10 CET

Opening Remarks

Daniel Dougherty, Senior Director, Alibaba Group

Design Rights in the US

Dr. Jay Kennedy, Assistant Professor, Michigan State University and Assistant Director of Research, Michigan State Center for Anti-Counterfeiting and Product Protection (A-CAPP)

Design Rights in the EU

Sophia Bonne, Senior Advisor at the Customer Department, EUIPO - European Intellectual Property Office

Design Rights in China

Amy Hsiao, Chair, ABA China IP Committee

12:10pm to 1:00pm ET
/ 18.10 to 19.00 CET

Panel Discussion / Q&A

Moderator: **Ashley Gomez**, Co-Owner, Et Al Beauty LLC

Panelists:

- **Lara Miller**, Senior Counsel and Vice President - Corporate Strategy, IACC
- **Ian Ballon**, Executive Director of the Stanford University Law School, Center for E-Commerce and author of *E-Commerce and Internet Law*
- **William Mansfield**, Director, ABRO Industries, Inc.
- **Dr. Xinghao Wang**, Director, Alibaba Group

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