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INSTITUTE OF
ADVANCED EXECUTIVE
EDUCATION
高級管理深造學院



The 9th IP Seminar

Global Competitiveness and Business Value Through Innovation

- Date:** August 4 & 5, 2017 (Friday and Saturday)
- Venue:** The Chinese University of Hong Kong - Graduate Law Centre, 2/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong
- Co-organizers:** United States-China Intellectual Property Institute Inc. (USCIPI)
Asia Innovation and IP Society Limited (AIIPS)
Centre for Financial Regulation and Economic Development (CFRED), Faculty of Law, CUHK
- Website:** <http://uscipi.com/>

Today's IP world is more connected, integrated, and collaborative than ever before. In the US, the smartphone design patent litigation between Apple and Samsung has piqued great interest in the valuation of IP right. Recent PTAB ruling on CRISPR patents has attracted considerable attention of investors in the biotech and pharmaceutical industry. From the rise of IP threats on a global scale coming from patent trolling, the worldwide IP community has pushed for collaboration in the market place. R&D and IP would work more seamlessly together in mitigating risks if driven by forefront technological innovation. In view of the wide range of challenges company leaders are faced with, time and money should be keenly invested to strengthen their portfolios, in order to ultimately avoid litigation, costs and compromises to security. A strategized high-tech patent portfolio should be critically important to the business, protecting the highest revenue products, services and critical technologies. To leverage IP value, a solid understanding of what that value is, and exploration on how to monetize IP should be zealously guarded. In order to ensure that valuation methods are implemented properly, risks must be identified and potential roadblocks are addressed. This IP seminar is tailored to focus on strategies to increase the value of and safeguard IP portfolio through innovation and enhanced protection techniques.

Program Rundown:

August 4, 2017 (Friday)	
8:30 – 8:45	Registration and Networking
8:45 – 9:00	<p style="text-align: center;"><u>Welcome Remarks</u></p> <p>Moderated by Prof. Jyh-An LEE – Associate Professor and Director of CFRED, Faculty of Law, The Chinese University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Prof. Christopher GANE – Dean and Simon F.S. Li Professor of Faculty of Law, The Chinese University of Hong Kong ◆ Dr. Albert Wai-Kit CHAN – Founder and Director of USCPI ◆ Group Photo Taking
9:00 – 10:30	<p style="text-align: center;"><u>Keynote Section</u></p> <p>Moderated by Dr. Albert Wai-Kit CHAN – Founder and Director of USCPI</p> <ul style="list-style-type: none"> ◆ Dr. Keith CHAN – President and CEO of GloboAsia LLC; Senior Advisor of Cornerstone IP Foundation of Taiwan; Adjunct Professor of National Chengchi University in Taiwan “Critical Factors Affecting Global Competitiveness and Business Value During Technology Commercialization” ◆ Prof. Dongmin CHEN – Professor of School of Innovation and Entrepreneurship, Peking University “Fusion of Technology Transfer with Innovation and Entrepreneurship Ecosystem”
10:30 – 10:45	Coffee Break
10:45 – 11:40	<p style="text-align: center;"><u>IP Law Updates</u></p> <p>Moderated by Prof. Jyh-An LEE – Associate Professor and Director of CFRED, Faculty of Law, The Chinese University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Rong XIE, Esq. – US Patent Attorney; Partner of Law Offices of Albert Wai-Kit Chan, PLLC “U.S. Patent Law – 2017 Update” ◆ Mr. Barry FRANKS – European Patent Attorney; Authorized Swedish Patent Attorney “IP Landscape in Europe - How Brexit and the Unified Patent Will Influence Patenting Strategies, Litigation and Ultimately the Value of IP Portfolios”
11:40 – 12:50	<p style="text-align: center;"><u>IP Law Updates II</u></p> <p>Moderated by Prof. Tianxiang HE – Assistant Professor of School of Law, City University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Dr. Jacqueline LUI – U.S. Patent Agent; President of Eagle IP Group; President of Hong Kong Institute of Patent Practitioners Limited “Are Patents Enforceable in China?” ◆ Ms. Xiaoman GU – Chinese Patent Attorney; Partner of Shangcheng & Partners “How to Enforce Your Patents in China?” ◆ Dr. Matthew AU – Principal Consultant of OBA Advisors; Solicitor; Mediator; Arbitrator; Member of Hong Kong Institute of Patent Attorneys; Fellow Member of Hong Kong Institute of Arbitrators “Arbitration of Disputes Involving IPRs - Hong Kong Context”
12:50 – 13:40	Lunch Section

<p>13:40 – 14:50</p>	<p style="text-align: center;"><u>IP Valuation and Commercialization</u></p> <p>Moderated by Dr. David AI – Director of Knowledge Transfer Office, City University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Mr. AI KWOK – Advisor of Asia Innovation & IP Society; Co-founder & Vice Chairman of Asia Pacific Cloud Apps Alliance; Co-founder of International IP Commercialization Council; Co-founder of Hong Kong Industry-University-Research Collaboration Alliance; Founding President of CASPA (Chinese American Semi. Prof. Assoc.) PRD Chapter; Founding CIPO of NetLogic Microsystems Inc. “Engine of Knowledge Economy – From Ideas to Mass-commercialization” ◆ Mr. Douglas GRAHAM – CEO of Ideation Inc. “Commercialization of Intangible Assets as a New Area of Economical Growth for Knowledge Economy – the Ultimate Business Value Innovation” ◆ Mr. NG Kim Tean – Chairman of Nanyang Law LLC “Enhancing Business Competitiveness Through IP Analysis and IP Management”
<p>14:50 – 15:00</p>	<p style="text-align: center;">Coffee Break</p>
<p>15:00 – 16:10</p>	<p style="text-align: center;"><u>IP Creation and Commercialization</u></p> <p>Moderated by Mr. William C. W. LAM – Founder of Hui and Lam Solicitors LLP</p> <ul style="list-style-type: none"> ◆ Mr. Lewis HO – Partner of Loeb & Loeb LLP “Innovations in IP Transactions” ◆ Mr. Alex FUNG – Founder of AUGUZ “Rethinking Art and Design in Technology Advancement” ◆ Dr. Dirk BROWN – Faculty Director, McNair Institute of Entrepreneurism and Free Enterprise, University of South Carolina “IP creation and commercialization in the U.S. under a changing global landscape”
<p>16:10 – 17:40</p>	<p style="text-align: center;"><u>Patent Financing</u></p> <p>Moderated by Dr. Yuanjia HU – Associate Professor and Programme Coordinator of Medicinal Administration of University of Macau</p> <ul style="list-style-type: none"> ◆ Ms. Xiaojuan LI – Director of Intellectual Property Office of Institute of Computing Technology, Chinese Academy of Sciences “Patent Value Analysis System” ◆ Ms. Wenxin YU – Chief Pharmaceuticals Analyst of Haitong Securities “Analyzing Development Outlook and Investment Hot Spots of Patented Drugs in Medical Industry from the Perspective of Capital Market” ◆ Dr. Xin GUO – Investment Director of Xike Angel Funds, CAS Star “Deep-Technology Changes the World: A Brief History of Human Entrepreneurship” ◆ Dr. Kaijiang YU – Deputy General Manager of Hengqin International Intellectual Property Rights Exchange Center “Business Mode of HengQin Intellectual Property Exchange Center (HIPEX)”

17:40 – 18:30	<p><u>New Ways of IP Commercialization</u></p> <p>Moderated by Dr. Waishun LO – General Partner of DL Capitals</p> <ul style="list-style-type: none"> ◆ Dr. Waishun LO – General Partner of DL Capitals “Impacts of New Technologies to IP Commercialization” ◆ Mr. Xiaowei HU – General Manager of Patent Alliance and Innovation Fund “Innovative Ways of IP Commercialization” ◆ Ms. Dawei WANG – Dean of Modern Business Development Research Center “Case Studies of Bringing New Technologies to China”
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August 5, 2017 (Saturday)	
8:30 – 9:00	Registration and Networking
9:00 – 10:30	<p><u>IP Dispute Resolution</u></p> <p>Moderated by Mr. Yao DENG – Secretary General of AIIPS</p> <ul style="list-style-type: none"> ◆ Prof. Jing NI – Associate Professor of International Law School of East China University of Political Science and Law “Hot Issues about IP Arbitration” ◆ Ms. Carrie SHANG – ADR Legal Counsel of HKIAC and Acting Chief Representative of HKIAC PRC Office “Alternative Dispute Resolution (ADR) in E-Commerce” ◆ Ms. Winnie CHAU – Intellectual Property and Compliance Director of Origin Business Consultancy Co. Ltd. “Disputes Resolution of Trade Marks – Conducting Inter Partes Proceedings”
10:30-10:45	Coffee Break
10:45 – 12:15	<p><u>IP Issues in E-Commerce</u></p> <p>Moderated by Jyh Kwang CHEN Esq. – Intellectual Property Expert of Tencent</p> <ul style="list-style-type: none"> ◆ Mr. Eugene LOW – Partner of Hogan Lovells “Don't Overlook Your Domain Names” ◆ Dr. Angelia, Jia WANG – Instructor of Department of Law, Faculty of Business, Hong Kong Polytechnic University “Selling Internationally - When Patent Rights Exhaust in Cross-Border Ecommerce?” ◆ Ms. Malavika JAYARAM – Executive Director of Digital Hub Asia “Disrupting the Disruptors? The Impact of Artificial Intelligence on E-Commerce in Asia”
12:15 – 12:45	<p><u>Book Launch of “Innovation Value Chain of Chinese Pharmaceuticals”</u></p> <p>Moderated by Dr. Yuanjia HU – Associate Professor and Programme Coordinator of Medicinal Administration of University of Macau</p> <ul style="list-style-type: none"> ◆ Chair Prof. Yitao WANG – Director of Institute of Chinese Medical Sciences and Director of the State Key Laboratory of Quality Research in Chinese Medicine, University of Macau
12:45 – 13:30	Lunch Section

<p>13:30 – 15:00</p>	<p style="text-align: center;"><u>Trademark and Geographical Indication</u></p> <p>Moderated by Mr. Johnson LAM – Director of AIIPS; Director of Origin Business Consultancy Co. Ltd.</p> <ul style="list-style-type: none"> ◆ Prof. Jyh-An LEE – Associate Professor and Director of CFRED, Faculty of Law, The Chinese University of Hong Kong “Have You Trademarked Your Chinese Name? Trademark Protection for Chinese Translation of Foreign Marks in China” ◆ Dr. Danny FRIEDMANN – Founder & Editor of IP Dragon; Independent Researcher/Lecturer of Intellectual Property Law “Clash of the Old and the New World of Wine in China - A Case Study of Competition, Innovation and Prosecco” ◆ Dr. Hong LOU – Partner of Sincere Partners & Attorneys (Shenzhen); Council Member of Hong Kong Institute of Patent Practitioners Limited “Extra-Territorial Protection of Unregistered Trademarks against Pre-Emptive Registrations - From Chinese and Comparative Perspectives” <p>Panel Discussion</p> <ul style="list-style-type: none"> ◆ Dr. Hui HUANG – Senior Partner at WAN HUI DA
<p>15:00 – 15:15</p>	<p style="text-align: center;">Coffee Break</p>
<p>15:15 – 17:15</p>	<p style="text-align: center;"><u>Business IP and Global Competitiveness in Asia</u></p> <p>Moderated by Prof. Alice LEE – Associate Dean of Faculty of Law, University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Prof. Dongmin CHEN – Professor of School of Innovation and Entrepreneurship, Peking University <p>Panel Discussion</p> <ul style="list-style-type: none"> ◆ Dr. Keith CHAN – President and CEO of GloboAsia LLC; Senior Advisor of Cornerstone IP Foundation of Taiwan; Adjunct Professor of National Chengchi University in Taiwan ◆ Mr. Al KWOK – Advisor of Asia Innovation & IP Society; Co-founder & Vice Chairman of Asia Pacific Cloud Apps Alliance; Co-founder of International IP Commercialization Council; Co-founder of Hong Kong Industry-University-Research Collaboration Alliance; Founding President of CASPA (Chinese American Semi. Prof. Assoc.) PRD Chapter; Founding CIPO of NetLogic Microsystems Inc. ◆ Mr. NG Kim Tean – Chairman of Nanyang Law LLC ◆ Mr. Wellsey YU – CEO of Wellsey International IP Consulting Co. Ltd. ◆ Dr. Dirk BROWN – Faculty Director, McNair Institute of Entrepreneurism and Free Enterprise, University of South Carolina
<p>17:15 – 17:30</p>	<p style="text-align: center;"><u>Closing Remarks</u></p> <ul style="list-style-type: none"> ◆ Dr. Albert Wai-Kit CHAN – Founder and Director of USCIPI ◆ Prof. Jyh-An LEE – Associate Professor and Director of CFRED, Faculty of Law, The Chinese University of Hong Kong ◆ Mr. Yao DENG – Secretary General of AIIPS