

Business of IP Asia Forum
(3-4 December 2015)

3 December 2015 (Thursday) - Main Forum	
08:30 – 09:30 Halls 5F-G	Registration and Networking
09:30 – 10:00 Main Forum	Opening Session <u>Welcome Remarks</u> <ul style="list-style-type: none"> ♦ Ms Margaret Fong Executive Director, Hong Kong Trade Development Council ♦ The Hon C Y Leung, GBM, GBS, JP Chief Executive, Hong Kong Special Administrative Region of the People's Republic of China <u>Opening Remarks</u> <ul style="list-style-type: none"> ♦ Mr Shen Changyu Commissioner, State Intellectual Property Office of the People's Republic of China ♦ Mr Francis Gurry Director General, World Intellectual Property Organization ♦ Mr Miguel Ángel Margáin Chair, Intellectual Property Rights Experts Group, Asia-Pacific Economic Cooperation
10:00 – 11:00 Main Forum 13 th patent 17 th patent 29 th trademark	Plenary Session I – Sustainable IP Business Model in the Ever-changing World <i>The rapidly changing business environment may require continuous revision of the company's IP strategy. Companies that incorporate different effective IP business models to properly manage the IPs increase opportunities and growth in the long-run. This session will gather top-notch IP leaders from multinational brands to share their cases and models.</i> <u>Moderator:</u> <ul style="list-style-type: none"> ♦ Mr Allen Ma Chief Executive Officer, Hong Kong Science & Technology Parks Corporation <u>Speakers:</u> <ul style="list-style-type: none"> ♦ Dr Jürgen Koch Head, Corporate Intellectual Property, Robert Bosch GmbH ♦ Mr Fushan Li Patent Operations Director, Intellectual Property Department, Tencent Holdings Limited ♦ Mr Ben Wang Head of Patents, China, Unilever
11:00 – 11:20 Halls 5F-G	Coffee Break
11:20 – 12:30 Main Forum 2 nd design 3 rd patent 22 nd patent	Plenary Session II – Global Trends for IP Licensing Strategies <i>Operated in a global scale, IP licensing is becoming more and more strategic that often involves a lot of formats and negotiations. Several internationally-renowned technology companies will speak and discuss the current norms as well as the upcoming trends to facilitate efficient and profitable transactions in the market.</i> <u>Moderator:</u> <ul style="list-style-type: none"> ♦ Mr Giustino de Sanctis Founder and CEO, Vectis <u>Speakers:</u> <ul style="list-style-type: none"> ♦ Mr David V Upite Senior Counsel, Greater China, Intellectual Property, the Procter & Gamble Company ♦ Dr Zhao Qishan Director of Intellectual Property, ZTE Corporation ♦ Mr John LaBarre Senior Counsel, Intellectual Property, Google Inc.

12:30 – 14:15 Convention Hall	Keynote Luncheon Keynote Speaker: ♦ The Hon Gregory So, GBS, JP Secretary for Commerce and Economic Development, the Government of the Hong Kong Special Administrative Region of the People's Republic of China
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3 December 2015 (Thursday) - Concurrent Breakout Sessions				
	IP Practical Tips	Industry-specific IPs	Asian Trends	Quick Guide to IP Basics
14:30 – 16:00	Global IP Services for Businesses: Protecting your Mark, Design and Patent Abroad <i>(Co-organised with the World Intellectual Property Organization (WIPO))</i> Speakers: ♦ Mr Marcus Höpperger Director, Law and Legislative Advice Division, Brands and Designs Sector, WIPO ♦ Mr Quan-Ling Sim Head, PCT Outreach and User Relations Section, PCT Legal Division, Patents and Technology Sector, WIPO Venue: Seminar Room C	Big Data Monetisation and IP - Turning Concepts into Business Reality Speakers: ♦ Mr King Leung CEO, CLiX Limited ♦ Mr Ravel Lai Information Technology Director, Hong Kong & Macau, Jardine Restaurant Group ♦ Prof K Y Tam Associate Provost and Chair Professor, Information Systems, Business Statistics and Operations Management, Hong Kong University of Science and Technology Venue: Seminar Room B	The Strategic Implications for Chinese Mainland and Hong Kong's Film Industry under the "IP Era" <i>(Co-organised with China Daily)</i> Welcome Remarks: ♦ Mr Zhou Li Editorial Board Member, China Daily Group Publisher & Editor-in-Chief, China Daily Asia Pacific Moderator: ♦ Mr Alexander Wan Senior Advisor, China Daily Asia Pacific Panelists: ♦ The Hon Ma Fung Kwok, SBS, JP Chairman, Hong Kong Film Development Council ♦ Mr Michael Ellis President & Managing Director, Asia-Pacific Region, Motion Picture Association ♦ Mr Jason Goldberg Partner, Covington & Burling LLP ♦ Ms April Ye CEO, Film Finances, Inc. China ♦ Mr Chen Bin Senior Vice President, DMG Entertainment Venue: Main Forum	IP Manager Training Programme* <i>(Co-organised with Intellectual Property Department, the Government of the HKSAR)</i> IP Fundamentals <i>(14:30 – 16:00)</i> Speaker: ♦ Prof Stephen Selby Adjunct Professor, Hong Kong Polytechnic University Coffee Break <i>(16:00 – 16:15)</i> Venue: Seminar Room A <i>*Extra admission fee is required for this session</i>
16:00 – 16:30 Halls 5F-G	Coffee Break			

16:30 – 18:00	<p>The Reporting Requirement of IP Valuation (Co-organised with The Hong Kong Institute of Surveyors (HKIS))</p> <p>Opening Remarks</p> <ul style="list-style-type: none"> ◆ Sr Hon Tse Wai Chuen Tony, BBS Fellow, HKIS; LegCo Member (Architectural, Surveying and Planning) ◆ Sr Lau Ping-cheung, SBS Past President and Fellow, HKIS <p>Speaker and Moderator:</p> <ul style="list-style-type: none"> ◆ Sr Joseph Ho Chairman, General Practice Division, HKIS (2013-2015) Managing Director, LCH (Asia-Pacific) Surveyors Limited <p>Speakers:</p> <ul style="list-style-type: none"> ◆ Mr Robert Kwok Managing Director, Transaction Advisory Services, Ernst & Young ◆ Sr Harry Chan Executive Director, Valuation and Advisory Services, Greater China, CBRE <p>Venue: Seminar Room C</p>	<p>Turning Advanced Materials IP into Differentiated Electronic Products (Co-organised with Nano and Advanced Materials Institute Limited (NAMI))</p> <p>Moderator:</p> <ul style="list-style-type: none"> ◆ Dr Peter Lee Chief Technology Officer, NAMI <p>Speakers:</p> <ul style="list-style-type: none"> ◆ Dr Michael Popall Head, ISC International, Fraunhofer Institute for Silicate Research (ISC) ◆ Mr David Yeung Founder & Chief Executive Officer, Chuang's Innovation Industries Limited ◆ Mr Ivan Lee Chairman, U-Bond Limited ◆ Dr Tracy Liu Technical Manager, NAMI <p>Venue: Seminar Room B</p>	<p>IP Markets in the Chinese mainland, Taiwan and Hong Kong - Business Models and Case Studies (Co-organised with Association of Corporate Patent Executives)</p> <p>Speakers:</p> <ul style="list-style-type: none"> ◆ Mr Vince Wang Senior Director, IP Litigation & Licensing Team, Legal Department, HTC Corporation ◆ Mr Fushan Li Patent Operations Director, Intellectual Property Department, Tencent Holdings Limited ◆ Ms Fu Tong General Counsel and Vice-President, Qihoo 360 ◆ Dr. Jacqueline Lui President, Eagle IP Group <p>Venue: Main Forum</p>	<p>IP Manager Training Programme* (Co-organised with Intellectual Property Department, the Government of the HKSAR)</p> <p>IP Management and Protection in the Mainland (16:15 – 17:45)</p> <p>Speaker:</p> <ul style="list-style-type: none"> ◆ Ms Annie Tsoi IP Practitioner <p>Venue: Seminar Room A</p> <p><i>*Extra admission fee is required for this session</i></p>
4 December 2015 (Friday) - Plenary Session				
09:30 – 10:00 Halls 5F-G	Registration and Networking			
10:00 – 10:45 Main Forum	<p>Plenary III – A New Era of Cooperation – IP Opportunities under the Belt and Road Initiative</p> <p><i>The announcement of the strategic plan of the “Belt and Road Initiative” has set out the discussion for greater cooperation and connectivity between China, sub-regions in Asia, Europe and the rest of the world. Meanwhile, protection and more trading of IP would become some of the new opportunities and potential considerations for the IP industry players in the concerned countries. Several IP experts would analyse and discuss the possible impact and the function of Hong Kong in it.</i></p> <p>Moderator:</p> <ul style="list-style-type: none"> ◆ Mr Al Kwok Co-Founder, International IP Commercialization Council, Hong Kong Chapter <p>Speakers</p> <ul style="list-style-type: none"> ◆ Prof Liu Chuntian Dean, the Renmin University of China (RUC) IP Academy Director, the RUC IP Teaching & Research Center ◆ Ms Dwi Anita Daruherdani, SH., LL.M. Secretary General, Indonesian IP Attorneys Association ◆ Mr Igor A. Drozdov Senior Vice President & Chief Legal Counsel, Skolkovo Foundation 			
10:45 – 11:00 Halls 5F-G	Coffee Break			

4 December 2015 (Friday) - Concurrent Breakout Sessions				
	IP Practical Tips	Industry-specific IPs	Asian Trends	Quick Guide to IP Basics
11:00 – 12:30	IP Arbitration and Mediation: An Effective Alternative to Resolve IP Disputes <i>(Co-organised with Department of Justice, The Government of the HKSAR)</i> <u>Speakers:</u> <ul style="list-style-type: none">◆ The Hon Andrew Liao, GBS, SC, JP Senior Counsel, Executive Council, Hong Kong Special Administrative Region◆ Mr C K Kwong, JP Senior Partner, Sit, Fung, Kwong & Shum◆ Mr James Rogers Arbitrator, China International Economic and Trade Arbitration Commission (CIETAC) Hong Kong Arbitration Center; Partner, Norton Rose Fulbright Hong Kong◆ Ms. Winnie Tam S.C. Barrister-at-law and Senior Counsel of the Hong Kong Bar Chairman, Hong Kong Bar Association Venue: Main Forum	<i>(11:00-13:00)</i> From Lab to Market - A Real Life Story of Commercialisation of IP <i>(Co-organised with Licensing Executives Society China, Hong Kong Sub-Chapter (LESC-HK))</i> <u>Introductory Remarks</u> <ul style="list-style-type: none">◆ Ms Anita Leung Chairman, LESC-HK <u>Moderator</u> <ul style="list-style-type: none">◆ Prof Alice Ngan Director, Special Projects Office, The Chinese University of Hong Kong <u>Speakers:</u> <ul style="list-style-type: none">◆ Mr Takafumi Yamamoto CEO & President , Technology Licensing Organisation of the University of Tokyo (TODA)◆ Mr Michael Lin Partner, Marks & Clerk Hong Kong◆ Mr Paul Lee CEO and Co-Founder, Aumeo Audio Venue: Seminar Room C	<i>(11:00 – 12:00)</i> Roundtable Meeting on the IP Opportunities under the Belt and Road Initiative <i>(By Invitation only)</i> Venue: Seminar Room B	IP Manager Training Programme* <i>(Co-organised with Intellectual Property Department, The Government of the HKSAR)</i> IP Trading <i>(09:15 – 10:45)</i> <u>Speaker:</u> <ul style="list-style-type: none">◆ Ms Rebecca Lo President, Hong Kong Group of The Asian Patent Attorneys Association Coffee Break <i>(10:45 – 11:00)</i> Management and Exploitation of Trade Marks <i>(11:00 – 12:30)</i> <u>Speaker:</u> <ul style="list-style-type: none">◆ Ms Helen Tang Council Member, Hong Kong Institute of Trade Mark Practitioners Venue: Seminar Room A <i>*Extra admission fee is required for this session</i>
			<i>(12:00 – 13:00)</i> AsialPEX Strategic Partnership Signing Ceremony and IP Networking Reception <i>(By Invitation only)</i> Venue: Halls 5FG	
12:30 – 14:00	Lunch Break			

14:00 – 15:30	<p>Practical Tips to Protect Your IP Assets (Co-organised with The Law Society of Hong Kong)</p> <p>Speakers:</p> <ul style="list-style-type: none"> ♦ Mr Kenny Wong Chairman, Intellectual Property Committee, The Law Society of Hong Kong ♦ Ms Yvonne Chua Member, Intellectual Property Committee, The Law Society of Hong Kong ♦ Ms Anita Leung Member, Intellectual Property Committee, The Law Society of Hong Kong <p>Venue: Main Forum</p>	<p>3D Printing & IP: Give Life to Your Ideas (Co-organised with Hong Kong Productivity Council (HKPC))</p> <p>Moderator:</p> <ul style="list-style-type: none"> ♦ Dr Anderson Shum Assistant Professor, Department of Mechanical Engineering, University of Hong Kong <p>Speakers:</p> <ul style="list-style-type: none"> ♦ Ms Ami Sin Chairlady, Hong Kong 3D Printing Association ♦ Mr Chuck Fung Senior Consultant, Automation Service Division, HKPC ♦ Mr Fred Fischer Director, Channel Development/Field Operations/Products, Asia Pacific, Japan, Stratasys Asia Pacific Limited ♦ Mr Arnald Ho Chairman, Print-Rite Holdings Limited <p>Venue: Seminar Room C</p>	<p>IP Market Insights in Asia Pacific</p> <p>Moderator:</p> <ul style="list-style-type: none"> ♦ Mr Timothy Browning Consul, Intellectual Property Rights Officer, U.S. Consulate General Guangzhou, China, United States Patent and Trademark Office <p>Speakers:</p> <ul style="list-style-type: none"> ♦ Mr Hidehiro Yokoo Secretary-General, Intellectual Property Strategy Headquarters, Cabinet Secretariat of Japan ♦ Mr John O'Brien Founder and Managing Director, Australian CleanTech ♦ Mr Benjamin Soffer Co-Chairman of the Board, Israel Tech Transfer Organisation and CEO, T3 – Technion Technology Transfer ♦ Mr Kwon Ohjung Director General, Intellectual Property Protection & International Cooperation Bureau, Korean Intellectual Property Office <p>Venue: Seminar Room B</p>	<p>IP Manager Training Programme* (Co-organised with Intellectual Property Department, the Government of the HKSAR)</p> <p>Management and Exploitation of Patents (13:45 – 15:15)</p> <p>Speaker:</p> <ul style="list-style-type: none"> ♦ Dr Jacqueline Lui President, Hong Kong Institute of Patent Practitioners <p>Coffee Break (15:15 – 15:30)</p> <p>Venue: Seminar Room A</p> <p><i>*Extra admission fee is required for this session</i></p>
15:30 – 16:00 Halls 5F-G	Coffee Break			

<p>16:00 – 17:30</p>	<p>Building Your IP Business – Looking into Effective IP Transactions (Co-organised with Royal Institution of Chartered Surveyors)</p> <p>Speaker:</p> <ul style="list-style-type: none"> ♦ Mr Tim Heberden, FRICS IP Valuation Director, Griffith Hack Director, RICS Global Business Valuation Board <p>Moderator:</p> <ul style="list-style-type: none"> ♦ Mr Gary Man, FRICS Managing Director, Greater China Asset Services Limited RICS Asia Board Member <p>Panelists:</p> <ul style="list-style-type: none"> ♦ Ms Edwina Tam Partner, Valuation Advisory Services, Deloitte ♦ Ms Ling Ho Head, Asia Intellectual Property Group, Clifford Chance Hong Kong ♦ Dr Mayank Kaul MRICS Head, Asia Pacific and Japan, Real Estate Risk Management, Institutional Clients Group, Citibank N.A ♦ Mr Tim Heberden, FRICS IP Valuation Director, Griffith Hack Director, RICS Global Business Valuation Board <p>Venue: Seminar Room C</p>	<p>Wearable Technologies: Implications for IP</p> <p>Speakers:</p> <ul style="list-style-type: none"> ♦ Mr Leo Chan Founder & CEO, Fashionology Limited and General Manager, Leader Radio Technologies Limited ♦ Mr Steve Leftly Founder, Myovolt Limited ♦ Mr Sam Yang Founder & Managing Director, Kairos Watches ♦ Mr Jeffrey McLean Senior Associate & Registered Patent Attorney (AU), Hong Kong, Deacons <p>Venue: Seminar Room B</p>	<p>Innovation and New Licensing Models in Asia: Lessons Learned from the Hi-Tech Industry (Co-organised with Open Invention Network and Hong Kong Institute of Trademark Practitioners Limited)</p> <p>Moderator:</p> <ul style="list-style-type: none"> ♦ Mr Justin Davidson President, the Hong Kong Institute of Trade Mark Practitioners <p>Speakers:</p> <ul style="list-style-type: none"> ♦ Mr Keith Bergelt Chief Executive Officer, Open Invention Network ♦ Mr Pindar Wong Chairman, VeriFi (Hong Kong) Limited ♦ Mr Nicholas Mak Commercial Attorney, Legal & Corporate Affairs, Microsoft Hong Kong Limited <p>Venue: Main Forum</p>	<p>IP Manager Training Programme* (Co-organised with Intellectual Property Department, the Government of the HKSAR)</p> <p>Management and Exploitation of Copyright and Designs (15:30 – 17:00)</p> <p>Speaker:</p> <ul style="list-style-type: none"> ♦ Ms Charmaine Koo Council Member, Hong Kong Institute of Trade Mark Practitioners <p>Registration and Application Procedures of IP Rights in Hong Kong (17:00 – 18:00)</p> <p>Speaker:</p> <ul style="list-style-type: none"> ♦ Ms Brenda Wan Acting Principal Intellectual Property Examiner, Intellectual Property Department, the Government of the HKSAR <p>Venue: Seminar Room A</p> <p><i>*Extra admission fee is required for this session</i></p>
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