



U.S. Chamber of Commerce
1615 H Street, NW ♦ Washington, D.C.
Monday, April 20, 2015

2015 IP Champions

- 11:30 a.m. **Registration**
- 12:00 p.m. – 12:05 p.m. **Welcoming Remarks**
- David Hirschmann, President and Chief Executive Officer,
Global Intellectual Property Center (GIPC)
- 12:05 p.m. – 12:45p.m. **Get Up, Stand Up for World IP Day**
- John Sandage, Deputy General, World Intellectual Property
Organization (WIPO)
- Introduced by: David Hirschmann, President and Chief
Executive Officer, GIPC
- 12:45 p.m. – 1:05 p.m. **Lunch and Networking**
- 1:05 p.m. – 1:15 p.m **Recognition of USPTO’s *Patents for Humanity***
- Russell Slifer, Under Secretary and Deputy Director, U.S. Patent
and Trademark Office (USPTO)
- 1:15 p.m. – 2:00 p.m. **Pioneering Life-Science Solutions Panel**
- Second Sight, Duane Tsutsui
 - Masimo, Joe Kiani, Chief Executive Officer
 - St. Jude Children’s Research Hospital, Dr. Steve Morris
- 2:00 p.m. – 2:20 p.m. **Catalyzing Entrepreneurial Innovation**
- Louis Foreman, Chief Executive Officer, Edison Nation



- 2:20 p.m. -2:40 p.m. **Partnerships for Consumer Safety**
- TAG Brand Integrity Program Against Piracy, represented by Dan Jaffe, Association of National Advertisers (ANA)
 - IPR Center Investigation, Bruce Foucart, Acting Director
- 2:40 p.m. – 2:50 p.m. **Networking Break**
- 2:50 p.m. – 3:40 p.m. **Unleashing Global Human Potential for Innovation**
- *Lehigh University*, Arup SenGupta, Senior Professor, Environmental Engineering, Lehigh University
 - *Tu Creación Vale*, Catalina Pfenniger, Member and Contents Manager, AmCham Chile
 - *Mercado Ilegal App*, Alberto Arguedas, Executive Director, AmCham Costa Rica
- 3:40 p.m. – 4:00 p.m. **Creativity and Innovation: A Watershed Transforming China Introduction**
- Liu Xiaoqing
- 4:00 p.m. – 4:15 p.m. **Creativity and Innovation: A Watershed Transforming China Documentary Viewing**
- 4:15 p.m. – 4:30 p.m. **Closing Remarks**