Overview of U.S. Department of Commerce Resources to Assist U.S. Higher Education Institutions

October 4, 2021
Webinar Agenda

- **Introduction** - LeeAnne Haworth, Senior International Trade Specialist and R&D Sub-Team lead, U.S. Commercial Service Global Education Team

- **Overview of the U.S. Commercial Service’s Global Education Team** - Gabriela Zelaya, Education Team Lead, U.S. Commercial Service

- **Overview of Industry & Analysis** - Rachel Alarid, International Trade Specialist, Office of Supply Chain, Professional and Business Services, Industry & Analysis, International Trade Administration

- **Overview of the Advocacy Center** - Barbara Farrar, Acting Executive Director, Advocacy Center, International Trade Administration

- **Overview of the U.S. Patent & Trade Office** - Miriam DeChant, Director, Global Intellectual Property Academy, Office of Policy and International Affairs, United States Patent and Trademark Office

- **Overview of National Institute of Standards and Technology and Opportunities to Work with NIST** - Dr. Claire Saundry, Director, International and Academic Affairs, National Institution of Standards and Technology

- **Overview of the Bureau of Industry and Security** - Lani Tito, Export Administration Specialist, Bureau of Industry and Security

- **Q&A**
U.S. Commercial Service Resources to Assist Higher Education Institutions

October 4, 2021

Gabriela Zelaya
Global Education Team Leader
U.S. Commercial Service
International Trade Administration
U.S. Department of Commerce
Founded 1980 – The International Trade Administration (ITA) works to improve the global business environment and helps U.S. organizations compete at home and abroad.

ITA is organized into three distinct but complementary units: Global Markets, Industry and Analysis, and Enforcement and Compliance.

U.S. Commercial Service (CS) is the trade and investment promotion arm of USDOC ITA.
Our Services

**Educational Service Export Counseling**
- Develop effective market entry and recruitment strategies.
- Understand regulations of foreign markets.
- Navigate U.S. government export controls, compliance and financing options.

**Market Intelligence**
- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential partners.

**Business Matchmaking**
- Connect with pre-screened potential partners.
- Promote your programs or service to prospective partners at education trade events worldwide.
- Meet with international industry and government decision makers in your target markets.

**Commercial Diplomacy**
- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. education sector interests.

**Worldwide Recognition**
As the U.S. government, we can open doors that no one else can in markets around the world.

**Global Network**
Our unmatched global network with educational trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

**Results Driven**
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.
Reach New Students Worldwide

Our Worldwide Network of Education Experts Will Help You:

- Adopt new digital strategies
- Meet with companies that require specialized training
- Connect to high school counselors, potential recruitment partners, and universities
- Recruit international students
Optimize Your International Marketing & Recruiting Efforts!

- **Gold Key Matchmaking Service.** Meet the right high schools, universities, agents, and other partners.
- **International Partner Search.** Find qualified schools and educational organizations.
- **Trade Fairs and Catalog Shows.** Identify the right international education fairs for your school.
- **Virtual Education Fairs.** Connect with agents via webinar tools without leaving your office.
- **International Market Research.** Receive market research reports on education sector target markets around the world.
- **Single School Promotion.** Attend an event featuring your educational institution and meet key players in the international education field.
- **Trade Missions.** Attend a trade mission led by a senior U.S. Department of Commerce official.
- **Virtual Connection Programs.** Schedule one-on-one virtual meetings with agents, counselors, university partners, and foreign government officials.

Connect to a World of Opportunity.
Visit trade.gov/education-industry to learn more.

For questions regarding the above programs, please contact:

Gabriela Zelaya
Global Education Team Leader
gabriela.zelaya@trade.gov
The Basics:

- A U.S. educational institutions can call their local Education Trade Specialist to simply talk about their institution’s strategic recruitment plan and discuss how CS can help.
- CS can match institutions with qualified education agents or international partners.
- CS can provide counseling on the latest education market information and programming to fit the school’s recruitment strategy.
- CS can connect with Economic Development Offices and other local partners to leverage resources.
Market Briefing and USA: A Study Destination
Virtual Connection Program - Middle East & North Africa

MIDDLE EAST & NORTH AFRICA EDUCATION MARKET BRIEFING WEBINAR

October 7, 2021 at 10:00 am ET

USA: A STUDY DESTINATION VIRTUAL CONNECTION PROGRAM - MIDDLE EAST & NORTH AFRICA

November 14-17, 2021
New York Film Academy

Global Education Team Newsletter

International Education Connection

✔ Stay informed of the latest programs, events and webinars supported by CS globally.

✔ Ask to be added to the newsletter distribution list through your local Education Trade Specialist.
Education & Training Services

Our team of U.S. and international education and training services industry specialists across 200 locations are dedicated to enhancing the global competitiveness of the U.S. education and training services industry through market intelligence, matchmaking opportunities, and export counseling.

Upcoming Education Events

Learn more about our upcoming events for educational institutions.

- **Latin America Virtual Connection Program**
  - Join the Latin America Virtual Connection program on May 24-28, 2021 to quickly build a network of reliable contacts throughout the region.

- **Europe & Eurasia Educational Market Briefing**
  - Join us on April 20th as we provide an update on the education market for the continent during the Europe & Eurasia Region Education Market Update Webinar featuring speakers representing the six regions of Europe & Eurasia.

- **EdTech & eLearning Virtual Connection Program**
  - U.S. EdTech companies and eLearning providers are invited to learn about new markets and find partner opportunities around the world through this virtual connection program. Find partners and explore markets from your desktop.
USDOC education industry engagement aimed at boosting U.S. education exports by promoting the USA as a premier destination for international students to study.

- Providing tools and a platform for study state consortia to address challenges faced by increased global competition in the international education sector, and to foster economic growth.

- Working to convene public and private partners to develop promotion, recruitment, and market-entry strategies.

- Providing opportunities for study state consortia to participate in programming sponsored by the ITA and U.S. Commercial Service aimed at increasing U.S. educational service exports.

https://www.trade.gov/education-state-consortia
# USA: A Study Destination

[https://www.trade.gov/education-state-consortia](https://www.trade.gov/education-state-consortia)

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THANK YOU VERY MUCH!

Gabriela Zelaya
gabriela.zelaya@trade.gov
ITA

Industry & Analysis
Resources

Rachel Alarid
International Trade Specialist
Office of Supply Chain, Professional, and Business Services
Rachel.Alarid@trade.gov
Industry & Analysis (I&A)

I&A analysts devise and implement international trade, investment, and export strategies that strengthen the global competitiveness of U.S. industries.
ITA’s Top Markets Series combines I&A’s unique industry knowledge with the on-the-ground experiences of ITA’s Global Markets/Commercial Service international staff.

The Top Markets’ Series analysis ranks future exporters’ markets and offers commentary on opportunities and challenges facing exporters in key markets.

https://next.trade.gov/top-markets
I&A publishes a variety of trade-related statistics and tools for public use.

https://trade.gov/trade-data-analysis
I&A Resources: Strategic Partnership Program

The Strategic Partnership Program helps ITA to:

• Grow the U.S. exporter base;
• Support U.S. jobs at wages 13 to 18% higher than non-exporting firms;
• Target our products and services to the needs of American businesses; and
• Increase awareness of the benefits of international trade and foreign direct investment to the U.S. economy.

https://trade.gov/strategic-partnership-program

This Photo by Unknown Author is licensed under CC BY-SA-NC
ITA, through the Market Development Cooperator Program (MDCP), offers a limited number of awards to proposed innovative projects that address trade barriers, enhance industry competitiveness, and generate exports that create or sustain U.S. jobs.

https://trade.gov/mdcp
Industry Trade Advisory Committees are public-private partnerships that engage business leaders for formulating U.S. trade policy.
Office of Supply Chain, Professional, & Business Service (OSCPBS)

The Office of Supply Chain, Professional and Business Services (OSCPBS) promotes and implements policies and programs that foster the competitiveness of the U.S. supply chain, professional, and business services sectors.

Industries that we cover include accounting; air services; architecture, construction, and engineering (ACE); cold chain; research and development, e-commerce, education, express delivery, franchising, retail, legal, management consulting, maritime, rail services, and trucking services.
Thank you!

Questions?
The Advocacy Center

Barbara Farrar
Acting Executive Director
The Advocacy Center
U.S. Department of Commerce
The **Advocacy Center** exists at the intersection between business and foreign policy, where commercial diplomacy efforts are required to let U.S. exporters compete fairly.

Our mission is to coordinate U.S. Government resources and authority in order to *level the playing field* on behalf of U.S. exporter interests as they compete against foreign firms for specific international public contracts.

The Advocacy Center also has Commercial Service liaisons to five **Multilateral Development Banks** to assist U.S. exporters and advocate on their behalf when they compete for Bank tenders.
Relevance for Education Sector

Advocacy support may be appropriate for education institutions that are:

- Providers of content or entire training courses to foreign governments, public universities or other institutions.

- Pursuing opportunities to host foreign government sponsored groups of students for education in the United States.

- Competing for foreign government sponsored research grants.
USG Advocacy is

- Government-to-Government (G2G)
- A counter-weight to foreign government political pressure
- Intended to promote fairness in the tender process

The Advocacy Center and its guidelines were developed for project-focused, company specific issues.
Advocacy Center Website

• Staff Listing
• Advocacy Guidelines
• Advocacy Questionnaire and Anti-Bribery Agreement

http://www.trade.gov/advocacy

Main Line: 202-482-3896
Barbara.farrar@trade.gov
United States Patent and Trademark Office Resources

Miriam DeChant
Director, USPTO Global IP Academy (GIPA)
October 4, 2021: DOC Resources for U.S. Higher Education Institutions
The United States Patent and Trademark Office (USPTO)
The USPTO is America's innovation agency

• Fostering innovation and economic growth
• Developing and promoting reliable, predictable, and high-quality intellectual property (IP) systems
• The USPTO is an agency of the U.S. Department of Commerce
Types of Intellectual Property (IP)
Historical foundation of intellectual property

Intellectual property (IP) is deeply rooted in our nation’s history.

“The Congress shall have Power ... to promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries ...”

- U.S. CONSTITUTION ARTICLE 1, SECTION 8, CLAUSE 8
Types of intellectual property

- **Patent**: New, inventive ideas
- **Trademark**: Identifies the origin of goods or services
- **Copyright**: Creative expression stored in a tangible form
- **Trade secret**: Any information that is valuable & kept confidential
Developing an IP strategy

• Assess your company’s IP assets and prioritize
• Know your competition
• What’s the pace of innovation and opportunities for growth?
• Determine the best way to protect your IP
• Develop a plan, set goals, and implement
• Get help!
Other USPTO assistance and resources
Patent basics

Patent life cycle

The essentials
- What is a patent?
- Do I need a patent, a trademark, or a copyright?
- What kind of patent do I need?
- How long does it take?
- How much does it cost?
- Do I qualify for reduced fees?

Understand the process
- Patent process step-by-step
- Patent system demystified
- Inventor's Assistance Center
- Inventor and entrepreneur resources

Prepare to file
- Seven step patent search strategy
- Application Assistance Unit
- In person help
- Finding a patent attorney
- Filing a patent on my own
- How to conduct a preliminary U.S. patent search (video)

After a patent is granted
- Maintain your patent
- Licensing a patent

For more detailed information on the patent application process, review the USPTO Patent Application Initiative Timeline.

www.uspto.gov/patents/basics
Trademark basics

Trademark registration process

Do you have a name or logo you're using to advertise your business? You might have a trademark. Learn how to protect it through the federal registration process.

Learning the essentials
> What is a trademark?
> Trademark, patent, or copyright
> Trademark examples
> Scope of protection
> Strong trademarks
> Why register your trademark?
> Online trademark tools

Understanding the process
> Do I need an attorney?
> How long does it take to register?
> Checking status
> Examination of your application
> Approval for publication

Preparing to file
> Why search for similar trademarks?
> Application requirements
> How much does it cost?
> Application filing basis
> Goods and services
> Drawings and specimens

www.uspto.gov/trademarks/basics
Find help in your U.S. state

- Resources and assistance in your state for filing for a patent or registering a trademark
- Free patent and trademark legal assistance
- Learn to search inventions and trademarks
- Attend events in your region
- Network with inventor and entrepreneur organizations in your state
- Accessible via uspto.gov homepage
  - New to IP? Find help in your area
IP events

• The USPTO provides IP training and outreach on a regular basis.

• Join us at an upcoming event or access materials from recent events for free to gain more in-depth knowledge about patents, trademarks, trade secrets, copyrights, commercialization of IP and enforcement of intellectual property rights.

www.uspto.gov/about-us/events
Thank you!

Miriam DeChant
Director, Global IP Academy
Miriam.dechant@uspto.gov
571.272.5850
www.uspto.gov
U.S. Department of Commerce Resources to Assist U.S. Higher Education Institutions

National Institute of Standards and Technology (NIST)

Claire Saundry, Ph.D.
Director, International and Academic Affairs
October 4, 2021
To promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.
NIST AT A GLANCE

Industry’s National Laboratory

Workforce of ~7,000
- 3,500 NIST employees
- ~3,500 associates
- 5 Nobel Prizes

$1 Billion total budget
- $788 M NIST Laboratory Programs
- $150 M Manufacturing Extension Partnership
- $16.5 M Manufacturing USA
- $2.5 M Baldrige Perf. Excellence Program

Nationwide public-private partnerships
- 10 collaborative research institutes
- 51 MEP centers
- 16 Manufacturing USA institutes

Standards leadership for the Nation
- 400+ technical staff lead and participate
- 110+ standards development organizations
- High-profile USG roles in 5G, AI, and quantum

47:1 direct benefit to cost ratio for every tax dollar invested in NIST

WIDE RANGING IMPACTS

Vaccine Storage Technologies
Enabling Emerging Technologies
Community Resilience Tools
Assisting Small Manufacturers
NIST continues to expand research efforts in the industries of the future and to strengthen U.S. standards leadership

**Quantum Science**
New quantum networking grand challenge will build on NIST world-leading science, while NIST expands industry partnerships in the Quantum Economic Development Consortium

**Artificial Intelligence**
Leading efforts to prioritize and address key AI standards needs while developing training and testing tools for research domains from materials science to robotics

**Advanced Communications/5G**
AI-enabled measurement systems to support wide deployment of 5G wireless technologies, Participating and leading in 5G standards development

**Advanced Manufacturing**
Providing technical support and key infrastructure to the nation’s manufacturing industries as they strive to out-innovate global competitors

**Engineering Biology**
Living Systems Foundry for safe, predictable design and control of biological systems
The development and support of highly-skilled, talented people is an integral component of U.S. economic strength.

To develop a diverse, world-class pool of scientists and engineers to support NIST's mission in measurement science and standards research, and to support the development of a general population that understands and appreciates measurement science and standards.
Summer Undergraduate Research Fellowship Program (SURF)

Eligibility: US citizen, STEM undergraduate, good academic standing, considering graduate school or career in STEM.

For more information: https://www.nist.gov/summer-undergraduate-research-fellowship-surf

SURF benefits:

- $5500 stipend for an 11-week fellowship or $500/week
- Housing and travel subsidy; local commuting subsidy
- Invaluable connections and experience for graduate school or a career in STEM
- Seminars from world-class researchers, lab tours, Capitol Hill visits, and other one-of-a-kind opportunities throughout the summer

11 weeks of hands-on research and mentoring in NIST laboratories.

Eligibility: US citizen, STEM undergraduate, good academic standing, considering graduate school or career in STEM.
Graduate Student Measurement Science and Engineering (GMSE) Fellowship Program

Eligibility: U.S. citizenship, accepted at a participating GFSD-member school, in a full-time program for a graduate degree in physical sciences or related engineering fields.

Application information: https://stemfellowships.org/applicants/

For more information: https://www.nist.gov/iaao/academic-affairs-office/nist-graduate-student-measurement-science-and-engineering-gmse

GMSE benefits:

• $20,000 annual stipend, tuition coverage, and summer salary at NIST
• Over 100 participating universities
• Invaluable connections and experience, links between university research groups and NIST

Graduate level internship with flexible timeframes, ranging from a single summer to an entire graduate research program. Partnership with the Graduate Fellowships for STEM Diversity (GFSD).
Professional Research Experience Program (PREP)

Collaborative research relationship between NIST and U.S. institutions of higher education in a variety of STEM disciplines. Applicants must be affiliated with a participating university.

Stipend and other benefits dependent on category: undergraduates, post-bachelor’s degree, graduate students, master’s degree holders, postdocs, research faculty.

For more information:
https://www.nist.gov/iaao/academic-affairs-office/nist-professional-research-experience-program-prep
NRC Postdoctoral Research Associateship Program

• Two-year temporary appointments for outstanding scientists and engineers.
• Bi-annual competitive program (February and August)
• Awardees chosen through a national competition administered by the National Research Council of the National Academy of Sciences.
• Awardees must be US citizens and have held their Ph.D. less than five years at time of application.
• Annual Salary of ~$72,030, plus $3k travel.

To apply:  http://sites.nationalacademies.org/pga/rap/

For more information:
https://www.nist.gov/iaao/academic-affairs-office/nist-nrc-postdoctoral-research-associateships-program
THANK YOU
An Introduction to the Bureau of Industry and Security

- Lani Tito, Export Administration Specialist
- Bureau of Industry and Security
- October 4, 2021
U.S. Export Controls

U.S. export controls are intended to advance U.S. national security, foreign policy, and non-proliferation goals.

Key U.S. Regulatory Agencies:

Bureau of Industry and Security (BIS):
Most commercial items and defense items not controlled by DDTC
www.bis.doc.gov

Directorate of Defense Trade Controls (DDTC):
Critical defense articles and services
www.pmddtc.state.gov/

Office of Foreign Assets Controls (OFAC):
Economic and Trade Sanctions
www.treasury.gov/resource-center/sanctions
• Mission: Advance U.S. national security, foreign policy, and economic objectives by ensuring an effective export control and treaty compliance system and promoting continued U.S. strategic technology leadership.

• Export Administration Regulations (EAR) – Title 15 CFR Parts 730 to 774
Possible Examples of Export Controls in Higher Education

- A professor takes a university laptop or research to a conference in a foreign country.
- A university partners with an overseas organization on a joint research project.
- A foreign national student/researcher/visiting professor participates in a university research project in the United States.

Question: Is an export license required?
October 20, 2021 at 2pm ET (11am PT)
Overview of the Export Administration Regulations
Elements of an Effective Export Compliance Program
BIS website - https://bis.doc.gov
Introduction to Export Controls

Export regulations apply to organizations of all sizes, including one-person operations and private individuals exporting items to family and friends. The Bureau of Industry and Security (BIS) regulates exports of most commercial items and some defense items through the Export Administration Regulations (EAR).

"Export Controls: A Quick Start Guide" provides an overview of the Export Administration Regulations to help you get started.

Click on the links below for additional BIS training resources and to contact BIS directly.

- Online Training Room: Training online on the Export Administration Regulations
- Export Control Basics: Introductory Brochures on BIS Export Controls
- BIS Training Calendar: BIS Seminars and Events
- Exporter Portal: Additional information and resources
- Contact BIS: Send an email directly to a BIS counselor for further assistance

In addition, the U.S. Small Business Administration provides business, financial, and marketing counseling and mentoring to help strengthen small businesses, and the International Trade Administration provides assistance with planning international sales strategies to succeed in today’s global marketplace.
BIS Online Training Room:

https://www.bis.doc.gov/index.php/online-training-room
Questions?

Washington DC
202-482-4811

BIS Western Regional Office
Irvine, CA: 1-949-660-0144
San Jose, CA: 1-408-998-8806

Questions about Red Flags or other potential enforcement problems?
BIS Office of Export Enforcement Hotline 1-800-424-2980

https://bis.doc.gov
Any Questions
Join Us for the Series

U.S. Department of Commerce Resources Webinar Series for U.S. Higher Education Institutions

- October 13, 2021 at 2PM Eastern/11AM Pacific: Protecting Your Assets: USPTO and NIST Share Insights and Strategies for Protecting a University's Research Assets
- October 20, 2021 at 3:45PM Eastern/1:45PM Pacific: AUECO Panel: A Practitioner’s Perspective to Export Compliance for Universities
THANK YOU VERY MUCH!

LeeAnne Haworth
R&D Sub-Team Lead
LeeAnne.Haworth@trade.gov