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The 10th IP Seminar Intellectual Capital and Intangibles in an Innovation Century

Date: August 3rd and 4th, 2018 (Friday and Saturday Half Day)

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)
The Faculty of Law of the Chinese University of Hong Kong (CUHK LAW)

Website: <http://uscipi.com/>

Abstract: As the knowledge-based economy has become more prevalent in recent years, intellectual property protection is more crucial than ever. Intellectual property is more commonly thought of as Patents, Trademarks, and Copyrights, but it's the other intangible assets like trade secrets, intellectual capital, and branding that hold immense value these days. In the last century, we have seen an astounding series of disruptive technology, from the telephone to the computer to the cloud computing. We're now on the search for the new frontiers. Whereas the U.S. was leading previously in new technology like the electric vehicles or artificial intelligence, China is poised to take over in the next few years, if not already so. Then there are the exciting developments in next-generation drugs, fighting everything from cancer to superbugs, and medical treatments, providing advancements in new organ transplants to gene editing. There is innovation happening in every sector and every instance. Protecting your intangible assets and honing your intellectual capital must be an integral part of your organization's business strategies to be competitive. Learn how you should leverage your IP in this knowledge-based economy, the effective strategic and operational actions to take to secure your IP and to minimize the risk of litigation, and the changing IP landscape. In this 10th anniversary of our annual IP seminar, join us as we explore what is to come in the next century of innovation.

Program Rundown:

August 3, 2018 (Friday)	
08:30 – 09:00	Registration and Networking
09:00 – 09:15	<p style="text-align: center;"><u>Welcome Remarks</u></p> <ul style="list-style-type: none"> ◆ Welcome Remarks by Dr. Albert Wai-Kit CHAN – Founder and Director of USCIPI ◆ Welcome Remarks by Prof. Jyh-An LEE – Associate Professor, Faculty of Law, The Chinese University of Hong Kong ◆ Group Photo Taking
09:15 – 10:15	<p style="text-align: center;"><u>Keynote Section</u></p> <p>Moderated by Dr. Albert Wai-Kit CHAN – Founder and Director of USCIPI</p> <ul style="list-style-type: none"> ◆ Dr. Keith CHAN – President and CEO, GloboAsia LLC; Senior Advisor, Cornerstone IP Foundation of Taiwan; Adjunct Professor, National Chengchi University in Taiwan Topic: Smart Patent Filing Strategy for SME/Academia/Institution: Buy Time, Delay Cost, Maximize Benefit ◆ Prof. Bryan MERCURIO – Associate Dean, Professor & Outstanding Fellow, Faculty of Law, The Chinese University of Hong Kong Topic : Drugs, Patents and Policy: A Contextual Study of Hong Kong
10:15 – 10:35	Coffee Break
10:35 – 11:55	<p style="text-align: center;"><u>Intellectual Property and Emerging Technologies</u></p> <p>Moderated by Dr. Eric Tin-Wai POON – Legal Counsel, North Asia, Orange Business Services</p> <ul style="list-style-type: none"> ◆ Prof. Jyh-An LEE – Associate Professor, Faculty of Law, The Chinese University of Hong Kong Topic: Machine Creativity: Artificial Intelligence Challenges to Copyright Law ◆ Prof. Chung-Lun SHEN – Professor, College of Law, National Chengchi University, Taiwan Topic: Patent infringement and Artificial Intelligence: Reflection on Patent Law to Recognize AI as the Party Concerned Liable for Patent Infringement ◆ Prof. Tianxiang HE – Assistant Professor, School of Law, The City University of Hong Kong Topic: Open Innovation and Intellectual Property Issues of 3D Printing ◆ Prof. Angela DALY – Assistant Professor, Faculty of Law, The Chinese University of Hong Kong Topic: 3D Printing and Global Intellectual Property
11:55 – 13:00	Lunch

<p>13:00 – 14:20</p>	<p style="text-align: center;"><u>Managing and Commercializing IP with Innovative Technologies</u></p> <p>Moderated by Prof. Jyh-An LEE – Associate Professor, Faculty of Law, The Chinese University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Prof. Man-Ho AU – Assistant Professor and Director of the Monash-PolyU-CC Joint Lab on Blockchain and Cryptocurrency, Department of Computing, The Hong Kong Polytechnic University Topic: Application of Blockchain in Asset Management and Transfer ◆ Prof. Shaojun ZHANG – Associate Professor, School of Accounting and Finance, The Hong Kong Polytechnic University Topic: Does the Weighted Voting Rights (WVR) Structure Create Value for Shareholders in the Long Run? ◆ Mr. William Ching-Wan LAM – Senior Partner, Hui and Lam Solicitors LLP Topic: Listing of Biotech Companies- Hong Kong's New Listing Regime ◆ Dr. Angelia Jia WANG – Teaching Fellow, School of Accounting and Finance, Faculty of Business, The Hong Kong Polytechnic University Topic: Smart Contracts and the IP Industry in China
<p>14:20 – 15:20</p>	<p style="text-align: center;"><u>Trademark & Brand Protection in the New Era</u></p> <p>Moderated by Prof. Angela DALY – Assistant Professor, Faculty of Law, The Chinese University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Prof. Danny FRIEDMANN – Visiting Professor, The Peking University School of Transnational Law Topic: Accountability, A New Policy Goal for Trademark Law ◆ Mr. Dennis CAI – President (Policy and Compliance) & Member of Board of Directors, Internet DotTrademark Organisation Limited Topic: Protecting Brands Online in China: the Challenges and Strategies ◆ Ms. Ivy Liang-Chen LIN – Trademark Agent; Chief of International Department, Wideband IP Office Topic: Non-conventional Trademark Filing Strategy in Taiwan
<p>15:20 – 15:40</p>	<p style="text-align: center;">Coffee Break</p>
<p>15:40 – 16:40</p>	<p style="text-align: center;"><u>Innovative Business</u></p> <p>Moderated by Mr. Johnson LAM – President, AIIPS; Director, Origin Business Consultancy Co. Ltd.</p> <ul style="list-style-type: none"> ◆ Mr. Henry PAU – Founder, CiSystem Solutions Company Limited Topic: The Experience of Building a Technology Start-up, and the Patent Application Process We Went Through ◆ Mr. Kenneth LAU – Co-Founder & CEO, Letz BIG! Topic: Catalyst for Innovation – A New Style of Living ◆ Ms. Ryanne LAI – Co-founder & Head of Lawyer Relations, Zegal Topic : The Zegal Perspective – What LawTech Means for You and Your Clients

16:40 – 18:00	<p style="text-align: center;"><u>IP in China: Trends, Opportunities and Challenges</u></p> <p>(Conducted in Mandarin) Moderated by Mr. Yao DENG – Honorable Secretary, AIIPS</p> <ul style="list-style-type: none"> ◆ Mr. Rangjun WU – Partner, Lifang & Partners Topic: The Present Situation and Trend of Judicial Protection of Intellectual Property in China (中国知识产权司法保护的现状与趋势) ◆ Prof. Xiaoqing FENG – Professor, The China University of Politics and Law Topic: Intellectual Assets, Intangible Assets and Intellectual Property: A Perspective on the Value of Corporate Intellectual Property and Its Realization (知识资本、无形资产与知识产权: 企业知识产权的价值及其实现透视) ◆ Dr. Jicun FU – Lecturer, The China University of Politics and Law Topic: Decisive Role of Bad-Faith: New Trends in Chinese Trademark Law (恶意毁灭一切: 中国商标法适用的新趋势) ◆ Mr. Jie Ji – CEO, Hengqin International Intellectual Property Exchange Center Co., Ltd Topic: The Latest Situation about IP Operation System in Mainland China (大陆知识产权运营体系最新情况介绍)
August 4, 2018 (Saturday)	
8:30 – 9:00	Registration and Networking
09:00 – 10:20	<p style="text-align: center;"><u>IP Law Updates</u></p> <p>Moderated by Dr. Angelia Jia WANG – Teaching Fellow, School of Accounting and Finance, Faculty of Business, The Hong Kong Polytechnic University</p> <ul style="list-style-type: none"> ◆ Mr. Barry FRANKS – Partner, Hynell Patentjänst AB; European Patent Attorney; Swedish Patent Attorney; European Patent Litigator Topic: The European Patent (EP) system and EP Patent Law update ◆ Prof. Alice Suet-Ching LEE – Associate Dean, Faculty of Law, The University of Hong Kong Topic: Hong Kong Patent Law Reform: A Half-Fought Battle ◆ Dr. Matthew K. AU – Principal, MKA Law Office; Solicitor; Mediator; Arbitrator; Council Member and Head of Arbitration and Mediation Committee of Hong Kong Institute of Patent Attorneys; Fellow Member of Hong Kong Institute of Arbitrators Topic: Legal Issues Regarding the Enforceability of IP Arbitral Awards in Mainland China ◆ Mr. Rong XIE – U.S. Patent Attorney; Partner of Law Office of Albert Wai-Kit Chan, PLLC Topic: PTAB 2018 Update
10:20 – 10:35	Coffee Break
10:35 – 12:35	<p style="text-align: center;"><u>Tech, IP and Global Economy</u></p> <p>Moderated by</p> <ul style="list-style-type: none"> ◆ Dr. Joseph Wing-On TAM – Founder & Chairman, DiagCor Bioscience ◆ Mr. Al KWOK – Advisor, Asia Innovation & IP Society; Co-founder & Vice Chairman, Asia Pacific Cloud Apps Alliance; Board Director & Ambassador to Invotech Shenzhen <p>Sharing from new tech companies</p> <ul style="list-style-type: none"> ◆ Mr. Michael S. THOMAS – President & Chief Innovation Officer, Adaptive Global Solutions, LLC ◆ Mr. Edward MAK – Director, Pacific Arrow Limited ◆ Dr. Joseph Kwok-Fai CHOW – CEO, DropX Bioinnovation ◆ Mr. Grover CHEUNG and Dr. Kenneth KAM – Founders, Qi Diagnostics Limited

12:35 – 12:50	<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, Faculty of Law, The Chinese University of Hong Kong ◆ Mr. Johnson LAM – President of AIIPS; Director of Origin Business Consultancy Co. Ltd.
12:50 – 13:50	<p style="text-align: center;">Lunch & Networking</p>