

知识Managing  
产权Intellectual  
管理Property™

# GLOBAL IP & INNOVATION SUMMIT

## 全球知识产权及创新峰会

SEPTEMBER 1 & 2, 2015 | 2015年9月1日-2日  
SHANGHAI | 上海

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## INTRODUCTION 会议简介

The smooth introduction of China's new specialised IP courts means the strength of patent protection in China is greater than ever and the high value of intellectual property remains at the top of the agenda. In addition, technology and increasing competition continue to affect the nature of patents, presenting new risks and opportunities across the globe. Therefore, the fourth annual MIP Global IP & Innovation Summit in Shanghai takes an in-depth look at the most recent developments in IP enforcement at the specialised court, online infringements, licensing, patent-filing, trade mark protection and IP monetisation from around the world.

中国新知识产权法院的成立表示了在华的专利保护强度以及对高质量知识产权重视程度的大力提高。除此之外，科技的发展和日趋激烈的竞争持续影响专利的本质及其发展，这在全球范围内创造出了新的风险和机遇。因此，本次上海全球知识产权及创新峰会在全世界范围就知识产权法院、线上侵权、许可、专利申请、商标保护以及知识产权运营等话题进行了深入的解读与讨论。

This two-day, fully bilingual event creates the ideal forum to enhance your economic performance across multiple jurisdictions. The event will provide comprehensive coverage of IP issues from multiple perspectives. It will allow for collaborative sharing of ideas and experiences between inbound and outbound IP owners. Topics cover the most pressing developments for IP owners and managers in China, USA, Europe, Russia, Africa, and more.

在这为期两日的双语会议中，我们将讨论多个司法辖区的行业近况，话题将涵盖知识产权界各类热门话题。我们邀请到了多位来自中国、美国、欧洲、俄罗斯、非洲等国家和地区的知识产权持有人及业内专家来分析和探讨行业近期的重大事件。国内与海外的知识产权从业人员也将参与此盛会，交流与分享从业经验。

Delegates are invited to attend two days of discussion to hear from, and network with, leading experts in multiple fields. All delegates will be party to important debates about the most significant global developments in the patent system and will have the opportunity to contribute as well as to learn. Attending this forum will allow corporations to enhance its IP rights and protection at home as well as globally. The topics will equip attending corporations with the necessary means to develop a robust and profitable patent portfolio. Whether your industry is pharmaceuticals, software, technology & telecoms or automobiles & aviation this forum will cater to your needs. In addition to the event partners, cooperation will also include SIPO, EPO, WIPO, OHIM, USPTO and the EU.

与会代表将在两日会议中充分与行业专家进行讨论与交流，了解他们在行业各领域的看法。同时也将参与讨论专利制度在全球范围内的重要发展，并有机会相互分享和学习。参与此次论坛将会令企业加强其国内及海外的知识产权和保护意识。论坛讨论的内容将为与会企业策略性地建立一个强大且盈利的专利组合提供指导。无论您身处医药、软件、科技、电信、汽车或是航空领域，本次论坛都将满足您对知识产权的全部需求。除了本次活动合作伙伴之外，我们还与以下机构单位合作，包括：国家知识产权局、欧洲专利局、世界知识产权组织、欧盟商标局、美国专利商标局以及欧盟。

Reserve your place today立即预留位置

For more information更多信息:

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Registrations会议登记: registrations@managingip.com

## BENEFITS OF ATTENDING:

- Learn strategies for successful patent prosecution
- Analyse the introduction of China's new specialised IP courts
- Get advice on tackling trade mark squatters
- Assess the growing importance of design patents
- Listen to best practices in litigation at the ITC in the USA
- Find out how to protect your high tech, electronics and software patents
- Examine the changes to the trade mark law and the implications for protecting your IP

## 与会收获

- 学习成功专利申请案件的策略
- 解读中国新知识产权法院
- 解决商标抢注问题的建议
- 了解日益重要的设计专利
- 聆听美国ITC诉讼的最佳实践
- 如何保护高科技、电子、软件类专利
- 商标法最新修改以及其对保护知识产权的影响

## DAY ONE

### 8:15 | Registration

### 8:50 | Opening remarks by Managing IP

### 8:55 | Keynote address:

**Guoqiang LU**, director general, **Shanghai Intellectual Property Administration**

### 9:10 | Strategies to secure strong patent prosecution

- Procedures: how to draft a strong patent application
- What characteristics are needed when filing a patent in order to be granted strong protection?
- Assessing and challenging third party IP rights

**Liangyan Shi**, IP director, **Goldwind**  
**Ningling Wang**, managing partner, **Finnegan, Shanghai office**  
**Shaobin Zhu**, attorney, **Finnegan, Shanghai office**  
**James Zhou**, manager, intellectual property department,  
**Saint-Gobain Research (Shanghai) Co.,Ltd**

### 10:00 | Best practices for IP enforcement

- Assessing the differences between patent enforcement and trademark enforcement in China
- How to work with local authorities to enforce IP after an injunction has been won
- Long-term strategies for IP protection in China

**Ben Wang**, head of patents, **Unilever**  
**Helen Xu**, IP counsel, **Jaguar Land Rover**  
**Gordon Harris**, partner, **Wragge Lawrence Graham & Co**  
**Jamie Rowlands**, partner, **Wragge Lawrence Graham & Co**

### 10:50 | Coffee and networking

### 11:10 | Analysing China's new IP court

- Understanding China's new specialised IP court
- Examining the smooth introduction of the new courts: administrative enforcement and court decisions
- A close up of the judges
- Drawing comparisons between the new courts and patent protection in the USA, Germany, and South Korea

**Dr Qinghong Xu**, partner, **Lung Tin Intellectual Property**  
**Yaodong Chen**, director of IP, **AkzoNobel**  
**Xiaobing Wang**, partner, **Lung Tin Intellectual Property**  
**Agent Ltd**  
**Sherry Zhang**, Senior Manager of Intellectual Property,  
**MicroPort Scientific Corp**

### 12:00 | Brand protection in China

- China's new trademark law: lessons learned one year in
- Strategies to best avoid unintentionally infringing on someone else's brand
- Tackling trade mark squatters
- Examining the growing importance of design patents Apple v Samsung
- Software IP protection: what options are available?

**Bruce Wang**, IP counsel, **3M China**  
**Iris Chao**, senior trademark attorney, **Johnson & Johnson**  
**Rosemary Chen**, senior manager, intellectual property,  
**Pernod Ricard China**

### 12:50 | Lunch

### 13:50 | Post-grant patent proceedings before USPTO's PTAB

- Analysing post grant proceedings and PTAB trials
- Examining key procedures in PTAB proceedings
- Understanding the crucial importance of initial filings and best practice to avoid issues in the discovery process
- Covered business method patents
- How to manage concerns over how the rules are being interpreted by PTAB
- What is driving the success rates?

**Xianyan Zhou**, IP director, **ZTE Corporation**

### 14:30 | Criminal enforcement of IP in China

- Understanding the lowering of the criminal threshold for cases
- Examining the implications if China stop checking exports for trade mark infringement
- IP infringement enforcement strategies in China

**Wushuang Huang**, associate dean of IP school, **East China University of Political Science and Law**  
**Serena Du**, intellectual property manager, **MAHLE Trading (Shanghai) Co., Ltd**

### 15:10 | Coffee and networking

### 15:30 | ITC litigation and licensing

- Examining trends in litigation at the ITC and the US District Court
- How to conduct discovery at the ITC
- Understanding how USA patent reforms will influence litigation
- Best practices for negotiating a favourable licence

**Ethan Ma**, IP partner, **Orrick**  
**David Case**, IP partner, **Orrick**  
**Jianfeng Shen**, head of IP department, **ZTE Corporation**

### 16:20 | Managing your IP in Russia

- Impact of Russia's court reform of 2014
- How will institutional changes in patent protection and enforcement influence IP rights?
- Strategies to secure strong patent protection
- Best practice to fight 'patent trolls'

**Denis Khabarov**, Partner, **Baker & McKenzie — CIS**

### 16:50 | Close of day one

## DAY TWO

### 8:15 | Registration

### 8:50 | Opening remarks by Managing IP

### 8:55 | Keynote Address

John Edwards, consul general, Shanghai, Foreign and Commonwealth Office

### 9:10 | Europe focus: Opportunities and challenges for Chinese companies operating in Europe

- Updates on the European patent reform
- Will the reform affect Chinese companies doing business in Europe?
- How will litigation and forum shopping in Europe change under the Unified Patent Court?
- Investment from abroad: the role IP plays in joint ventures

Dr Udo Meyer, senior vice president, global IP, BASF  
Adam Williams, deputy director, international policy, UK Intellectual Property Office  
Dr Chris Benson, partner, HGF  
Ms Hsu Min Chung, partner, HGF

### 10:00 | IP monetisation and commercialisation

- Examining the pros and cons of licensing
- How useful are patent pools to generate licensing revenue?
- Best practice for IP monetisation
- Understanding licensing in technology, media and telecommunications
- Anti-trust considerations of the Chinese government when licensing offers do not meet Frand obligations

Jinjie Chen, legal counsel, Dover Corporation  
Ye Tao, secretary, MinHang Intellectual Property Protection Association; general Manager, Shanghai BiLi Patent Evaluation Co.  
Jiang Fengtao, Managing Partner, Hengdu Law Offices  
Wang Yanyu, Partner, Hengdu Law Offices  
Yang Cunji, Partner, Hengdu Law Offices

### 10:50 | Coffee and networking

### 11:10 | Life Science focus

- Recent developments in pharmaceuticals and biotech industry
- Compulsory licensing debate: will it provide access to medicine in developing countries?
- Will removing ever greening reduce unnecessary costs?
- Strategies to take advantage of second medical use patents

Alvin Deng, head of IP, Novozymes China  
Li Caihui, IP director, Shanghai CP Guojian Pharm

### 12:00 | Alternative IP dispute resolution

- Avoiding costly litigation: utilising dispute resolution alternatives and evaluating the merits
- Examining pre-litigation considerations in China and assessing how likely you will be able to win litigation?
- When is arbitration a good solution and when should it be avoided?

Shengping Yang, partner, Beyond Attorneys at Law

### 12:40 | Lunch

### 13:50 | The recent dynamic of IP protection in Japan

- IP protection in Japan
- Recent developments of patent and trademark law
- Understanding common problems experienced by foreigners when protecting IP

Takanori Abe, partner, Abe & Partners

### 14:20 | Trade secret protection and preventing innovation theft

- Strategies to utilise trade secret protection and protect innovation
- How effectively can trade secrets law be enforced in China? SI Group v Hua Qi
- Pros and cons when resorting to trade secret protection

Jeff Lindsay, head of IP, Asia Pulp and Paper  
Mike Mangelson, intellectual property attaché, U.S. Consulate General Shanghai  
Qi Yu, patent counsel, Intel

### 15:10 | Coffee and networking

### 15:30 | Internet and IP rights: tackling trademark theft or infringement

- Best practice solutions to monitoring the online landscape
- Overview of enforcement options: strategies to work with the government to tackle trademark theft or infringement
- Reevaluating online enforcement to tackle cybersquatting
- Effective brand enforcement in new Generic Top Level Domains

Steven Wang, senior IP counsel, Philips Intellectual Property & Standards  
Douglas Graham, CEO, IDDEX

### 16:20 | IP protection in Africa

- Examining the IP protection mechanisms in the important jurisdictions on the African continent
- Understanding implications of the Madrid system when filing trademarks in Africa
- Overcoming cultural differences and avoiding common pitfalls when protecting IP in Africa's diverse regions

Stephen Goldberg, partner, Spoor & Fisher  
Tyron Grant, partner, Spoor & Fisher

### 17:00 | End of conference

## 第一日

### 8.15 | 注册登记

### 8.50 | 开幕致辞

### 8.55 | 吕国强, 上海市知识产权局局长, 上海市知识产权局

### 9:10 | 确保强而有力的专利申请策略

- 规程: 如何撰写一份强有力的专利申请书?
- 获得强有力的专利保护, 需要注意什么?
- 评估与挑战第三方知识产权

时良艳, 知识产权部部长, 金风科技股份有限公司  
王宁玲, 管理合伙人, 美国飞翰律师事务所上海代表处  
朱韶斌, 律师, 美国飞翰律师事务所上海代表处  
周琪, 知识产权部经理, 圣戈班研发(上海)有限公司

### 10:00 | 知识产权执法的最佳实践

- 评估中国专利执法与商标执法的不同
- 获得禁令后如何与地方当局合作进行专利执法?
- 中国知识产权保护长期策略

王鹏, 专利法务部门负责人, 联合利华  
许小芹, 知识产权法律顾问, 捷豹路虎中国  
Gordon Harris, 法律顾问, 英国睿阁律师事务所  
Jamie Rowlands, 法律顾问, 英国睿阁律师事务所

### 10:50 | 茶歇与交流

### 11:10 | 解读中国知识产权法院

- 了解中国近期成立的知识产权法院
- 知识产权法院面面观: 行政执法和法院判决
- 知识产权法院法官特写
- 与美国、德国、韩国的知识产权法院和专利保护的不同

徐擎红博士, 律师、合伙人, 隆天知识产权代理有限公司  
陈耀东, 亚太知识产权总监, 阿克苏诺贝尔(中国)投资有限公司  
王小兵, 律师、专利代理人、合伙人, 上海隆天律师事务所  
张丽红, 知识产权资深经理, 微创医疗科学有限公司

### 12:00 | 中国商标与品牌保护

- 新商标法实施一年后的经验之谈
- 如何避免无意地侵犯他人品牌?
- 解决商标抢注问题
- 由苹果诉三星一案解析日益重要的外观设计专利
- 软件知识产权保护: 有何选择

王丹昕, 知识产权顾问, 3M中国有限公司  
赵燕华, 资深商标法律顾问, 强生  
陈晓亚, 资深知识产权经理, 保乐力加中国

### 12:50 | 午餐

### 13:50 | 美国专商局专利授权后复审程序

- 分析授权后复审程序
- 了解上诉委员会审理程序中的关键步骤
- 探究初次申请备案的重要性; 避免取证程序问题的最佳实践
- 讨论商业方法专利
- 如何解决对上诉委员会如何释法的担忧
- 什么是促使复审成功的秘诀

### 14:30 | 中国知识产权刑事执法

- 对降低刑事案件门槛的解读
- 停止就商标侵权检查出口货物会造成怎样的影响
- 知识产权侵权执法的在华策略

黄武双, 教授, 华东政法大学  
杜亚萍, 品牌保护主管, 马勒技术投资(中国)有限公司  
俞琪, 专利顾问, 英特尔

### 15:10 | 茶歇与交流

### 15:30 | ITC诉讼及许可

- 分析ITC以及美国联邦地方法院的诉讼趋势
- 如何在ITC进行证据开示程序
- 美国专利改革将如何影响诉讼局面
- 如何谈判出令人满意的许可

Ethan Ma, IP partner, Orrick  
David Case, IP partner, Orrick  
Jianfeng Shen, head of IP department, ZTE Corporation

### 16:20 | 俄罗斯知识产权保护

- 2014年俄罗斯法院改革的影响
- 专利保护和执法的制度改革将如何影响知识产权?
- 确保强而有力的专利保护策略
- 打击专利流氓的最佳实践

Denis Khabarov, 合伙人, Baker & McKenzie — CIS

### 16:50 | 首日会议结束

## 第二日

### 8.15 | 注册登记

### 8.50 | 开幕致辞

### 8.55 | 主题演讲

### 9:10 | 聚焦欧洲：中国企业在欧经商所面临的机会与挑战

- 欧洲专利改革的最新进展
- 此次改革将会对中国企业在欧经商产生什么影响？
- 统一专利法院下的欧洲诉讼以及择地行诉将有什么改变？
- 海外投资：合资企业中知识产权的角色

亚当威廉姆斯, 国际政策司 副司长, 英国知识产权局  
Dr Chris Benson, partner, HGF  
Ms Hsu Min Chung, partner, HGF

### 10:00 | 知识产权运营及商业化

- 知识产权许可的利与弊
- 专利联营对生成许可费用有何帮助？
- 知识产权运营的最佳实践
- 了解科技媒体通信领域中的许可事宜
- 当许可与FRAND原则相悖，中国政府在反垄断方面的考量

陈晋捷, 高级法律顾问 (知识产权方向), 美国都福公司中国地区总部  
陶冶, 秘书长, 上海市闵行区知识产权保护协会, 总经理, 上海必利专利评估技术有限公司  
江锋涛, 管理合伙人, 北京恒都律师事务所  
汪妍瑜, 资深律师, 北京恒都律师事务所  
杨存吉, 资深律师, 北京恒都律师事务所

### 10:50 | 茶歇与交流

### 11:10 | 聚焦生命科学

- 制药和生物技术行业的最新进展
- 强制许可的讨论：是否能为发展中国家药物提供机会？
- 取缔药品专利“长青化” 是否会减少不必要的开支？
- 如何利用第二医药用途专利？

邓军, 专利许可部高级经理, 诺维信中国

### 12:00 | 解决知识产权争议的另一种方法

- 避免费用昂贵的诉讼：采用其他的争议解决方法以及其优势
- 中国诉前的考虑以及分析如何能够赢得诉讼
- 何时是使用仲裁的好机会以及何时应该避免使用

杨生平, 合伙人, 北京品源知识产权代理有限公司

### 12:40 | 午餐

### 13:50 | 日本知识产权保护的最新动态

- 日本知识产权保护
- 专利法和商标法的最新修订
- 保护知识产权的常见问题

Takanori Abe, 合伙人, 阿部国际综合法律事务所

### 14:20 | 商业秘密保护以及防止创新盗窃

- 如何保护商业秘密和保护创新
- 如何在中国有效执行商业秘密法：圣莱科特诉华奇化工一案
- 诉诸商业秘密保护的利与弊

Mike Mangelson, 知识产权领事, 美国驻上海总领事馆  
林哲甫, 知识产权主管, 金光纸业 (中国) 投资有限公司  
俞琪, 专利顾问, 英特尔

### 15:10 | 茶歇与交流

### 15:30 | 互联网与知识产权：解决商标盗窃或侵权问题

- 监管网络的最佳实践方法
- 如何与政府部门合作解决商标盗窃或侵权问题
- 重新评估在线执法以解决域名抢注问题
- 新通用顶级域名的有效执法途径

Steven Wang, senior IP counsel, Philips Intellectual Property & Standards  
Douglas Graham, CEO, IDDEX

### 16:20 | 非洲知识产权保护

- 探索非洲大陆重要司法区的知识产权保护机制
- 马德里协定对在非申请商标的影响
- 在非洲不同地区保护知识产权应如何避免文化差异以及常见问题

Stephen Goldberg, partner, Spoor & Fisher  
Tyron Grant, partner, Spoor & Fisher

### 17:00 | 全部会议结束

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