



**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, 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. 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 nearly 20 individuals in DC, Beijing, Shanghai and Guangzhou, China on all aspects of USPTO's activities in greater China. One of his current projects involves setting up a China IPR Resource Center at the USPTO to help support 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](http://www.chinaiprlaw.com).

Mark also continues to teach as an adjunct Professor at Fordham Law School, and as 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 Taiwan Normal University and at Nanyang University, Singapore. He speaks and reads Chinese and is admitted to the District of Columbia.

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柯恒

## 美国专利商标局高级顾问

柯恒于 2012 年以美国专利商标局局长高级顾问身份再次加入美国专利商标局。2011 年-2012 年间，柯恒在福特汉姆法学院担任客座教授。之前他曾任微软公司的知识产权总监、美国众达律师事务所北京办事处顾问。2004 年-2008 年，在美国驻华大使馆担任高级知识产权专员，1998 年-2000 年在欧洲一个中型医药公司担任总顾问，1993-1995 年在东欧担任福布莱特学者。80 和 90 年代，柯恒担任首任顾问负责极其成功的 Jerome H. Lemelson 发明专利授权项目（该项目收益高达 16 亿美金）。概括而言，柯恒先生拥有 30 年关于中国和转型经济的丰富经验，其工作经验遍及私营企业、公共机构、企业内部顾问和学术界，他关注的焦点在于技术贸易和知识产权的货币化。

柯恒先生曾在广泛的领域致力于重组公共资源，以应对中国知识产权环境变化的需求。例如，柯恒先生在 2004-2008 年担任美国驻华大使馆期间，主导了一系列被公认为知识产权最佳实践的项目。他是美国专利商标局派驻外国负责知识产权事务的第一位知识产权专员，他主导召开了“大使知识产权圆桌会议”且连续主持了 5 年，他设计并制定了“知识产权工具包”、“知识产权路演”、“免费专业服务”、内部和外部的培训项目、并协助中国参加各种知识产权多边谈判，如包括由全球五个最大的国家专利局参加的“五局会议”。去年柯恒先生与美国联邦巡回法院在中国联合举办的大型国际私法培训项目吸引了超过 1300 人参与。

柯恒曾用中英文，就中国知识产权和竞争法律问题，亲自讲授或通过媒体参加辩论。在任职美国驻华大使馆期间参与的两个中文辩论材料曾经各吸引了超过 1 亿 6 千万的点击量。目前，柯恒先生在美国专利商标局领导着近 20 人的中国事务团队，他与属下近 20 名来自美国华盛顿特区、北京、上海、广州的人士共同负责美国专利商标局关于中国的全部事务。他目前的一个重要工作是在美国专利商标局建立一个中国知识产权资源中心，以支持对中国知识产权环境的更进一步研究分析。

柯恒先生有许多著作，比如 2011 年由牛津大学出版社出版的合著《中国反垄断法与实践》、1999 年克鲁维尔国际法律出版公司出版的由他主编的《中国知识产权法律和实践》、1984 年联合编辑的关于中国法律发展的著作，以及他撰写的许多关于中国知识产权法律、重组公司资源应对中国的知识产权挑战、国际贸易法律、律师事务所进入中国市场等文章。他还有一个个人博客：[www.chinaiprlaw.com](http://www.chinaiprlaw.com)。

柯恒先生还继续在福特汉姆法学院和中国的人民大学担任客座教授。作为福特汉姆法学院的客座教授，他是第一个教授中国知识产权法律课程的北美教授。

柯恒先生 1984 年获得哥伦比亚大学的法律博士学位，1979 年获得威斯康森州立大学关于中国语言文学的硕士学位，1977 年获得纽约州立大学的中文文学学士

学位。他还曾经是新加坡南洋大学的交换学生。柯恒能流利地阅读和说中文，在哥伦比亚特区拥有执业资格。