



THE
JOHN MARSHALL LAW SCHOOL®
CENTER FOR INTELLECTUAL PROPERTY LAW

— Distinguished Professor Presentation —

“Trademarks and the Beijing Olympics: Gold Medal Issues”

An examination of the present and future impact that hosting the Olympics in Beijing may have on IP enforcement in China

Monday, March 10, 2008 | Noon to 1:30 p.m.

The John Marshall Law School | Room 1200
315 S. Plymouth Court | Chicago, Illinois 60604

Box lunches will be provided.

Professor Doris Estelle Long

*Professor of Law and Chair, Intellectual Property,
Information Technology and Privacy Group*

There is no cost to attend this program, however reservations are required.

Please register online at www.jmls.edu/events/031008IP.asp

Registration deadline is Monday, March 3, 2008.

Questions? Contact the Department of Event Management at 312.987.1420.

CLE CREDIT: The John Marshall Law School will advise the appropriate state bar or agency indicated below of the presentation of its program. The extension of CLE credit is subject to each state's approval. It is the responsibility of the individual to meet the requirements of each jurisdiction. The John Marshall Law School is an approved MCLE provider with the State Bars of California, Illinois, Missouri, Pennsylvania, South Carolina, and Wisconsin. The John Marshall Law School will assist with applications to Florida, Georgia, Rhode Island, and Texas, but attorneys must apply individually for credit for courses and submit payment directly to these states.

CLE Credit: Approximately 1.5 hours.



Doris Estelle Long

Doris Estelle Long is professor of law and chair of the Intellectual Property, Information Technology and Privacy Group at The John Marshall Law School in Chicago, Illinois. She is an expert in international intellectual property law, and has lectured in the areas of intellectual property, e-commerce, culture, and technology at conferences throughout the United States and in 26 countries on five continents. She has also been actively involved in training intellectual property enforcement officials and has served as a consultant on IPR protection issues and enforcement matters for diverse U.S. and foreign government agencies. In 2000 Professor Long was on leave from John Marshall and served as an attorney advisor in the Office of Legislative and International Affairs of the U.S. Patent and Trademark Office where she helped negotiate the IPR Enforcement Sections of the Jordan Free Trade Agreement (among others), participated in various bilateral consultations, and had responsibility for international IP enforcement issues, including TRIPS compliance and WTO accessions. She has taught in eight countries, including serving as a Fulbright Professor at Jiao Tung University in Shanghai in 1998 and as a visiting professor at Michigan State University School of Law in 2007. Professor Long is the author of numerous books and articles in the area of intellectual property law, including the *Coursebook on International Intellectual Property Law*, published by West. Among her recent articles are “Dissonant Harmonization: Limitations on Cash ‘n Carry Creativity;” “Strategies for Securing the Cyber Safety Net Against Terrorists: A Multi-Disciplinary Approach;” “Is Fame All There Is?: Beating Global Monopolists at Their Own Marketing Game;” “Traditional Knowledge and the Fight for the Public Domain;” and “‘Democratizing’ Globalization: Practicing the Policies of Cultural Inclusion.”

Before joining the faculty of the John Marshall Law School, Professor Long was an attorney with the Washington, D.C., law firms of Arent Fox Kintner Plotkin & Kahn and Howrey & Simon, where she specialized in the areas of intellectual property, unfair competition, entertainment, computer, and commercial law. Professor Long is a graduate of Ithaca College, BA, *summa cum laude*, and Cornell Law School, JD, *cum laude*.



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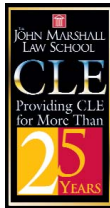
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