

TRANSCRIPT

18th annual USPTO-GIPC IP attaché roundtable

December 10, 2024

1
00:00:01,440 --> 00:00:02,280
All right.

2
00:00:02,280 --> 00:00:04,680
We could take our seats, please.

3
00:00:04,680 --> 00:00:07,040
Thank you. We can get started.

4
00:00:07,040 --> 00:00:09,560
Okay. Wonderful.

5
00:00:09,560 --> 00:00:10,320
And can everyone hear me?

6
00:00:10,320 --> 00:00:13,280
Okay. Great.

7
00:00:13,280 --> 00:00:15,160
All right. Hi. Well,
good morning, everybody.

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00:00:15,160 --> 00:00:17,640
Welcome to the Willard Intercontinental.

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00:00:17,640 --> 00:00:19,160
For those who don't know me,

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00:00:19,160 --> 00:00:20,480

my name is Ryan Denson,

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00:00:20,480 --> 00:00:23,240

and I am with the Global Innovation
Policy Center at the U.S.

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00:00:23,240 --> 00:00:24,480

Chamber of Commerce.

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00:00:24,480 --> 00:00:27,000

And I'll be your MC today.

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00:00:27,000 --> 00:00:29,240

So today, welcome to the 18th annual

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00:00:29,240 --> 00:00:32,720

USPTO ip, ip Attache Roundtable.

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00:00:32,760 --> 00:00:35,200

We're so happy to have you all join us
bright and early.

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00:00:35,200 --> 00:00:39,000

And thank you for those, who are taking
advantage of the breakfast this morning.

18

00:00:39,000 --> 00:00:40,760

We appreciate it.

19

00:00:40,760 --> 00:00:42,120

So just a little bit of housekeeping.

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00:00:42,120 --> 00:00:44,480

We're going to be starting
about five minutes off schedule,

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00:00:44,480 --> 00:00:47,640

and we're going to be doing
a staggered panel of discussions.

22

00:00:48,280 --> 00:00:53,000

But first, some housekeeping,
for those who are monitoring the panels

23

00:00:53,000 --> 00:00:57,400

or who will be on the panels, I'll be on
the sidelines and I'll be giving cues

24

00:00:57,400 --> 00:01:01,600

as to when we're approaching time into
when the time for your panel has stopped.

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00:01:02,120 --> 00:01:05,360

We this year instead of last year,
we actually have handheld mics.

26

00:01:05,360 --> 00:01:07,200

So you don't have to worry
about getting miked up.

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00:01:07,200 --> 00:01:09,480

They'll make things
much more smoother than last year.

28

00:01:09,480 --> 00:01:11,560

So very excited about that.

29

00:01:11,560 --> 00:01:14,200

But do be forewarned
that these mics are hot,

30

00:01:14,200 --> 00:01:17,120

so don't say anything
you don't want people to hear.

31

00:01:17,120 --> 00:01:18,120
I'll just say that much.

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00:01:18,120 --> 00:01:20,680
But, again,
thank you all for being here today.

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00:01:20,680 --> 00:01:22,240
We really appreciate the support

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00:01:22,240 --> 00:01:25,400
all of you have given to the program
for the last 18 years,

35

00:01:25,800 --> 00:01:27,240
and we are really excited

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00:01:27,240 --> 00:01:30,240
to have you all here today
to talk about important issues of IP

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00:01:30,600 --> 00:01:33,440
all across the different regions
that affect all of us in the business

38

00:01:33,440 --> 00:01:34,840
community and beyond.

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00:01:34,840 --> 00:01:38,320
And so with that, I'm going to turn it
over to my colleague from Gypsy,

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00:01:38,320 --> 00:01:39,160

Kelly Anderson.

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00:01:43,440 --> 00:01:44,040

All right.

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00:01:44,040 --> 00:01:46,520

Thank you, Ryan, and thank you all
for being here today

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00:01:46,520 --> 00:01:49,880

for our 18th annual USPTO IPR roundtable.

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00:01:50,360 --> 00:01:52,320

Many of you know me,
but my name is Kelly Anderson.

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00:01:52,320 --> 00:01:55,680

I'm an executive director of the chamber's
Global Innovation Policy Center.

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00:01:56,200 --> 00:01:58,360

The gypsy
that is the division within the U.S.

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00:01:58,360 --> 00:02:01,480

Chamber of Commerce that advocates
for more effective intellectual

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00:02:01,480 --> 00:02:05,280

property, innovation and creativity
related policies, both in the U.S.

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00:02:05,280 --> 00:02:07,200

and in markets abroad.

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00:02:07,200 --> 00:02:09,960

It's pretty hard to believe
that we've been partnering with the USPTO

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00:02:09,960 --> 00:02:14,080
for nearly two decades to bring together
the IP counselors, IP attachés,

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00:02:14,080 --> 00:02:17,880
and IP specialists who do the work day
in and day out to advance

53

00:02:17,880 --> 00:02:20,000
IP protection in global markets.

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00:02:20,000 --> 00:02:23,440
Which I suppose begs the question,
why are we here today?

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00:02:24,120 --> 00:02:28,040
Why have we continued to host this event,
every year in December?

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00:02:28,520 --> 00:02:30,480
For the last 18 years?

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00:02:30,480 --> 00:02:34,320
It's not because it's our most
well-attended public program of the year.

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00:02:34,320 --> 00:02:36,000
So it is, and I'm very proud of that.

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00:02:37,200 --> 00:02:38,040
But it's because I think

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00:02:38,040 --> 00:02:41,040

one of the chamber's
greatest strengths is its convening power.

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00:02:41,880 --> 00:02:44,560

You know, our collective efforts
to advance IP

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00:02:44,560 --> 00:02:47,560

leadership are more important
now than ever.

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00:02:47,800 --> 00:02:51,400

And the chamber really sees a pressing
need for political leadership in markets

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00:02:51,400 --> 00:02:54,400

around the world to recognize the value
of effective IP protection.

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00:02:55,320 --> 00:02:57,920

We see need for leaders in industry
to keep pressure

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00:02:57,920 --> 00:03:00,920

on governments
to continue to safeguard and enforce IP.

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00:03:01,320 --> 00:03:04,440

And we need leaders in the US government
to work to advance IP protection

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00:03:04,440 --> 00:03:06,080

on behalf of the administration

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00:03:06,080 --> 00:03:09,080

and be the eyes and ears on the ground
of the US business community.

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00:03:09,600 --> 00:03:11,240

And from the chamber's perspective,

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00:03:11,240 --> 00:03:14,960

the IP attachés are exactly the leaders
that we need to help make that a reality.

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00:03:15,840 --> 00:03:18,280

So today's roundtable
is really an opportunity

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00:03:18,280 --> 00:03:21,960

to reaffirm our commitment to this work
together, to advance IP leadership.

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00:03:22,880 --> 00:03:25,280

And I would really contend
that we are sitting in a room

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00:03:25,280 --> 00:03:28,560

full of IP leaders, industry stakeholders,
and government officials alike.

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00:03:29,520 --> 00:03:29,840

So my

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00:03:29,840 --> 00:03:33,640

challenge to you today as we
listen to the IP attaché provide,

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00:03:33,840 --> 00:03:37,440

the latest updates and developments from
the ground, is to identify

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00:03:37,440 --> 00:03:41,560

just one issue that you hear in our
in our panels today and commit to working

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00:03:41,560 --> 00:03:44,560

with some other stakeholder in the room
to do something about it.

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00:03:44,760 --> 00:03:48,560

You know, whether it's, potential future
compulsory licenses in Colombia,

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00:03:48,800 --> 00:03:50,160

the anti IP agenda

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00:03:50,160 --> 00:03:53,680

that we see in Geneva or proposals
to weaken IP protection in Europe.

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00:03:54,600 --> 00:03:57,880

I really encourage all of us today
to use this discussion as a mandate

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00:03:57,880 --> 00:03:59,560

to be a part of the solution,

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00:03:59,560 --> 00:04:02,280

because we really believe
that working together, we can lead the way

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00:04:02,280 --> 00:04:05,520

towards creating an environment
where ingenuity and creativity can thrive

88

00:04:05,760 --> 00:04:06,680

and the contributions

89

00:04:06,680 --> 00:04:09,920
of innovators and creators,
can be duly recognized and celebrated.

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00:04:10,560 --> 00:04:11,360
And we obviously know

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00:04:11,360 --> 00:04:14,360
that none of this would be possible
without the great work of our attachés.

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00:04:14,480 --> 00:04:17,200
So thank you
to our whole crew of our attachés

93
00:04:17,200 --> 00:04:20,200
and IP specialists
who are here with us today.

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00:04:20,240 --> 00:04:23,480
And for your dedication to this cause
and participation in our roundtable.

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00:04:23,840 --> 00:04:26,960
And I'm really looking forward to
to the discussion and your ongoing support

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00:04:26,960 --> 00:04:29,960
to help ensure
IP is better protected in global markets.

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00:04:30,080 --> 00:04:32,960
With that,
I would love to welcome, Sharon Israel

98
00:04:32,960 --> 00:04:35,040
for some opening remarks

on behalf of the USPTO.

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00:04:35,040 --> 00:04:36,920

She's the USPTO chief policy officer.

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00:04:43,120 --> 00:04:45,240

Thank you, Kelly, and good morning,
everyone.

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00:04:45,240 --> 00:04:48,240

It's great to see all of you today.

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00:04:48,280 --> 00:04:51,320

It's an honor to speak with you
and to introduce

103

00:04:51,320 --> 00:04:54,320

the USPTO IP attachés.

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00:04:54,840 --> 00:04:59,640

As you know, the attachés gather together
each year for consultations.

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00:04:59,920 --> 00:05:02,880

And today's annual roundtable
has always been a key

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00:05:02,880 --> 00:05:05,880

part of those consultations.

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00:05:05,880 --> 00:05:09,800

The USPTO generally,
and the iPad two shows in particular,

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00:05:10,080 --> 00:05:14,880

have a strong partner with the chamber

and the global innovation policy Center.

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00:05:15,760 --> 00:05:17,880

The partnerships help us understand

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00:05:17,880 --> 00:05:21,160

the IP related concerns of a broad range
of U.S.

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00:05:21,160 --> 00:05:23,680

companies and industries.

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00:05:23,680 --> 00:05:28,320

One example of the fruitful collaboration
between the USPTO and the chamber.

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00:05:28,920 --> 00:05:32,840

When our attachés and their colleagues
at USPTO headquarters

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00:05:33,120 --> 00:05:36,480

prepare comments
about draft legislation and countries.

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00:05:37,080 --> 00:05:39,880

Their work is informed
by what they learn from the chamber

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00:05:39,880 --> 00:05:42,960

and its members
that engagement is critical.

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00:05:43,920 --> 00:05:45,760

We're also proud to support

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00:05:45,760 --> 00:05:49,000

the chamber's efforts to enhance
IP systems throughout the world.

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00:05:49,520 --> 00:05:52,040

For example, our iPad two shoes provide

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00:05:52,040 --> 00:05:55,080

assistance to GPC members in their efforts

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00:05:55,080 --> 00:05:58,720

to navigate the IP landscape
in jurisdictions around the world.

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00:05:59,520 --> 00:06:03,960

And they're pleased to highlight
GPC resources, such as the annual

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00:06:03,960 --> 00:06:06,960

IP index in the jurisdictions
in which they serve.

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00:06:08,120 --> 00:06:12,840

As you know, the attachés are a valuable
on the ground resource for U.S.

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00:06:12,840 --> 00:06:16,240

IP stakeholders serving
not just as diplomats

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00:06:16,240 --> 00:06:21,240

based in our embassies and consulates
overseas, but also as IP experts.

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00:06:22,080 --> 00:06:24,160

Their role is to advocate for the U.S.

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00:06:24,160 --> 00:06:27,600
government policy positions
for the benefit of American owners

129
00:06:27,600 --> 00:06:30,600
and users of IP in three ways.

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00:06:30,600 --> 00:06:34,560
First, by directly advocating
with their host governments.

131
00:06:35,160 --> 00:06:38,040
Second, through indirect advocacy

132
00:06:38,040 --> 00:06:41,120
by training host government
officials on IP matters.

133
00:06:41,240 --> 00:06:42,360
And third,

134
00:06:42,360 --> 00:06:46,880
by conducting public awareness programs
that build grassroots support for U.S.

135
00:06:46,880 --> 00:06:47,880
policy positions.

136
00:06:49,600 --> 00:06:51,240
The establishment of the IP

137
00:06:51,240 --> 00:06:55,280
Attache Program in 19 and in 2005 arose.

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00:06:55,280 --> 00:06:58,280
So we're hitting our 20th anniversary,

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00:06:58,440 --> 00:07:02,640
arose from the USPTO recognition
that increasing globalization

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00:07:02,760 --> 00:07:07,120
would present IP owners and users
with formidable challenges worldwide

141

00:07:08,200 --> 00:07:10,200
from seven positions at the start.

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00:07:10,200 --> 00:07:15,360
The program has since expanded to 14 posts
in 13 locations.

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00:07:15,360 --> 00:07:16,760
Today.

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00:07:16,760 --> 00:07:21,760
At the start of 2025,
we will have a new attache at the US

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00:07:21,760 --> 00:07:24,760
Consulate in Johannesburg, South Africa,

146

00:07:24,840 --> 00:07:27,840
focusing on sub-Saharan Africa.

147

00:07:27,960 --> 00:07:30,840
This was ten years in the making,
and we thank you

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00:07:30,840 --> 00:07:34,960
to all the USG partners and private sector
that help with this efforts.

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00:07:35,280 --> 00:07:38,880

And thanks to Katherine Heinrich,
who you'll hear from,

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00:07:39,040 --> 00:07:45,560

who will be our first attache
in that post of the 14 IP to show

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00:07:45,600 --> 00:07:50,240

post represented here this morning,
two are based in Geneva, Switzerland, one

152

00:07:50,240 --> 00:07:55,200

with a focus on multilateral institutions,
including the World Trade Organization.

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00:07:55,600 --> 00:07:59,040

The other with a focus on the World
Intellectual Property Organization

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00:07:59,040 --> 00:08:02,360

and other UN agencies
such as a World Health Organization.

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00:08:03,720 --> 00:08:05,640

The other posts are based in Abu

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00:08:05,640 --> 00:08:09,560

Dhabi, Belgium, Brazil, China, India.

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00:08:09,560 --> 00:08:13,440

Kiev, Mexico, Peru and Thailand,
where they cover

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00:08:13,440 --> 00:08:16,800

multiple countries
within their respective programs.

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00:08:17,640 --> 00:08:20,640

As you will hear,
they are a very impressive group

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00:08:20,640 --> 00:08:23,680

with deep understandings of IP, landscapes
and trends

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00:08:23,680 --> 00:08:26,920

in their regions of personality.

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00:08:26,960 --> 00:08:31,080

Since I began my position
at the beginning of the year, one of the

163

00:08:31,800 --> 00:08:35,200

when uniformly
when I meet with stakeholders,

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00:08:35,200 --> 00:08:38,000

one of the things I hear about
is how much they value.

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00:08:38,000 --> 00:08:41,000

How much stakeholders value
the iPad to shape program.

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00:08:41,280 --> 00:08:43,480

I really do
consider it to be one of the crown

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00:08:43,480 --> 00:08:48,000

jewels of the agency,
and I am very thankful to everybody in,

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00:08:48,440 --> 00:08:51,480

for their dedication in these positions
and for all your support.

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00:08:52,800 --> 00:08:56,960

So this morning's roundtable is part
of a full week of meetings at the iPad.

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00:08:56,960 --> 00:09:01,280

Two shows are having within the USPTO
with other parts of the government

171

00:09:01,280 --> 00:09:04,280

and with stakeholders in all areas of IP.

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00:09:04,480 --> 00:09:08,400

These meetings work in tandem
with the outreach that the attachés

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00:09:08,400 --> 00:09:11,800

regularly conduct in various parts
of the country, twice per year.

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00:09:12,360 --> 00:09:15,000

This past May, some of our attache

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00:09:15,000 --> 00:09:18,080

spent several days
conducting outreach in Orlando, Florida.

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00:09:18,080 --> 00:09:22,520

In Atlanta, Georgia, meeting with industry
representatives, IP stakeholders,

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00:09:22,520 --> 00:09:26,880

and business development organizations
that have a stake in protecting their IP

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00:09:26,880 --> 00:09:29,880
and promoting the economic
well-being of their community.

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00:09:30,480 --> 00:09:34,200
These engagements are critical
to helping our attachés understand

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00:09:34,200 --> 00:09:36,160
the needs and expectations of U.S.

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00:09:36,160 --> 00:09:38,000
IP owners and users.

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00:09:38,000 --> 00:09:41,200
So I hope that you will find
you will ask them lots of questions,

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00:09:41,200 --> 00:09:45,000
and that you will also feel free
to share your own insights into IP

184

00:09:45,000 --> 00:09:48,000
challenges in the regions
in which they serve.

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00:09:48,360 --> 00:09:51,400
And with that,
I will turn it back to, Ryan.

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00:09:51,400 --> 00:09:55,240
And I look forward to and
and engaging conversation this morning.

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00:09:55,480 --> 00:09:55,920

Thank you.

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00:10:05,320 --> 00:10:05,760

All right.

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00:10:05,760 --> 00:10:08,520

Well, thank you so much, Jeremy.

We really appreciate your remarks.

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00:10:08,520 --> 00:10:11,480

And with that, I think

it's time to begin our first panel.

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00:10:11,480 --> 00:10:13,040

Of course.

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00:10:13,040 --> 00:10:17,640

With the, Melos in Europe panel, moderated
by our good friend George York with our.

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00:10:18,240 --> 00:10:21,080

So I'd like to welcome

George up to the podium

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00:10:21,080 --> 00:10:25,360

as well as Helen Lewinsky,

Marina Lambe, Rachel Bay, Dorian mazurka.

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00:10:26,440 --> 00:10:29,440

Thank you.

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00:10:41,360 --> 00:10:44,360

I don't.

197

00:10:58,080 --> 00:10:59,040

Good morning, everyone.

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00:10:59,040 --> 00:11:02,040

Welcome to, The Gypsy.

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00:11:02,520 --> 00:11:05,480

Thank you, of course, to the Willard
Intercontinental.

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00:11:05,480 --> 00:11:08,480

I'm looking forward to my suite later,
so thank you so much.

201

00:11:08,960 --> 00:11:12,360

Thank you all as well
for, this amazing breakfast.

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00:11:12,840 --> 00:11:15,840

And I'm really grateful for the gypsy's
commitment,

203

00:11:16,000 --> 00:11:20,040

to serve this breakfast once
a week, from here through the end of 2025.

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00:11:20,040 --> 00:11:21,480

So we're really looking forward

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00:11:21,480 --> 00:11:25,440

to joining with you all on, on our weekly
breakfast thought leadership on IP.

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00:11:25,480 --> 00:11:26,520

So thank you so much.

207

00:11:27,520 --> 00:11:29,320
I just wanted to say, first of all,

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00:11:29,320 --> 00:11:34,240
thank you to our IP attachés,
to the IP attaché program,

209
00:11:34,800 --> 00:11:38,400
to the Office of Policy
and International Affairs, to Sharon,

210
00:11:38,880 --> 00:11:41,480
who has been such an excellent leader
there.

211
00:11:41,480 --> 00:11:45,800
To Dom to Debbie Lashley Johnson,
also known as DL, J

212
00:11:46,840 --> 00:11:49,640
so thanks to this tremendous leadership,
thank you

213
00:11:49,640 --> 00:11:53,880
to the IP attachés
whose personal sacrifice, whose commitment

214
00:11:54,400 --> 00:11:58,040
and whose on the ground
expertise has been instrumental to U.S.

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00:11:58,240 --> 00:12:02,760
IP policy engagement over many,
many years in many, many jurisdictions.

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00:12:03,040 --> 00:12:07,960
I would also like to, hopefully

not to embarrass, for the IPS specialists,

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00:12:07,960 --> 00:12:11,080

maybe to stand up, judges,
if you're middle aged,

218

00:12:12,280 --> 00:12:14,240

and take pictures. But please stand up.

219

00:12:14,240 --> 00:12:15,520

If you're an IP specialist,

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00:12:15,520 --> 00:12:18,600

we'd like to give you our appreciation
with a round of applause.

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00:12:32,000 --> 00:12:35,000

And in
continuing the thanks, I'd like to thank.

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00:12:35,040 --> 00:12:37,680

Kelly. Jackie.

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00:12:37,680 --> 00:12:39,200

John.

224

00:12:39,200 --> 00:12:42,520

Ryan, who've all worked tirelessly
to put this event together.

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00:12:42,680 --> 00:12:43,920

Ryan was so helpful

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00:12:43,920 --> 00:12:48,360

to even put together a list of questions
for me to ask our panel this morning.

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00:12:48,360 --> 00:12:48,960

Ryan, I'm sorry.

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00:12:48,960 --> 00:12:50,680

I'm not going to use those.

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00:12:50,680 --> 00:12:53,680

But thank you so much for that.

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00:12:53,680 --> 00:12:56,720

So in that spirit,

I did propose some questions in advance.

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00:12:56,720 --> 00:12:59,720

We're going to quickly go off script,

if you guys don't mind.

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00:13:01,240 --> 00:13:02,400

And to the extent you had that

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00:13:02,400 --> 00:13:05,400

clear, your answers, I apologize.

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00:13:06,120 --> 00:13:07,680

Why do you do it?

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00:13:07,680 --> 00:13:09,480

Sometimes you've done it more than once.

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00:13:09,480 --> 00:13:11,160

You've lived overseas.

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00:13:11,160 --> 00:13:16,240

You lived in and live in tough

environments like Brussels and Geneva.

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00:13:16,600 --> 00:13:18,480

Right.

239

00:13:18,480 --> 00:13:21,240

You live in the, you know, strife field.

240

00:13:21,240 --> 00:13:23,160

Sometimes they go on strike there, I hear.

241

00:13:24,600 --> 00:13:27,920

No. But seriously,

Dorian, I don't want to make light of.

242

00:13:27,920 --> 00:13:30,560

Obviously. What's happening in Ukraine?

243

00:13:30,560 --> 00:13:33,880

This is obviously a very serious situation
and of of tremendous concern.

244

00:13:34,080 --> 00:13:35,280

But you're still there.

245

00:13:35,280 --> 00:13:38,440

You're there doing, doing this
amazing work.

246

00:13:38,440 --> 00:13:41,440

Why do you guys do it?

247

00:13:48,040 --> 00:13:51,040

Well, the book will be released
next month,

248

00:13:51,280 --> 00:13:54,280

and I hope you all buy it on presale.

249

00:13:54,800 --> 00:13:58,280

Well, well, the Ukraine issue
has kind of a personal significance to me

250

00:13:58,280 --> 00:14:01,200

because I'm. I'm Ukraine, a American
by ethnicity.

251

00:14:01,200 --> 00:14:04,320

And initially when the program started,
I was going to actually be

252

00:14:04,720 --> 00:14:07,320

I was looking at to
to take the position in Moscow,

253

00:14:07,320 --> 00:14:10,320

which is where a regional headquarters
was, was opening up.

254

00:14:11,080 --> 00:14:13,040

But then later when it moved to Ukraine,
I just felt

255

00:14:13,040 --> 00:14:16,120

it was a natural fit for me
to, to, to, to, take that position.

256

00:14:16,840 --> 00:14:19,720

But overall,
I think that the working with Natasha is

257

00:14:19,720 --> 00:14:25,160

just this incredible melding of different opportunities and areas of interest.

258

00:14:25,160 --> 00:14:27,320

And, academic pursuits.

259

00:14:27,320 --> 00:14:30,320

You know, you have the expertise and, you know, as a lawyer

260

00:14:30,320 --> 00:14:32,480

in the specialty of intellectual property law,

261

00:14:32,480 --> 00:14:35,720

you get to be overseas, internationally, and you get to get engaged in the

262

00:14:35,720 --> 00:14:39,840

diplomatic community as well as, you know, the benefits of international travel.

263

00:14:39,840 --> 00:14:43,200

So I think combining all three of those is just creates an incredible opportunity.

264

00:14:44,440 --> 00:14:45,960

And as well as, I guess,

265

00:14:45,960 --> 00:14:48,960

you know, experiencing different cultures and, and

266

00:14:49,880 --> 00:14:52,880

and you know, and I think that's how I'd summarize it.

267

00:14:54,720 --> 00:14:57,320

Great. Now.

268

00:14:57,320 --> 00:14:58,560

Yeah.

269

00:14:58,560 --> 00:15:00,400

Thank you for the question.

270

00:15:00,400 --> 00:15:03,600

I think part of it is I'm addicted to IPA.

271

00:15:06,800 --> 00:15:09,800

We need the pharma industry
to work on that.

272

00:15:14,640 --> 00:15:17,480

No. But in all seriousness,

273

00:15:17,480 --> 00:15:20,400

I love the multilateral environment.

274

00:15:20,400 --> 00:15:23,520

I like working with people
from all over the world.

275

00:15:24,800 --> 00:15:27,640

I love seeing the big picture

276

00:15:27,640 --> 00:15:31,120

because when you cover
individual committees like I did before,

277

00:15:31,320 --> 00:15:34,720

you only see your committee

when you cover the entire body,

278

00:15:35,040 --> 00:15:38,000

you see the entire game.

279

00:15:38,000 --> 00:15:41,480

And I think it gives me an ability
to play better.

280

00:15:42,440 --> 00:15:45,440

And provide advice to you

281

00:15:45,640 --> 00:15:48,640

and, provide advice to my,

282

00:15:49,080 --> 00:15:51,240

like minded friends from,

283

00:15:51,240 --> 00:15:54,360

you know, Ruby
and you and other countries.

284

00:15:55,240 --> 00:15:59,600

And, just be a resource
there for stakeholders.

285

00:15:59,960 --> 00:16:03,400

So I know, in short, it's an addiction.

286

00:16:05,520 --> 00:16:09,120

But, thanks for the question, George.

287

00:16:09,440 --> 00:16:12,960

So I think I like the weather in Europe.

288

00:16:14,160 --> 00:16:16,280
Yeah.

289
00:16:16,280 --> 00:16:19,280
Having said that, though,
I do like living in Europe.

290
00:16:19,800 --> 00:16:24,040
But, but I could be living in Europe
doing something else.

291
00:16:24,080 --> 00:16:27,120
The reason I, decided to work

292
00:16:27,360 --> 00:16:31,640
as an IPA attaché
is because I really do, enjoy

293
00:16:31,640 --> 00:16:35,320
and appreciate,
intellectual property policy.

294
00:16:36,080 --> 00:16:38,520
I find it interesting

295
00:16:38,520 --> 00:16:41,800
intellectually, stimulating.

296
00:16:41,800 --> 00:16:46,200
And, I've said
it's it's a sexy area of trade policy.

297
00:16:47,760 --> 00:16:50,280
I also really enjoy

298
00:16:50,280 --> 00:16:53,280

engaging with my counterparts.

299

00:16:53,760 --> 00:16:54,960

It's an opportunity.

300

00:16:54,960 --> 00:16:59,640

Being an attaché is an opportunity
to bring together an area of IP policy

301

00:16:59,640 --> 00:17:02,680

that I enjoy, advocating for something

302

00:17:02,680 --> 00:17:05,680

I believe in and then,

303

00:17:05,880 --> 00:17:10,400

forming relationships with my counterparts
who, you know,

304

00:17:10,400 --> 00:17:15,040

thankfully, in Europe,
we in large part think similarly.

305

00:17:15,240 --> 00:17:18,240

And so a lot of my effort can be spent on

306

00:17:18,600 --> 00:17:22,920

working together
to explore ways that we can collaborate.

307

00:17:23,280 --> 00:17:25,280

So that's amazing.

308

00:17:26,840 --> 00:17:29,840

Helen, have you guys been to Switzerland?

309

00:17:32,840 --> 00:17:35,040

It's pretty awesome.

310

00:17:35,040 --> 00:17:37,240

So similar to Marina, though,

311

00:17:37,240 --> 00:17:41,160

I, I find the multilateral organizations
really interesting.

312

00:17:41,160 --> 00:17:44,840

I've, I've always found it really cool,
interesting,

313

00:17:44,960 --> 00:17:48,400

interesting, frustrating
how WTO works on consensus.

314

00:17:48,400 --> 00:17:51,480

So you have to you have to get 160.

315

00:17:51,520 --> 00:17:52,080

What are we up to?

316

00:17:52,080 --> 00:17:56,280

66, 65 countries
all to get on the same page.

317

00:17:56,280 --> 00:18:00,600

And I mean, it's a long, laborious process
a lot of the time.

318

00:18:00,600 --> 00:18:02,480

But it's just is really interesting.

319

00:18:02,480 --> 00:18:06,960
Also, there's something really cool
about being the United States.

320
00:18:06,960 --> 00:18:11,040
I mean, at the WTO, when I pass people
in the hallway, I think like,

321
00:18:11,080 --> 00:18:15,360
oh, there's Canada, there's Switzerland,
and I know people thinking or thinking,

322
00:18:15,360 --> 00:18:16,320
that's the US.

323
00:18:16,320 --> 00:18:18,280
And, you know, when the chair calls on you

324
00:18:18,280 --> 00:18:21,320
in the meeting, he's not saying,
you know, Helen, can you speak?

325
00:18:21,320 --> 00:18:22,720
It's it's the United States.

326
00:18:22,720 --> 00:18:25,200
And I think there's there's
kind of an honor to that.

327
00:18:26,520 --> 00:18:28,480
That's
that's really special and really great.

328
00:18:28,480 --> 00:18:31,840
Thank you guys for bearing with me
as I, as I go wildly off script.

329

00:18:33,480 --> 00:18:36,520

So maybe back to regularly scheduled programming.

330

00:18:36,800 --> 00:18:38,520

Helen, let's stay with you.

331

00:18:38,520 --> 00:18:40,680

The importance of messaging, right?

332

00:18:40,680 --> 00:18:42,360

What messages work?

333

00:18:42,360 --> 00:18:45,880

What messages are compelling that are authentic and

334

00:18:45,880 --> 00:18:49,440

especially speaking as the United States, we're under perhaps additional scrutiny.

335

00:18:49,560 --> 00:18:53,880

What messaging in your work in the WTO have you found to be effective?

336

00:18:54,840 --> 00:18:57,840

So we've been thinking a lot about messaging,

337

00:18:58,680 --> 00:19:02,840

in, in Geneva, but it's specifically, because it's such,

338

00:19:03,960 --> 00:19:05,720

it's such,

339

00:19:05,720 --> 00:19:07,680

kind of a hostile environment to IP,

340

00:19:07,680 --> 00:19:11,400

and it's really hard to get pro
IP messaging at the WTO.

341

00:19:11,680 --> 00:19:17,400

So, I think one of the things we're trying
to do is get more stories of these WTO.

342

00:19:17,400 --> 00:19:20,640

So I mean, there's, you know,
there's all kinds of facts and figures

343

00:19:20,640 --> 00:19:22,520

about how IP benefits economies.

344

00:19:22,520 --> 00:19:27,480

But I think, sometimes stories
hit home more than, more than statistics.

345

00:19:27,480 --> 00:19:31,080

So, you know, we're doing that
across the board of the WTO.

346

00:19:31,080 --> 00:19:36,240

But in the IP Council,
we we tried several ways.

347

00:19:36,240 --> 00:19:39,800

One of those ways is with the friends
of IP, an innovation initiative.

348

00:19:39,800 --> 00:19:44,400

So we try to pick a, a neutral

IP topic that

349

00:19:44,400 --> 00:19:48,800

every country can can chime in on
with their country experience.

350

00:19:49,120 --> 00:19:53,880

And, you know, we do some outreach,
before, before we have that item to,

351

00:19:53,880 --> 00:19:55,400

to get other people to,

352

00:19:55,400 --> 00:19:58,480

to talk about their, you know, their,
their country experiences is

353

00:20:00,120 --> 00:20:02,920

we are we're also,

354

00:20:02,920 --> 00:20:06,000

thinking about a new project on technology
transfer

355

00:20:06,240 --> 00:20:10,120

where we're collecting success stories
about tech transfer

356

00:20:10,360 --> 00:20:13,240

and, you know, presenting those
and presenting the partnerships.

357

00:20:13,240 --> 00:20:19,360

So, to the extent that any of you have
successful tech transfer stories to share,

358

00:20:19,360 --> 00:20:23,000
you know, feel free to reach out to me
or were at USTR

359
00:20:23,400 --> 00:20:26,400
and, we'll we're trying to get that ball
rolling.

360
00:20:27,000 --> 00:20:28,120
Helen, thank you for your work.

361
00:20:28,120 --> 00:20:31,320
And just to take a quick note,
the work that the US government is doing,

362
00:20:32,200 --> 00:20:34,680
in part through your leadership
on the Friends of Innovation

363
00:20:34,680 --> 00:20:38,520
work has been really successful,
a positive affirmative message in Geneva

364
00:20:38,800 --> 00:20:41,720
is something that's rare,
but but but greatly needed.

365
00:20:41,720 --> 00:20:42,640
So thank you.

366
00:20:42,640 --> 00:20:44,840
Dorian, maybe over to you. What?
How is your messaging?

367
00:20:44,840 --> 00:20:47,840
Is it about rebuild,
how we rebuild Ukraine?

368

00:20:48,120 --> 00:20:49,920

What what is the
messaging that works there?

369

00:20:51,200 --> 00:20:51,560

Right.

370

00:20:51,560 --> 00:20:53,480

I think it's exactly about that.

371

00:20:53,480 --> 00:20:57,400

It's about making sure
that there's a platform for investment

372

00:20:57,640 --> 00:20:58,920

so that Ukraine can rebuild.

373

00:20:58,920 --> 00:21:00,480

And a lot of
that has to do with making sure

374

00:21:00,480 --> 00:21:04,640

that the intellectual property system
is, is being, enforce and protected.

375

00:21:05,160 --> 00:21:08,880

So big movement now by industry,
also by the law enforcement

376

00:21:08,880 --> 00:21:11,520

and also by members of Parliament
is to ensure that there's,

377

00:21:11,520 --> 00:21:14,640

a tackling of the illicit trade market,

right now in Ukraine,

378

00:21:14,640 --> 00:21:16,600

because all revenue
that should be generated

379

00:21:16,600 --> 00:21:20,160

through collection of taxes
can be, can be put towards the war effort.

380

00:21:20,560 --> 00:21:23,720

And so there is a concerted effort,
both with my office,

381

00:21:23,960 --> 00:21:25,440

some of the other foreign,

382

00:21:25,440 --> 00:21:28,920

foreign missions, as well as members
of parliament and law enforcement

383

00:21:28,920 --> 00:21:30,080

and the American Chamber of Commerce

384

00:21:30,080 --> 00:21:33,400

there, where we meet periodically
and press for more action

385

00:21:34,080 --> 00:21:35,840

on the sectors
that are hit with counterfeits.

386

00:21:35,840 --> 00:21:37,240

And also, you know, illicit trade.

387

00:21:37,240 --> 00:21:40,720

Those would be in the tobacco alcohols
and especially the electronics industries.

388

00:21:41,320 --> 00:21:45,040
So making sure that platform
for investment, is there for, for

389

00:21:45,040 --> 00:21:49,320
the rebuild is, is is what's been
the focus these days super helpful.

390

00:21:49,320 --> 00:21:50,200
How about you, Rachel?

391

00:21:50,200 --> 00:21:53,400
You're you're working in a,
in a complex, environment

392

00:21:53,400 --> 00:21:57,440
with the commission and the member states
and a variety of stakeholders.

393

00:21:57,440 --> 00:21:59,520
It's a it's a multiple level chess game.

394

00:21:59,520 --> 00:22:01,680
How how do you
how do you frame your messaging?

395

00:22:03,720 --> 00:22:06,080
Well, I mean, in terms of framing,
messaging,

396

00:22:06,080 --> 00:22:11,800
I think the EU, are at similar
I mean, Europe, you I cover UK as well.

397

00:22:11,800 --> 00:22:15,320

Obviously I'm Efta countries,
but I think across the board,

398

00:22:15,880 --> 00:22:18,480

we're at similar levels of development
with the US.

399

00:22:18,480 --> 00:22:18,760

Right.

400

00:22:18,760 --> 00:22:22,680

So I don't think I need to convince anyone
on the importance

401

00:22:22,680 --> 00:22:24,520

of IP protection and enforcement.

402

00:22:24,520 --> 00:22:30,240

I and in fact, we try to partner to sort
of advance our message messages together.

403

00:22:30,920 --> 00:22:36,120

I will say, though, that, in this last
couple of years, a few initiatives

404

00:22:36,120 --> 00:22:40,160

were tabled, in the EU that seems to,

405

00:22:40,960 --> 00:22:44,280

reduce, the level of IP protection.

406

00:22:44,280 --> 00:22:48,000

And, some of these pieces of legislation
are still in the works.

407

00:22:49,160 --> 00:22:54,600

But the EU, has always
and with this new government,

408

00:22:55,040 --> 00:22:59,680

has promoted
this importance of Europe becoming,

409

00:23:00,680 --> 00:23:02,520

a place for more innovation.

410

00:23:02,520 --> 00:23:05,520

They're trying to attract
more innovative companies.

411

00:23:05,920 --> 00:23:08,920

And I think with this new government
that has,

412

00:23:10,440 --> 00:23:13,680

taking office and the beginning of this
this month,

413

00:23:14,760 --> 00:23:17,480

there are a number of

414

00:23:17,480 --> 00:23:19,600

commissioners with a background

415

00:23:19,600 --> 00:23:22,600

in, in, in that industrial policy.

416

00:23:22,880 --> 00:23:27,800

And, because the EU leadership
has touted the importance of innovation,

417

00:23:28,040 --> 00:23:31,880

I think that in terms of messaging,
I think it's important

418

00:23:31,880 --> 00:23:36,000

for us to highlight
we agree innovation is important.

419

00:23:36,120 --> 00:23:39,120

How can we contribute to that conversation
on that objective?

420

00:23:39,600 --> 00:23:41,640

That's that's really amazing.

421

00:23:41,640 --> 00:23:44,640

And just maybe take this moment
you mentioned Europe beyond the EU.

422

00:23:45,320 --> 00:23:48,440

Thank you for your work
in helping to stop the use AI

423

00:23:48,440 --> 00:23:50,080

tax and data mining exception.

424

00:23:50,080 --> 00:23:52,320

Raise your hand if you oppose that work.
I don't see any.

425

00:23:52,320 --> 00:23:53,520

The ayes have it. Thank you.

426

00:23:53,520 --> 00:23:55,720

You've you've reached a consensus.

427

00:23:55,720 --> 00:23:58,320

Thank you. IBM and, Microsoft.

428

00:23:58,320 --> 00:24:01,720

You reach a consensus here today
on that on that from this us

429

00:24:02,000 --> 00:24:03,160

US group of IP leaders.

430

00:24:03,160 --> 00:24:06,320

So thank you for all your work
to to stop that that proposal.

431

00:24:07,680 --> 00:24:08,760

Okay.

432

00:24:08,760 --> 00:24:11,760

Now, Marina, over to you on messaging.

433

00:24:12,440 --> 00:24:13,960

One would think that,

434

00:24:13,960 --> 00:24:18,960

no IP messaging would be needed that Viper
because viper mandate actually,

435

00:24:19,320 --> 00:24:22,320

talks about protection of IP worldwide.

436

00:24:23,200 --> 00:24:26,040

Unfortunately, we still need

437

00:24:26,040 --> 00:24:29,040

strong priority messaging and,

438

00:24:29,520 --> 00:24:34,360

I think working with the Secretariat
and working with Skype leadership

439

00:24:34,360 --> 00:24:38,480

and also working with like minded group
is, is the key to that.

440

00:24:39,600 --> 00:24:40,240

That's great.

441

00:24:40,240 --> 00:24:41,080

And maybe that takes us

442

00:24:41,080 --> 00:24:44,080

to the next sort of question
that I think follows from that.

443

00:24:44,160 --> 00:24:46,240

How about coalition
building in each of your

444

00:24:46,240 --> 00:24:49,240

in each of your jurisdictions,
within each of your portfolios?

445

00:24:49,680 --> 00:24:53,400

The US, as you said,
can, can, can achieve a lot,

446

00:24:53,760 --> 00:24:55,920

but especially in the environments
you're working in

447

00:24:55,920 --> 00:24:58,280

that may not be necessarily
always sufficient.

448

00:24:58,280 --> 00:25:02,520

It's critical to hear the U.S voice,
but sometimes a coalition can can help,

449

00:25:02,920 --> 00:25:06,680

perhaps even, to, to
to reach a group of different stakeholders

450

00:25:06,680 --> 00:25:08,080

that we may not be able to do.

451

00:25:08,080 --> 00:25:09,720

How do you how do you build coalitions,

452

00:25:09,720 --> 00:25:13,640

and do you find coalition work
to be a successful strategy at Ypo?

453

00:25:15,200 --> 00:25:16,320

Indeed.

454

00:25:16,320 --> 00:25:21,400

Yes. It's one of the critical elements,
and the example that I want to mention

455

00:25:21,400 --> 00:25:25,440

today is the
the recent leak and concluded,

456

00:25:27,120 --> 00:25:30,840

diplomatic conference
on the design Law treaty.

457

00:25:31,280 --> 00:25:34,560
I think the excellent negotiation
team, great strategy

458
00:25:34,560 --> 00:25:37,560
and coalition building

459
00:25:38,160 --> 00:25:41,880
took us to the, you know, to the to the,

460
00:25:42,680 --> 00:25:46,240
result that that we have able to achieve

461
00:25:46,440 --> 00:25:49,440
in coalition building was one of the

462
00:25:50,200 --> 00:25:53,200
things, one of the things that we spend
a lot of time on,

463
00:25:54,160 --> 00:25:56,960
and, not not it's,

464
00:25:56,960 --> 00:26:00,120
it's mostly with our like minded.

465
00:26:00,120 --> 00:26:02,760
But still, you need to keep them.

466
00:26:02,760 --> 00:26:06,280
You need to keep the group,
you know, strong

467
00:26:06,600 --> 00:26:11,000
and we spend a lot of time
building this coalition,

468

00:26:11,280 --> 00:26:15,360
if you, if you wish, with, you with,

469

00:26:16,440 --> 00:26:19,800
the group of,
Central European Baltic states,

470

00:26:20,840 --> 00:26:22,840
and with Group B,

471

00:26:22,840 --> 00:26:26,280
that's what is known by the,
which is industrialized

472

00:26:26,280 --> 00:26:29,760
countries and keeping them together
through the entire process.

473

00:26:29,760 --> 00:26:31,040
And I think only then

474

00:26:31,040 --> 00:26:34,200
we were able to achieve the results
that we were able to achieve.

475

00:26:34,800 --> 00:26:38,080
And is there any work to be done
in destabilizing, destabilizing

476

00:26:38,280 --> 00:26:39,160
some coalitions?

477

00:26:39,160 --> 00:26:42,720
Can you do that with certain certain
other coalitions are advancing

478

00:26:42,720 --> 00:26:45,720

anti IP agendas and getting

479

00:26:45,880 --> 00:26:49,240

whether it's working with members inside
to to at least have the conversation.

480

00:26:49,240 --> 00:26:51,120

Is that something you're doing as well.

481

00:26:51,120 --> 00:26:53,160

I think that's a great question.

482

00:26:53,160 --> 00:26:56,000

Because we work with other

483

00:26:56,000 --> 00:26:59,320

countries, member states
by by member states from different groups,

484

00:27:00,160 --> 00:27:05,160

that do have domestically at least advance
IP protections, such as Chile,

485

00:27:05,400 --> 00:27:09,680

such as, South Korea, Singapore,

486

00:27:11,120 --> 00:27:12,840

you know, some countries in

487

00:27:15,440 --> 00:27:18,440

some other countries in, in Latin America,

488

00:27:18,600 --> 00:27:22,960

it's difficult because,
they sort of like sticking together.

489
00:27:22,960 --> 00:27:24,920
But they're we do have some allies.

490
00:27:24,920 --> 00:27:27,480
And I was very,

491
00:27:27,480 --> 00:27:30,360
happy to hear from our colleague
from Mexico

492
00:27:30,360 --> 00:27:35,160
that Mexican government
now is, has this prepared sort of stance.

493
00:27:35,160 --> 00:27:39,880
And I hope that we will be able to work
with Mexico, at Ypo.

494
00:27:40,560 --> 00:27:43,880
On some pro AP messaging,
because Mexico is a big player.

495
00:27:44,080 --> 00:27:45,000
Absolutely.

496
00:27:45,000 --> 00:27:48,120
So, guys, we've entered in the lightning
round of our conversation.

497
00:27:48,760 --> 00:27:50,480
So we have about five minutes left, maybe.

498
00:27:50,480 --> 00:27:51,360

Helen, over to you.

499

00:27:51,360 --> 00:27:54,440

I know you do a lot of work
as you've sort of previewed

500

00:27:54,800 --> 00:27:58,320

in coalition buildings, coalition building
and the Trips Council.

501

00:27:58,480 --> 00:28:01,640

Maybe tell us a little bit more
about some of your pro IP agenda

502

00:28:01,640 --> 00:28:05,640

and how you've used the Friends of
Innovation group, including side events.

503

00:28:06,080 --> 00:28:08,040

How you kind of worked
on some of those issues.

504

00:28:10,520 --> 00:28:12,360

Well, I mean, I agree with Marina
that I think

505

00:28:12,360 --> 00:28:17,160

especially in the multilateral space,
I think relationships are paramount.

506

00:28:17,160 --> 00:28:18,920

And I think,

507

00:28:18,920 --> 00:28:21,520

maybe that's one of the benefits to us
being there is,

508

00:28:21,520 --> 00:28:24,720

is being able to build these relationships
and maintain them over the years.

509

00:28:26,000 --> 00:28:29,000

We also at the WTO,

510

00:28:29,000 --> 00:28:31,440

you know, it's also helpful to,
to meet with a like

511

00:28:31,440 --> 00:28:35,400

minded group ahead of time, to,
even see how

512

00:28:35,400 --> 00:28:39,360

we interpret things differently
in a particular text or renegotiation.

513

00:28:39,360 --> 00:28:42,360

So, so that's been really, really helpful.

514

00:28:42,640 --> 00:28:44,560

And we also work with the
like minded group

515

00:28:44,560 --> 00:28:47,560

in terms of the friends of IP
and innovation.

516

00:28:47,880 --> 00:28:52,320

You know, selecting an agenda item
that everybody feels like they could

517

00:28:52,680 --> 00:28:56,120

discuss, organizing the side events,

being a really great side

518

00:28:56,120 --> 00:28:59,000

event this year on IP awareness

519

00:28:59,000 --> 00:29:02,800

and the, the, the subtopics
for education and entertainment.

520

00:29:02,800 --> 00:29:04,560

So we had some really excellent

521

00:29:04,560 --> 00:29:07,720

speakers talking about,
you know, the benefits to creators.

522

00:29:08,600 --> 00:29:10,320

Copyright protections. And,

523

00:29:11,280 --> 00:29:14,160

and that was one of the topics
that really got a lot of traction

524

00:29:14,160 --> 00:29:17,560

at one of the trips councils
is because it was, it was something

525

00:29:17,560 --> 00:29:20,880

relatable that other country, you know,
every country was proud of its,

526

00:29:21,720 --> 00:29:23,160

creators and their music.

527

00:29:23,160 --> 00:29:27,280

So they were able to kind of relate

to that a little bit more than than, say,

528

00:29:27,280 --> 00:29:30,840

some of the the pharmaceutical arguments,
you know, the going on, it's WTO.

529

00:29:30,840 --> 00:29:32,520

So, so yeah.

530

00:29:32,520 --> 00:29:34,720

So yeah, that's excellent.

531

00:29:34,720 --> 00:29:37,800

And I hear the music industry
was super supportive of that event.

532

00:29:38,840 --> 00:29:40,360

Yeah, yeah yeah yeah.

533

00:29:40,360 --> 00:29:40,800

Thank you.

534

00:29:40,800 --> 00:29:43,800

Thanks, George. And.

535

00:29:43,920 --> 00:29:47,840

And and Dorian
obviously coalition building might,

536

00:29:47,880 --> 00:29:50,880

might be a different,
different kind of thought there. And,

537

00:29:51,720 --> 00:29:54,480

but but you must the EU, for
example, has commitments

538

00:29:54,480 --> 00:29:56,320

with Ukraine

in a way that maybe the US doesn't.

539

00:29:56,320 --> 00:29:57,720

Are you able to leverage that?

540

00:29:57,720 --> 00:30:00,960

How does how do how do you work with
maybe other countries

541

00:30:00,960 --> 00:30:04,160

in, in advancing a pro IP agenda
and in your region?

542

00:30:04,400 --> 00:30:07,800

Well, I think some of these coalitions
somewhat can develop naturally.

543

00:30:07,800 --> 00:30:08,880

If you're aware of,

544

00:30:08,880 --> 00:30:12,000

let's say, what the corporations or rights
holders are involved.

545

00:30:12,000 --> 00:30:15,160

And so specifically,

I've had instances where I'm working with

546

00:30:15,160 --> 00:30:18,880

one American company
and I later in approached by in

547

00:30:18,960 --> 00:30:21,960

one case was a Japanese company
saying, we've got this issue as well.

548

00:30:22,320 --> 00:30:24,160

And I realized at that point,
you know, since we're the U.S.

549

00:30:24,160 --> 00:30:25,920

Department of Commerce representatives,
you know,

550

00:30:25,920 --> 00:30:27,960

there's not much
we can do to assist a foreign company.

551

00:30:27,960 --> 00:30:30,600

But what this means is that
this is not just a company issues.

552

00:30:30,600 --> 00:30:32,160

It's now a sectorial issue

553

00:30:32,160 --> 00:30:34,920

which is impacting both the U.S company
and a Japanese company.

554

00:30:34,920 --> 00:30:37,360

And that's allows us to
and all of a sudden build a coalition

555

00:30:37,360 --> 00:30:38,400

like you mentioned

556

00:30:38,400 --> 00:30:42,000

to press for more action on the part of,
you know, the foreign governments.

557

00:30:42,400 --> 00:30:45,240

And so I think these can develop naturally
if we're kind of aware of

558

00:30:45,240 --> 00:30:48,240

what are the interests involved,
what are the corporate, right,

559

00:30:48,240 --> 00:30:51,240

are being impacted by
and then pull everyone together that way.

560

00:30:51,600 --> 00:30:52,480

That makes a lot of sense.

561

00:30:52,480 --> 00:30:53,200

And Rachel,

562

00:30:53,200 --> 00:30:56,800

of course, we don't condone member state
on member state violence in the EU.

563

00:30:57,720 --> 00:31:00,200

But, but how do you work?

564

00:31:00,200 --> 00:31:02,800

With coalitions, maybe with member states,
maybe with the commission

565

00:31:02,800 --> 00:31:05,760

to make different parts of the commission
stakeholders, what have you,

566

00:31:05,760 --> 00:31:08,240

what have you been been
trying out in, in Brussels?

567

00:31:09,960 --> 00:31:13,120

So, so we engage,

568

00:31:13,680 --> 00:31:17,480

regularly, with,

both the commission member

569

00:31:17,480 --> 00:31:20,480

state representatives

and of course, stakeholders as well.

570

00:31:21,600 --> 00:31:28,360

And, there are certain member states

who are, I think, more

571

00:31:28,360 --> 00:31:32,520

keen to meet with us, share information

than others.

572

00:31:32,920 --> 00:31:37,040

And so, we do regularly engage with them.

573

00:31:37,960 --> 00:31:41,000

I mean, but generally,

I think it's, it's it's helpful

574

00:31:41,000 --> 00:31:44,280

because the United States

is keen to ensure our,

575

00:31:46,800 --> 00:31:49,560

consistent transatlantic business climate.

576

00:31:49,560 --> 00:31:49,880

Right.

577

00:31:49,880 --> 00:31:51,240

And I think that for

578

00:31:51,240 --> 00:31:54,240

a lot of these member states,
the United States is super important.

579

00:31:55,200 --> 00:31:56,960

They want to continue attracting U.S.

580

00:31:56,960 --> 00:31:58,040

businesses.

581

00:31:58,040 --> 00:32:02,760

And so they are keen to get our views
on different initiatives

582

00:32:02,760 --> 00:32:05,760

so that they can feed that into,

583

00:32:05,800 --> 00:32:09,640

their conversations
in the council, for instance, or,

584

00:32:09,680 --> 00:32:12,000

you know,
and also with members of Parliament,

585

00:32:12,000 --> 00:32:15,000

we regularly meet with members
of Parliament as well.

586

00:32:15,200 --> 00:32:20,760

And it's of course, always helpful for us
to, regularly meet with stakeholders.

587

00:32:20,760 --> 00:32:24,680

And I think that, I,

I hope I'm not jumping ahead, but

588

00:32:25,000 --> 00:32:27,160

you had wanted to ask the question about,

589

00:32:29,720 --> 00:32:30,800

why or

590

00:32:30,800 --> 00:32:34,760

how the US PTO attaches are effective.

591

00:32:34,760 --> 00:32:36,720

And I think one of the,

592

00:32:36,720 --> 00:32:41,800

one of the ways that we are effective
is we regularly, and probably

593

00:32:41,800 --> 00:32:45,960

more than many other attachés engage
regularly with our U.S stakeholders.

594

00:32:46,360 --> 00:32:50,400

And and I think that helps us

595

00:32:50,400 --> 00:32:53,840

be better informed
as we engage with our host governments,

596

00:32:54,680 --> 00:32:58,040

and also our better able
to advocate for all of you.

597

00:32:58,680 --> 00:33:03,240

And I think that perhaps the mandates of
other attachés are a little bit different.

598

00:33:03,960 --> 00:33:08,040

And I don't think that they have
this culture of this regular exchange

599

00:33:08,040 --> 00:33:08,840

with stakeholders.

600

00:33:08,840 --> 00:33:11,520

But I think that that's super useful.

601

00:33:11,520 --> 00:33:12,640

Guys, thank you so much.

602

00:33:12,640 --> 00:33:15,800

Thank you all so much for your, astute
attention.

603

00:33:16,360 --> 00:33:18,000

You guys really are the gold standard.

604

00:33:18,000 --> 00:33:19,640

That is such a great way to end.

605

00:33:19,640 --> 00:33:22,480

I'd also want to just quickly recognize
some of our,

606

00:33:22,480 --> 00:33:25,680

IP attache alumni. DOJ.

607

00:33:26,520 --> 00:33:28,080

David Kelly's in the back.

608

00:33:28,080 --> 00:33:29,480

I know there's some other folks here

609

00:33:29,480 --> 00:33:32,280

who maybe I haven't set yet,
but as we as we applaud our.

610

00:33:32,280 --> 00:33:35,200

What's that? Dom? Excellency.

611

00:33:36,240 --> 00:33:39,240

Your Highness, I apologize.

612

00:33:39,960 --> 00:33:40,800

Let's let's give a

613

00:33:40,800 --> 00:33:43,880

thanks to our panelists, but
also our alumni in the program once again.

614

00:33:43,880 --> 00:33:46,880

So thank you so much.

615

00:34:09,520 --> 00:34:11,080

Wow. Let's give them a round of applause

616

00:34:11,080 --> 00:34:14,080

one more time.

617

00:34:16,320 --> 00:34:17,880

And we're on time.

618

00:34:17,880 --> 00:34:20,880

Thank you, George,
and thank you to all of our attachés.

619

00:34:21,120 --> 00:34:24,080

We're keeping the show going, so,
we're no further ado.

620

00:34:24,080 --> 00:34:26,120

I will announce our next panel.

621

00:34:26,120 --> 00:34:29,120

The South Asia, Southeast
Asia and Middle East panel

622

00:34:29,360 --> 00:34:33,920

featuring, moderated by Onyeama, senior
director of International Advocacy

623

00:34:33,920 --> 00:34:38,720

at Fama and featuring John Quebec,
Matthew Conor and Ayesha Salem Howie,

624

00:34:39,960 --> 00:34:42,840

come on up.

625

00:34:42,840 --> 00:34:45,840

Yeah.

626

00:34:46,080 --> 00:34:53,160

Yeah. All.

627

00:35:14,280 --> 00:35:17,280

You guys, can you.

628

00:35:20,400 --> 00:35:20,880

All right.

629

00:35:20,880 --> 00:35:22,560

Excellent.

630

00:35:22,560 --> 00:35:24,560

Keep the. We'll keep the show going.

631

00:35:24,560 --> 00:35:29,320

And let me start by aligning myself
with, Georges comments.

632

00:35:29,880 --> 00:35:32,880

We are incredibly grateful

633

00:35:33,320 --> 00:35:36,000

to the USPTO and to the chamber,

634

00:35:36,000 --> 00:35:39,000

for facilitating this social
hour in the back.

635

00:35:39,000 --> 00:35:39,320

This.

636

00:35:41,760 --> 00:35:42,560

Ship visiting.

637

00:35:42,560 --> 00:35:44,280

Just,

638

00:35:44,280 --> 00:35:47,720

for for facilitated
this event every, every year, particularly

639

00:35:48,040 --> 00:35:51,000

during this time
when many of us are doing some stocktaking

640

00:35:51,000 --> 00:35:54,000
and and also planning
for for the new year.

641

00:35:54,160 --> 00:35:58,320
I totally agree that this is truly one
of the this crown jewels within the USG.

642

00:35:58,320 --> 00:36:02,120
So thank you all for, for
for being here and for, for doing this.

643

00:36:04,200 --> 00:36:06,000
It's not lost upon me,

644

00:36:06,000 --> 00:36:09,960
that the environment last few years
has been very, very challenging.

645

00:36:10,680 --> 00:36:14,520
We've been dealing with Trips waiver
and just generally this

646

00:36:14,960 --> 00:36:18,360
this narrative that new IP, bad
IP barrier.

647

00:36:18,360 --> 00:36:20,640
It's been it's been challenging.

648

00:36:20,640 --> 00:36:23,640
But despite all of that, I think,

649

00:36:24,120 --> 00:36:26,680
you know, there have been some,
some positive developments

650
00:36:26,680 --> 00:36:28,160
and moving in the right direction

651
00:36:28,160 --> 00:36:32,000
and you all have been at the,
at the forefront for some of that.

652
00:36:32,000 --> 00:36:36,360
So that activity,
so maybe we can start by, by pulling

653
00:36:36,360 --> 00:36:40,360
that thread
and packing that, a little bit and maybe,

654
00:36:41,600 --> 00:36:44,600
John, I can, I can start with, with you.

655
00:36:44,880 --> 00:36:49,160
I can't believe I'm saying this,
but India, we've got

656
00:36:49,440 --> 00:36:53,040
we've got, patent amendments,
trademark amendments.

657
00:36:53,040 --> 00:36:55,320
What's what's going on over there?

658
00:36:55,320 --> 00:36:58,320
And, you know, are we seeing a whole new,

659

00:36:58,320 --> 00:36:59,680
a whole new vision thing out there?

660
00:36:59,680 --> 00:37:03,360
So, I, I hope so, you know,
I think, you know,

661
00:37:03,360 --> 00:37:08,040
this is my end of my five year term,
so I'll be transitioning

662
00:37:08,160 --> 00:37:09,280
out in just a few weeks.

663
00:37:09,280 --> 00:37:12,200
But, you know,
what drew me to come to India in

664
00:37:12,200 --> 00:37:15,200
the first place was this,
you know, when I was in California

665
00:37:15,240 --> 00:37:18,240
as the USPTO, as regional director
there, and,

666
00:37:18,520 --> 00:37:23,120
what drew me was this strong connection
between US industries and India.

667
00:37:23,480 --> 00:37:26,080
And I just felt this
tremendous amount of momentum.

668
00:37:26,080 --> 00:37:30,360
So I arrive in India and immediately
Covid hit and everything comes to a halt.

669

00:37:30,360 --> 00:37:31,560

But, you know, we are,

670

00:37:33,120 --> 00:37:34,200

moving at a rate

671

00:37:34,200 --> 00:37:38,040

much faster now than I could ever imagined
in the first place.

672

00:37:38,040 --> 00:37:41,040

And we're seeing the results of that.

673

00:37:41,320 --> 00:37:44,320

I mentioned this, yesterday
in small group setting, and,

674

00:37:44,840 --> 00:37:45,960

and I was thinking more about it.

675

00:37:45,960 --> 00:37:50,760

But in 2016, when India created its,
national IP policy,

676

00:37:50,920 --> 00:37:55,040

there was only five
or so framers of that national IP policy,

677

00:37:55,320 --> 00:37:59,160

and one of them is now the head
of the IP office to or in the High Court.

678

00:37:59,160 --> 00:38:02,480

And like and they've all created
these positions of leadership that help

679

00:38:02,480 --> 00:38:06,280
to transition,
and improve India's landscape.

680

00:38:06,280 --> 00:38:07,280
It's still very challenging.

681

00:38:07,280 --> 00:38:12,040
And enforcement side, but we've been very
pleased to see the patent amendments,

682

00:38:12,040 --> 00:38:16,240
the, the relaxing of the working statement

683

00:38:16,520 --> 00:38:19,520
every three years and, and,

684

00:38:19,800 --> 00:38:20,560
and some other things.

685

00:38:20,560 --> 00:38:24,440
When you go into the last panel,
the discussion on building coalitions,

686

00:38:24,440 --> 00:38:30,400
you know, working on the removal
of the 30, the memo regarding statutory,

687

00:38:31,040 --> 00:38:34,200
broadcasting for online streaming, 31 DSU

688

00:38:34,680 --> 00:38:38,360
that had been pending since 2016 as well,

689

00:38:38,600 --> 00:38:44,040
getting India to withdraw
that memo, having clear statements

690
00:38:44,040 --> 00:38:48,040
in our trade dialog
that, that, you know, India will abide by.

691
00:38:48,040 --> 00:38:52,800
It's by its, international treaties,
copyright treaties, all of that.

692
00:38:52,920 --> 00:38:56,160
It, it part of that was in part

693
00:38:56,160 --> 00:38:59,480
because it wasn't just USG,
you know, working with India.

694
00:38:59,480 --> 00:39:01,600
I got together with,

695
00:39:01,600 --> 00:39:04,880
you know, Indian creative industries
and other international industries

696
00:39:04,880 --> 00:39:09,800
to all come together, at the embassy
and talk about, you know, this issue

697
00:39:09,840 --> 00:39:12,760
holistically and seeing it's
not just the benefit of the US, it's

698
00:39:12,760 --> 00:39:14,160
a benefit of, more.

699

00:39:14,160 --> 00:39:16,400

And so now I'm doing the same thing
on trade secrets.

700

00:39:16,400 --> 00:39:19,680

So hopefully as we look forward, we'll see
some more improvement on trade secrets

701

00:39:20,520 --> 00:39:21,400

that that's great.

702

00:39:21,400 --> 00:39:22,760

And you mentioned,

703

00:39:22,760 --> 00:39:25,560

you know, obviously I think that
the TPF conversations have been

704

00:39:25,560 --> 00:39:28,720

have been helpful, but you've also engaged
with local stakeholders,

705

00:39:29,760 --> 00:39:30,440

local entities.

706

00:39:30,440 --> 00:39:33,600

India is is signing, you know, FTAs.

707

00:39:34,240 --> 00:39:37,440

Can you touch a little bit upon your work
with some of the, the FTA partners

708

00:39:37,440 --> 00:39:40,880

and how you're sort of feeding
into that, that process?

709

00:39:40,880 --> 00:39:43,320

And I'm thinking
some of the FTA after countries

710

00:39:43,320 --> 00:39:46,240

and, you know, I think that that was,

711

00:39:46,240 --> 00:39:49,360

you know,
we've been pleased to see some willingness

712

00:39:49,360 --> 00:39:52,360

to work in their trade
dialogs, willingness to work on it.

713

00:39:53,240 --> 00:39:56,120

You know,
I think initially there was some,

714

00:39:56,120 --> 00:40:00,360

there was an effort to try to push it
to later phases of these agreements.

715

00:40:00,680 --> 00:40:03,680

So we've been pleased to see,
at least in the FTA,

716

00:40:03,960 --> 00:40:06,960

agreements, some IP,

717

00:40:07,200 --> 00:40:09,800

deliverables
as well as some, some forward looking,

718

00:40:09,800 --> 00:40:12,800

you know, some especially with respect to,

719

00:40:12,960 --> 00:40:16,520

confidential business information

looking into that and in the springtime

720

00:40:16,720 --> 00:40:19,880

and so setting it on a path

and I think again, as it relates to trade

721

00:40:19,880 --> 00:40:23,520

secrets, I think timing wise, it's

coming, together quite well.

722

00:40:23,520 --> 00:40:28,680

And when we talk to our counterparts

from the other missions on IP,

723

00:40:29,400 --> 00:40:32,200

you know, we're,

we're aligned in most with most of the,

724

00:40:32,200 --> 00:40:35,160

the issues that that we're facing,

they're also facing.

725

00:40:35,160 --> 00:40:36,720

And we tend to agree.

726

00:40:36,720 --> 00:40:39,720

And when we work together,

like, for example,

727

00:40:39,760 --> 00:40:44,320

when the undersecretary visited last year,

we held a trade secret dialog brought

728

00:40:44,320 --> 00:40:48,680
Indian industries, and US industries
had my colleagues from the other missions.

729
00:40:48,680 --> 00:40:52,920
They're all saying the same thing,
that India would be benefited

730
00:40:52,920 --> 00:40:54,280
by a single trade secret.

731
00:40:54,280 --> 00:40:55,200
So that that's

732
00:40:55,200 --> 00:40:58,200
what we try to do is when we work together
on things that were aligned.

733
00:40:58,600 --> 00:40:59,040
Great.

734
00:40:59,040 --> 00:41:01,200
Amplifying the message
because goes a long way.

735
00:41:02,280 --> 00:41:02,920
Maybe I can turn

736
00:41:02,920 --> 00:41:06,720
to to Asia also a tough, tough region.

737
00:41:06,720 --> 00:41:11,960
Many of your, countries have featured
prominently in the special 301 report.

738
00:41:11,960 --> 00:41:14,960

So, but we're going a different way
with that.

739

00:41:14,960 --> 00:41:19,200

Conversation

geopolitical, tough neighborhood, I guess.

740

00:41:20,040 --> 00:41:23,280

But, look,

there's a lot happening in the UAE, Saudi

741

00:41:23,280 --> 00:41:26,640

trying to align IP policy

with with broader economic goals.

742

00:41:27,760 --> 00:41:30,160

Could you help us unpack some of that?

743

00:41:30,160 --> 00:41:33,520

You know, what have you been seeing this,
this, this, this year in engagement

744

00:41:33,800 --> 00:41:35,160

this year quite a bit.

745

00:41:35,160 --> 00:41:37,960

Over the last few years, even more.

746

00:41:37,960 --> 00:41:41,240

And, George,

you forgot one important alum, Pete Mayor.

747

00:41:41,240 --> 00:41:44,240

Very right then. And, yeah.

748

00:41:44,760 --> 00:41:46,920

So between

749

00:41:46,920 --> 00:41:49,920

the short round of applause.

750

00:41:52,560 --> 00:41:53,840

So a lot of, you know,

751

00:41:53,840 --> 00:41:56,840

I came before Pete

and then after him again.

752

00:41:56,840 --> 00:41:58,440

So between the two of us.

753

00:41:58,440 --> 00:42:01,440

And it's nice

that he's still in the in the family with,

754

00:42:01,680 --> 00:42:05,160

the international IP space

so we can talk about all of these things,

755

00:42:06,160 --> 00:42:08,360

in a very real way.

756

00:42:08,360 --> 00:42:11,880

In the UAE, it's

you know, there's a minister of I,

757

00:42:11,920 --> 00:42:15,160

the Minister of Economy is is very forward

758

00:42:15,160 --> 00:42:18,160

thinking and very pro IP, so that helps.

759

00:42:19,000 --> 00:42:23,360

There's, a new IP ecosystem
that was announced in February that is,

760

00:42:23,360 --> 00:42:27,360

you know, four pillars and 11 separate
initiatives under those four pillars.

761

00:42:29,000 --> 00:42:30,360

Including, you know, site

762

00:42:30,360 --> 00:42:33,360

blocking, IP and sports.

763

00:42:33,560 --> 00:42:36,480

There's a cute little avatar in Asia,

764

00:42:36,480 --> 00:42:39,600

more efficient government systems
using AI,

765

00:42:40,320 --> 00:42:43,800

all of that kind of stuff
that it's, it's making it more accessible,

766

00:42:44,440 --> 00:42:48,640

easier for entrepreneurs and students
who are trying to drive those,

767

00:42:49,720 --> 00:42:51,600

those initiatives forward.

768

00:42:51,600 --> 00:42:55,840

We have we signed an MOU with,
with the Ministry of Economy.

769

00:42:55,840 --> 00:43:01,640

The USPTO did, you know, back in 2021,
they updated all of their IP laws.

770

00:43:01,640 --> 00:43:02,600

They joined Madrid,

771

00:43:03,960 --> 00:43:04,960

you know, very

772

00:43:04,960 --> 00:43:07,800

positive forward movement last year.

773

00:43:07,800 --> 00:43:11,040

There's, a new anti commercial fraud
law that has,

774

00:43:12,840 --> 00:43:15,680

sections in it that that address,

775

00:43:15,680 --> 00:43:19,440

destruction of counterfeits, you know,
increase penalties, that kind of thing.

776

00:43:19,440 --> 00:43:24,440

We haven't really seen any IP cases under
that new law yet, but it's there.

777

00:43:25,000 --> 00:43:27,240

So we're hopeful.

778

00:43:27,240 --> 00:43:31,440

There's a national strategy for innovation
that was not necessarily modeled

779

00:43:31,440 --> 00:43:34,440
after the USPTO.

780
00:43:34,760 --> 00:43:35,640
Strategy.

781
00:43:35,640 --> 00:43:38,040
But they definitely consulted it.

782
00:43:38,040 --> 00:43:39,120
Took it into account.

783
00:43:39,120 --> 00:43:42,120
There's an Entrepreneurial Nation project,

784
00:43:42,240 --> 00:43:45,920
that provides free filing for any, any

785
00:43:45,920 --> 00:43:51,040
IP registrations that that, students or,
you know, if they meet a certain

786
00:43:51,360 --> 00:43:55,240
threshold for SMEs and startups,
that they have access to that.

787
00:43:56,080 --> 00:43:59,080
So, so there's a lot happening there.

788
00:43:59,640 --> 00:44:02,160
For, for Saudi,

789
00:44:02,160 --> 00:44:04,600
you know,
they just hosted a successful DLT.

790

00:44:04,600 --> 00:44:05,880

So that was great.

791

00:44:05,880 --> 00:44:08,880

To have all of our, all of our colleagues
there in Riyadh with us,

792

00:44:09,960 --> 00:44:11,240

starting next week, they're

793

00:44:11,240 --> 00:44:14,240

going to be finally operating as,

794

00:44:14,240 --> 00:44:17,880

an international searching and preliminary
examining authority under the

795

00:44:18,280 --> 00:44:23,360

you and the they're the second,
Arabic language authority to to do that.

796

00:44:23,360 --> 00:44:26,360

So that's so that's great.

797

00:44:27,120 --> 00:44:30,120

For international filers,

798

00:44:30,160 --> 00:44:33,960

most people who follow Saudi, you know,
that Skype was established in 2018.

799

00:44:34,200 --> 00:44:36,480

It's a unifying IP body.

800

00:44:36,480 --> 00:44:39,640

There's still some sort of growing pains
and figuring out the enforcement

801

00:44:39,640 --> 00:44:41,640
piece of that,

802

00:44:41,640 --> 00:44:45,680
and sort of which authorities
are have the capabilities.

803

00:44:45,960 --> 00:44:49,080
But they, they have published
their national IP strategy that supports

804

00:44:49,080 --> 00:44:51,000
vision 2030.

805

00:44:51,000 --> 00:44:54,600
All of a lot happening,
a lot of a lot of draft laws

806

00:44:54,600 --> 00:44:57,600
under consideration
as the format industry knows.

807

00:44:57,720 --> 00:45:02,040
So, yeah, a lot of, a lot of, progress
still a lot of opportunities.

808

00:45:02,080 --> 00:45:06,560
But it's it's an exciting time
to be there to see what's possible

809

00:45:06,560 --> 00:45:08,560
and how engaged all of the,

810

00:45:08,560 --> 00:45:11,960
the officials are, because that was
not the story ten years ago.

811
00:45:13,320 --> 00:45:13,760
That's great.

812
00:45:13,760 --> 00:45:16,960
And it's wonderful
that Skype has been such a positive.

813
00:45:17,880 --> 00:45:20,880
Force in the region.

814
00:45:21,400 --> 00:45:24,400
Not maybe I can I can turn turn to you.

815
00:45:25,320 --> 00:45:27,360
Sort of similar to to India.

816
00:45:27,360 --> 00:45:31,040
We've got some
some new patent developments in Indonesia.

817
00:45:31,520 --> 00:45:35,880
And, also understand that there is work
done in terms of the enforcement side

818
00:45:35,880 --> 00:45:39,960
that's been that's also fairly,
fairly important for the Indonesians and,

819
00:45:40,920 --> 00:45:44,280
lots of regional collaborations,
if you don't mind just touching upon

820

00:45:44,280 --> 00:45:47,280
some of the other be the great.
Yeah, sure.

821
00:45:47,320 --> 00:45:51,840
You know, with regard to Indonesia, it is
been, you know, they are the only country

822
00:45:51,840 --> 00:45:55,880
in Southeast Asia on us,
our special 301 priority watch lists.

823
00:45:56,200 --> 00:45:58,680
And they've been on that for
well over a decade.

824
00:45:58,680 --> 00:46:01,800
So it is refreshing to see some steps

825
00:46:01,800 --> 00:46:05,160
forward with regard to improvements
in the IP infrastructure.

826
00:46:05,840 --> 00:46:07,440
You mentioned, the patent law.

827
00:46:07,440 --> 00:46:12,000
And just about six weeks ago,
Indonesia updated their patent law.

828
00:46:12,320 --> 00:46:15,320
These amendments, were welcome development
because,

829
00:46:15,360 --> 00:46:17,280
they've been pending for several years.

830

00:46:17,280 --> 00:46:21,760

In fact, the USG had submitted comments
on the draft amendments, many years ago.

831

00:46:21,760 --> 00:46:26,160

And, you know, I'm pleased to report
that several of the comments, we, made,

832

00:46:26,640 --> 00:46:29,240

we saw the amendments be in line
with what we were saying.

833

00:46:29,240 --> 00:46:30,880

So so that was great.

834

00:46:30,880 --> 00:46:33,880

They did things like,
expand the scope of patentability.

835

00:46:34,320 --> 00:46:38,680

Clarify that, computer implemented
inventions are patentable in Indonesia.

836

00:46:39,560 --> 00:46:42,600

Expanded the grace period from six months
to 12 months.

837

00:46:42,600 --> 00:46:45,600

So now it's in line
with international norms,

838

00:46:45,600 --> 00:46:47,840

and even some of the things that were,
specifically

839

00:46:47,840 --> 00:46:51,240

called out in the special 301
report, things like,

840

00:46:51,880 --> 00:46:55,120

what disclosure do

pat napkins have to make with the mentions

841

00:46:55,120 --> 00:46:58,120

related to genetic resources

and traditional knowledge?

842

00:46:58,400 --> 00:46:59,280

They clarified that.

843

00:46:59,280 --> 00:47:02,280

So, we are seeing some

some good developments there.

844

00:47:02,640 --> 00:47:05,280

I will say it didn't cure everything.

845

00:47:05,280 --> 00:47:08,760

You know, things like article 20,

which is the requirement

846

00:47:08,760 --> 00:47:12,120

for having to implement your invention

within Indonesia,

847

00:47:12,480 --> 00:47:16,960

whether it be by manufacturing or,

licensing or importing.

848

00:47:17,600 --> 00:47:19,160

That requirement stayed in place.

849

00:47:19,160 --> 00:47:20,040

And in fact,

850

00:47:20,040 --> 00:47:20,760

they actually added

851

00:47:20,760 --> 00:47:24,720

another requirement to it

that you have to make a yearly statement

852

00:47:24,720 --> 00:47:28,600

to the Ministry of Law explaining

how you are actually implementing

853

00:47:28,600 --> 00:47:30,160

your invention within Indonesia.

854

00:47:30,160 --> 00:47:33,160

So, that's something

we'll have to continue to monitor.

855

00:47:33,720 --> 00:47:36,120

There's no implementing regulation yet.

856

00:47:36,120 --> 00:47:39,040

As I said, this happened

just about six weeks ago, but,

857

00:47:39,040 --> 00:47:39,680

it is something

858

00:47:39,680 --> 00:47:43,240

that, we're going to continue

to, to monitor and see how it develops.

859

00:47:44,160 --> 00:47:46,440

But I will say, you know, with regard to,

860

00:47:46,440 --> 00:47:48,240

you know,

some of the other issues in Indonesia,

861

00:47:49,240 --> 00:47:51,160

they do have challenges,

862

00:47:51,160 --> 00:47:54,360

you know, with regard to enforcement,
counterfeiting.

863

00:47:55,720 --> 00:47:57,360

There there's definitely challenges,

864

00:47:57,360 --> 00:48:00,360

you know, everywhere in Southeast Asia
and the world for that matter.

865

00:48:00,600 --> 00:48:03,600

But with Indonesia,

there are some unique challenges.

866

00:48:03,600 --> 00:48:06,960

For example,

they have an IPR, recordation system,

867

00:48:07,240 --> 00:48:12,160

which is a way that, rights holders
can register their IP with customs,

868

00:48:12,720 --> 00:48:15,800

which is crucial for stopping counterfeits
coming across the border.

869

00:48:16,600 --> 00:48:19,600

But in Indonesia, there's
a unique requirement that,

870

00:48:19,680 --> 00:48:21,880

to be able to use this system,

871

00:48:21,880 --> 00:48:26,760

you have to have an established
legal entity domiciled in Indonesia,

872

00:48:27,120 --> 00:48:30,120

and it can't be, local legal counsel
or something like that.

873

00:48:30,280 --> 00:48:33,840

It has to be basically,
operating subsidiary.

874

00:48:34,200 --> 00:48:37,680

So, as you can imagine, that's,
quite challenging for many businesses

875

00:48:37,680 --> 00:48:39,240

and companies to put in place.

876

00:48:39,240 --> 00:48:42,840

And to that point, in the six years
this has been in existence,

877

00:48:43,240 --> 00:48:48,160

only eight companies worldwide have taken
advantage of it and only two us.

878

00:48:48,600 --> 00:48:50,400

So this is, quite a challenge.

879

00:48:50,400 --> 00:48:53,520

It's something that, stakeholders
would really like to see changed

880

00:48:53,520 --> 00:48:56,120

in the near future, and something that
we continue to engage on,

881

00:48:57,480 --> 00:49:00,320

you know, with regard to, online piracy
in Indonesia.

882

00:49:00,320 --> 00:49:03,840

That's, that's very interesting
because, recent stakeholder

883

00:49:03,840 --> 00:49:08,400

reports are putting the piracy rate
in Indonesia at about 50, 52%,

884

00:49:09,200 --> 00:49:13,360

which is definitely still high,
but lower than some of their neighbors

885

00:49:13,360 --> 00:49:14,280

in the region.

886

00:49:14,280 --> 00:49:17,280

For example,
the Philippines, Vietnam, piracy

887

00:49:17,280 --> 00:49:20,280

rates at about 70 or maybe even above 70%.

888

00:49:20,760 --> 00:49:22,840

So it's lower

than some of their neighbors.

889

00:49:22,840 --> 00:49:26,560

And in fact, we hear from stakeholders
that, they're actually encouraged

890

00:49:26,560 --> 00:49:30,120

by Indonesia's efforts
to address anti-piracy.

891

00:49:30,880 --> 00:49:34,040

In fact, they're saying that
in some cases, it's changing consumer

892

00:49:34,040 --> 00:49:38,800

behavior, where consumers are no longer
seeking out, online piracy sites.

893

00:49:39,680 --> 00:49:42,120

So that's a that's a welcome development.

894

00:49:42,120 --> 00:49:44,400

And overall, I'd say, you know,
it is a mixed bag.

895

00:49:44,400 --> 00:49:47,520

We are seeing, incremental steps forward

896

00:49:47,600 --> 00:49:50,600

on, improvements in the IP infrastructure.

897

00:49:50,880 --> 00:49:54,640

So I guess I would say I'm cautiously
optimistic, as to what we'll see

898

00:49:54,640 --> 00:49:58,560

in the future, but, at the same time,
there still is a long way to go

899

00:50:00,280 --> 00:50:01,440
where we're not quite there

900

00:50:01,440 --> 00:50:04,040
in terms of effective
IP protection enforcement,

901

00:50:04,040 --> 00:50:06,240
but we're taking steps
yes, there to to get there.

902

00:50:06,240 --> 00:50:07,440
And so I can I can appreciate that.

903

00:50:07,440 --> 00:50:10,000
I spent yesterday
looking at the patent patent law.

904

00:50:10,000 --> 00:50:13,840
So, I did see some, some movement,
particularly with research

905

00:50:13,840 --> 00:50:16,920
about mobility criteria,
but a little bit unfortunate.

906

00:50:16,920 --> 00:50:19,520
Some of the other issues on this left,
left off.

907

00:50:19,520 --> 00:50:19,800
Right.

908

00:50:19,800 --> 00:50:24,360
But, well, we'll keep marching
and try to keep up the good fight.

909
00:50:24,560 --> 00:50:26,400
Yeah. Exactly. Right.

910
00:50:26,400 --> 00:50:28,440
And, selfishly, you know what?

911
00:50:28,440 --> 00:50:29,920
Planning for the new year?

912
00:50:29,920 --> 00:50:32,240
And I'm curious what?

913
00:50:32,240 --> 00:50:35,640
You know, your
I think you're doing in 2025.

914
00:50:35,640 --> 00:50:38,200
I want to make sure
that we are aligned in terms of, you know,

915
00:50:38,200 --> 00:50:41,200
we're all aiming at the same,
same, same target here.

916
00:50:41,280 --> 00:50:43,320
But, maybe, John, we can start with you.

917
00:50:43,320 --> 00:50:47,600
What are you seeing
for for South Asia in 2025.

918
00:50:48,560 --> 00:50:49,800

So thanks on.

919

00:50:49,800 --> 00:50:52,800

We we did a lot this past year that is,

920

00:50:53,800 --> 00:50:56,800

that helped build the foundation for what
we're going to do in 2025.

921

00:50:57,000 --> 00:51:01,240

So, you know, even in the new year, early
part of the new year,

922

00:51:01,400 --> 00:51:05,240

we're hoping to do a program,
with the judiciary, because we had, again,

923

00:51:05,240 --> 00:51:09,160

when Undersecretary Vidal came out,
we did a three day judicial conclave

924

00:51:09,160 --> 00:51:14,120

with all of the countries throughout South
Asia and some US judges only on IP.

925

00:51:14,120 --> 00:51:16,440

And it was the first time
they've ever done that.

926

00:51:16,440 --> 00:51:20,120

Our partner was the chief justice
of the Delhi High Court,

927

00:51:20,600 --> 00:51:22,440

who has since been promoted
to the Supreme Court.

928

00:51:22,440 --> 00:51:25,440

So we definitely have some pro IP,

929

00:51:25,920 --> 00:51:27,880

leaders in, in the country.

930

00:51:27,880 --> 00:51:31,760

And, from that now

we're going to do a program in partnership

931

00:51:31,760 --> 00:51:35,320

with the High Court on, ssps.

932

00:51:35,640 --> 00:51:37,480

And that that's coming up in the new year.

933

00:51:37,480 --> 00:51:39,480

So we're looking into that,
working closely

934

00:51:39,480 --> 00:51:42,640

with our experts here in interagency
and at USPTO.

935

00:51:43,320 --> 00:51:47,800

Also on, design the new design led treaty

936

00:51:48,000 --> 00:51:51,720

and engaging
with the Indian IP office on that,

937

00:51:51,960 --> 00:51:55,640

as well as on digital piracy,
something we've been partnering with DOJ

938

00:51:55,640 --> 00:51:59,880
on, on, in several countries
and also in regional programs.

939
00:52:00,120 --> 00:52:03,120
So we plan to do something along
those lines as well.

940
00:52:03,120 --> 00:52:07,200
And then,
just this past, early part of the fall,

941
00:52:07,480 --> 00:52:11,080
we had a intersectional with USTR

942
00:52:11,320 --> 00:52:16,800
and India and on the margins of that,
we were discussing, you know,

943
00:52:16,800 --> 00:52:21,600
what are some things that we could do to
just kind of underscore the importance to,

944
00:52:22,760 --> 00:52:24,360
you know, to us stakeholders

945
00:52:24,360 --> 00:52:28,800
that India strengthen
its regulatory regime in pharmaceuticals.

946
00:52:28,800 --> 00:52:32,560
And so one of the things we've agreed
to do is have the information

947
00:52:32,560 --> 00:52:37,440
sharing session on, and we'll
we'll be reaching out to industry as well.

948

00:52:37,680 --> 00:52:42,000

And when this comes together,
but on the US best practices

949

00:52:42,000 --> 00:52:45,480

with respect to, you know, RDP

950

00:52:45,480 --> 00:52:48,480

and transparent regulatory processes,

951

00:52:49,080 --> 00:52:50,120

that's great to hear.

952

00:52:50,120 --> 00:52:53,120

We'll definitely be in touch regarding
auditing your transparency.

953

00:52:55,440 --> 00:52:57,120

So Asia, maybe maybe to you,

954

00:52:57,120 --> 00:53:00,000

what are you seeing for 2025?

955

00:53:00,000 --> 00:53:02,240

Oh, good. Things are good things. Okay.

956

00:53:02,240 --> 00:53:05,040

I'm forever hopeful and optimistic.

957

00:53:05,040 --> 00:53:07,600

Insha'Allah.

958

00:53:07,600 --> 00:53:11,680

The so, so operationally,

we have, you know,

959

00:53:12,120 --> 00:53:17,360

a big joint program for GCC customs
officials and free zone authorities.

960

00:53:17,360 --> 00:53:20,520

So we're hoping
to bring all of those folks together,

961

00:53:21,280 --> 00:53:24,080

to be able to talk to each other
and maybe share best practices.

962

00:53:25,160 --> 00:53:27,280

Although they are,

963

00:53:27,280 --> 00:53:29,320

a unified,

964

00:53:29,320 --> 00:53:32,960

body headquartered in Riyadh,
it is sometimes

965

00:53:32,960 --> 00:53:36,920

hard to get all of those member states
together to actually talk to each other.

966

00:53:36,920 --> 00:53:39,840

So we're we're hopeful on that.

967

00:53:39,840 --> 00:53:41,800

The with with all things.

968

00:53:41,800 --> 00:53:44,840

I, the World Government Summit is hosted,

969

00:53:45,120 --> 00:53:48,000

in Dubai every February,
hosted by the minister of AI.

970

00:53:48,000 --> 00:53:52,680

There, lots of ongoing conversations
with the Dubai Future Forum,

971

00:53:53,880 --> 00:53:55,800

Foundation, rather

972

00:53:55,800 --> 00:54:00,360

on on making the UAE
and AI regulatory sandbox.

973

00:54:00,720 --> 00:54:03,760

So trying to get get the balance of,

974

00:54:03,760 --> 00:54:07,520

you know, not stifling innovation
and creativity, but

975

00:54:07,520 --> 00:54:11,720

also protecting what needs to be protected
and making it safe for everybody to use.

976

00:54:12,440 --> 00:54:17,000

So the minister is very keen on, on those,
sort of guardrails.

977

00:54:17,800 --> 00:54:21,400

Obviously we're going to leverage
our new MoU with the UAE.

978

00:54:21,800 --> 00:54:26,240

The assistant undersecretary for IP,
is has an open door policy.

979

00:54:26,240 --> 00:54:27,760
It's wonderful.

980

00:54:27,760 --> 00:54:31,960
You know, as much work as we can do there
in building their examiners

981

00:54:31,960 --> 00:54:35,160
capabilities, so that they don't
have to outsource those,

982

00:54:36,280 --> 00:54:38,720
those tasks anymore.

983

00:54:38,720 --> 00:54:42,720
And, and I know we're not talking
we're focused on the Gulf right

984

00:54:42,720 --> 00:54:48,560
now, but, in Egypt, there is a new, chair
of the Egyptian IP authority.

985

00:54:49,200 --> 00:54:51,960
It's a minister level, position.

986

00:54:51,960 --> 00:54:57,160
He is, is currently, you know, doing a lot
of housekeeping, but he has a big job.

987

00:54:57,160 --> 00:55:00,160
And we're, in conversations with him,
hopefully

988

00:55:01,320 --> 00:55:04,280
leaning towards more substantive
conversations in a few months,

989
00:55:04,280 --> 00:55:08,520
maybe in Q2, and actually shaping

990
00:55:08,520 --> 00:55:11,520
some of Egypt's,

991
00:55:11,720 --> 00:55:13,200
everything.

992
00:55:13,200 --> 00:55:16,280
Honestly,
it's all it's all being consolidated.

993
00:55:16,280 --> 00:55:17,640
It's a it's a fresh start.

994
00:55:17,640 --> 00:55:20,280
It's it's actually a really exciting time.

995
00:55:20,280 --> 00:55:22,280
And and we're in close touch with him.

996
00:55:22,280 --> 00:55:27,440
So it's a, it's a promising,
promising time for next year. Yes.

997
00:55:27,640 --> 00:55:30,640
Sounds like not much going on.

998
00:55:31,200 --> 00:55:33,600
That that that's that's exciting.

999

00:55:33,600 --> 00:55:36,480

And please, you know,
obviously use this as a, as a resource.

1000

00:55:37,840 --> 00:55:39,560

So, Matt, same same question.

1001

00:55:39,560 --> 00:55:41,920

What is in your wish list for 2025?

1002

00:55:41,920 --> 00:55:43,760

Wish list on the upside.

1003

00:55:43,760 --> 00:55:46,560

Yeah. Yeah.

1004

00:55:46,560 --> 00:55:50,760

You know, in Asean, there's no shortage
of issues that we can address, right?

1005

00:55:51,320 --> 00:55:54,040

And there's so much change
going on in the region.

1006

00:55:54,040 --> 00:55:57,800

You know, we talked about Indonesia
finally amending their patent laws, but,

1007

00:55:58,320 --> 00:55:59,400

that's just a drop in the bucket.

1008

00:55:59,400 --> 00:56:02,880

So many other countries are,
making changes as well.

1009

00:56:03,280 --> 00:56:07,560

For example, in Thailand, they're doing
a second amendment to the copyright law.

1010

00:56:07,560 --> 00:56:10,200

They just acceded to the.

1011

00:56:10,200 --> 00:56:13,200

Now they're working on amendments
to accede to the,

1012

00:56:13,840 --> 00:56:15,240

in Vietnam.

1013

00:56:15,240 --> 00:56:18,000

Just last year,
they implemented a comprehensive new IP

1014

00:56:18,000 --> 00:56:22,320

law covering everything from patents,
trademarks, trade secrets, enforcement,

1015

00:56:23,040 --> 00:56:26,040

even in Myanmar,
with everything going on in that country,

1016

00:56:26,440 --> 00:56:29,640

somehow in the last year and a half,
two years, they found a way to implement

1017

00:56:29,640 --> 00:56:33,480

all four of their IP laws
and set up an IP office that just started

1018

00:56:33,720 --> 00:56:37,360

accepting trademark applications,
patent applications, just last month.

1019

00:56:38,040 --> 00:56:40,600

So there's a tremendous amount of change
going on in the region.

1020

00:56:40,600 --> 00:56:43,240

And for us, we try to be a good partner.

1021

00:56:43,240 --> 00:56:47,720

We try to help where we can,
provide assistance, technical training.

1022

00:56:48,440 --> 00:56:51,000

One of the tools in our toolbox is,

1023

00:56:51,000 --> 00:56:53,520

Asean regional, programs that we do.

1024

00:56:53,520 --> 00:56:56,560

We have a coordination agreement
with the Asean Secretariat

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00:56:56,920 --> 00:56:59,920

that allows us to do training programs
where we bring together

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00:57:00,160 --> 00:57:04,560

all ten of the Asean countries,
along with our USG resources

1027

00:57:04,560 --> 00:57:07,680

like Htsci on enforcement, our AI chips,

1028

00:57:07,680 --> 00:57:10,680

DOJ, our PTO team as well.

1029

00:57:10,800 --> 00:57:13,880

So we're able to use that
to have the Asean countries

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00:57:14,160 --> 00:57:17,960

talk to us, talk to each other
more importantly about some of the best

1031

00:57:17,960 --> 00:57:22,800

practices they use, some of the insight
they see and, share experiences that way.

1032

00:57:23,120 --> 00:57:26,440

And we're lucky enough
to be able to do that 7 to 8 times a year.

1033

00:57:27,160 --> 00:57:31,680

We actually lay out a proposed program
schedule for the Asean Secretariat.

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00:57:32,360 --> 00:57:35,120

They give us feedback,
and then we finalize a program,

1035

00:57:35,120 --> 00:57:37,320

and it all takes place
during our fiscal year.

1036

00:57:37,320 --> 00:57:39,360

So that's a
that's a great resource to have.

1037

00:57:39,360 --> 00:57:40,680

And something
that's been really effective.

1038

00:57:40,680 --> 00:57:44,880

I think, I mentioned a couple days ago
we just celebrated the 20th

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00:57:44,880 --> 00:57:48,480

anniversary of that agreement,
which was quite a milestone.

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00:57:48,760 --> 00:57:51,480

It was the first time, any, U.S.

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00:57:51,480 --> 00:57:55,440

government agency had ever entered
into our formal relationship with Asean.

1042

00:57:55,920 --> 00:57:58,920

So to celebrate 20 years of that,
it is quite an accomplishment.

1043

00:57:59,400 --> 00:58:03,800

But that MOU has allowed us to do so much
work and build all these partnerships.

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00:58:03,800 --> 00:58:06,800

So I think that's something
that we'll continue to use in the future.

1045

00:58:06,920 --> 00:58:09,760

And then in addition,
we also do bilateral training.

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00:58:09,760 --> 00:58:14,160

For example, talking about Indonesia,
we get a lot of stakeholder,

1047

00:58:14,880 --> 00:58:18,720

concern about things like, bad faith

trademark applications.

1048

00:58:18,960 --> 00:58:21,720

So last year we went down to Jakarta,

1049

00:58:21,720 --> 00:58:25,200

we set up a two day program
with our trademark experts explaining

1050

00:58:25,200 --> 00:58:28,600

bad faith applications, some of the tools
we use in the US to address that.

1051

00:58:29,160 --> 00:58:31,200

So potentially that can be

1052

00:58:31,200 --> 00:58:34,120

incorporated into what Indonesia
is going to do with their guidelines.

1053

00:58:34,120 --> 00:58:37,920

So, between the bilateral training
and our regional training,

1054

00:58:38,080 --> 00:58:41,080

I think we have a very, action packed year
coming up.

1055

00:58:41,400 --> 00:58:43,840

I have one more thing I do predict,

1056

00:58:43,840 --> 00:58:47,840

and I know I've said this in years before
there's going to be a CMO in the UAE.

1057

00:58:51,440 --> 00:58:54,440

At some point in 2025,

1058

00:58:54,720 --> 00:58:57,720

I think I heard George there.

1059

00:58:57,920 --> 00:59:00,760

Know, but

but I think some of the, the, the,

1060

00:59:00,760 --> 00:59:04,640

the technical work they all do
really is helping advance these issues.

1061

00:59:04,640 --> 00:59:06,920

And as I mentioned earlier,
it's it's a tough environment,

1062

00:59:06,920 --> 00:59:11,080

but taking things down to the technical
level and just continuing to push

1063

00:59:11,080 --> 00:59:12,480

is going a long way.

1064

00:59:12,480 --> 00:59:16,400

And we can we're seeing we're seeing
results of all that that could work.

1065

00:59:16,400 --> 00:59:19,720

So just let me again, just thank you
all for what you're doing.

1066

00:59:19,720 --> 00:59:23,400

You guys are truly the crown jewel
and we are all incredibly grateful for

1067

00:59:23,400 --> 00:59:26,960
not just what you do for the,
you know, us, but also us stakeholders.

1068
00:59:26,960 --> 00:59:28,200
It's it's incredible.

1069
00:59:28,200 --> 00:59:30,720
And thank you for taking your calls.

1070
00:59:30,720 --> 00:59:31,560
Appreciate that very much.

1071
00:59:31,560 --> 00:59:33,000
And Pete George will take you for lunch.

1072
00:59:36,280 --> 00:59:38,760
So thank you.

1073
00:59:38,760 --> 00:59:41,760
Thank you.

1074
01:00:02,440 --> 01:00:09,200
Yes. Okay.

1075
01:00:09,920 --> 01:00:12,920
Thank you.

1076
01:00:17,640 --> 01:00:20,160
Oh, my gosh, I don't want to jinx it,
but we're on time, actually.

1077
01:00:20,160 --> 01:00:22,200
Perfectly. So this is great.

1078

01:00:22,200 --> 01:00:22,800

Okay, wonderful.

1079

01:00:22,800 --> 01:00:24,560

Let's give them

another round of applause, please.

1080

01:00:24,560 --> 01:00:25,880

Thank you again so much.

1081

01:00:25,880 --> 01:00:28,880

We appreciate all your insight.

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01:00:29,640 --> 01:00:30,560

And of course, now

1083

01:00:30,560 --> 01:00:33,960

it is my honor

to announce our Latin America panel,

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01:00:33,960 --> 01:00:36,200

which will be moderated by Amanda Denton,

Senior

1085

01:00:36,200 --> 01:00:39,840

counsel for Global Policy

at the Entertainment Software Association.

1086

01:00:40,200 --> 01:00:43,760

And joining

her will be Claudia with us, Maria Beatriz

1087

01:00:43,760 --> 01:00:46,760

de Law and Jennifer Czajkowski.

1088

01:01:12,720 --> 01:01:15,720

Thank you for seeing everyone.

1089

01:01:16,480 --> 01:01:18,840

Thank you so much.

1090

01:01:18,840 --> 01:01:21,080

For coming up. I feel like we're.

1091

01:01:21,080 --> 01:01:25,320

This is the marathon of visits for you.

1092

01:01:25,320 --> 01:01:29,600

I know, so we're always so appreciative
that you can come to DC, and,

1093

01:01:30,560 --> 01:01:31,200

And the chamber's

1094

01:01:31,200 --> 01:01:34,960

round table is especially helpful
to bring together all the different,

1095

01:01:36,360 --> 01:01:38,240

industries
and people that you're talking to.

1096

01:01:38,240 --> 01:01:42,000

But I know that this is a really,
strenuous week for you.

1097

01:01:42,000 --> 01:01:45,000

So thank you for for doing this
and for being here.

1098

01:01:45,480 --> 01:01:48,320

So I'm Amanda Denton, I'm

with the Entertainment Software

1099

01:01:48,320 --> 01:01:51,880

Association, and, I think we just

1100

01:01:51,880 --> 01:01:55,200

briefly had some of your, introduction.

1101

01:01:55,240 --> 01:01:58,560

So I wonder if, maybe first,

1102

01:01:59,280 --> 01:02:02,280

I'll just turn it over to each of you.

1103

01:02:02,520 --> 01:02:04,080

We'll start with Claudia.

1104

01:02:04,080 --> 01:02:06,960

And, if you could just,

1105

01:02:06,960 --> 01:02:10,680

you know, maybe give a little bit
more of your, introduction and background

1106

01:02:10,680 --> 01:02:14,240

and tell us, what do you think?

1107

01:02:15,000 --> 01:02:18,720

So starting with Mexico,
what do you think is the biggest

1108

01:02:18,720 --> 01:02:21,800

highlight we should really know about
either from the past year or.

1109

01:02:21,800 --> 01:02:24,000
What are you looking forward to
in the coming year?

1110
01:02:24,000 --> 01:02:25,080
I'll let you take the floor.

1111
01:02:26,640 --> 01:02:29,160
Thank you, Amanda, and

1112
01:02:29,160 --> 01:02:33,200
thank you all for hosting us today.

1113
01:02:33,200 --> 01:02:33,920
This morning.

1114
01:02:33,920 --> 01:02:36,920
We're really happy to participate.

1115
01:02:37,120 --> 01:02:38,440
My name is Claudia Rojas.

1116
01:02:38,440 --> 01:02:42,800
I am the senior legal
IP specialist cover covering

1117
01:02:42,800 --> 01:02:45,800
Mexico, Central America and the Caribbean,

1118
01:02:45,800 --> 01:02:48,800
and I am based in Mexico City.

1119
01:02:49,400 --> 01:02:54,360
We currently do not have an attache,
so I am trying to step up to the plate

1120
01:02:54,360 --> 01:02:57,480
and do both jobs as well as I can.

1121
01:02:58,480 --> 01:03:02,600
So note what's been happening

1122
01:03:02,720 --> 01:03:05,720
that in Mexico that,

1123
01:03:06,480 --> 01:03:11,280
helps IP and the latest is that, well,
you know,

1124
01:03:11,280 --> 01:03:15,520
you all know that,
there's a new administration.

1125
01:03:15,720 --> 01:03:19,520
It started in October 1st, 2024.

1126
01:03:20,520 --> 01:03:24,280
President Claudia
Shane Chamberlain is the new

1127
01:03:24,280 --> 01:03:28,120
the first woman president in Mexico.

1128
01:03:28,680 --> 01:03:31,680
She is a scientists, scientist.

1129
01:03:31,880 --> 01:03:37,160
She holds, a PhD in
engineering and engineering.

1130
01:03:37,720 --> 01:03:40,920

So with that,
it looks like she's interested

1131
01:03:40,920 --> 01:03:44,560
in innovation and advancing innovation.

1132
01:03:45,120 --> 01:03:47,400
Protecting IP.

1133
01:03:48,760 --> 01:03:51,760
She named,

1134
01:03:51,840 --> 01:03:55,640
the new director of,
Mexican Institute of Industrial Property.

1135
01:03:55,640 --> 01:03:58,640
That's equivalent to USPTO.

1136
01:03:58,960 --> 01:04:01,960
And I guess,

1137
01:04:03,160 --> 01:04:07,120
the main news
is that when we met with him,

1138
01:04:07,560 --> 01:04:11,160
he agreed to meet with us on October 15th.

1139
01:04:11,160 --> 01:04:14,160
So he had just
been appointed on October 10th.

1140
01:04:14,880 --> 01:04:17,880
So he said,

1141

01:04:17,880 --> 01:04:22,480

I am having a, fight against piracy.

1142

01:04:22,920 --> 01:04:24,800

I want to combat it.

1143

01:04:24,800 --> 01:04:26,840

I'm having a frontal fight.

1144

01:04:26,840 --> 01:04:30,880

And he's already started his first race

1145

01:04:30,880 --> 01:04:33,880

in downtown, downtown Mexico City.

1146

01:04:34,040 --> 01:04:36,840

But he's going to have them all around

1147

01:04:36,840 --> 01:04:40,160

the Mexican Republic in the 32 states.

1148

01:04:41,040 --> 01:04:45,560

He was also very specific to tell us,
I want to get Mexico

1149

01:04:45,560 --> 01:04:48,560

of the special 301 list,

1150

01:04:49,080 --> 01:04:52,080

and I want to comply with the Usmca.

1151

01:04:52,440 --> 01:04:57,320

So I like the word a lot.

1152

01:04:58,000 --> 01:05:01,120

Let's be, cautiously optimistic,

1153

01:05:01,640 --> 01:05:04,400

but it looks like there's political

1154

01:05:04,400 --> 01:05:07,440

will from we from what we had seen,

1155

01:05:08,880 --> 01:05:09,520

in the past

1156

01:05:09,520 --> 01:05:12,720

administration during the full six years,

1157

01:05:12,720 --> 01:05:17,880

there was very little to almost none
and no enforcement.

1158

01:05:18,240 --> 01:05:24,160

So this scenario looks promising,
and I'll stop there.

1159

01:05:24,920 --> 01:05:26,560

But it really is promising.

1160

01:05:26,560 --> 01:05:29,560

And, I know you've been working
hard to help

1161

01:05:29,960 --> 01:05:34,800

the new director come to DC and, and,

1162

01:05:34,880 --> 01:05:38,120

you know, engage with us, hear
more about the plans

1163

01:05:38,120 --> 01:05:42,000

and, and hopefully

give us a chance to input,

1164

01:05:42,360 --> 01:05:45,280

give some input into the priorities
that we're looking for.

1165

01:05:45,280 --> 01:05:49,720

So, thank you so much for,
you know, keeping us posted

1166

01:05:49,720 --> 01:05:52,720

and alerting us about his plans.

1167

01:05:53,520 --> 01:05:56,200

So that's a really great,

1168

01:05:56,200 --> 01:05:59,880

look ahead for the coming year,
I think. So.

1169

01:06:00,160 --> 01:06:00,960

All right, Maria.

1170

01:06:00,960 --> 01:06:03,960

Beatrice, would you like to tell us about,

1171

01:06:04,480 --> 01:06:07,160

what you think is the biggest thing
we need to know?

1172

01:06:07,160 --> 01:06:09,880

That's been happening
or will happen in Brazil.

1173

01:06:09,880 --> 01:06:11,680

Okay. Good morning everyone.

1174

01:06:11,680 --> 01:06:12,840

Good morning. Amanda.

1175

01:06:12,840 --> 01:06:16,400

My name is Maria Beatrice de Lori,
and I'm the IP

1176

01:06:16,400 --> 01:06:20,160

advisor for Mercosur, region based in Rio.

1177

01:06:21,160 --> 01:06:21,880

It's great

1178

01:06:21,880 --> 01:06:24,960

to be back to
DC, especially in this time of the year.

1179

01:06:24,960 --> 01:06:29,280

Even though I don't like the code, I love
Christmas, so I'm enjoying it a lot.

1180

01:06:29,760 --> 01:06:34,560

Very busy time here,
but it seems that Brasilia today

1181

01:06:34,880 --> 01:06:38,920

decided to be busier
than any other place. Wow.

1182

01:06:39,080 --> 01:06:44,040

So I'm bringing two pieces of news
very quickly,

1183

01:06:44,040 --> 01:06:49,440

but fresh from the overnight number one,
fresh from the overnight, chills.

1184

01:06:49,440 --> 01:06:54,920

These are the days in which Brazilian
AI and Pi, the IP office publishes

1185

01:06:55,520 --> 01:06:59,840

publishes
its gazette in the Gazette today,

1186

01:07:00,080 --> 01:07:03,680

regulations for Brazil's participation

1187

01:07:03,880 --> 01:07:07,080

in going global were published.

1188

01:07:07,600 --> 01:07:12,840

Who it starts to function in January 1st.

1189

01:07:13,560 --> 01:07:15,400

It still,

1190

01:07:15,400 --> 01:07:19,800

has a cap limit of applications per year.

1191

01:07:20,160 --> 01:07:25,320

We are not too happy with that yet,
but the number has increased a lot.

1192

01:07:25,680 --> 01:07:30,720

It came from this year 800 applications

1193

01:07:30,720 --> 01:07:34,520
for a year to 3200.

1194
01:07:34,840 --> 01:07:37,840
So let's keep an eye out on this number.

1195
01:07:37,840 --> 01:07:41,600
And considering that the US companies
are the ones

1196
01:07:41,600 --> 01:07:45,960
that heavily use
the system, be in the lookout.

1197
01:07:45,960 --> 01:07:48,960
Make sure you use it before,

1198
01:07:49,440 --> 01:07:51,960
the possibility of doing so expires.

1199
01:07:51,960 --> 01:07:54,080
Number one. Number two.

1200
01:07:55,200 --> 01:08:00,400
So yesterday, this seventh draft of the

1201
01:08:00,680 --> 01:08:05,680
AI bill passed in one commission
at the Senate. Yes.

1202
01:08:05,680 --> 01:08:08,920
Seventh, we right now have,

1203
01:08:09,240 --> 01:08:12,240
I believe, 11 amendments to the bill.

1204

01:08:12,600 --> 01:08:15,960

And there is one particular portion
in the main bill

1205

01:08:16,000 --> 01:08:19,560

concerning copyright
and how it's going to be treated.

1206

01:08:20,760 --> 01:08:24,000

It's essentially good,
but we are still monitoring

1207

01:08:24,000 --> 01:08:28,280

because these days it's not always clear

1208

01:08:28,280 --> 01:08:31,280

what's the final version
that has been approved?

1209

01:08:32,760 --> 01:08:35,800

Today we expect to have

1210

01:08:35,800 --> 01:08:38,880

the voting at the plenary of the Senate.

1211

01:08:39,120 --> 01:08:42,960

If that's approved,
it will go back to the chamber.

1212

01:08:43,200 --> 01:08:46,200

So a lot of movement coming up.

1213

01:08:47,160 --> 01:08:49,800

I've heard all sorts of comments.

1214

01:08:49,800 --> 01:08:52,280

No way it's going to be voted today.

1215

01:08:52,280 --> 01:08:54,760

It's going to be approved today for sure.

1216

01:08:54,760 --> 01:08:59,880

So Brasilia is essentially,
giving me all sorts of signs.

1217

01:08:59,880 --> 01:09:02,160

Let's see what what prevails.

1218

01:09:03,320 --> 01:09:05,120

Well, that really is big news.

1219

01:09:05,120 --> 01:09:07,920

I know there were hundreds

1220

01:09:07,920 --> 01:09:10,960

of comments made to the Senate.

1221

01:09:11,160 --> 01:09:13,680

I believe, if that's right.

1222

01:09:13,680 --> 01:09:18,560

Do you think that there will be
a lot of work done at the chamber?

1223

01:09:19,280 --> 01:09:22,280

Will there be more opportunity for input
now that, you know, there's

1224

01:09:22,280 --> 01:09:27,040

been a drastic change from the previous
AI bill until this one?

1225

01:09:27,840 --> 01:09:30,920
Do you think that there will be
an opportunity to weigh in

1226

01:09:31,080 --> 01:09:34,080
on this next draft?

1227

01:09:34,920 --> 01:09:40,560
In general terms, I think there is
always opportunity, because we never know

1228

01:09:40,560 --> 01:09:44,080
what are the political forces
going on behind the scenes.

1229

01:09:44,080 --> 01:09:47,880
We just know there are many,
so it's always good

1230

01:09:47,880 --> 01:09:51,120
to make sure you present your opinion,

1231

01:09:51,120 --> 01:09:56,440
your vote through different, channels
to consultations,

1232

01:09:56,440 --> 01:09:59,440
to presentations, through hearings,

1233

01:09:59,640 --> 01:10:02,160
to letters to congressmen and women.

1234

01:10:03,320 --> 01:10:05,280
I think,

1235

01:10:05,280 --> 01:10:06,520

I was I'm Brazilian.

1236

01:10:06,520 --> 01:10:10,080

I was born in Brazil in a time
where we had a dictatorship.

1237

01:10:10,280 --> 01:10:13,160

So we are kind of still learning how

1238

01:10:13,160 --> 01:10:16,160

to do the democracy exercise.

1239

01:10:16,240 --> 01:10:20,640

So I think the more we participate
as companies,

1240

01:10:20,640 --> 01:10:23,640

as international collaborators,

1241

01:10:24,240 --> 01:10:27,240

the more robust the results will be.

1242

01:10:28,240 --> 01:10:30,440

Fantastic. So,

1243

01:10:30,440 --> 01:10:33,440

tell me more about the region generally.

1244

01:10:33,960 --> 01:10:37,560

And if you could just remind us of the,
the countries that you

1245

01:10:37,880 --> 01:10:41,160

personally cover, if you're feeling up

to covering the region.

1246

01:10:41,440 --> 01:10:45,440

So, yeah,
we currently cover, the Mercosur region,

1247

01:10:45,720 --> 01:10:49,360

which is Argentina, Brazil,
Paraguay, Uruguay

1248

01:10:49,640 --> 01:10:52,400

and also Venezuela, which is a member, but

1249

01:10:52,400 --> 01:10:55,400

it's, suspended member.

1250

01:10:55,680 --> 01:10:56,160

Okay, great.

1251

01:10:56,160 --> 01:10:59,720

So any other big news in the region
we should know about?

1252

01:11:00,680 --> 01:11:03,160

Okay. I think,

1253

01:11:03,160 --> 01:11:06,440

let's say let's start with Argentina.

1254

01:11:06,800 --> 01:11:10,160

A lot of movements in that country,
a political,

1255

01:11:10,440 --> 01:11:13,800

important political change
with President Meli.

1256

01:11:14,240 --> 01:11:18,280

But I'll just mention one point
that was very controversial

1257

01:11:18,280 --> 01:11:21,400

throughout the year,
which was the decree on

1258

01:11:21,400 --> 01:11:24,520

copyrights, this particular decree.

1259

01:11:24,800 --> 01:11:26,600

And let's pay attention.

1260

01:11:26,600 --> 01:11:28,480

It's a decree, not a law.

1261

01:11:28,480 --> 01:11:28,920

Okay.

1262

01:11:28,920 --> 01:11:33,000

So it's a different level of,
legal instrument.

1263

01:11:33,440 --> 01:11:37,560

This decree, changes the interpretation

1264

01:11:37,560 --> 01:11:41,760

or hopes
to change the interpretation of what is,

1265

01:11:42,720 --> 01:11:45,720

public reproduction of works.

1266

01:11:46,200 --> 01:11:50,800
The goal is essentially to exclude
hotel house,

1267
01:11:51,640 --> 01:11:56,440
Airbnbs and party venues
from the interpretation

1268
01:11:56,680 --> 01:12:01,400
that that is encompassed
in, in, public performance.

1269
01:12:02,040 --> 01:12:02,520
Thank you.

1270
01:12:02,520 --> 01:12:06,440
I know we've been following this
and, hoping this type of thing

1271
01:12:06,440 --> 01:12:07,280
doesn't catch fire.

1272
01:12:07,280 --> 01:12:10,280
So thanks for alerting us about that.

1273
01:12:11,080 --> 01:12:15,040
Jennifer,
could you tell us what you would say

1274
01:12:15,040 --> 01:12:18,920
are your highlights in Colombia
now that you've had a chance to acclimate

1275
01:12:18,960 --> 01:12:23,400
and, and, you know, any other updates
you want to sure.

1276

01:12:23,400 --> 01:12:24,160

Preview for us?

1277

01:12:24,160 --> 01:12:29,040

Yes, I'm Jennifer Czajkowski,
I'm the attache for the Andean Community.

1278

01:12:29,040 --> 01:12:29,760

And Chile.

1279

01:12:29,760 --> 01:12:32,880

So I cover, Ecuador, Bolivia, Peru,

1280

01:12:32,880 --> 01:12:35,880

Colombia and Chile.

1281

01:12:36,120 --> 01:12:38,720

A highlight in the entire region.

1282

01:12:38,720 --> 01:12:40,800

This year has been the activity

1283

01:12:40,800 --> 01:12:44,160

with regard to anti-piracy
and anti-counterfeiting efforts.

1284

01:12:44,560 --> 01:12:48,960

All of the countries have seemed to have
at least, participated in some way.

1285

01:12:49,280 --> 01:12:52,680

And that in a cross-regional way,

1286

01:12:53,520 --> 01:12:58,200

with regard to, those efforts,

one of the big efforts was actually,

1287

01:12:58,600 --> 01:13:02,080

the operation 404,
that is a initiative of Brazil.

1288

01:13:02,080 --> 01:13:05,080

Peru joined has been
has been joining in on that.

1289

01:13:05,360 --> 01:13:08,360

And they were one of the biggest
participants in,

1290

01:13:08,360 --> 01:13:11,360

phase seven,
which was in this past September,

1291

01:13:11,400 --> 01:13:15,640

this past July, even Bolivia
got in on the act of anti-counterfeiting,

1292

01:13:15,840 --> 01:13:19,080

hosting the Elac conference in Santa Cruz,

1293

01:13:19,680 --> 01:13:23,120

where that a lot of, participants
came from all over Latin America.

1294

01:13:23,120 --> 01:13:26,720

The, it's the Latin America
Anti-Counterfeiting coalition.

1295

01:13:27,880 --> 01:13:29,440

And they had a,

1296

01:13:29,440 --> 01:13:32,720
12 principles that came up known
as the Santa Cruz principles

1297
01:13:32,720 --> 01:13:36,680
that came out of that, for best practices
for anti-counterfeiting.

1298
01:13:37,400 --> 01:13:40,960
We also had a series of, of events
throughout Peru,

1299
01:13:41,840 --> 01:13:45,560
hosted in part by the international
Anti-Counterfeiting coalition.

1300
01:13:46,160 --> 01:13:49,160
Produces, the ministry productions

1301
01:13:50,840 --> 01:13:52,880
Commission against customs,

1302
01:13:52,880 --> 01:13:56,200
crimes
and counterfeiting, and anti-piracy.

1303
01:13:56,880 --> 01:13:59,280
And so everybody
seems to be getting in on the act.

1304
01:13:59,280 --> 01:14:00,840
There's been side blocking.

1305
01:14:00,840 --> 01:14:03,680
There's been, other raid operations.

1306

01:14:03,680 --> 01:14:07,400
So we are seeing that,
as a very positive development.

1307
01:14:07,760 --> 01:14:11,520
As far as continued the fight,
within the region,

1308
01:14:12,040 --> 01:14:16,200
and also, the acts of public awareness

1309
01:14:16,200 --> 01:14:19,560
and to make people, understand

1310
01:14:19,560 --> 01:14:24,720
the impact of counterfeiting
and what impact digital piracy has.

1311
01:14:24,880 --> 01:14:27,960
A lot of people don't have any awareness
of the fact that when they go and buy

1312
01:14:27,960 --> 01:14:31,560
this box, that seems like
you can just get it at a store

1313
01:14:31,560 --> 01:14:34,800
and it has a trademark on it,
and it looks really great and it

1314
01:14:35,400 --> 01:14:38,320
but it's all fake
and it's all, it's all counterfeit.

1315
01:14:38,320 --> 01:14:41,280
So we're trying
to give some more awareness to,

1316

01:14:41,280 --> 01:14:45,000

that which I think is the next challenge
for the next coming year.

1317

01:14:45,960 --> 01:14:46,680

Really helpful.

1318

01:14:46,680 --> 01:14:49,800

I know operation 404 has just grown

1319

01:14:49,800 --> 01:14:53,760

and, affect and reach
and, it's really great news

1320

01:14:53,760 --> 01:14:57,680

that this excitement around
it is, is catching one.

1321

01:14:58,960 --> 01:15:02,760

Okay, so let's maybe
just touch on a few specific questions.

1322

01:15:02,760 --> 01:15:05,160

I'll start with you, Claudia.

1323

01:15:05,160 --> 01:15:08,960

You know,
we are all, of course, anticipate getting,

1324

01:15:09,560 --> 01:15:13,080

that, Usmca can, you know,

1325

01:15:13,440 --> 01:15:18,160

rounding out the remaining obligations
with Mexico.

1326

01:15:18,480 --> 01:15:21,800

I wonder if you could tell us,
what you see happening

1327

01:15:21,800 --> 01:15:25,120

with the, outstanding IP commitments.

1328

01:15:25,480 --> 01:15:29,560

Biopharmaceutical patent enforcement,
patent term restoration,

1329

01:15:29,560 --> 01:15:34,160

and then, measures to implement
a comprehensive patent linkage mechanism.

1330

01:15:35,160 --> 01:15:38,400

And I know, you know,
we're also looking at things that,

1331

01:15:38,800 --> 01:15:41,600

positive things that did happen for Usmca

1332

01:15:41,600 --> 01:15:45,360

because of the Constitutional Court,
decisions recently.

1333

01:15:45,360 --> 01:15:48,600

So, what can you tell us about what

1334

01:15:48,600 --> 01:15:52,400

we should be looking for,
in the coming year on those items?

1335

01:15:53,760 --> 01:15:54,240

Sure.

1336

01:15:54,240 --> 01:15:55,920

Well,

1337

01:15:55,920 --> 01:15:59,520

positive things that happened last year.

1338

01:16:00,720 --> 01:16:02,520

First,

1339

01:16:02,520 --> 01:16:06,520

regarding the,
constitutional challenge to the,

1340

01:16:06,920 --> 01:16:09,920

copyright law to the amended,

1341

01:16:10,560 --> 01:16:14,400

copyright law and, and and also amendments

1342

01:16:14,400 --> 01:16:17,400

to the Criminal Code.

1343

01:16:18,640 --> 01:16:20,160

That constitutional challenge

1344

01:16:20,160 --> 01:16:23,480

had been pending for four years.

1345

01:16:23,520 --> 01:16:26,480

So the IP law passed

1346

01:16:26,480 --> 01:16:30,920

on July 20th 20th,
and then the constitutional challenge

1347

01:16:30,920 --> 01:16:34,840
to the copyright
law on the Criminal Code were,

1348

01:16:35,880 --> 01:16:39,360
presented, filed on September of 2020.

1349

01:16:41,680 --> 01:16:44,320
The positive was that

1350

01:16:44,320 --> 01:16:47,320
that has been resolved and

1351

01:16:48,000 --> 01:16:51,360
constitutional amendment
was the amendments

1352

01:16:51,360 --> 01:16:54,600
were, upheld favorably

1353

01:16:55,160 --> 01:17:00,240
and I had to
I have to say, on the positives that

1354

01:17:00,840 --> 01:17:03,480
we organized on February

1355

01:17:03,480 --> 01:17:08,920
of 2024, copyright program,
where members of the Supreme Court,

1356

01:17:08,920 --> 01:17:12,000
four members of the Supreme Court,
participated,

1357

01:17:12,000 --> 01:17:16,960

along with other government officials,
but also industry.

1358

01:17:17,640 --> 01:17:21,480

And after that, in May, we got this,

1359

01:17:22,680 --> 01:17:27,120

positive news and industry said that, this

1360

01:17:28,560 --> 01:17:31,800

training that we organized helped a lot.

1361

01:17:31,920 --> 01:17:35,640

So that was
that was a positive the credence.

1362

01:17:35,640 --> 01:17:39,480

And thank you so much for all of the work
that quickly went into that.

1363

01:17:39,960 --> 01:17:42,960

There was a lot of a lot of resounding
applause in DC

1364

01:17:42,960 --> 01:17:44,040

after all of that took place.

1365

01:17:44,040 --> 01:17:45,960

So thank you for that.

1366

01:17:45,960 --> 01:17:46,920

You're most welcome.

1367

01:17:46,920 --> 01:17:48,840

I have to say.

1368

01:17:48,840 --> 01:17:52,400

So now turning into,

1369

01:17:53,160 --> 01:17:56,160

the pharmaceutical arena,

1370

01:17:56,200 --> 01:17:58,520

there was also a positive

1371

01:17:58,520 --> 01:18:02,320

three positives during the year, too.

1372

01:18:02,400 --> 01:18:06,160

I'll point out too, because we had had

1373

01:18:07,200 --> 01:18:11,040

no response from press conferences,

1374

01:18:11,040 --> 01:18:14,760

the equivalent to FDA throughout the year.

1375

01:18:14,760 --> 01:18:18,000

We were we had been

knocking on their doors and they were,

1376

01:18:18,600 --> 01:18:22,080

I would have to say, reluctant

to meet with us,

1377

01:18:22,080 --> 01:18:25,080

not only with us, but also with industry

1378

01:18:25,400 --> 01:18:28,880

and finally, finally in in May,

1379

01:18:28,960 --> 01:18:31,960

we had a meeting with them,

1380

01:18:32,400 --> 01:18:35,280

and that meeting turned into,

1381

01:18:36,880 --> 01:18:39,840

participation from coffee police,

1382

01:18:39,840 --> 01:18:45,720

also in, training on linkage,
specifically in the linkage process

1383

01:18:46,080 --> 01:18:49,440

that took place
at the global intellectual property

1384

01:18:49,480 --> 01:18:52,800

Academy of the USPTO, where we brought

1385

01:18:53,520 --> 01:18:56,520

four members of, coffee police,

1386

01:18:57,240 --> 01:19:00,320

MP members and the patent team

1387

01:19:00,320 --> 01:19:03,400

weren't able to personally assist,

1388

01:19:03,720 --> 01:19:06,480

but they were online during the training.

1389

01:19:06,480 --> 01:19:09,160

So there was this exchange of best

1390

01:19:09,160 --> 01:19:13,320

practices on how MP and coffee police

1391

01:19:13,320 --> 01:19:17,800

could work together
to improve the linkage system.

1392

01:19:18,440 --> 01:19:23,840

We had previously spoken to industry on
what were the ABCs

1393

01:19:23,840 --> 01:19:29,040

and all the technicalities
that needed to be out there.

1394

01:19:29,280 --> 01:19:32,960

So meaning the best practices, earnest
this year.

1395

01:19:32,960 --> 01:19:36,920

And I have to thank him
because we had conversations with him

1396

01:19:37,360 --> 01:19:40,920

and he helped us, for this training.

1397

01:19:41,400 --> 01:19:46,720

So, coffee was very pleased
with this exchange of practices,

1398

01:19:48,600 --> 01:19:51,600

outcomes, positive outcomes,

1399

01:19:52,160 --> 01:19:55,160

developed from that training

1400

01:19:55,840 --> 01:19:58,680

and then to the point

1401

01:19:58,680 --> 01:20:02,320

where and yes, I do have another positive

1402

01:20:02,880 --> 01:20:05,880

when when we met with the,

1403

01:20:07,400 --> 01:20:08,920

team of the Ministry

1404

01:20:08,920 --> 01:20:11,920

of Economy and also with IMB,

1405

01:20:12,120 --> 01:20:15,280

they said that they were already working

1406

01:20:15,280 --> 01:20:18,600

with coffee buddies

to work on the transparency.

1407

01:20:18,600 --> 01:20:21,600

Well, to have,

1408

01:20:21,840 --> 01:20:24,440

more linkage system to have the,

1409

01:20:24,440 --> 01:20:27,440

the linkage system be more transparent.

1410

01:20:28,560 --> 01:20:30,520

They've they've started working.

1411

01:20:30,520 --> 01:20:34,440

They they're also in talks
with the Ministry of Health.

1412

01:20:35,320 --> 01:20:38,560

In that meeting,
they told us that it looks like,

1413

01:20:40,000 --> 01:20:43,160

the ABCs of the linkage

1414

01:20:43,160 --> 01:20:47,080

process will be published in the IP

1415

01:20:47,080 --> 01:20:51,840

regulations to the law
during the first quarter of 2025.

1416

01:20:51,880 --> 01:20:54,200

That's what they estimate.

1417

01:20:54,200 --> 01:20:56,520

So that's news.

1418

01:20:56,520 --> 01:20:59,880

And those are positive news.

1419

01:21:00,360 --> 01:21:05,120

So again, from having no response
from coffee police,

1420

01:21:05,520 --> 01:21:10,320

from having no news
about the IP regulations coming out.

1421

01:21:10,680 --> 01:21:16,080

And then starting with the start
of the new administration, it seems that,

1422

01:21:18,040 --> 01:21:19,840

it seems like a big push.

1423

01:21:19,840 --> 01:21:21,720

It seems like progress.

1424

01:21:21,720 --> 01:21:27,240

And again, we are, optimistic, about this.

1425

01:21:28,680 --> 01:21:31,440

That's what I can say about that topic.

1426

01:21:31,440 --> 01:21:33,040

Thank you so much.

1427

01:21:33,040 --> 01:21:34,680

Really a lot of work on into that.

1428

01:21:34,680 --> 01:21:37,080

And and it's much appreciated.

1429

01:21:37,080 --> 01:21:39,720

I think so
in just the time that we have left.

1430

01:21:39,720 --> 01:21:43,280

I'll, have a question for you, Jennifer.

1431

01:21:43,280 --> 01:21:49,080

And then I'm going to present a challenge
and, we'll see

1432

01:21:49,080 --> 01:21:53,360

if there's anyone who has anything
to chime in about how to accomplish it.

1433

01:21:53,360 --> 01:21:57,480

So, Jennifer,
we know that Columbia, recently issued

1434

01:21:57,480 --> 01:22:01,080

its compulsory license
for an HIV medication.

1435

01:22:01,520 --> 01:22:06,480

And, I just really like to hear from you
about the specifics of the decision.

1436

01:22:06,480 --> 01:22:09,720

And what you think
the bigger implications are about this,

1437

01:22:10,200 --> 01:22:13,560

and whether it's limited
or could be broader.

1438

01:22:13,720 --> 01:22:16,720

I will be as quick and concise as I can.

1439

01:22:17,040 --> 01:22:22,240

The, the compulsory license, permits
that the government can import or produce,

1440

01:22:22,800 --> 01:22:27,080

the dolutegravir, for HIV
and that they can use it.

1441

01:22:27,080 --> 01:22:29,000

The available means that they have

1442

01:22:29,000 --> 01:22:32,160

the mechanisms

of even such as centralized purchases.

1443

01:22:32,760 --> 01:22:35,760

But they have to be able

to, import and distribute it.

1444

01:22:36,360 --> 01:22:39,920

And we've been hearing that they don't
have the means yet to do that.

1445

01:22:40,240 --> 01:22:43,240

So it's not taken effect as of yet.

1446

01:22:43,440 --> 01:22:46,440

There are only 16 more months left
in the period of the license.

1447

01:22:46,440 --> 01:22:47,120

Anyway.

1448

01:22:47,120 --> 01:22:51,040

Because the patent expires in April of 26,
I believe.

1449

01:22:51,880 --> 01:22:54,880

And so the impact on pricing
and accessibility is,

1450

01:22:55,080 --> 01:22:57,080

kind of remains to be seen.

1451

01:22:57,080 --> 01:23:02,040

There are reports that it would lower the,
yearly price of the drug

1452

01:23:02,040 --> 01:23:07,760

for a patient from, \$1,235
a year to just \$45 a year.

1453

01:23:07,760 --> 01:23:08,640

So they're saying, oh,

1454

01:23:08,640 --> 01:23:13,320

we could treat 27 more people
a year for what the drug originally cost.

1455

01:23:15,120 --> 01:23:17,520

But accessibility
is going to depend on their ability

1456

01:23:17,520 --> 01:23:20,760

to actually distribute it
because it's limited to government use.

1457

01:23:21,760 --> 01:23:24,760

What does this have an impact
in the broader region?

1458

01:23:24,800 --> 01:23:27,720

Not anything so far,

1459

01:23:27,720 --> 01:23:32,000

that there hasn't been any other motions
or movement in any of the

1460

01:23:32,000 --> 01:23:35,840

and other Andean Community countries,
or even across the continent.

1461

01:23:36,880 --> 01:23:39,880

Other countries have had experience
in the past with,

1462

01:23:40,080 --> 01:23:42,720

experimenting with,

1463

01:23:42,720 --> 01:23:44,520

compulsory license to some or,

1464

01:23:44,520 --> 01:23:47,520

you know, to the lesser of, success.

1465

01:23:48,000 --> 01:23:50,160

You know, in some cases
they were disasters.

1466

01:23:50,160 --> 01:23:54,080

So, it's
not just going to be an open floodgate

1467

01:23:54,080 --> 01:23:57,160

at this point,
by them having accomplished this.

1468

01:23:57,360 --> 01:24:01,000

And the drug itself
is one of a three drug regimen.

1469

01:24:01,000 --> 01:24:04,320

So it's not even going to change the price
of the other two drugs in the regimen.

1470

01:24:05,960 --> 01:24:07,520

So that there is the possibility

1471

01:24:07,520 --> 01:24:10,920

that it's not going to have an overall
that that much of an overall impact,

1472

01:24:11,240 --> 01:24:14,200

without having those other drugs
available to.

1473

01:24:14,200 --> 01:24:16,200

Okay. Really helpful. Thank you.

1474

01:24:16,200 --> 01:24:16,600

All right.

1475

01:24:16,600 --> 01:24:18,960

Well, you might be saved by the bell,

1476

01:24:18,960 --> 01:24:21,960

but I'm going to put my challenge down
anyway.

1477

01:24:22,640 --> 01:24:27,680

So in 2026, some of you have heard me
start talking about this.

1478

01:24:27,680 --> 01:24:32,280

I'm very excited for the 30th anniversary
of the Ypo internet treaties

1479

01:24:32,320 --> 01:24:34,040

being concluded.

1480

01:24:34,040 --> 01:24:37,320

And we have a lot to do in Latin America

1481

01:24:37,320 --> 01:24:40,320

to fully implement the treaties and our,

1482

01:24:40,560 --> 01:24:45,160

TPA obligations, make sure that we have,
criminal remedies available,

1483

01:24:46,080 --> 01:24:49,080

and just fully implement,

1484

01:24:49,080 --> 01:24:52,920

technological protection measures
and their protections and the laws.

1485

01:24:53,320 --> 01:24:58,720

So my question for you and,
we talked about operation 404.

1486

01:24:58,720 --> 01:25:01,720

There's so much momentum behind that.

1487

01:25:01,880 --> 01:25:06,360

And having really those fully implemented
TPM provisions

1488

01:25:06,360 --> 01:25:09,520

and all of the criminal obligations
associated with them,

1489

01:25:09,840 --> 01:25:13,280

I think, is there some way
that we can also build

1490

01:25:13,280 --> 01:25:17,040

momentum around this new wave
and get us to the finish line?

1491

01:25:17,240 --> 01:25:19,080

I can weigh in real quickly on that.

1492

01:25:19,080 --> 01:25:22,160

I think we work

very well across regionally,

1493

01:25:22,160 --> 01:25:26,600

so that we can work across the hemisphere
and provide whatever

1494

01:25:26,680 --> 01:25:30,960

programing events, peer

to peer workshops between countries.

1495

01:25:30,960 --> 01:25:33,320

If there's a country that does things
very well

1496

01:25:33,320 --> 01:25:36,000

and we need to put them on the stage
and give them the mic

1497

01:25:36,000 --> 01:25:40,200

and have them talk to others in their
language and be an advocate for those,

1498

01:25:40,440 --> 01:25:42,800

we can make the connections
within our regions

1499

01:25:42,800 --> 01:25:47,760

to who those, authorities are
and provide them as a speakers

1500

01:25:47,760 --> 01:25:51,760
and the leaders within the
the Western Hemisphere.

1501
01:25:51,760 --> 01:25:55,760
So we'll be talking to each other
and we'll be working on programing

1502
01:25:56,160 --> 01:25:59,640
for that, as well
as for other, necessary treaty.

1503
01:26:00,000 --> 01:26:04,280
I've heard people are interested in
having the patent law treaty proliferated.

1504
01:26:04,720 --> 01:26:06,840
Singapore was another one.

1505
01:26:06,840 --> 01:26:08,160
Madrid is always there.

1506
01:26:08,160 --> 01:26:11,920
So we we will definitely work
on, on programing for that.

1507
01:26:12,720 --> 01:26:15,120
Yeah. And I just mentioned, that,

1508
01:26:16,200 --> 01:26:19,440
we are
working a lot together in other treaties.

1509
01:26:19,440 --> 01:26:22,440
So specifically talking about BCD,

1510

01:26:23,160 --> 01:26:25,520
we had Brazilian officers

1511
01:26:25,520 --> 01:26:28,520
speaking to Chilean officers.

1512
01:26:28,560 --> 01:26:33,320
So this sort of regional approach,
bringing those countries

1513
01:26:33,320 --> 01:26:38,120
who already joined a particular treaty
to talk to officers,

1514
01:26:38,120 --> 01:26:43,280
to talk to authorities in other countries
might be, strategy

1515
01:26:43,280 --> 01:26:48,000
to, to increase adherence to,
to international treaties in general.

1516
01:26:48,240 --> 01:26:49,800
I think it is great.

1517
01:26:49,800 --> 01:26:53,120
Well, and if you are kicking
some of the responsibility back to us

1518
01:26:53,120 --> 01:26:56,280
to to get those speakers
to then challenge accepted.

1519
01:26:56,840 --> 01:26:59,400
Well, thank you so much, Amanda.

1520

01:26:59,400 --> 01:27:02,400

Great to have here.

1521

01:27:31,880 --> 01:27:33,040

All right, as always.

1522

01:27:33,040 --> 01:27:36,040

One more round of applause, please.

1523

01:27:36,600 --> 01:27:37,120

Okay.

1524

01:27:37,120 --> 01:27:38,560

Thank you all so much.

1525

01:27:38,560 --> 01:27:39,080

All right.

1526

01:27:39,080 --> 01:27:42,400

And then finally, last
but certainly not least, in a region

1527

01:27:42,400 --> 01:27:45,400

where nothing absolutely is happening,
I'm sure as everyone knows,

1528

01:27:45,640 --> 01:27:50,120

we we're moving to our China panel,
which will be moderated by Laurie Self,

1529

01:27:50,120 --> 01:27:53,680

senior Vice President and Council
Government Affairs at Qualcomm,

1530

01:27:53,680 --> 01:27:57,160

featuring Mike Mickelson,

Conrad Wang and Julie Schwartz.

1531

01:28:14,400 --> 01:28:17,280

Matters.

1532

01:28:17,280 --> 01:28:20,280

Center.

1533

01:28:33,040 --> 01:28:36,040

This is how we work together all the time.

1534

01:28:38,400 --> 01:28:38,800

Can you hear me?

1535

01:28:38,800 --> 01:28:41,400

Okay, okay.

1536

01:28:41,400 --> 01:28:43,680

So thank you so much.

1537

01:28:43,680 --> 01:28:46,680

As Ryan said,
we are saving the best for last.

1538

01:28:47,120 --> 01:28:48,160

IP in China.

1539

01:28:48,160 --> 01:28:50,320

That should be a short conversation.

1540

01:28:50,320 --> 01:28:53,320

I think we can wrap that up in 25 minutes.

1541

01:28:53,960 --> 01:28:54,720

So thank you.

1542

01:28:54,720 --> 01:28:56,880

It's a pleasure to be here. And an honor.

1543

01:28:56,880 --> 01:29:00,560

And, as as all of our moderators
have emphasized,

1544

01:29:00,560 --> 01:29:04,000

we are incredibly grateful for our IP

1545

01:29:04,320 --> 01:29:08,440

attachés and specialists,
particularly in, in countries like China.

1546

01:29:09,720 --> 01:29:12,720

Mike, why don't I start with you?

1547

01:29:13,080 --> 01:29:15,960

Let's let's start with the an easy topic.

1548

01:29:15,960 --> 01:29:18,960

The phase one trade agreement with China,

1549

01:29:19,160 --> 01:29:22,800

which, went into effect
in January of 2020,

1550

01:29:23,800 --> 01:29:27,280

included a variety of robust commitments

1551

01:29:27,280 --> 01:29:31,280

to improve intellectual property
protection in areas like trade secrecy,

1552

01:29:32,040 --> 01:29:34,880
counterfeiting,
piracy, pharmaceutical patents,

1553
01:29:35,880 --> 01:29:38,400
at the time, you know, it was viewed as,

1554
01:29:38,400 --> 01:29:42,320
an important accomplishment
in terms of securing those commitments.

1555
01:29:43,160 --> 01:29:45,960
How would you characterize the

1556
01:29:45,960 --> 01:29:50,320
the state of implementation by, by China
with respect to those commitments?

1557
01:29:50,320 --> 01:29:53,320
Have you seen,

1558
01:29:53,400 --> 01:29:56,160
notable areas of progress?

1559
01:29:56,160 --> 01:29:57,680
What work remains to be done?

1560
01:29:57,680 --> 01:30:02,040
And I think, importantly,
how do you think China currently views

1561
01:30:02,840 --> 01:30:06,880
that agreement and and its commitments
under those under that agreement?

1562
01:30:06,880 --> 01:30:10,560

Do you do
you think that that remains a priority,

1563

01:30:11,280 --> 01:30:14,280

for China and obviously for the U.S.?

1564

01:30:14,480 --> 01:30:15,600

Thanks for that question.

1565

01:30:15,600 --> 01:30:19,720

So I think it's helpful to maybe
step back a little bit and take a look at,

1566

01:30:20,520 --> 01:30:23,520

kind of the basis for that agreement,
which was,

1567

01:30:23,640 --> 01:30:26,120

you may recall the section
301 investigation

1568

01:30:26,120 --> 01:30:29,280

and not ultimately the report
that came out of that on IPR

1569

01:30:29,280 --> 01:30:32,640

abuses, including,
forced transfer of technology in China.

1570

01:30:33,280 --> 01:30:35,720

And so as a result of that,
a majority of the commitments

1571

01:30:35,720 --> 01:30:38,480

that were in that agreement
were intellectual property commitments.

1572

01:30:39,480 --> 01:30:41,160

And so,

1573

01:30:41,160 --> 01:30:44,320

you know, I think with that backdrop
that, you know, I

1574

01:30:44,600 --> 01:30:48,840

a couple of years ago, I think
in, after we've been into two years

1575

01:30:48,840 --> 01:30:51,840

into the agreement,
I remember seeing a lot of,

1576

01:30:52,800 --> 01:30:55,640

you know, perhaps two reports coming out
that the agreement had expired.

1577

01:30:55,640 --> 01:30:57,000

First of all, it hasn't expired.

1578

01:30:57,000 --> 01:31:00,000

It only expires
when a party terminates that agreement.

1579

01:31:00,120 --> 01:31:03,120

I think it was perhaps confused with that
there were some,

1580

01:31:03,760 --> 01:31:06,800

purchase commitments in that agreement
that, had two year,

1581

01:31:07,520 --> 01:31:11,840

commitments on on purchasing,

different products from the United States.

1582

01:31:11,840 --> 01:31:14,840

And, and I know that those commitments
had not been met.

1583

01:31:15,400 --> 01:31:18,240

And so that's why
I think you had a lot of that,

1584

01:31:18,240 --> 01:31:20,160

perhaps criticism of that agreement.

1585

01:31:20,160 --> 01:31:23,160

But if you take a look at the,
the IP provisions,

1586

01:31:23,360 --> 01:31:25,640

I think it's, you know,
of course it's a mixed bag.

1587

01:31:25,640 --> 01:31:28,320

But to China's credit, that they did

1588

01:31:28,320 --> 01:31:31,440

after,
we entered into that agreement, they did,

1589

01:31:32,560 --> 01:31:34,440

adopt over 70 new

1590

01:31:34,440 --> 01:31:38,760

measures legislatively, to address
IP issues

1591

01:31:38,760 --> 01:31:42,040

and try to fulfill their commitments
under that agreement.

1592

01:31:42,760 --> 01:31:45,320

And, you know, the PTO team,
along with USTR,

1593

01:31:45,320 --> 01:31:48,480

we were involved
in, you know, technical calls.

1594

01:31:48,480 --> 01:31:53,040

And they were very supportive, I think,
and cooperative in, in working with us to,

1595

01:31:53,600 --> 01:31:56,760

try to address many of those commitments
that they made in that agreement.

1596

01:31:57,200 --> 01:32:01,480

And, and also,
we were very busy with PTO team on,

1597

01:32:02,360 --> 01:32:05,360

responding to these new pieces
of legislation and,

1598

01:32:05,360 --> 01:32:08,840

and working with them
to see whether or not, they were,

1599

01:32:08,880 --> 01:32:12,640

you know, sufficient to meet some of those
commitments in the phase one agreement.

1600

01:32:12,960 --> 01:32:17,240

Now, that there was

there's still a lot to be done.

1601

01:32:17,240 --> 01:32:22,080

I mean, there's more than half of those commitments that are remain unfulfilled.

1602

01:32:22,320 --> 01:32:23,160

And some of them are very

1603

01:32:24,240 --> 01:32:25,760

significant commitments.

1604

01:32:25,760 --> 01:32:26,840

I mean, we,

1605

01:32:26,840 --> 01:32:30,000

have, for example, I view probably one of the most important commitments

1606

01:32:30,000 --> 01:32:33,000

it was in there's article 1.9, that's the one on,

1607

01:32:33,040 --> 01:32:36,040

strengthening trade secret protections and administrative licensing.

1608

01:32:36,080 --> 01:32:41,240

I mean, that, to me is kind of the primary way that, companies

1609

01:32:41,240 --> 01:32:45,480

are forced to transfer technology either a mandatory obligations to,

1610

01:32:46,040 --> 01:32:49,040

disclose information
which includes trade secrets.

1611

01:32:49,280 --> 01:32:52,040

And it really permeates
the business environment in, in China.

1612

01:32:52,040 --> 01:32:54,320

And these requirements,
when you want a product approval,

1613

01:32:54,320 --> 01:32:56,640

you want to get a marketing approval,
you want to,

1614

01:32:56,640 --> 01:32:59,640

you know,
you go through inspections or, regulatory,

1615

01:32:59,960 --> 01:33:04,800

reviews of compliance with, for example,
cybersecurity or data protection laws.

1616

01:33:05,040 --> 01:33:09,040

Even in the process of,
enforcing IP through proceedings.

1617

01:33:09,040 --> 01:33:09,960

There there are,

1618

01:33:09,960 --> 01:33:14,640

there are leakage of, of the trade secrets
with without really any protections.

1619

01:33:14,640 --> 01:33:17,120

And so that is one of the areas,
I think, that remains

1620

01:33:17,120 --> 01:33:20,160

to be fulfilled, that,
unfortunately, you know, in that case,

1621

01:33:20,880 --> 01:33:23,840

you know, China has told us this year
that we're not going to,

1622

01:33:23,840 --> 01:33:25,360

talk to us about that.

1623

01:33:25,360 --> 01:33:30,360

And because of the, additional tariffs,
what we put on EVs earlier this year.

1624

01:33:30,560 --> 01:33:33,120

So, that's one of the reasons
why we're not making progress

1625

01:33:33,120 --> 01:33:34,160

with this right now. Now.

1626

01:33:34,160 --> 01:33:37,800

And of course, there's also other areas
like, we have pharma companies here.

1627

01:33:37,800 --> 01:33:41,600

So, patent term
extension, the acceptance of,

1628

01:33:41,880 --> 01:33:44,720

post filing data, supplementation,

1629

01:33:44,720 --> 01:33:47,720

and, and also an amendment

of the e-commerce law,

1630

01:33:48,680 --> 01:33:51,680

you know, including provisions in there
that would,

1631

01:33:51,800 --> 01:33:54,000

make platforms more responsible for what's

1632

01:33:54,000 --> 01:33:57,840

going on on their platforms and resolving
the issues of bad faith trademarks.

1633

01:33:57,840 --> 01:33:59,400

That was also part of that agreement.

1634

01:33:59,400 --> 01:34:01,280

And we still have a ways to go on that.

1635

01:34:01,280 --> 01:34:04,800

So, you know, I think the biggest obstacle
to this, you know, frankly, is,

1636

01:34:05,160 --> 01:34:09,600

you know, China's commitment to fulfill
its obligations under that agreement.

1637

01:34:09,600 --> 01:34:10,920

I think, you know, for us

1638

01:34:10,920 --> 01:34:14,200

and our, our role, I mean, obviously,
we need to continue to pursue,

1639

01:34:14,760 --> 01:34:18,800

and push China to make those, to fulfill

its commitments under that agreement.

1640

01:34:18,800 --> 01:34:21,720

And that means, you know, seriously considering

1641

01:34:21,720 --> 01:34:24,520

we need to be willing to enforce the the agreement,

1642

01:34:24,520 --> 01:34:28,240

there's an article 7.4 that talks about it's a dispute resolution,

1643

01:34:29,360 --> 01:34:30,360

provision that talks

1644

01:34:30,360 --> 01:34:33,960

about enforcing the provisions that aren't being, fulfilled.

1645

01:34:34,240 --> 01:34:37,240

And so we need to think carefully about, you know,

1646

01:34:37,880 --> 01:34:39,960

how we enforce that agreement.

1647

01:34:39,960 --> 01:34:42,880

And going forward, you know, I, I don't know

1648

01:34:42,880 --> 01:34:45,880

what's going to happen under the new administration,

1649

01:34:46,400 --> 01:34:48,520
you know, but those that the issues

1650
01:34:48,520 --> 01:34:51,520
that we're dealing with in those
and the commitments that were made,

1651
01:34:52,320 --> 01:34:55,600
remain, important to our rights holders
and doing business in China.

1652
01:34:55,600 --> 01:34:58,600
So, and I think that with,

1653
01:34:58,760 --> 01:35:01,920
existing commitments
already in place in that agreement,

1654
01:35:02,240 --> 01:35:03,440
it just makes a lot of sense

1655
01:35:03,440 --> 01:35:06,440
to continue to pursue
that regardless of how we call that.

1656
01:35:07,000 --> 01:35:11,000
But we, we do have, China already have,
you know,

1657
01:35:11,280 --> 01:35:13,680
they have these commitments
that they've, they've made

1658
01:35:13,680 --> 01:35:16,240
and we should continue to pursue those
for the benefit of our,

1659

01:35:16,240 --> 01:35:17,800

our companies that
are doing business there.

1660

01:35:19,320 --> 01:35:21,840

You mentioned the the EV situation

1661

01:35:21,840 --> 01:35:24,840

is complicating the prospect of, of,

1662

01:35:25,600 --> 01:35:29,600

discussing progress on certain parts
of the, of the trade agreement.

1663

01:35:30,120 --> 01:35:35,000

Just can you speak sort of generally
to what that dialog has been with,

1664

01:35:35,600 --> 01:35:38,400

with our counterparts
in, in China in terms

1665

01:35:38,400 --> 01:35:41,400

of, of, of making progress and

1666

01:35:41,560 --> 01:35:42,840

do you think there will be continued

1667

01:35:42,840 --> 01:35:46,160

to be an opportunity
to, to engage constructively?

1668

01:35:46,680 --> 01:35:47,000

Yeah.

1669

01:35:47,000 --> 01:35:51,480

I mean, this was, brought up actually
in another dialog because you,

1670

01:35:52,240 --> 01:35:56,600

these issues have remained and
it's a commitment that was not, fulfilled.

1671

01:35:57,000 --> 01:36:00,000

And, Secretary Mundo felt it was important

1672

01:36:00,120 --> 01:36:03,240

because our companies are continuing
to have these problems.

1673

01:36:03,240 --> 01:36:05,760

It's probably the most pervasive problem
in terms of,

1674

01:36:05,760 --> 01:36:07,440

safeguarding technology that we have.

1675

01:36:07,440 --> 01:36:11,320

And so we brought it up in a dialog,
when she visited last year.

1676

01:36:11,960 --> 01:36:14,200

And so it was a dialog
with Markham in this case,

1677

01:36:15,240 --> 01:36:17,160

and we did make some progress on that.

1678

01:36:17,160 --> 01:36:21,200

We had, at least two, negotiations
earlier this year.

1679

01:36:22,280 --> 01:36:24,520

And then, you know, it was probably July

1680

01:36:24,520 --> 01:36:27,520

timeframe that,

1681

01:36:27,520 --> 01:36:30,000

that we were trying to get more meetings,
trying

1682

01:36:30,000 --> 01:36:33,000

to get some more progress, on this,
this issue.

1683

01:36:33,840 --> 01:36:37,000

And they, they basically told us that,
you know, because of those,

1684

01:36:37,720 --> 01:36:40,440

those, tariffs,
they were no longer going to talk to us.

1685

01:36:40,440 --> 01:36:40,880

And I,

1686

01:36:40,880 --> 01:36:44,480

you know, I think it may be a pretext,
I don't know, the real reason behind it,

1687

01:36:45,280 --> 01:36:48,760

I you know, what we can only assume is
if they're not willing

1688

01:36:48,760 --> 01:36:53,440

to continue to, to, well,
to fulfill that, commitment in particular.

1689

01:36:53,440 --> 01:36:55,200

That must be intentional.

1690

01:36:55,200 --> 01:36:58,480

And so this is

I think that's why we're so intent

1691

01:36:58,480 --> 01:37:01,480

on really pursuing

this particular commitment.

1692

01:37:01,560 --> 01:37:04,560

Julia,

just to underscore the enforcement point,

1693

01:37:04,680 --> 01:37:08,440

this dialog on protection of trade secrets
in the administrative

1694

01:37:08,440 --> 01:37:12,280

licensing context, you know, was taken up
as a separate deliverable.

1695

01:37:12,960 --> 01:37:16,720

Even though it is, one of the phase
one commitments, it was

1696

01:37:16,800 --> 01:37:20,000

it was taken up through a separate
vehicle dialog,

1697

01:37:20,240 --> 01:37:23,520

which did not have a separate enforcement
mechanism other

1698

01:37:23,520 --> 01:37:26,960
than, you know, the reliance
on all parties to negotiate in good faith.

1699
01:37:27,440 --> 01:37:31,000
So this I think, you know, just
just to dovetail in to Mike's point about

1700
01:37:31,000 --> 01:37:34,880
how important enforcement is, and I can,
you know, foresee a universe in which

1701
01:37:34,880 --> 01:37:39,080
there's a renewed focus on the enforcement
mechanism under phase one.

1702
01:37:40,120 --> 01:37:41,080
You know, and I think one of

1703
01:37:41,080 --> 01:37:45,440
the big, impetus that China has,
of course, is the economy struggling.

1704
01:37:46,040 --> 01:37:49,160
There there's not much foreign investment
going into China right now.

1705
01:37:49,760 --> 01:37:51,800
It's not business as usual.

1706
01:37:51,800 --> 01:37:55,240
It's causing strains in, social stability.

1707
01:37:55,960 --> 01:37:59,080
You know, I know they talk a lot,
including mass, about.

1708

01:37:59,080 --> 01:38:01,160

Okay, we want to improve
the business environment.

1709

01:38:01,160 --> 01:38:05,400

We want to make it, you know, favorable
for us companies to invest there.

1710

01:38:05,640 --> 01:38:08,480

I mean, these are the things we hear a lot
of, companies talk about.

1711

01:38:08,480 --> 01:38:09,920

Promise fatigue, right?

1712

01:38:09,920 --> 01:38:12,840

You know, they've heard these promises
over and over again.

1713

01:38:12,840 --> 01:38:13,760

Now's the time.

1714

01:38:13,760 --> 01:38:16,240

If you want to encourage companies.

1715

01:38:16,240 --> 01:38:20,400

And that business relationship
is so important, for our companies and,

1716

01:38:20,600 --> 01:38:24,240

and and they want to be in China,
but they want to have a system

1717

01:38:24,240 --> 01:38:27,640

that's more predictable,
and a better environment to do business.

1718

01:38:27,640 --> 01:38:32,040

And so they really want to encourage
that, reinvestment in China.

1719

01:38:32,040 --> 01:38:33,960

This is how they can do it.

1720

01:38:33,960 --> 01:38:37,280

So that's a good segue
to the next question, which,

1721

01:38:38,280 --> 01:38:40,720

I think focuses on,

1722

01:38:40,720 --> 01:38:43,880

the fact that China has made
significant strides,

1723

01:38:43,880 --> 01:38:48,240

obviously very clear aspirations
to be a leading innovation

1724

01:38:48,240 --> 01:38:51,320

economy in the world,
if not the leading innovation economy.

1725

01:38:51,800 --> 01:38:55,080

Obviously, intellectual property is a
is a kind of cornerstone

1726

01:38:55,080 --> 01:38:58,080

of its ability
to to achieve that aspiration.

1727

01:38:59,000 --> 01:39:02,840

Julie, China recently published its 2024

1728

01:39:02,840 --> 01:39:05,840

Intellectual Property

Power Development report.

1729

01:39:06,000 --> 01:39:10,320

I think the name of that report is
is pretty much, indicative of how,

1730

01:39:10,560 --> 01:39:14,160

it views IP is is critical
to what Mike was describing.

1731

01:39:15,800 --> 01:39:19,440

That report outlines
a number of very ambitious goals,

1732

01:39:19,440 --> 01:39:22,640

both, efforts to improve,

1733

01:39:23,040 --> 01:39:26,040

its IP legal system as well as,

1734

01:39:26,400 --> 01:39:29,680

metrics around improving the speed,

1735

01:39:29,680 --> 01:39:32,880

the efficiency, the productivity,
if you will, of

1736

01:39:34,680 --> 01:39:36,000

it's, issuance

1737

01:39:36,000 --> 01:39:39,320

of patents and trademarks

as well as other areas of IP.

1738

01:39:41,280 --> 01:39:44,280

Curious to hear your thoughts in terms
of what that

1739

01:39:44,360 --> 01:39:47,800

report signifies in terms of China's
commitment

1740

01:39:47,800 --> 01:39:51,520

to make meaningful
improvements to its IP system?

1741

01:39:51,960 --> 01:39:55,240

I think that also goes back to this
conversation around its commitment,

1742

01:39:55,880 --> 01:39:58,880

commitments under the phase one agreement.

1743

01:39:59,360 --> 01:40:01,640

And how should how should U.S.

1744

01:40:01,640 --> 01:40:04,640

companies,

1745

01:40:05,400 --> 01:40:06,720

obviously, particularly companies

1746

01:40:06,720 --> 01:40:10,080

that, are,
utilizing those systems in China?

1747

01:40:10,080 --> 01:40:16,080

How should we think about a report like

that in terms of what it again, signifies?

1748

01:40:16,080 --> 01:40:21,160

And, and, and whether it's even feasible
for China to,

1749

01:40:21,240 --> 01:40:24,680

to fulfill, those aspirations.

1750

01:40:25,440 --> 01:40:27,960

So just this at the table,
this document was released

1751

01:40:27,960 --> 01:40:31,040

in May,
along with, a couple of weeks later,

1752

01:40:31,240 --> 01:40:35,040

another document about the implementation
of a construction of an IP system.

1753

01:40:35,040 --> 01:40:37,000

So kind of confusing
because the names are similar,

1754

01:40:37,000 --> 01:40:38,360

because one is the

1755

01:40:38,360 --> 01:40:42,400

construction of an IP power and the other
is construction of an IP system.

1756

01:40:42,680 --> 01:40:44,760

And, but you can read them in tandem.

1757

01:40:44,760 --> 01:40:48,080

And I think that some of the more specific proposals like reducing pendency,

1758

01:40:49,440 --> 01:40:52,240

timelines,

both on the patent and trademark side,

1759

01:40:52,240 --> 01:40:57,360

we're in the latter document, but

both of them are part of China's expansive

1760

01:40:57,480 --> 01:41:01,960

industrial planning in the areas of IP science and technology and innovation.

1761

01:41:02,840 --> 01:41:06,560

And I think, as your question anticipates it really.

1762

01:41:06,560 --> 01:41:09,560

So I'll maybe start with the latter part of the question first.

1763

01:41:10,320 --> 01:41:12,760

It really isn't, a matter of inadequate

1764

01:41:12,760 --> 01:41:15,760

expertise.

1765

01:41:16,240 --> 01:41:18,880

Or, lack of Treasury measures anymore.

1766

01:41:18,880 --> 01:41:22,240

As Mike mentioned, there have been over 70 that have been passed,

1767

01:41:22,560 --> 01:41:26,000
some in conjunction,
or related to phase one commitments.

1768
01:41:26,000 --> 01:41:29,160
But some, you know, China,
you know, has already identified

1769
01:41:29,200 --> 01:41:32,200
or had already identified as areas
that they wanted to move in.

1770
01:41:33,840 --> 01:41:35,520
So that's not really the issue.

1771
01:41:35,520 --> 01:41:38,520
And, and to that extent, you know,

1772
01:41:38,680 --> 01:41:42,200
I can certainly see why investors
would look at this positively.

1773
01:41:42,520 --> 01:41:46,360
However, what I think is of concern
that everyone should be aware of

1774
01:41:46,360 --> 01:41:49,960
if they aren't already,
is that what these top level

1775
01:41:49,960 --> 01:41:53,160
industrial plans signify is that,

1776
01:41:54,760 --> 01:41:56,080
intellectual property is

1777

01:41:56,080 --> 01:41:59,080
a tool
in the industrial policymaking toolbox.

1778
01:41:59,160 --> 01:42:03,200
So it's not just there
to allow the markets to,

1779
01:42:04,280 --> 01:42:06,680
you know, to function
as they normally would

1780
01:42:06,680 --> 01:42:10,560
and to allow private parties
merely to enforce their rights.

1781
01:42:11,040 --> 01:42:14,040
But is actually seen as a means to,

1782
01:42:14,720 --> 01:42:15,920
to lead.

1783
01:42:15,920 --> 01:42:20,760
And you might use the word dominate in
areas of emerging and critical technology.

1784
01:42:21,240 --> 01:42:24,680
China has signaled
its, desire to be a leader in these areas

1785
01:42:24,680 --> 01:42:27,680
and also to, quote, release the chokehold,

1786
01:42:28,320 --> 01:42:30,960
that foreign companies
have on these areas of technology.

1787

01:42:30,960 --> 01:42:34,560

They see this, you know,
kind of as crucial to the larger,

1788

01:42:35,720 --> 01:42:39,480

goal of technology
and, intellectual property self-reliance,

1789

01:42:39,720 --> 01:42:44,480

sometimes referred to as indigenous
innovation or independent innovation.

1790

01:42:44,680 --> 01:42:48,640

So these are all linked,
and to that extent, you know,

1791

01:42:48,640 --> 01:42:51,800

I think it is
of some concern simply because,

1792

01:42:53,640 --> 01:42:54,080

you know, in

1793

01:42:54,080 --> 01:42:57,080

the past, a lot of these policies
have been used

1794

01:42:57,120 --> 01:43:00,240

in a way that puts the thumb on the scale
in terms of localization

1795

01:43:00,240 --> 01:43:01,680

and extraction of technology.

1796

01:43:01,680 --> 01:43:04,680

So those are things to watch out for.

1797

01:43:05,360 --> 01:43:08,360

In terms of feasibility.

1798

01:43:09,480 --> 01:43:12,040

You know,
certainly it's it's an ambitious plan.

1799

01:43:12,040 --> 01:43:17,680

We have seen timelines slip in the past,
particularly when sort of these

1800

01:43:17,680 --> 01:43:20,680

really more controversial
or thorny measures are,

1801

01:43:21,520 --> 01:43:25,080

hung up at the State Council level,
for example, that happened with,

1802

01:43:25,560 --> 01:43:30,120

the final implementation of the patent law
amendments that were released last year.

1803

01:43:30,480 --> 01:43:33,480

Those are the ones that contained
the unfortunately,

1804

01:43:35,240 --> 01:43:36,920

inadequate implementation

1805

01:43:36,920 --> 01:43:39,920

of patent term extension
and some other commitments.

1806

01:43:40,320 --> 01:43:42,600

You know, so that that was that

1807

01:43:42,600 --> 01:43:45,600

lingered a long time.

1808

01:43:45,600 --> 01:43:48,480

But because in general,
I would say, you know,

1809

01:43:48,480 --> 01:43:52,560

China has a command economy
and a top down system.

1810

01:43:52,720 --> 01:43:56,640

So it does enable them to be ambitious
in setting out commitments

1811

01:43:56,640 --> 01:43:57,600

and timelines like this.

1812

01:43:57,600 --> 01:44:00,280

So I think the jury's
out on whether it's feasible.

1813

01:44:01,240 --> 01:44:04,240

I think probably in the end of the day,

1814

01:44:04,320 --> 01:44:08,160

they will not all happen on the timeframe
that, you know, wished for.

1815

01:44:08,520 --> 01:44:11,280

But, you know, we would be mistaken to,

1816

01:44:11,280 --> 01:44:14,680

you know, view

this, entirely in innocuous way.

1817

01:44:14,680 --> 01:44:17,680

I think, you know, we really have to,

1818

01:44:18,000 --> 01:44:21,600

you know, I think we

we really have to, to track this and to,

1819

01:44:21,800 --> 01:44:24,360

you know, find ways

of continuing to try to level

1820

01:44:24,360 --> 01:44:28,800

the playing field for our investors when
all of the headwinds are against that.

1821

01:44:28,800 --> 01:44:31,800

You know, Conrad, I want to build on,

1822

01:44:32,080 --> 01:44:38,120

Julie's comments about how China perceives
intellectual property, patent filings,

1823

01:44:38,120 --> 01:44:43,200

trademark filings as, as a, a tool to,

1824

01:44:44,000 --> 01:44:48,040

expand and, and lead in critical sectors.

1825

01:44:48,800 --> 01:44:52,880

One example of that, Ypo, released
some data earlier this year

1826

01:44:52,880 --> 01:44:57,400

that shows that China is leading

the world, for example, in generative AI

1827

01:44:57,480 --> 01:44:58,520

patent filings.

1828

01:44:59,560 --> 01:45:00,240

Obviously, we've

1829

01:45:00,240 --> 01:45:05,520

seen in recent years a huge increase
generally in the number of patent

1830

01:45:05,520 --> 01:45:09,480

filings, trademark filings
by China, in China, globally.

1831

01:45:11,240 --> 01:45:13,560

I'd like to hear your thoughts on,

1832

01:45:13,560 --> 01:45:18,440

first of all,
how does how does China, again, fulfill

1833

01:45:18,440 --> 01:45:22,560

this very clear ambition
to, to drive massive

1834

01:45:22,560 --> 01:45:26,400

increases in its position
in the patent trademark system?

1835

01:45:26,400 --> 01:45:28,560

How does it,

1836

01:45:28,560 --> 01:45:31,400

address that ambition

while also maintaining

1837

01:45:31,400 --> 01:45:34,400

quality, maintaining validity?

1838

01:45:35,160 --> 01:45:36,840

All the norms that, of course, we,

1839

01:45:36,840 --> 01:45:40,440

we value when we think about the role
of the intellectual property system.

1840

01:45:40,440 --> 01:45:42,040

So. Sure.

1841

01:45:42,040 --> 01:45:43,840

Thank you very much for that.

1842

01:45:43,840 --> 01:45:46,080

That question is a really,

1843

01:45:46,080 --> 01:45:49,280

relevant

one in the sense that, for my perch,

1844

01:45:49,280 --> 01:45:52,080

being down in southern China's
Guangdong Province

1845

01:45:52,080 --> 01:45:55,360

is a very large manufacturing area,
along with Fujian Province,

1846

01:45:55,360 --> 01:46:00,600

so southern southeastern China is, a
there's a lot of economic activity.

1847

01:46:01,960 --> 01:46:04,760

I want to just go back just a little bit
to just point out

1848

01:46:04,760 --> 01:46:10,040

that intellectual property
is a national security priority for China.

1849

01:46:10,280 --> 01:46:14,120

This was identified in the Chukchi,
which is the party's

1850

01:46:14,120 --> 01:46:18,200

theoretical policy journal
that came out about three years ago.

1851

01:46:18,800 --> 01:46:21,360

And to give you another example, food
security

1852

01:46:21,360 --> 01:46:23,520

is another national security priority.

1853

01:46:23,520 --> 01:46:28,080

So you already have an idea
that IP is going to be a definite focus.

1854

01:46:28,320 --> 01:46:31,680

And then you hear about other policy,
papers that are issued

1855

01:46:31,680 --> 01:46:35,400

like Made in China 2025,
the areas that they want to have,

1856

01:46:36,120 --> 01:46:39,600
to achieve maybe not dominance
but certainly parity.

1857
01:46:39,880 --> 01:46:42,120
So it's going to be in aerospace.

1858
01:46:42,120 --> 01:46:45,120
It's going to be
an artificial intelligence.

1859
01:46:45,320 --> 01:46:48,320
Quantum mechanics, that sort of area.

1860
01:46:49,120 --> 01:46:53,200
So to your point two,
about patent and trademark

1861
01:46:53,200 --> 01:46:57,320
filings, it's important
to figure out what is being filed.

1862
01:46:57,560 --> 01:46:59,760
Is it a matter of just numbers,

1863
01:46:59,760 --> 01:47:03,520
or is it the quality
that stands behind the application itself?

1864
01:47:03,840 --> 01:47:07,240
Because in the past
China has had issues where,

1865
01:47:08,640 --> 01:47:10,320
they have great numbers.

1866

01:47:10,320 --> 01:47:10,720

All right.

1867

01:47:10,720 --> 01:47:13,720

And we were all,

I think, somewhat familiar with that.

1868

01:47:13,880 --> 01:47:16,960

But are these real forms of innovation?

1869

01:47:16,960 --> 01:47:22,080

Do they, help

to advance, their innovation, goals?

1870

01:47:22,320 --> 01:47:24,840

The same thing to do with trademarks.

1871

01:47:24,840 --> 01:47:28,320

Oftentimes you see these trademarks

or we see these trademarks,

1872

01:47:28,320 --> 01:47:30,400

I should say, in the Patent
and Trademark Office,

1873

01:47:30,400 --> 01:47:33,040

which look like it's

just a bunch of letters.

1874

01:47:33,040 --> 01:47:37,160

And, you know, how do you build a brand
identification around a bunch of letters?

1875

01:47:37,800 --> 01:47:39,960

Is that it's it just to get onto it.

1876

01:47:39,960 --> 01:47:43,800

And I'm just using Amazon as an example,
the brand registry program,

1877

01:47:44,160 --> 01:47:47,760

so that there's there are some questions
as to whether or not there,

1878

01:47:48,120 --> 01:47:53,200

there are applicants out there trying to
just get the subsidy for the application

1879

01:47:53,200 --> 01:47:58,880

or if this is actually going to be patents
that can be cited in other applications

1880

01:47:59,000 --> 01:48:04,160

that are going to be cited in posters
at international, Research Forum.

1881

01:48:04,640 --> 01:48:10,240

And so that's where I think the we're
trying to now is sort of understanding

1882

01:48:10,240 --> 01:48:15,600

that, wow, we have an ability
to affect, international,

1883

01:48:16,720 --> 01:48:19,880

dialog,
if you will, and put China on the map.

1884

01:48:20,240 --> 01:48:24,720

If we concentrate on the quality of
what it is that we're getting, out there

1885

01:48:25,080 --> 01:48:27,960

through our research institutions,
I'll give you just an example

1886

01:48:27,960 --> 01:48:30,960

for, artificial intelligence,
where I'll talk to you about that.

1887

01:48:31,160 --> 01:48:34,880

And certainly in Guangdong province,
the province is investing

1888

01:48:35,040 --> 01:48:41,080

large sums of money to bring in, entities
that want to have computing centers.

1889

01:48:41,320 --> 01:48:45,120

They're attracting all sorts
of universities, not just in China,

1890

01:48:45,280 --> 01:48:49,280

but from Singapore as well
to, increase the amount of,

1891

01:48:50,040 --> 01:48:53,040

artificial intelligence research
that's being performed.

1892

01:48:53,760 --> 01:48:56,800

They're being quite innovative in terms
of how they're trying

1893

01:48:56,800 --> 01:48:58,640

to improve the quality

1894

01:48:58,640 --> 01:49:02,800

and stature of a Chinese patent,
and I think that speaks well to them.

1895

01:49:03,040 --> 01:49:06,680

But it is also, as I think, Mike, already

1896

01:49:06,680 --> 01:49:10,960

indicated and Julie too,

this is all part of a state driven effort.

1897

01:49:11,320 --> 01:49:13,960

They're very focused

on these, these goals.

1898

01:49:13,960 --> 01:49:17,000

So that it's certainly

I think you have to sort of

1899

01:49:17,000 --> 01:49:20,120

look to see what it is

that they're filing to see

1900

01:49:20,120 --> 01:49:23,120

if it actually merits

the attention that it gets.

1901

01:49:23,280 --> 01:49:27,240

And let me just note that, trademark

filings and registration taxes down

1902

01:49:27,240 --> 01:49:31,040

in China for the last two years, last year

that registrations are down by 29%.

1903

01:49:31,800 --> 01:49:36,560

And CIPA, the China National Intellectual

Property Administration had, acknowledged

1904

01:49:36,600 --> 01:49:41,400
this and noted that this was attributed
to, a slowing economy due to Covid,

1905
01:49:42,600 --> 01:49:45,080
and which,
you know, that that makes a lot of sense.

1906
01:49:45,080 --> 01:49:50,520
And then also to their efforts to try
to address quality, you know, filings.

1907
01:49:50,520 --> 01:49:51,720
And I agree with that.

1908
01:49:51,720 --> 01:49:54,720
I think they have taken steps including,
you know, after we,

1909
01:49:54,760 --> 01:49:57,600
you know, in the United States, USPTO
had published a report

1910
01:49:57,600 --> 01:50:00,600
about four years ago
on on the adverse effects of,

1911
01:50:00,720 --> 01:50:02,520
you know, these non-market factors
that were

1912
01:50:02,520 --> 01:50:05,680
including subsidies that are affecting
trademark filings and patent filings.

1913
01:50:06,640 --> 01:50:10,400
Three years ago, they started to eliminate

these subsidies for trademarks.

1914

01:50:10,400 --> 01:50:15,240

And so I think, you do see,
some of that also influencing,

1915

01:50:15,760 --> 01:50:18,760

filing numbers when, you
know, companies are able to file,

1916

01:50:19,080 --> 01:50:22,080

and make money off of it,
regardless of what they file,

1917

01:50:22,160 --> 01:50:24,200

you know, that that obviously
is going to increase the numbers.

1918

01:50:24,200 --> 01:50:25,680

And these measures, though,

1919

01:50:25,680 --> 01:50:28,760

are starting to impact U.S rights holders,
I think, as well,

1920

01:50:28,800 --> 01:50:34,080

because a lot of what is, has happened
is, is, China is starting to use

1921

01:50:34,080 --> 01:50:38,440

more use elements into its trademark
law with in principle is is a good idea.

1922

01:50:38,440 --> 01:50:42,360

Owning
U.S is based on a use in commerce system.

1923

01:50:43,000 --> 01:50:44,960

However, they have not

1924

01:50:44,960 --> 01:50:48,360

they're starting to eliminate
some of the defensive mechanisms that U.S.

1925

01:50:48,360 --> 01:50:52,120

companies use to try to avoid bad
faith filings under article four.

1926

01:50:52,120 --> 01:50:57,440

Now, they're, to stopping, you know,
not allowing multiple application filings

1927

01:50:57,440 --> 01:51:01,920

because they're trying to avoid hoarding
of, of, of applications or trademarks.

1928

01:51:02,240 --> 01:51:05,960

And that's affecting companies
or legitimately filing

1929

01:51:05,960 --> 01:51:09,880

multiple, applications
in a, at the same time.

1930

01:51:09,880 --> 01:51:11,640

And then also probably more,

1931

01:51:11,640 --> 01:51:14,840

impactful is our practice of defensive
filings, where we've had companies

1932

01:51:14,840 --> 01:51:19,880

going in and filing multiple classes

of, of, of products and services

1933

01:51:19,960 --> 01:51:23,800

in order to avoid the problem
of a squatter or pirate going in and,

1934

01:51:24,000 --> 01:51:25,880

and registering in those classes.

1935

01:51:25,880 --> 01:51:27,280

But now there's a requirement

1936

01:51:27,280 --> 01:51:31,560

that you actually have to show
some use or, intent to use.

1937

01:51:31,720 --> 01:51:32,960

And also you have to show

1938

01:51:32,960 --> 01:51:35,960

that you have a legitimate reason
to be filing defensively,

1939

01:51:36,000 --> 01:51:39,000

which is impacting, you know,
our companies and their ability to,

1940

01:51:39,560 --> 01:51:41,360

effectively
registered trademarks in China.

1941

01:51:43,080 --> 01:51:43,440

Well, I think

1942

01:51:43,440 --> 01:51:46,440

we're at the at the end of our time.

1943

01:51:46,600 --> 01:51:49,800

Thank you so much for all the work, again,
that you do in China

1944

01:51:49,800 --> 01:51:54,240

as a, as a major, participant
in our patent system globally.

1945

01:51:54,840 --> 01:51:57,840

I just want to echo
that it's really important that we,

1946

01:51:58,440 --> 01:52:00,960

keep the emphasis on the quality and value

1947

01:52:00,960 --> 01:52:04,800

of our patent filings,
in particular, trademark as well.

1948

01:52:05,480 --> 01:52:10,320

And, understand that, that, that,
that it's not just a numbers game.

1949

01:52:10,320 --> 01:52:15,320

It really matters, you know, in terms
of the the actual contribution to,

1950

01:52:16,160 --> 01:52:19,080

to the R&D, to the innovation,

1951

01:52:19,080 --> 01:52:20,040

again, thank you.

1952

01:52:20,040 --> 01:52:22,920

And I will, turn it over to Ryan.

1953

01:52:22,920 --> 01:52:24,880

Can I just make one more? Sure. Of course.

1954

01:52:24,880 --> 01:52:28,800

There's we've been acknowledging,
IPR alumni,

1955

01:52:29,080 --> 01:52:32,640

and I want to acknowledge that John
sat tomorrow was in the room somewhere.

1956

01:52:33,120 --> 01:52:37,160

I have known John since 2001,
when I joined Opia.

1957

01:52:37,320 --> 01:52:38,360

And I've been on this,

1958

01:52:39,440 --> 01:52:42,440

a chai and learning, plan through him.

1959

01:52:43,560 --> 01:52:46,640

For, I don't know how many years,
so I can say up journal.

1960

01:52:46,640 --> 01:52:48,840

That's about. Yeah.

1961

01:52:48,840 --> 01:52:51,840

But, you know, just to give a shout out
to John who,

1962

01:52:51,880 --> 01:52:55,480

who served with us, for,
PTO in Geneva. So.

1963

01:53:11,560 --> 01:53:14,560

I. I,

1964

01:53:14,840 --> 01:53:17,840

I want.

1965

01:53:32,600 --> 01:53:35,600

To. I'm still here.

1966

01:53:41,240 --> 01:53:46,400

At. This.

1967

01:53:52,480 --> 01:53:53,000

All right.

1968

01:53:53,000 --> 01:53:54,120

Perfect. Okay.

1969

01:53:54,120 --> 01:53:54,720

What can we give him?

1970

01:53:54,720 --> 01:53:57,720

One more round of applause, please?

1971

01:54:02,600 --> 01:54:03,680

Well, thank you all.

1972

01:54:03,680 --> 01:54:06,600

We really appreciate all of our panels,
all of our specialists

1973

01:54:06,600 --> 01:54:10,440

and our IPR attachés who have spoken today
and have really told us

1974

01:54:10,440 --> 01:54:11,880
some of the great things that have

1975

01:54:11,880 --> 01:54:15,360
happened throughout the year, things
that we have to work on in the New year,

1976

01:54:15,640 --> 01:54:18,240
and all different kinds of, developments.

1977

01:54:18,240 --> 01:54:21,240
So we really appreciate
all of your attentive detail

1978

01:54:21,360 --> 01:54:24,800
and explanations of some of these issues
that sometimes tend to go

1979

01:54:25,080 --> 01:54:26,000
over even my head.

1980

01:54:27,200 --> 01:54:30,120
So before I introduce our final speaker,
I just want to say

1981

01:54:30,120 --> 01:54:34,320
from a point of personal privilege
that, you know, our, attachés

1982

01:54:34,320 --> 01:54:36,360
and specialists
are some of the most attentive,

1983

01:54:36,360 --> 01:54:39,360
collaborative

and knowledgeable people in USG.

1984

01:54:39,880 --> 01:54:42,840

And I think I know
from speaking from experience,

1985

01:54:42,840 --> 01:54:45,960

having talked to all of them
at some point this year and in years past

1986

01:54:46,560 --> 01:54:50,520

that, we're on a call or an email thread,
they ensure that everybody's

1987

01:54:50,520 --> 01:54:54,000

involved on the case
and working closely to find solutions

1988

01:54:54,280 --> 01:54:56,760

or pin points for engagement
across the world,

1989

01:54:56,760 --> 01:54:58,680

and it really is a testament
to their hard work

1990

01:54:58,680 --> 01:55:01,080

and to the dedication they have,
not just to the United States,

1991

01:55:01,080 --> 01:55:04,320

but to industry partners
and everyone who collaborates with them.

1992

01:55:05,000 --> 01:55:07,680

And so, personally,
I do think that they have one of the best

1993

01:55:07,680 --> 01:55:10,000

open door policies

I have ever seen in USG.

1994

01:55:10,000 --> 01:55:13,520

So there's anybody from a different agency
here from USG.

1995

01:55:13,520 --> 01:55:14,520

Don't take it personally.

1996

01:55:16,320 --> 01:55:19,560

But, so without further ado, because
I know that we're coming up on time.

1997

01:55:19,600 --> 01:55:21,000

You don't want to hear me speak.

1998

01:55:21,000 --> 01:55:23,680

I would like to introduce
our closing remarks

1999

01:55:23,680 --> 01:55:26,440

from Debbie Lashley Johnson,

2000

01:55:26,440 --> 01:55:28,480

acting International Property
Attache Program

2001

01:55:28,480 --> 01:55:31,480

director with USPTO.

2002

01:55:39,960 --> 01:55:40,320

Thank you.

2003

01:55:40,320 --> 01:55:45,680

Ryan, I would like to thank the IPC
for hosting today's 18th annual

2004

01:55:46,000 --> 01:55:49,000

USPTO IP Attache Roundtable.

2005

01:55:49,480 --> 01:55:51,920

Gypsy has been an essential partner

2006

01:55:51,920 --> 01:55:55,440

to the IPA program since its inception.

2007

01:55:56,280 --> 01:55:59,440

Over the years, this partnership
has strengthened and grown.

2008

01:56:00,520 --> 01:56:03,520

Gypsy members,
like other U.S stakeholders,

2009

01:56:03,800 --> 01:56:07,320

have been able
to rely on the IP attachés for assistance

2010

01:56:07,680 --> 01:56:10,680

with IP issues overseas.

2011

01:56:10,680 --> 01:56:13,440

The IP attachés have benefited
from the viewpoints

2012

01:56:13,440 --> 01:56:16,440

and experiences of Gypsy members.

2013

01:56:16,880 --> 01:56:20,040
Together, Gypsy and the IP Attaché program

2014
01:56:20,320 --> 01:56:24,440
have confronted challenges to the program,
including the elevation of IP

2015
01:56:24,440 --> 01:56:29,600
attache, diplomatic title, and securing
financial resources for representation.

2016
01:56:30,840 --> 01:56:31,800
The dialog between

2017
01:56:31,800 --> 01:56:35,880
Gypsy members
and the attachés has become more nuanced

2018
01:56:35,880 --> 01:56:38,960
with the evolution of international
IP matters.

2019
01:56:40,320 --> 01:56:44,600
Challenges have evolved from creating
a positive IP culture internationally

2020
01:56:45,000 --> 01:56:48,480
and ensuring minimum standards
for IP protection around the world

2021
01:56:48,960 --> 01:56:53,960
to addressing complex issues
such as AI, in various

2022
01:56:53,960 --> 01:56:57,040
jurisdictions and practices
on essential patents.

2023

01:56:58,440 --> 01:57:02,520

During today's Multilateral Organization
in Europe panel, for example,

2024

01:57:02,960 --> 01:57:05,800

we learned about the importance of pro
IP messaging

2025

01:57:05,800 --> 01:57:09,000

and coalition building in Geneva, Europe.

2026

01:57:09,160 --> 01:57:11,520

In Ukraine, respectively.

2027

01:57:11,520 --> 01:57:14,600

In Geneva,
such strategies have led to more countries

2028

01:57:14,600 --> 01:57:17,600

being engaged in Trips, council,

2029

01:57:18,000 --> 01:57:22,600

topics and FYI, friends of IP
on innovation events

2030

01:57:22,960 --> 01:57:27,960

and the importance that IP plays,
in the lives of countries and citizens

2031

01:57:28,840 --> 01:57:31,800

and have also led in the context of ypo

2032

01:57:31,800 --> 01:57:36,680

to, a great result at the recent, dot com

2033

01:57:37,800 --> 01:57:39,840

in Europe, this messaging and coalition

2034

01:57:39,840 --> 01:57:44,520

building exists

despite certain, draft legislation.

2035

01:57:45,720 --> 01:57:49,560

But the the commission in particular

sees the importance of IP,

2036

01:57:50,280 --> 01:57:54,480

in order to, accelerate, their innovation

climate

2037

01:57:54,760 --> 01:57:57,720

and desperately, seek U.S

2038

01:57:57,720 --> 01:58:00,720

business views on these issues

2039

01:58:01,120 --> 01:58:02,640

for Ukraine.

2040

01:58:02,640 --> 01:58:05,720

The government has been focusing

focusing on tackling

2041

01:58:05,720 --> 01:58:08,720

illicit trade, in their markets.

2042

01:58:09,360 --> 01:58:13,720

And the attache in turn has been working

very closely with U.S stakeholders

2043

01:58:13,960 --> 01:58:16,960
and other countries
on specific sectoral issues.

2044
01:58:20,720 --> 01:58:24,240
During the South Asia,
Southeast Asia and the Middle East panel,

2045
01:58:24,680 --> 01:58:28,800
we learned about promising IP legislation
in India,

2046
01:58:29,200 --> 01:58:32,320
including continued outreach on standalone

2047
01:58:32,320 --> 01:58:35,320
trade secrets legislation.

2048
01:58:35,320 --> 01:58:37,560
The UAE Pro IP

2049
01:58:37,560 --> 01:58:40,560
perspective,
especially in the context of AI,

2050
01:58:40,920 --> 01:58:44,040
and the recently signed MoU with the USPTO

2051
01:58:44,440 --> 01:58:47,440
and their National Strategy
for innovation.

2052
01:58:48,920 --> 01:58:51,920
The update to Indonesia's patent law,

2053
01:58:52,000 --> 01:58:54,400

though enforcement concerns remain

2054

01:58:54,400 --> 01:58:57,400

with respect to IPR recordation system.

2055

01:58:57,760 --> 01:59:02,760

And we also discussed the wish list
of 2025 outreach activities

2056

01:59:03,640 --> 01:59:06,960

program
in India on Sets and Design Law, treaty,

2057

01:59:07,600 --> 01:59:10,600

digital piracy,
the implementation of a new

2058

01:59:10,600 --> 01:59:14,040

the new USPTO, UAE mou

2059

01:59:14,320 --> 01:59:17,080

with respect to examination, training

2060

01:59:17,080 --> 01:59:20,440

and our our ongoing and very deep,

2061

01:59:21,120 --> 01:59:24,280

Asean regional programs
that we've had for many years.

2062

01:59:25,520 --> 01:59:26,320

The Latin America

2063

01:59:26,320 --> 01:59:30,120

panel discuss
Brazil becoming a global member,

2064

01:59:30,400 --> 01:59:35,360

which will help, our patent holders
obtain, timely protection.

2065

01:59:36,520 --> 01:59:40,840

The anti-piracy and counterfeiting efforts
in the Andean Community member states,

2066

01:59:41,400 --> 01:59:44,400

specifically operation for for

2067

01:59:45,320 --> 01:59:48,480

Mexico's outstanding Usmca implementation

2068

01:59:48,480 --> 01:59:51,480

on PTC and Pat linkage.

2069

01:59:52,600 --> 01:59:53,960

The state of play

2070

01:59:53,960 --> 01:59:56,960

of Colombia's compulsory licensing stance

2071

01:59:57,560 --> 02:00:01,120

and the our continued work

2072

02:00:01,400 --> 02:00:04,920

on programing
with respect to Ypo treaty implementation

2073

02:00:05,160 --> 02:00:08,480

and accession
for these Latin American countries.

2074

02:00:09,920 --> 02:00:15,120
The China panel discussed issues
including China's implementation of its

2075
02:00:15,120 --> 02:00:19,200
phase one commitments
and the need to continue to push on

2076
02:00:19,200 --> 02:00:22,200
for implementation,

2077
02:00:22,280 --> 02:00:26,280
China's industrial plans
and how IP can be used to advance

2078
02:00:26,640 --> 02:00:29,640
their strategic interests,
which results in our need.

2079
02:00:30,600 --> 02:00:34,920
The IP community and the USG to monitor
and to track this even even closely.

2080
02:00:36,240 --> 02:00:37,080
As well as a really

2081
02:00:37,080 --> 02:00:41,600
interesting discussion on China's
patent and trademark filings, the quantity

2082
02:00:41,600 --> 02:00:45,120
and the quality of those
and how that shapes China's approach,

2083
02:00:45,720 --> 02:00:48,720
to IP as a national security issue,

2084

02:00:49,520 --> 02:00:52,520

especially in, in the area of, AI space

2085

02:00:52,560 --> 02:00:55,480

and how this could negatively impact, U.S.

2086

02:00:55,480 --> 02:00:58,480

patent and trademark filings in China.

2087

02:00:58,720 --> 02:01:00,760

It's really been our pleasure
to participate.

2088

02:01:00,760 --> 02:01:05,160

And today's, discussion,
we value the opportunity to interact

2089

02:01:05,160 --> 02:01:09,280

with GPC members
and other U.S stakeholders in this forum.

2090

02:01:10,320 --> 02:01:15,000

We also appreciate Gips, Gypsy's
ongoing support for

2091

02:01:15,360 --> 02:01:18,360

and collaboration
with the IP attache program.

2092

02:01:19,160 --> 02:01:22,200

We would like to thank Kelly Anderson
and Ryan Denson

2093

02:01:22,200 --> 02:01:26,680

for your dedicated work in organizing
and hosting today's roundtable.

2094

02:01:27,800 --> 02:01:30,800

So without your efforts,
this program would not have been possible.

2095

02:01:31,880 --> 02:01:33,600

I would like to thank you all.

2096

02:01:33,600 --> 02:01:37,200

The participants, the attachés,
once again, for being a part of today's

2097

02:01:37,200 --> 02:01:37,760

roundtable.

2098

02:01:37,760 --> 02:01:41,000

Thank you to the moderators
for each of the panels as well.

2099

02:01:41,360 --> 02:01:44,240

We hope that our collaborative efforts
over the coming year

2100

02:01:44,240 --> 02:01:47,400

will continue to improve
IP systems internationally.

2101

02:01:47,400 --> 02:01:47,880

Thank you.

2102

02:01:58,360 --> 02:01:58,880

All right.

2103

02:01:58,880 --> 02:02:00,200

And that could thank you, Debbie.

2104

02:02:00,200 --> 02:02:05,480

And that concludes the 18th annual U.S.,
USPTO, IP, ATC roundtable.

2105

02:02:05,880 --> 02:02:08,080

And before everyone leaves, just,
one thing.

2106

02:02:08,080 --> 02:02:10,960

There was a black purse left in the ladies
room.

2107

02:02:10,960 --> 02:02:12,600

It's a small black woven purse.

2108

02:02:12,600 --> 02:02:15,560

It's that concierge.

So if that's yours, that's where it is.

2109

02:02:15,560 --> 02:02:16,680

So thank you all.