



Join the
Organization of Women in International Trade
New York Chapter
for a discussion with
Amy Goldsmith, Esq.
Gottlieb, Rackman & Reisman, P.C.
on U.S. Customs and Border Protection

For U.S. importers, protecting the value of their brand names and products' reputation for quality is essential, but it can be a daunting task given the number of counterfeit goods entering the U.S. each year. Counterfeits can also cause actual physical harm to consumers if they do not follow correct product ingredients formulas or manufacturing safety standards.

U.S. Customs and Border Protection actually provides mechanisms for trademark/copyright holders to preclude the entry of counterfeit products at the US border. However, some trademark/copyright holders have complained in the past that they have had difficulty taking advantage of these mechanisms.

The Customs Office has just published new guidelines and a new phone and email hotline to assist companies in ensuring meaningful enforcement of their trademarks and copyrights. Come learn how to take advantage of the streamlined enforcement procedures.

The Customs Office can also be very rigid with respect to its application of the rules to companies which inadvertently import goods that violate trademark/copyright rights; for instance, Customs often seizes shipments in a dispute. The Customs Office has just published audit standards to establish minimum procedural requirements for importers to ensure that they are not infringing on intellectual property rights when they import merchandise. Meeting these standards will help ensure that companies maintain their reputation for quality and honesty with their customers and the consumer market.

Come learn about best practices in this important area!

When: Wednesday, February 27, 2008

Where: Baker & McKenzie LLP, 4th Floor

1114 Avenue of the Americas (42nd Street b/t 5th and 6th Ave.)

Cost:	Pre-register	At the door
Members	\$20	\$25
Non-members	\$25	\$30
Students/ government	\$10	\$15

Registration Form

Check this box if new or updated contact information is included below.

Return this form with your payment to the following address (checks may be made payable to OWIT-NY):

OWIT-NY c/o Carrie Maier, Ernst & Young, International Tax Services, 5 Times Square, New York, NY 10036

Name: _____ Amount: \$ _____

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** Cancellation Policy: We are happy to give members a credit for meetings that they cannot attend, provided that notice of cancellation is given 24 hours in advance. If notice of cancellation is given less than 24 hours in advance, the registration fee cannot be refunded.

SAVE THE DATE: On March 18, 2008, Linda Rottenberg, founder of Endeavor Global, will speak on the topic of Social Entrepreneurship and Emerging Markets.