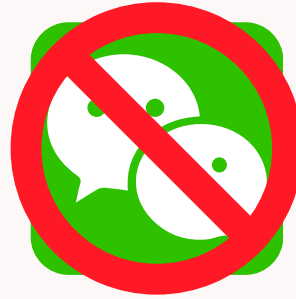
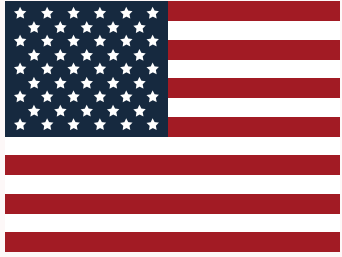


TIKTOK, WECHAT & MORE: TALKING TECH AND IP IN THE U.S. & CHINA



VIRTUAL PANEL | WEDNESDAY, FEBRUARY 17, 2021 | 9-10:30 AM EST

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The U.S. and China compete for global dominance in the areas of tech and innovation; however, in an era of global firms and global citizens they must also learn to cooperate.

The U.S. espouses free speech while the Trump administration pushed for banning social media platforms like TikTok and WeChat. How will the new administration move forward? China wants to be taken seriously as a global player but is often seen as disregarding global standards and norms. How can these two superpowers find common ground?

Panel Speakers:

- **Farok J. Contractor**, Ph.D., *President-Elect AIB (Academy of International Business), Distinguished Professor, Management & Global Business, Rutgers Business School*
- **Jean Schtokal**, *International Business & Export Controls Attorney, Foster, Swift, Collins & Smith PC*
- **(Alvin) Deng Jun**, *Head of IP, China, Novozymes (China) Investment Co. Ltd*

Moderator

- **Xinyu Wu**, Ph.D., *Co-Director of the Office of China Programs, Michigan State University*



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Farok J. Contractor is “Distinguished Professor of Management and Global Business” at Rutgers Business School, a Fellow of the Academy of International Business (AIB), and author of ten books and over 150 scholarly articles. He holds a Ph.D. (Managerial Science and Applied Economics) and an M.B.A. from the Wharton School, as well as two engineering degrees M.S. (Michigan), and B.S.E. (Bombay). He is on the Board of the Academy of International Business, a worldwide association of 3,500 academics and consultants as President-Elect (2020 - 2021) and President (2021 - 2022). Farok Contractor’s research focuses on key issues in International Business, including China, as well as corporate alliances, emerging markets, outsourcing and offshoring, valuation of intangible assets, the technology transfer process, licensing, and foreign direct investment. His papers and books have been cited more than 13,800 times, and he is among the top-ranked contributors of scholarly papers in the field.



Jun (Alvin) Deng, Chair, Patent & Innovation Committee, Quality Brand Protection Committee of China Association of Enterprises with Foreign Investment. Head of Intellectual Property, Novozymes China. Have been the chair for PIC of QBPC from Aug 2018, which strives to build up better Intellectual Property environment in China. Established Intellectual Property department for Novozymes in China, and is responsible for overall IP strategy in China, including patent drafting, prosecution, invalidation and litigation, etc. Provide IP support to Novozymes business in China, including IP licensing, IP agreement, due diligence, etc. Have patent bar in China.



Jean Shtokal is an international trade attorney with 20-plus years' experience. Her experience is expansive and includes exporting, distribution, manufacturing and licensing agreements as well as the establishment of foreign and domestic subsidiaries, branch offices, joint ventures and strategic alliances. In addition to her practice, Jean holds many leadership roles including: Chair of the West Michigan District Council, member of the Advisory Board for the Center for International Business Education and Research (CIBER) at Michigan State University, co-chair of the Global Business Club of Mid-Michigan and is the Executive-In-Residence at MSU's International Business Center-The Eli Broad College of Business. She has an AV® Preeminent™ rating from Martindale and has been included in Best Lawyers in America® 2011-2021 for International Trade and Finance Law. As a result of her efforts, Foster Swift received the prestigious President's "E" Award for Export Service in 2020. Only 39 companies in the US were recognized.



Xinyu Wu is the Co-director of MSU Office China Programs and the Director of MSU Visiting International Professional Program. She offers strategic leadership in MSU's China engagement by leading and managing collaboration projects with China in research, education and training. She has more than 20 years experienced in international partnership development and management. Xinyu Wu received her PhD in Computer Science and Information Technology from University of Ulster, UK. She worked as an academic in British and Irish universities. Her research areas included data mining, bioinformatics, computational linguistics, neural networks and cognitive science. Following a successful academic career, she moved to international higher education management. She worked as the Director of International Office and International Education Center in the National University of Ireland, Maynooth and Bangor University, UK, respectively before she moved to MSU in 2015.

