



AGENDA

Dialogue on Customs Enforcement of Intellectual Property Rights

May 10-11, 2023

Live program at the Villahermosa Room of the InterContinental Madrid Hotel, Paseo de la Castellana 49, 28046 Madrid, Spain, with simultaneous English-Spanish interpretation

This two-day program will bring together officials involved in customs-related IP enforcement from Spain and the United States of America to focus on trends, challenges, and best practices regarding IP border enforcement

DAY ONE

09:30 - 10:00 AM. Welcome Remarks

Conrad Tribble, Deputy Chief of Mission, U.S. Embassy in Madrid

John Coronado, Commercial Counselor, Foreign Commercial Service, U.S. Embassy in Madrid

Aida Fernández González, Director, Spanish Patent and Trademark Office (OEPM)

10:00 - 10:45 AM. Introduction & a Whole-of-Government Approach to IP

Enforcement: IP Interagency Coordination in the U.S.

Rachel Bae, Regional IP Attaché for Europe, U.S. Mission to the EU

10:45 - 11:30 AM. An Overview of the U.S. IP Rights Customs Enforcement System:

The Role of CBP

Zach Keegan, Attorney-Advisor, Intellectual Property Enforcement Branch, Regulations and Rulings, Office of Trade, U.S. Customs and Border Protection (CBP)

11:30 AM - 12:15 PM. Morning Break

12:15 - 1:00 PM. The U.S. Customs IPR e-Recordation System and Working with Right Holders

Zach Keegan, Attorney-Advisor, Intellectual Property Enforcement Branch, Regulations and Rulings, Office of Trade, U.S. Customs and Border Protection (CBP)



1:00 – 2:00 PM. **Lunch Break**

2:00 – 2:45 PM. **Performance Statistics and a Comparison of the U.S. and Spanish Customs Enforcement Frameworks**

Zach Keegan, Attorney-Advisor, Intellectual Property Enforcement Branch,
Regulations and Rulings, Office of Trade, U.S. Customs and Border Protection
(CBP)

2:45 – 3:30 PM. **New Trends and Best Practices in IP Rights Customs Enforcement in the U.S.**

Zach Keegan, Attorney-Advisor, Intellectual Property Enforcement Branch,
Regulations and Rulings, Office of Trade, U.S. Customs and Border Protection
(CBP)

3:30 – 4:00 PM. **Customs' Data Analysis and IP Enforcement – Part I**

Raymond Irizarry, Supervisory International Trade Analyst, Branch Chief – Miami
NTAC, U.S. Customs and Border Protection (CBP)

6:30 – 8:00 PM. **Reception Cocktail** – InterContinental Madrid Hotel, Paseo de la Castellana, 49, 28046 Madrid

END OF DAY ONE

UNITED STATES
PATENT AND TRADEMARK OFFICE



DAY TWO

09:30 - 10:00 AM. Customs' Data Analysis and IP Enforcement – Part II

Raymond Irizarry, Supervisory International Trade Analyst, Branch Chief – Miami NTAC, U.S. Customs and Border Protection (CBP)

10:00 - 10:45 AM. Risk Assessment and Targeting

Raymond Irizarry, Supervisory International Trade Analyst, Branch Chief – Miami NTAC, U.S. Customs and Border Protection (CBP)

10:45 - 11:15 AM. Morning Break

11:15 AM - 12:00 PM. The Use of New Technologies in IP Rights Customs Enforcement

Raymond Irizarry, Supervisory International Trade Analyst, Branch Chief – Miami NTAC, U.S. Customs and Border Protection (CBP)

12:00 - 12:45 PM. OLAF and IP Customs Enforcement in the EU

Marta Castillo Gonzalez, Head of Unit, Illicit Trade, Health & Environment Investigations & Operations, European Anti-Fraud Office (OLAF)

12:45 – 1:30 PM. IP Rights Enforcement at the Border: Cisco's Perspective

Magdalena Jakubicz, Head of EMEA & India Brand Protection Team, Cisco Systems

1: 30 – 2:30 PM. Lunch Break

2:30 – 3:15 PM. IP Rights Enforcement at the Border: Apple's Perspective

Harriet Smith, Senior Investigator, Intellectual Property Enforcement, Apple

3:15 – 4:00 PM. IP Rights Enforcement at the Border: HP's Perspective

Felix Fernandez Hinojal, Litigation Manager & Anti-Counterfeiting Counsel, Lara Money, Business/Project Management Analyst Innovation and Brand Protection Brand Security Strategy & Operations, HP

3:45 – 4:00 PM. Closing Remarks

Rachel Bae, Regional IP Attaché for Europe, U.S. Mission to the EU

END OF PROGRAM