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The 11th IP Conference

Best Practices in Turbulent Times

- Date:** August 2nd and 3rd, 2019
- 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: Many countries are experiencing varying levels of instability, making these turbulent times for the global economy. With the U.K. leaving the European Union in March of 2019, continued political conflicts in the Middle East and Europe, and discord between the U.S. and China – two of the world’s largest economies, the once global free market has become volatile. With threats of trade wars igniting at any moment, you may wonder: what does this all mean for my company? All is not lost. Innovations are still happening and protection of intellectual capital is integral to success. Many nations are taking action to mitigate the unpredictable forces currently affecting the world market. Japan and 11 other nations have formed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, sometimes referred to as the TPP-11. More countries have indicated interest in joining, one of them being China. In this conference, we will explore the state of the current market and what the ramifications are for your business and your intellectual property. Whether there are trade wars or not, how should you protect your intangible assets in this knowledge economy? What are the strategies you should implement? We will take a close look at the global affairs and discuss their local impact and ways to avoid becoming collateral damage.

Program Rundown:

August 2, 2019 (Friday)	
08:30 – 09:00	Registration and Networking
09:00 – 09:15	<p style="text-align: center;"><u>Welcome Remarks</u></p> <p>Moderated by Prof. Jyh-An LEE – Associate Professor & Assistant Dean for Undergraduate Studies, Faculty of Law, The Chinese University of Hong Kong</p> <ul style="list-style-type: none"> ◆ Welcome Remarks by Prof. Christopher GANE – Dean and Simon F.S. Li Professor of Law, Faculty of Law, The Chinese University of Hong Kong ◆ Welcome Remarks by Dr. Albert Wai-Kit CHAN – Founder & Director, USCIP ◆ Group Photo Taking
09:15 – 10:00	<p style="text-align: center;"><u>Keynote Section</u></p> <p>Moderated by Mr. Johnson Chung-Shun LAM – President, AIIPS; Partner, Hui & Lam LLP</p> <p>Presentation</p> <ul style="list-style-type: none"> ◆ Prof. Dongmin CHEN – Chair Professor, Institute of Interdisciplinary Sciences, Peking University Topic: Building Deep Science and Technology Innovation and Entrepreneurship Ecosystem in Guangdong-Hongkong-Macao Greater Bay Area
10:00 – 11:00	<p style="text-align: center;"><u>US-China Relationship and IP</u></p> <p>Moderated by Dr. Albert Wai-Kit CHAN – Founder & Director of USCIP</p> <p>Presentations</p> <ul style="list-style-type: none"> ◆ Prof. Bryan MERCURIO – Chair Professor & Outstanding Fellow, Faculty of Law, The Chinese University of Hong Kong Topic: Intellectual Property and the US-China Trade War: The WTO Approach (and Beyond) ◆ Prof. Jyh-An LEE – Associate Professor & Assistant Dean for Undergraduate Studies, Faculty of Law, The Chinese University of Hong Kong Topic: Intellectual Property and the US-China Trade War: The Chinese Law & Policy Perspective ◆ Ms. Lisa MACKLEM – Lecturer, School of Management, Economics and Mathematics, King's University College at Western University Canada Topic: Between a Rock and a Hard Place: Canada's Due Diligence in the Meng Wanzhou Incident
11:00 – 11:15	Coffee Break
11:15 – 12:30	<p style="text-align: center;"><u>US-China Relationship and IP (Continue)</u></p> <p>Moderated by Dr. Albert Wai-Kit CHAN – Founder & Director of USCIP</p> <p>Panel Discussion</p> <ul style="list-style-type: none"> ◆ Prof. Bryan MERCURIO – Chair Professor & Outstanding Fellow, Faculty of Law, The Chinese University of Hong Kong ◆ Prof. Jyh-An LEE – Associate Professor & Assistant Dean for Undergraduate Studies, Faculty of Law, The Chinese University of Hong Kong ◆ Ms. Lisa MACKLEM – Lecturer, School of Management, Economics and Mathematics, King's University College at Western University Canada ◆ Dr. Keith CHAN – Senior Partner, Bright Spot Management Consultants Corp., China/Taiwan/Hong Kong ◆ Ms. Helen Huilun SU – Partner, Alston & Bird LLP

12:30 – 13:30	Lunch
13:30 – 15:00	<p style="text-align: center;"><u>Keynote Section</u></p> <p>Moderated by Dr. Keith CHAN – Senior Partner, Bright Spot Management Consultants Corp., China/Taiwan/Hong Kong</p> <ul style="list-style-type: none"> ◆ Dr. Ruilin SONG – Executive President, China Pharmaceutical Innovation and Research Development Association Topic: The Influence of China's Patent System on the Development of Pharmaceutical Industry (in mandarin) ◆ Prof. Peter K. YU – Professor of Law, Professor of Communication and Director, Center for Law and Intellectual Property, Texas A&M University Topic: China's Innovative Turn and the Changing Pharmaceutical Landscape
15:00 – 16:20	<p style="text-align: center;"><u>IP and Data Economy</u></p> <p>Moderated by Ms. Gabriela KENNEDY – Partner of Mayer Brown & Head of the Asia IP & TMT Group; Co-leader of Mayer Brown’s global Intellectual Property practice</p> <p>Presentations</p> <ul style="list-style-type: none"> ◆ Mr. Ronald YU – Board Member, IIPCC Topic: A.I.: Can We Preserve The Spark of Innovation Without, For Safety’s Sake, Extinguishing the Innovation Flame? ◆ Prof. Tianxiang HE – Assistant Professor, School of Law, City University of Hong Kong Topic: Data Transferability in Mainland China ◆ Prof. Helen YU – Associate Director, Centre for Advanced Studies in Biomedical Innovation Law (CeBIL); Assistant Professor, Faculty of Law, University of Copenhagen Topic: The European Open Science Cloud – the Panacea to Economic Prosperity in Europe? ◆ Prof. Yuanjia HU – Associate Professor and Programme Coordinator, Medicinal Administration, University of Macau Topic: Patenting and Stock Returns of Pharmaceutical Companies: Evidence from the Mainland of China, Hong Kong and USA
16:20 – 16:40	Coffee Break
16:40 – 18:00	<p style="text-align: center;"><u>IP and Entertainment Industries</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> <p>Presentations</p> <ul style="list-style-type: none"> ◆ Dr. Lex KUO – Counsel, Latham & Watkins Topic: Climate Change – a Paradigm Shifting of Entertainment Content Ecosystem ◆ Prof. Kenny WONG – Counsel, Hogan Lovells Topic: Ungrateful or Unfair – Lessons for Artiste Management and Record Companies ◆ Mr. Lewis HO – Partner, Loeb & Loeb LLP Topic: IP Enforcement in the Entertainment Industry ◆ Ms. Candy LAM – Regional Counsel, IFPI Asian Regional Office Topic: The Legal Framework for Music to Thrive

August 3, 2019 (Saturday)	
8:30 – 9:00	Registration and Networking
9:00 – 10:20	<p style="text-align: center;"><u>Patent Law Update</u></p> <p>Moderated by Prof. Alice Suet-Ching LEE – Associate Dean, Faculty of Law, The University of Hong Kong</p> <p>Presentations</p> <ul style="list-style-type: none"> ◆ Mr. Derek LAU – Senior Solicitor, Intellectual Property Department of Hong Kong Topic: An Update of the Hong Kong Patent System ◆ Ms. Wen ZOU – Partner, Anjie Law Firm; External Expert, Shenzhen Intellectual Property Bureau; External Expert, Shenzhen Brand Protection and Development Association Topic: How China Patent Law Amendments May Affect Corporate Strategy? ◆ Dr. Robert ALDERSON – International Business Development, US and European Patent Attorney at Berggren Oy (Helsinki, Finland) Topic: Up-to-the-Minute Updates on European IP Law ◆ Mr. Rong XIE – U.S. Patent Attorney; Partner, Law Offices of Albert Wai-Kit Chan, PLLC Dr. Kevin CHEN – PharmD; Legal Intern, Law Offices of Albert Wai-Kit Chan, PLLC Topic: 2019 Updates in U.S. Patent Law
10:20 – 10:35	Coffee Break
10:35 – 11:35	<p style="text-align: center;"><u>Trademark and Best Practices</u></p> <p>Moderated by Prof. Steven Gallagher – Associate Professor of Practice in Law & Associate Dean (Teaching & Learning), Faculty of Law, The Chinese University of Hong Kong</p> <p>Presentations</p> <ul style="list-style-type: none"> ◆ Mr. Bo YU – Partner, SIPS Topic: An Update on Recent PRC Trademark Law Amendments Targeting Bad Faith Registrations ◆ Dr. Hui HUANG – Senior Partner, Wanhuida Law Firm Topic: How to Obtain Damages from the Bad Faith Applicant? ◆ Dr. Danny FRIEDMANN – Visiting Professor, The Peking University School of Transnational Law, Shenzhen Topic: Invocation, the Mount Blanc, and Thin Air, of the Protection of Indications of Source
11:35 – 12:30	Lunch
12:30 – 13:50	<p style="text-align: center;"><u>[Conduct in mandarin]</u></p> <p style="text-align: center;"><u>Emerging Issues & Recent Development of IP in China</u></p> <p>Moderated by Mr. Yao DENG – Partner, Lifang & Partners (Guangzhou)</p> <ul style="list-style-type: none"> ◆ Mr. Fei LI – Executive President, Shenzhen CIPRUN Intellectual Property Operations Co., Ltd. Topic: Intellectual Property in China: Changes in Market Circumstances and the Direction of Development ◆ Ms. Ling HUANG – Senior Partner and Director, Sichuan Altitude Law Firm Topic: Intellectual Property and the Development of Cultural Tourism Industry ◆ Mr. Jie JI – CEO, Hengqin International Intellectual Property Exchange Center Co., Ltd. (HIPEX) Topic: The Rule and Trend of Intellectual Property Operation

13:50 – 14:50	<p style="text-align: center;"><u>IP – Greater Bay Area Perspective</u></p> <p>Moderated by Prof. Tianxiang HE – Assistant Professor, School of Law, City University of Hong Kong</p> <p>Presentations</p> <ul style="list-style-type: none"> ◆ Dr. Haitian LU – Associate Dean, Faculty of Business, The Hong Kong Polytechnic University Topic: IP and the Environment for Technological Cooperation in Greater Bay Area ◆ Mr. Peter Kam-Fai CHEUNG – SBS, Barrister Topic: To Establish an IP-based Capital Market ◆ Mr. Alan CHIU – Managing Partner, Ella Cheong & Alan Chiu, Solicitors & Notaries Topic: Navigating in China – Learning Best IP Strategies from Pain
14:50 – 15:10	Coffee Break
15:10 – 17:45	<p style="text-align: center;"><u>IP – Greater Bay Area Perspective (Continue)</u></p> <p>Moderated by Prof. Dongmin CHEN – Chair Professor, Institute of Interdisciplinary Sciences, Peking University</p> <p>Panel Discussion</p> <ul style="list-style-type: none"> ◆ Dr. Haitian LU – Associate Dean, Faculty of Business, The Hong Kong Polytechnic University ◆ Mr. Peter Kam-Fai CHEUNG – SBS, Barrister ◆ Prof. Yuanjia HU – Associate Professor and Programme Coordinator, Medicinal Administration, University of Macau ◆ Mr. Alan CHIU – Managing Partner, Ella Cheong & Alan Chiu, Solicitors & Notaries ◆ Mr. William Ching-Wan LAM – Senior Partner, Hui & Lam LLP ◆ Mr. Johnson Chung-Shun LAM – President, AIIPS; Partner, Hui & Lam LLP
17:45 – 18:00	Closing Remarks