

Small businesses taking  
big ideas to market

WORLD  
IP<sup>20</sup><sub>21</sub>  
DAY



**April 26, 2021, 3:00 – 4:45 PM (ET)  
A LIVE VIRTUAL EVENT**

3:00 – 3:10 PM

**Welcome and Introductions** – Moderated by Joseph R. Re, AIPLA President; Partner, Knobbe Martens

- Welcome Remarks – Andrew Hirshfeld, Performing the Functions and Duties of the Under Secretary of Commerce for Intellectual Property and Director of the U.S. Patent and Trademark Office
- Welcome Remarks – Lisa Jorgenson, Deputy Director General for Patents and Technology, World Intellectual Property Organization

3:10 – 4:00 PM

**Panel Discussion** – Moderated by Frank Cullen, Vice President of U.S. Policy, U.S. Chamber of Commerce Global Innovation Policy Center

3:10 – 3:40

**Small and Medium-Sized Business Success Stories**

- Dr. Frank Gupton, PhD, Co-Founder, Phlow™ & CEO, Medicines for All
- Joel Meyer, Executive Vice President, Innovation, Specifications & Standards, Digimarc Corporation
- Patricia A. Conner, Legal Manager, Stüssy
- John R. Sommer, Chief Administrative Officer and General Counsel, Stüssy

Remarks from Members of Congress:

- Senator Patrick Leahy
- Senator Chuck Grassley

3:40 – 4:00

**The Role that IP Plays in Supporting Small and Medium-sized Businesses**

- June Besek, Chair, ABA-IPL Section
- Dana Robert Colarulli, Executive Director, LESI

Remarks from Senator Chris Coons

4:00 – 4:20 PM

**U.S. IP Offices and Resources for Small and Medium-sized Businesses** – Moderated by Jennifer McDowell, Director, Government Relations, International Trademark Association

- Catherine Zaller Rowland, Associate Register of Copyrights and Director of Public Information and Education, U.S. Copyright Office
- Mary Critharis, Chief Policy Officer and Director for International Affairs, USPTO

Remarks from Chairman Hank Johnson, House Subcommittee on Courts, Intellectual Property, and the Internet

Remarks from Senator Ted Deutch

4:20 – 4:30 PM

**Question and Answer Session** – Moderated by Samantha Aguayo, Deputy Executive Director and Chief Policy Counsel, Intellectual Property Owners Association

4:30 PM

**Closing Remarks** – Moderated by Vincent Garlock, Executive Director, AIPLA

- Closing Remarks - Secretary of Commerce Hon. Gina Raimondo
- Closing Remarks - Andrew Hirshfeld, Performing the Functions and Duties of the Under Secretary of Commerce for Intellectual Property and Director of the U.S. Patent and Trademark Office

