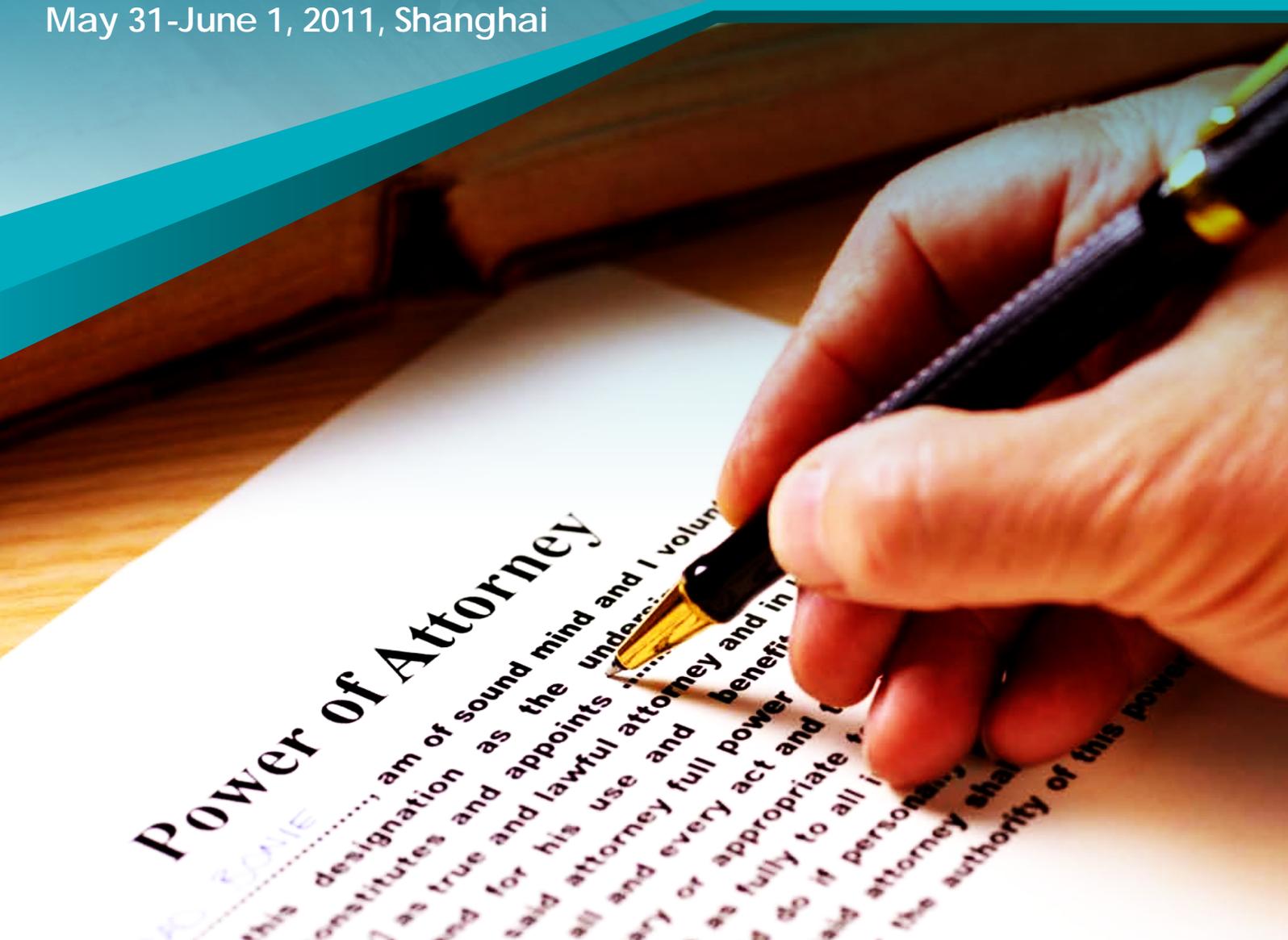


The 2nd China Patent Counsel Conference 2011

Optimizing Patent Strategy and Management
to Achieve Best In-house Practice

May 31-June 1, 2011, Shanghai



Organized By

Associate sponsor

Presenting sponsor

Media Partner



Media Partner

International
Media Partner

Official Publication



CONTACT US

+86 21 5172 0000

For more information please visit:

sales@jfpsgroup.com

www.jfpsgroup.com

Review of past event

Intellectual property has been raised as a state strategy since 2007. The amended PRC Patent Law also went into effect at last. All of these witness the rapid IP development in China. However, with a short history of patent protection in China, there is still a gap between China and developed countries. For the IP counsels who work in China, it is vital to have such an opportunity to know more about Chinese reality and share the advanced experience.

With the globalization, more and more companies invest abroad and need related professional guide for the newly entered market. Especially after the financial crisis, a variety of Chinese local companies is planning to carry out overseas merger and acquisition. Therefore, patent issues including patent licensing, due diligence and patent strategy, etc. have become a big challenge for Chinese companies. The conference will provide you the practical experience to help protect patent and maximize its value.

China Patent Counsel Conference 2010 the **Hottest Topics** as below:

Patent Valuation System---How to distinct the patents and maximize their value.

Patent Management in Business---Aligning patent strategy to overall business strategy

Patent global portfolio by understanding jurisdictional differences---Thinking globally and acting locally

Patent Litigation strategy from business point of view---arming your company with patents

Patent Pool Management---facilitating the use of patent and escaping the unfair patent transactions



May 31-June 1, 2011, Shanghai

The 2nd China Patent Counsel Conference 2011

‘Optimizing Patent Strategy and Management to Achieve Best In-house Practice’

Testimonials

Some topics are interesting, like real case study! A good way for networking.

— Patent Attorney, Intel China Ltd.

Reasonable agenda design, influential speaker, good - quality speech, much referential experience from expert point of view.

— Director, Shanghai Intellectual Property Administration

A very good platform to exchange thoughts and experiences of in-house IP practice

— IP Counsel, Tyco Electronics

It is perfect to have both IP and In-house counsel forum at the mean time, however, they both are wonderful. I'd like to join them both! So is it possible in the future to arrange them in different time?

— IP Director, Oxylane Group

Generally speaking, there are high-end speakers, abundant content and highly professional speeches. May the conference more new concept, updated idea and practical operation.

— IP Engineer, Nuctech Co., Ltd.

Substantial content, clear reasoning, copious benefit.

— IP Attorney, IPSSH

A brain storm of over 100 IP professionals in China and a platform to empower our business.

— Patent Broker, Shanghai Certified Broker Association

A suite of greater speakers. Informative and practical, entertaining and focus. A great conference. Thank you!

—Chief Counsel, Tencent Holdings Limited

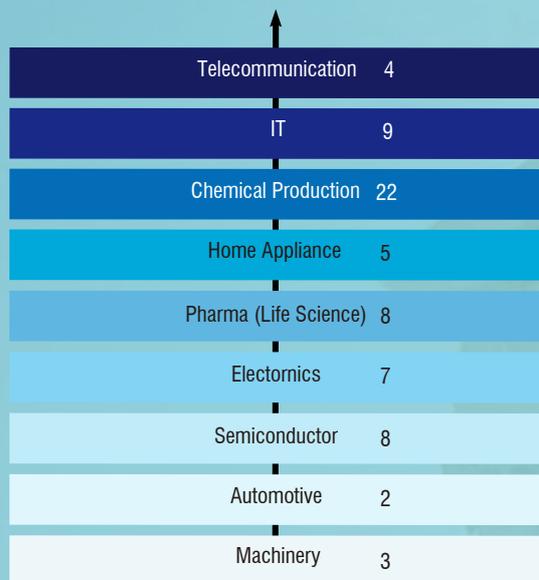
The event topics are well-designed and speakers well-chosen. What some speakers shared with us are quite valuable and helpful from a professional perspective.

—Shanghai Intellectual Property Administration

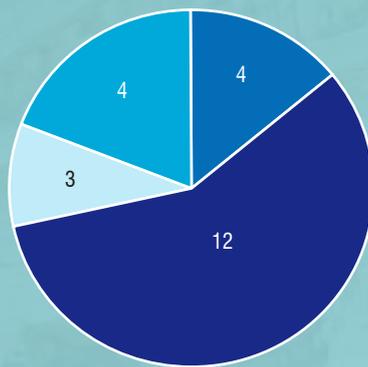


2010 Attendees Breakdown

In-house Counsels



Government & Law Services



May 31-June 1, 2011, Shanghai

The 2nd China Patent Counsel Conference 2011

‘Optimizing Patent Strategy and Management to Achieve Best In-house Practice’

Attending Companies List of Past Events

A

A8 Limited
 Abu-Ghazaleh IP Liasion Office
 Actions Semiconductor Co Ltd
 Adidas China
 Advanced Semiconductor Manufacturing Corp
 AIG-AIU China
 Alcoa China
 Alibaba Group
 Alstom China
 Amway China
 Anhcuser Busch InBev
 Anheuser-Busch Management Co.,Ltd
 Anji-TNT Automobile Logistics
 Applied Materials Inc
 Arcelor China
 Areva China

Ashland Management (Shanghai) Co.,Ltd
 Asiainfo Holding Inc
 Astrazeneca Pharmaceutical Co.,Ltd
 Auchan China Head Office
 Aurora
 Autonavi Software
 Axaito

B

B&Q China
 Baidu
 Baosteel
 Bayer China Ltd

B

Bayer Material Science
 BCD Semiconductor Manufacturing Ltd
 Bechtel China
 BMW Brilliance Automotive Ltd
 BOC China Holding Co.,Ltd
 Boehringer Ingelheim
 Bosch China Investment Co.,Ltd
 Boss & Young Law Firm
 Brandy International Inc
 Bristol-Myers Squibb (China) Investment Co.,Ltd

C

Canadian Solar
 Capitaland China Holdings
 C-Bons Group Co.,Ltd
 CCH China
 Celanese
 Cernet Corporation Ltd
 China Capital Investment Group Co.,Ltd
 China Minmetals Corporation
 China Oil Field Services Ltd
 China Petroleum & Chemical Corporation
 Chinese-Germen College_of Tongji University
 Chipworks
 Chongqing CYIT Communications Techology
 Clariant International Beijing
 CNPC Service & Engineering Ltd
 Cofco Coca-cola Beverage Ltd
 COFCO COCA-COLA BEVERAGES LTD
 Cogis China
 Corning Cable System

C

Corning Incorporated
 Corporate Planning Office, Shanghai
 Kangcheng Storage Co.,Ltd
 COSMEDIA Group
 Craisberg Brewery HK Ltd
 Crocs
 Ctrip Co.,Ltd
 C-Trip Technology Co.,Ltd
 Cummins (China) Investment Co.,Ltd

D

Daikin China
 Danone Shanghai Consulting Co.,Ltd
 Deacons
 Degussa China
 Diageo Shanghai Ltd
 Dorsey & Whitney LLP
 Dow Chemical
 DSM China
 Dupont China Holdings Ltd

E

Ebay Eachnet Information Service Co.,Ltd
 El SAI China Inc
 Eisai China Inc
 Elcoteq APAC
 Eli Lilly China
 ELLA CHEONG (HONG KONG & BEIJING)
 Emerson Network Power Co.,Ltd
 Evonik Degussa(China) Co. Ltd.

The 2nd China Patent Counsel Conference 2011

‘Optimizing Patent Strategy and Management to Achieve Best In-house Practice’

Attending Companies List of Past Events

- E** Exel-Sinotrans Freight Forwarding
- F** Federal Express Management Consulting (Shanghai) Co.,Ltd
Fedex Express Management Counseling Co.,Ltd
Flextronics Manufacturing HK Ltd
Freescale
Freshfields Bruckhaus Deringer
- G** Geely Hold Group Ltd
General Motors
GKN Group Shanghai Rep Office
GlaxoSmithKline China
GSK R&D China
Guangdong Dapeng LNG Co
- H** Hangzhou Hikvision Digital Technology
Hangzhou Motorola Cellular Equipment Co.,Ltd
Haseltine Lake
Heng An Standard Life Insurance Co.,Ltd
Hisense Co., Ltd
Hitachi Data System Ltd
Honeywell (China) Co., Ltd
Hua Hong NEC
Huahong International Management
Huawei Technologies Co.,Ltd
Huawei-3com Co.,Ltd
Hurray Solutions Ltd
Hutchison Whampoa Properties
- I** Ideal Energy
Ingersoll-rand China
Ingram Micro
Intel China Ltd
International Arbitration of Wuhan Arbitration Commission
International Information Product Co.,Ltd
Invensys Asia-Pacific Legal Department
Invensys China
Inventec Appliance Co.,Ltd
- J** Jabil Circuit Co.,Ltd
James Love Legal LLP
JDS Uniphase Corporate
Johnson Electric
Joincare Pharmaceuticals Group
Jun He Law Office
- K** Kerry Oils & Grains Management China
King & Wood PRC
Kongzhong Corporation
Konka
KSB Shanghai Pump Ltd
- L** Linde Group
Louis Vutton Pacific Ltd
Lungtin Intellectual Property
- M** Mary Kay (China) Cosmetics
Mathys & Squire
Metro Jinjiang Cash & Carry Co.,Ltd
Michelin China
Midea
Mitsui & Co.,Ltd Beijing Office
Morrison Foerster
MTS China Co.,Ltd
- N** Nationz Technologies
NCR China Ltd
Nike China
Nixon Peabody LLP
Nokia China
Novozymcs China Biotechnology
- O** Oji Paper Group Co Ltd
Olympus Sales & Service Co.,Ltd
Owens Corning China
- P** P&G China
Panawell & Partners
Parker Pen (Shanghai) Ltd
Perfetti Van Melle Confectinary
Pfizer Pharmaceuticals Ltd
Pigeon Company
Pyprus
- Q** Questel
- R** Robust Group
Roche Diagnostic
R-R Donnelly Co.,Ltd
- S** SAIC Motor Corporation
Saint-gobain (China) Invest Co.,Ltd
Sandvik Process Systems (Shanghai) Ltd
Schlumberger China
Schneider Electric (China) Investment
Semiconductor Manufacturing International Corporation
Shanda Interactive Entertainment Limited
Shanda Networking Co.,Ltd
Shangahi SECCO Petrochemical Co.,Ltd
Shanghai Baosteel Group
Shanghai Baud Communications Co Ltd
Shanghai Bertelsman Culture Industry Co,Ltd
Shanghai Certified Broker Association
Shanghai Fosunpharma
- S** Shanghai Genius Advanced Material Ltd
Shanghai Huahong Group Co.,Ltd
Shanghai Jahwa
Shanghai Junyue Law Firm
Shanghai Kangcheng Storage Co.,Ltd
Shanghai Michelin Warrior Tire Co.,Ltd
Shanghai Pharmaceutical Company
Shanghai Song's Laboratory Technology and Development CO.,Ltd
Shanghai Sunplus Communication Technolgy CO.,Ltd
Shangpharma Corporation
Shell China Ltd
Shenzhen China Star Optoelectronics Technology Co., Ltd.
Shiseido Liyuan Cosmetics Co
Siemens (China) Limited
SIM Technology Group
Sinorgchem
Sisvel (Hong Kong), Ltd
Skyworth Digital Holdings Ltd
Solvay
Starbucks Coffee Company
Suntech
Swire BCD Co.,Ltd
- T** T3G Technology Co.,Ltd
TCL Corporation
Tencent
TNT China
Tom Online Inc
Travelsky Technology Limited
Tsingtao Brewery Co.,Ltd
Tyco Electronics
- U** UBM TechInsights
Unilever
- V** Vivien Chan & Co
Volvo (China) Investment Co.,Ltd
- W** Wacker Chemie AG
Wilkinson & Grist
Worldlink Medical & Dental Center
- Y** Yahoo China
Yan Tai Xin Chao Co.,Ltd
Yangtze Optical Fiber and Cable Co.,Ltd
Yantian International Container Terminals
Yihai Kerry
Yum China
- Z** ZTE Corporation

Selected, Invited and Confirmed Speakers:



Zack Zhao
Chief IP Counsel, Asia Pacific Region
Dow Chemical



Ding Zhimin
IP Director
ZTE



Qu Xiaoyang
Head of Corporate Intellectual
Property and Standardization
Siemens



Anita Liang
Director Patent Management
Inventec



Jin Xiunan
Director IP Management
Evonik Degussa



Wang Jianguo
IP Director
Haier



Chen Yuanqing
IP Director
Lenovo



Hawkins Cui
IP Licensing Director
Honeywell



David Shen
Asia Regional IP Counsel
Eli Lilly China



Wang Jianfeng
IP Director
Hisense



Esther Lim
Founding Managing Partner
Finnegan, Henderson, Farabow, Garrett
& Dunner, LLP, Shanghai Representative
Office



Ben Wang
Head of Patents, China
Unilever Research and Develop
ment Centre Shanghai



Feng Xiaobing
Attorney at Law
ExxonMobil (China) Investment Co., Ltd.



Ningling Wang
Partner
Finnegan, Henderson, Farabow,
Garrett & Dunner, LLP



Ruiling HOU
Asia Pacific Account Executive
Questel



Reinhard Ottway
Business Development Director
RWS Group

May 31-June 1, 2011, Shanghai

The 2nd China Patent Counsel Conference 2011

‘Optimizing Patent Strategy and Management
to Achieve Best In-house Practice’

Why You Should Attend

China Patent Counsel Conference 2011 comes at a critical moment as China works with its global counterparts to meet the challenges of economic recovery. The IP counsels are tapping into new opportunities and exploring better ways to put IP as valuable assets so as to achieve competitive edge.

Building on the tradition of JFPS past IP events, this event will continue to explore and address critical issues to help IP practitioners better comply with the constantly developing intellectual property landscape. Different from the past event, the 2011 annual event is going to present heated topics from different perspective in a detailed and extended way.

120-150 senior practitioners are expected to attend China Patent Counsel Conference 2011 to share their insightful ideas and views on patent management, patent trading and patent litigation issue. You can expect to be on par with the leading peers who are excelled in patent-related matters, to share and exchange their experiences, knowledge, strategies, and insights on cutting-edge issues that are challenging the IP business.

If you are looking into future cross-border growth opportunities and in reaching for a new customer focus, please keep your attention on it and we are looking forward to meeting you at 2nd China Patent Counsel Conference. **For more details, please check: www.ipcounselcongress.com**

Who Should Attend

The congress is tailored to the needs of:

- IP Director/Manager
- Patent Director/ Manager
- Director of Legal Affairs/ IP & Standards
- Patent Attorney
- General Counsel
- Chief IP Counsel
- IP Engineering
- IP Lawyer/ Consultant
- IP Investor
- IP Owner
- BD Director

From Industries of

- Information Technology
- Telecommunication
- Semiconductor
- Home Appliance
- Electronics
- Chemical Production
- Pharmaceutical (Life Science)
- Law Firms
- IP Agency
- IP Outsourcing & Consulting
- IP Licensing Company
- Solution & Software Provider



The 2nd China Patent Counsel Conference 2011

Optimizing Patent Strategy and Management to Achieve Best In-house Practice

Day One (May 31st)

0830 Registration

0850 Opening address from the Chairman

0900 Speed Networking

0915 Session One/ Determination of Patent Infringement

How to determine patent infringement in a proper way concerning specific standards

- What to consider when it comes to Principle of First to Use and Invention Creativity
- How to determine the infringement of patents for technology
- Some rules could be applied into the infringement determination
- Updates on different rules of determination in other countries

1000 Session Two/ Key Development in U.S. Litigation

Esther Lim | Founding Managing Partner | Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Shanghai Representative Office

Ningling Wang | Partner | Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

1045 Morning Coffee Break & Networking



1115 Session Three/ Strategy-Oriented Management of Patent

Crafting a patent portfolio from business strategy perspective

- Integrate patent management into corporate internal strategic mapping
- Building up a patent portfolio based on the strategic company development

Feng Xiaobing | Attorney at Law | ExxonMobil (China) Investment Co., Ltd.

1200 Session Four/ Topic To Be Confirmed

Ruiling HOU | Asia Pacific Account Executive | Questel

1245 Luncheon



1350 Session Five/ Patent Litigation Practice

Optimizing the in-house practice in patent litigation to play a better role of offense and defense

- Best practice on choosing the court and execute the verdict
- What to consider procedurally as the defendant or the complaint

David Shen | Asia Regional IP Counsel | Eli Lilly China

1440 Session Six/ Topic To Be Confirmed From UBM TechInsights

1530 Afternoon Coffee Break & Networking



1600 Session Seven/ Collection of Evidence

How to collect solid evidence in defending against infringement

- Collecting sufficient and legal evidence is the key
- Establishing the validity regarding the certification of ownership, and the situation & validity period of the patent
- The evidence to calculate the sum of compensation.

1650 Session Eight/ Panel Discussion

Closely working with R&D Team to drive the R&D pipeline

- How to effectively turn R&D projects into valuable IP assets
- generating insightful ideas for R&D projects to achieve a competitive edge

1740 End of Day One

The 2nd China Patent Counsel Conference 2011

Optimizing Patent Strategy and Management to Achieve Best In-house Practice

Day Two (June 1st)

0830 Registration

0850 Opening address from the Chairman

0900 Session One/ Patent Reexamination Proceeding
The determination of patent invalidation and how to present an effective response

- The rules to determine patent invalidation
- What to consider when dealing with patent invalidation
- How to obtain the patent right in response to the invalidation without violating Patent Law of the P.R.C

0950 Session Two/ Managing Patent Portfolio
Building up an efficient patent portfolio based on the R&D pipeline to identify opportunities

- Investment in R&D across industry
- Smartly licensing patents to generate revenue

Anita Liang | Director Patent Management | Inventec

1040 Morning Coffee Break & Networking 

1110 Session Three/ Overview of the European Patent Convention and post-grant validation costs

- Brief history
- Member states and language regime
- Filing figures and major applicants
- Differences to other IP5 patenting authorities
- Cost reduction initiatives past, present and future
- National validation costs

Reinhard Ottway | Director | RWS Group

1200 Session Four/ Patent Licensing
How to sharpen the negotiation skills based on the all-round considerations

- Categories of patent licensors and different negotiation strategies
- Take different strategies according to different patent licensors
- Key licensing clauses

1245 Luncheon 

1400 Session Five/ Patent Trading
Contract-based risk prevention to facilitate the patent trading

- Key factors to pay attention in terms to contract detailed clauses, especially for exemption clauses
- Risk prevention considered when drafting technology contracts
- What should be considered in juridical practice for contract dispute

1445 Session Six/ Patent Pool
How to establish the patent pool and reasonably distribute the benefits of patent owners

- Formation of patent pools in concrete process
- What key factors to consider when building a successful pool

1530 Afternoon Coffee Break & Networking 

1600 Session Seven / Panel Discussion (In-house practice)
How to play a better role as In-house IP counsels to meet corporate needs
Play the role of offense and defense for IP protection: what to do to deal with plagiarism

1700 End of Day Two

The 2nd China Patent Counsel Conference 2011

Optimizing Patent Strategy and Management
to Achieve Best In-house Practice

May 31-June 1, 2011, Shanghai

About JFPS Group

JFPS Group is the leading business performance enhancement company with affiliated partners in U.S., China, UK, Japan, Singapore and Malaysia. As a world-class performance enhancement solution provider, JFPS Group provides business executives with knowledge and skills through conferences, professional trainings, in-house training and consulting services. Every year JFPS Group organizes more than 70 events and works with 10,000+ senior executives from leading companies to improve their strategic decision-making process.

Our success is based on the fact that we constantly research and listen to all industry sectors. Our events and solutions are addressing the issues and concerns raised in the discussion that we have with our client. This helps us to ensure that the business information we provide is timely, cutting-edge and features the best speakers.

Contact Us

Tel: +86 21 5172 0000 / Fax: +86 21 5172 0088 / Email: sales@jfpsgroup.com.cn / Website: www.jfpsgroup.com.cn
Mail: Unit 2007-2010, 20th Floor, Tower 1 Kerry Everbright City No. 218, Tian Mu Road (West) Shanghai, China 200070