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The purpose of this document is to provide a snapshot of how the public would receive and view information for a sample public program hosted by the Office of Policy and International Affairs (OPIA), where OPIA is interested in collecting information from those U.S. businesses comprising the target audience regarding their training needs.

The document includes samples illustrating the major touch-points for access to the proposed new "Voluntary survey of U.S. businesses on training priorities related to Intellectual Property and China," conducted via pre-event survey.

The first touch-point is the “Save the Date” document. Within this document, there is reference to and a link to the pre-event survey.

Please note the public must visit the USPTO event page in order to access the registration site. That link is also located in the “Save the Date” document. The second touch-point is within the registration site on the CVENT platform. The third touch-point is at the end of the registration form also on the CVENT platform. The final item in this package is the actual survey, which is administered by USPTO OPIA/GIPA using the Survey Monkey platform.

For more information, contact Kortney Hammonds in USPTO OPIA/GIPA at [kortney.hammonds@uspto.gov](mailto:kortney.hammonds@uspto.gov).

Webinar: [Program Name]  
[Month Day, Year]  
[Time], Eastern Time

The USPTO's China Intellectual Property (IP) Road Show, [Insert approved event promotion copy here].

Prior to conducting the program, we ask for your input regarding your IP outreach and education needs, to help us better tailor content that will meet them. Please take a moment to complete a brief pre-event survey, which can be accessed by [clicking here](#). We ask that you complete the survey by [date].

To attend the event, please register at [\[hyperlink to USPTO event page\]](#) today.

[Additional copy regarding logistics and POCs].

[Signature block]



This program is presented by the USPTO's [Global Intellectual Property Academy](#), a unit of the [USPTO Office of Policy and International Affairs \(OPIA\)](#). OPIA assists the Under Secretary of Commerce for Intellectual Property and Director of the USPTO in advising the President (through the Secretary of Commerce) and federal agencies on domestic and international IP issues as well as on U.S. treaty obligations. It also provides technical assistance and training on IP-related matters to U.S. stakeholders and both U.S. and foreign government officials.

# Personal Information

Fill out the information below, then click Next to continue.

\* First Name

\* Last Name

\* Email Address

Mobile

\* Do you represent an organization with fewer than 500 employees?

☐ Yes

☐ No

\* What is the Zip Code for the organization you represent?

\* Entities associated with

\* Title / Position

\* State

We would like your feedback about your IP outreach and education needs prior to the program. To share them and help us create content that meets your needs; please take some time to complete a brief pre-event survey. We ask that you complete it by [Date].

Pre-event survey: [click here](#).

Cancel

Next

[Summary](#) [Pre-Event Survey](#)[Register Now](#)

# TEST - Program TBD

January 8, 2030  
10:30 AM-11:30 AM ET

WebEx

We would like your feedback about your IP outreach and education needs prior to the program. To share them and help us create content that meets your needs; please take some time to complete a brief pre-event survey. We ask that you complete it by [Date].

Pre-event survey: [click here](#).

For more information, contact [Kortney Hammonds](#) at the USPTO's Office of Policy and International Affairs.



This program is presented by the [Global Intellectual Property Academy](#), a unit of the USPTO's [Office of Policy and International Affairs](#). The office advises the administration and other federal government departments and agencies on domestic and international IP legal and policy issues. It also provides technical assistance and training on IP-related matters to U.S. stakeholders and both U.S. and foreign government officials.

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# VOLUNTARY SURVEY OF U.S. BUSINESSES ON TRAINING PRIORITIES RELATING TO INTELLECTUAL PROPERTY AND CHINA

Title of Event

Date of Program

## Survey Instructions

Approved for use through 00/00/0000. OMB 0000-0000

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

## PRA Act Statement:

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0000-0000. Public burden for this form is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Response to this information collection is voluntary; however, it allows the USPTO to analyze the overall effectiveness of the program. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email [InformationCollection@uspto.gov](mailto:InformationCollection@uspto.gov).

**1. What is the approximate total number of employees in your company? (Please check one.)**

- |                              |                                     |
|------------------------------|-------------------------------------|
| <input type="radio"/> 1-49   | <input type="radio"/> 500-999       |
| <input type="radio"/> 50-499 | <input type="radio"/> 1,000 or more |

**2. What are your company's primary lines of business relating to China? (Please check all that apply.)**

- |  |   |
|--|---|
| <input type="radio"/> Manufacturing in China for export and sale outside China | <input type="radio"/> Providing services in China                                       |
| <input type="radio"/> Manufacturing in China for sale in China                 | <input type="radio"/> Providing goods in the United States in competition with China    |
| <input type="radio"/> Manufacturing outside China for import and sale in China | <input type="radio"/> Providing services in the United States in competition with China |
| <input type="radio"/> Distributing or selling products for others in China     |   |
| <input type="radio"/> Other (please describe)                                  |   |

**3. To ensure that the USPTO outreach activity content addresses your intellectual property (IP) concerns, please share the primary intellectual property-related challenges that your company faces in China (or in the United States, if the challenge originate from China.) (Check all that apply.)**

- ☐ Trademarks, e.g., issues with trademark squatting, obtaining trademark registrations, trademark infringement, or enforcing trademark rights in China
- ☐ Patents, e.g., issues with securing patent protection, patent infringement, or enforcing patents in China
- ☐ Counterfeit goods and services sold in China or that originate from China
- ☐ Trade secrets, e.g., issues with protecting trade secrets or preventing theft of trade secrets in China or in third-country markets for the benefit of Chinese parties or issues with enforcing trade secret rights in China
- ☐ Unauthorized trade secret disclosures stemming from regulatory processes
- ☐ Formal or informal pressure to transfer technology to Chinese entities or government interference in negotiating IP licensing terms
- ☐ Copyright infringement
- ☐ Online infringement issues, including digital piracy or counterfeiting
- ☐ IP enforcement in China generally, including civil, administrative, or criminal enforcement
- ☐ Securing or enforcing regulatory data protection
- ☐ Government of China interference with intellectual property licensing
- ☐ Government of China requirements or pressure to transfer technology

**4. Please rank your company's top three needs for training and programs relating to intellectual property and China.**

1  
2  
3



Trademarks, e.g., issues with trademark squatting, obtaining trademark registrations, trademark infringement, or enforcing trademark rights in China

1  
2  
3



Patents, e.g., issues with securing patent protection, patent infringement, or enforcing patents in China

1  
2  
3



Counterfeit goods and services sold in China or that originate from China

1  
2  
3



Trade secrets, e.g., issues with protecting trade secrets or preventing theft of trade secrets in China or in third-country markets for the benefit of Chinese parties or issues with enforcing trade secret rights in China

11  
12  
13



Unauthorized trade secret disclosures stemming from regulatory processes

14  
15  
16



Formal or informal pressure to transfer technology to Chinese entities or government interference in negotiating IP licensing terms

17  
18  
19



Copyright infringement

20  
21  
22



Online infringement issues, including digital piracy or counterfeiting

23  
24  
25



IP enforcement in China generally, including civil, administrative, or criminal enforcement

26  
27  
28



Securing or enforcing regulatory data protection

29  
30  
31



Government of China interference with intellectual property licensing

32  
33  
34



Government of China requirements or pressure to transfer technology

**5. Would your company prefer to participate in training and programs in the United States, China, or both? (Check all that apply.)**

☐ United States

☐ China



**6. To help update the USPTO outreach activities, please identify if the IP environment in China, based on the following criteria, has notably improved, stayed substantially the same, or notably deteriorated over the past 5 years. (Please leave blank if does not apply or no basis to evaluate.)**

	Notable improvement	Notable deterioration	No significant change
Enactment of laws and regulations that will effectively address the problems that rights holders face in China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implementation of enforcement systems that adequately compensate rights holders for their loss, that enable rights holders to timely secure adequate injunctive relief, and that adequately deter infringers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volume and value of counterfeit products and pirated content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interference with and obstacles to IP licensing or commercialization of IP on fair market terms that are voluntary and reflect mutual agreement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formal or informal government pressure to transfer technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unauthorized disclosures or infringement stemming from regulatory or other government processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Successful implementation of Phase One of the U.S.-China Economic and Trade Agreement signed on January 15, 2020 (“Phase One Agreement”) could result in adjusted training needs in certain areas, such as increased focus on amended laws and regulations, new enforcement practices, court procedures, or other matters.**

**7. What Chinese Governmental actions are most important/interesting in improving the China IP environment? (Please check all that apply.)**

- ☐ Passage, introduction, or revision of laws/regulations
- ☐ Increased enforcement of IP laws and regulations
- ☐ Improvements for protection for IP rights through administrative decisions or the court system
- ☐ Other (please specify)

**8. In terms of changes in training needs relating to China's implementation of the Phase One Agreement, please indicate whether your firm has observed material changes to intellectual property protection and enforcement in the following areas, if any (please check all that apply):**

- ☐ Passage, introduction, or revision of laws/regulations
- ☐ Increased enforcement of IP laws and regulations
- ☐ Improvements for protection for IP rights through administrative decisions or the court system
- ☐ Other (please specify)