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Mark Allen Cohen
Senior Counsel, US Patent and Trademark Office

Mark rejoined the USPTO as Advisor to the Under Secretary and Director and later as Senior Counsel, China in 2012, after serving as a visiting professor at Fordham Law School (2011-2012). Prior to that time he served in such functions as: Director, International Intellectual Property at Microsoft Corporation; Of Counsel to Jones Day's Beijing office, Senior Intellectual Property Attaché at the U.S. Embassy in Beijing (2004-2008), general counsel to a mid-sized pharmaceutical company in Europe (1998-2000) and as a Fulbright Professor in Eastern Europe (1993-95). In total, he has 30 years private, public sector, in-house and academic experience in China and transition economies, with a principle focus on technology trade and monetizing intellectual property.

Mr. Cohen has worked extensively on realigning public or corporate resources to meet the changing demands of China's intellectual property environment. ~~For example,~~ In the government, the programs Mr. Cohen established while at the U.S. Embassy in Beijing (2004-2008) became models for U.S. government engagement on intellectual property worldwide. He was the first IPR Attaché posted by USPTO to handle IPR issues in a foreign country. In addition he launched the annual "Ambassador's IPR Roundtable" which he co-chaired for five years, devised IPR "toolkits", "roadshows", pro-bono programs, internal and external training programs, and helped bring China into various multilateral fora, such as the "IPR-5", consisting of the five largest patent offices in the world. While at the US Embassy, and later as co-chair of the AmCham IP Forum he also developed an innovative series of programs on innovation in China, as well as a program on public relations, public diplomacy and intellectual property. A program he co-organized with the Federal Circuit Bar Association was the largest international judicial training program in China, with over 1300 attendees.

Mr. Cohen has trained, lectured and debated Chinese IP and competition law matters in person and in the media in English and in Chinese. Two separate Chinese language debates he engaged in while at the Embassy had a viewership of over 160,000,000 people each. Currently, Mr. Cohen currently leads a China team at USPTO consisting of 21 individuals in DC, Beijing, Shanghai and Guangzhou, China on all aspects of USPTO's activities in China. One of his current projects involves setting up a China IPR Resource Center at the USPTO to help support a more empirical analysis of China's IPR environment.

Among his book-length publications are Antimonopoly Law and Practice in China (Oxford University Press 2011, with Steve Harris et al.), He was the editor of

Chinese Intellectual Property Law and Practice (Kluwer Law International 1999). He co-edited a book on China's legal development in 1984 and has authored numerous articles on such issues on Chinese IP law, alignment of corporate resources to address IP challenges in China, international trade law and law firm market access in China. He also manages a personal blog www.chinaiprlaw.com.

Mark also continues to teach as an adjunct Professor at Fordham Law School, and a Guest Professor at Renmin University, China. While a visiting professor at Fordham he taught the first class on Chinese intellectual property law in North America.

Mr. Cohen holds a J.D. degree from Columbia University (1984), an M.A. from the University of Wisconsin in Chinese Language and Literature (1979) and a B.A. from the State University of New York at Albany in Chinese Studies (1977). He was formerly an exchange student at Nanyang University, Singapore. He speaks and reads Chinese and is admitted to the District of Columbia.

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