

THE MUSIC INDUSTRY: SELECTING PARTNERS AND PROTECTING INTELLECTUAL PROPERTY RIGHTS IN CHINA

TUESDAY, FEBRUARY 7, 2012, 4:00-5:15PMPST (LOS ANGELES), & 7:00-8:15PMEST (WASHINGTON, DC)

Wednesday, February 8th, 8:00-9:15am China

- **Introductions** - Andrea DaSilva, Media & Entertainment Analyst, ITA
 - Panelists & Agenda
- **American Association of Independent Music (A2IM)** – Rich Bengloff, President A2IM
 - Partnerships to support music exports
- **U.S. Department of Commerce – International Trade Administration (ITA)**
 - Dawn Bruno, Senior Trade Specialist, U.S. Export Assistance Center, New York City
 - ITA’s global and domestic Commercial Service, export assistance, business development and trade shows
 - Raquel Cohen, IP Legal Advisor, Office of Intellectual Property Rights, Washington DC
 - Overview of U.S. IPR policies & government efforts to assist industry
 - StopFakes! Website <http://www.stopfakes.gov/>
- **The Music Business in China & Protecting Intellectual Property and Copyrights** – Tim Smith, Senior Executive & IP specialist at Rouse, the leading IP consultancy in Beijing, China
 - Brief introduction to the state controlled industry and music censorship
 - Scale of the Chinese music market and Internet users
 - Piracy challenges in China
 - Chinese regulatory environment – key policies and IP laws
 - Overview of copyrights in China & upcoming amendments to the law
 - Brief mention of Hong Kong’s IPR environment
- **Selecting a Partner & Cooperative Joint Ventures in China** – John Grobowski, Partner, Faegre Baker Daniels LLP, Shanghai, China
 - China’s Foreign Investment Catalogue
 - Cooperative Joint Ventures (CJV)
 - China v. Hong Kong and Macau
 - Distribution v. Retail operations
- **Q&A** –Moderator – Janice Wingo, Senior Legal Advisor, Office of China, ITA

SPEAKER BIOGRAPHIES

ANDREA DASILVA

Andrea DaSilva is a senior media and entertainment policy analyst at the U.S. Department of Commerce. She manages an export assistance award with the International Film and Television Alliance, and advises U.S. and foreign officials on services trade and the creative economy. Andrea has represented Commerce in free trade, APEC, and OECD negotiations for the digital economy worldwide, and has led several industry-trade advisory committees. She holds a joint M.A. International Development & MBA, and works closely with A2IM. An avid music enthusiast, Andrea recently performed at Blues Alley in Washington, DC.

RICH BENGLOFF

Rich Bengloff is the president of the American Association of Independent Music ("A2IM"), a non-profit organization representing a broad coalition of independent music labels. Rich also serves as a board member of the SoundExchange and the Alliance of Artists and Recording Companies ("AARC"). Rich has spent much of his career in the music and entertainment industry, during the past 20 years having worked at both music labels and music distributors at both independent (RED, Combat/Relativity/In Effect) and major music companies (Sony Music and Warner Music) as well as WNYC Radio, serving as a senior level operations and financial executive. Rich has been published in Billboard, FMQB, NY Times, Hypebot, Huffington Post, Daily Tech, and is often called on to speak at events around the world including CMJ, Digital Music Forum East, Midem, SXSW and the inaugural International Creative Industries Summit in Shanghai, China in 2009. Rich has an MBA from Columbia University and is an adjunct professor of Communications and Media Management at the Fordham University Graduate School of Business.

DAWN BRUNO

Dawn Bruno is a Senior International Trade Specialist with the U.S. Department of Commerce office in New York City. Ms. Bruno started her career with the Department in Washington, DC and has served in temporary assignments at U.S. Embassies in Croatia, Chile, Argentina, and as the Senior Commercial Officer in Ghana in 2010. Dawn advises on creative-content industries, and is the Global Publishing Team Leader for the International Trade Administration, where she coordinates a team from 25 offices around the world, prepares industry trade shows, and publishes an annual publishing export guide.

RAQUEL COHEN

Raquel Cohen is an attorney in the Office of Intellectual Property Rights at the U.S. Department of Commerce. Her current work focuses on high-profile cases in China and South Korea, and she offers expert opinions on IP and trade policy, entertainment law, copyright, trademark, licensing, and compliance with the DMCA. Previously she led her own private IP practice and also served as an IP Attorney at Rothwell, Figg, Ernst & Manbeck. Raquel is actively engaged in a variety of industry trade associations.

TIM SMITH

Tim is Deputy Head of Rouse's Dispute Resolution Team in China, based in Beijing. Tim advises international companies on IP protection and enforcement in China, and has particular experience in copyright and IP litigation in China. Before joining Rouse at the end of 2008, Tim was Senior Legal Adviser at IFPI, the international trade body for the recording industry. At IFPI he was responsible for a number of high-profile litigation cases, including the groundbreaking action for the industry against Yahoo! China. Tim has managed litigation in more than 20 jurisdictions in Europe, South America and Asia. Tim trained at Ashurst in London, qualifying into the IP litigation team where he handled trade mark, design, copyright and patent work, including copyright enforcement programs for retail and media-owning clients.
Admitted to the Roll of Solicitors in England and Wales
Post Graduate Diploma in UK, US and EU Copyright and Related Rights, Kings College, University of London (Distinction)
Post Graduate Diploma in Intellectual Property Law and Practice, University of Bristol
BSc (Hons) in Mathematics, University of Bristol

JOHN V. GROBOWSKI

John V. Grobowski is managing partner of the Shanghai office of Faegre Baker Daniels LLP. John's primary areas of practice are China-related corporate and commercial transactions, antitrust and international trade. He has been named as a leading M&A lawyer in China by several legal publications. Prior to becoming a lawyer, John studied archaeology at Peking University in 1979-1980 and was a university lecturer and consultant in the China field. He has lived and worked in China more than two decades.
J.D. George Washington University Law School
Certificate of Study Beijing University
M.A. University of Chicago

JANICE WINGO

Janice Wingo is a Mandarin-speaking attorney admitted in New York. Prior to joining the Commerce Department where she is a senior legal advisor in the Office of China, Janice advised on intellectual and commercial law matters in China for over ten years. In addition to her JD, Janice is civil law trained, having studied with Professor Wang Zhejian at National Taiwan University. Janice frequently holds widely attended webinars on intellectual property industries in China – more at: http://export.gov/china/tradeevents/eg_cn_026683.asp.