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ADVANCED EXECUTIVE  
EDUCATION  
高級管理深造學院



## The 8<sup>th</sup> IP Seminar

### Business Intellectual Property: Strategy and Innovation

- Date:** August 5 & 6, 2016 (Friday and Saturday)
- Venue:** Joint Professional Centre, Unit 1, G/F., The Center, 99 Queen's Road, Central, Hong Kong, China
- Co-organizers:** United States-China Intellectual Property Institute Inc (USCIPI)  
Asia Innovation and IP Society Limited (AIIPS)  
CityU Business & Industrial Club (CUBIC)
- Website:** <http://uscipi.com/>

Every truly successful company has a brand. It is that by which the customers identify them. You think of the iconic the golden arches, the apple with a bite taken out, and the tag line "Just Do It" and they instantly evoke familiarity. This level of recognition translates to billions of dollars. Behind all of these brands is the backbone of intellectual property. Business and intellectual property go hand-in-hand. From the advertisement in a magazine to the new product being launched next year, proper intellectual property protection and management guarantees the success of a business. In an increasingly knowledge-based economy, obtaining the normal patent, trademark or copyright may not be enough. A company must have a strategy and be led with an understanding of the ways intellectual property can support and help the business grow. Factors such as local legislation, market practices, and potential infringement must be anticipated. Aligning your business with the intellectual property ensures the safety of your assets, especially in disputes. For startups, mapping out the big picture is essential. For established companies, constant reevaluation is just as critical.

## Program Rundown:

<b>August 5, 2016 (Friday)</b>	
<b>8:15 – 8:30</b>	Registration and Networking
<b>8:30 – 8:45</b>	<ul style="list-style-type: none"> <li>◆ Welcome Remarks by Dr. Albert Wai-Kit CHAN – Founder and Director of USCIPI</li> <li>◆ Group Photo Taking</li> </ul>
<b>8:45 – 10:45</b>	<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"> <li>◆ Prof. Dongmin CHEN – Dean of School of Innovation and Entrepreneurship of Peking University <b>China’s “Bayh-Dole” Act and University IP Operation in Support of Innovation Driven Economic Development</b></li> <li>◆ 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 <b>Critical Biz IP/Patenting Skills for Scientists – Patent Claim Construction, Infringement Determination, Infringement Avoidance and Design Around</b></li> <li>◆ Jie WANG – Vice President/Professor, Jiangsu Academy of Clinical Research and Translational Medicine/Jiangsu Province Hospital <b>Evolution and Raising of IP based Biotech/Medtec Start-ups in Mainland China: Example of SyMap Medical</b></li> </ul>
<b>10:45 – 11:00</b>	Coffee Break
<b>11:00 – 12:30</b>	<p style="text-align: center;"><u>IP Law Updates</u></p> <p>Moderated by Mr. David AI – Director of Knowledge Transfer Office at City University of Hong Kong</p> <ul style="list-style-type: none"> <li>◆ Robert D. KATZ, Esq. – Attorney at Law; Partner of Eaton &amp; Van Winkle, LLP New York, US; Managing Director of Odyssey Consulting Limited New York, US <b>Enforcement and Defense Against U.S. Patents by Chinese Companies</b></li> <li>◆ Rong XIE, Esq. – US Patent Attorney and Partner of Law Offices of Albert Wai-Kit Chan, PLLC <b>Software Patenting after <i>Alice</i> – 2016 Update</b></li> <li>◆ Mr. Barry FRANKS – European Patent Attorney, Swedish Patent Attorney and Board Member of BRANN AB Intellectual Property Law Firm <b>The Unitary Patent and the Unitary Patent Court– What’s Next?</b></li> </ul>
<b>12:30 – 13:00</b>	Lunch Section
<b>13:00 – 14:30</b>  (Coffee will be served at reception)	<p style="text-align: center;"><u>IP Law Updates II</u></p> <p>Moderated by Dr. Jacqueline LUI – U.S. Patent Agent; President of Eagle IP Group; President of HIPP</p> <ul style="list-style-type: none"> <li>◆ Prof. Jyh-An LEE – Assistant Professor of Law at the Chinese University of Hong Kong <b>Implementing the FRAND Standard in China and its Relationship to Innovation</b></li> <li>◆ Mr. Wen LIN – Partner of Beijing Jincheng Tongda (Shanghai) Law Firm <b>The Actualities and Puzzledom of the Anti-monopoly Execution in Mainland China</b></li> <li>◆ Dr. Kam Wah LAW – US Patent Attorney and HK solicitor; Partner of Squire Patton Boggs; VP of HIPP and VP of HKIPA Mr. Henry LUK - Council Associate of HKIPA; Full Member of HIPP <b>Overview of Patent System in HK and Patents (Amendment) Bill 2015</b></li> </ul>
<b>14:30 – 15:50</b>	<p style="text-align: center;"><u>Patent Financing</u></p> <p>Moderated by Dr. Yuanjia HU</p> <ul style="list-style-type: none"> <li>◆ Mr. Jie JI – Director of Hengqin International Intellectual Property Rights Exchange Center <b>Explorations and Practices on the Financing of Intellectual Property</b></li> <li>◆ Dr. Zhongfa MA – Professor of Fudan Univeristy Law School in China <b>Legal Issues on Patent Pledge Financing in China</b></li> </ul>

	<ul style="list-style-type: none"> <li>◆ Dr. Defang OUYANG – Assistant Professor of University of Macau <b>Big Data Analysis of Global Literature and Patents in Pharmaceuticals and Drug Delivery Area</b></li> <li>◆ Dr. Yongkang HUANG – Senior Accountant and CPA of Tianjin Xingtai Certified Public Valuation Co., LTD <b>An Introduction of Intellectual Property Pledge in the Mainland of China</b></li> <li>◆ Dr. Yuanjia HU – Assistant Professor of University of Macau <b>Patent Financing in China: An Empirical Study of Company X</b></li> </ul>
<b>15:50 – 17:00</b>	<p style="text-align: center;"><u>Innovation</u></p> <p>Moderated by Dr. Waishun LO</p> <ul style="list-style-type: none"> <li>◆ Dr. Waishun LO – General Partner of DL Capitals <b>IP in the Open Innovation Era</b></li> <li>◆ Mr. William LIN – CEO and Operations Director of JUSWE Green Park Incubator <b>High-Tech Projects between China and Europe – Introduction &amp; Roles in the Collaboration</b></li> <li>◆ Prof. King-Lau CHOW – Professor of Life Science and Biomedical Engineering at Hong Kong University of Science and Technology <b>A Sustainable Strategy to innovation</b></li> </ul>
<b>17:00 – 17:40</b>	Investment Opportunities

<b>August 6, 2016 (Saturday)</b>	
<b>8:30 – 8:45</b>	Registration and Networking
<b>8:45 – 9:15</b>	<p style="text-align: center;"><u>Opening Ceremony of AIIPS</u></p> <p>Moderated by Rong XIE, Esq. – US Patent Attorney and Partner of Law Offices of Albert Wai-Kit Chan, PLLC</p> <ul style="list-style-type: none"> <li>◆ <b>Introduction of AIIPS Missions</b> Mr. Yao DENG – Partner of Guangzhou Office of Lifang &amp; Partners Mr. William LAM – Founder of Hui and Lam Solicitors</li> <li>◆ Distribute certificate to members of AIIPS</li> </ul>
<b>9:15 – 11:15</b>	<p style="text-align: center;"><u>Business IP</u></p> <p>Moderated by Mr. Yao DENG – Partner of Guangzhou Office of Lifang &amp; Partners</p> <ul style="list-style-type: none"> <li>◆ Mr. Wellsey YU – CEO of Wellsey International IP Consulting Co. Ltd. <b>The Prediction of Future Winning Patent Service Model</b></li> <li>◆ Dr. Jia WANG – Teaching Fellow at the Department of Law, Faculty of Business, Hong Kong Polytechnic University <b>Business Models for the Creative Industry and the Path for Chinese Enterprises</b></li> <li>◆ Mr. Hu WANG – Consultant of Guangzhou IP Exchange <b>A New Mathematical Model and Algorithm for Evaluating the Value of Patent Right</b></li> <li>◆ Mr. Binqiang LIU – CEO of USinoIP <b>Challenge &amp; Advantages of NPE Practice</b></li> <li>◆ Panel Discussion Prof. Dongmin CHEN – Dean of School of Innovation and Entrepreneurship of Peking University 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</li> </ul>

<b>11:15 – 11:35</b>	Coffee Break
<b>11:35 – 12:35</b>	<p style="text-align: center;"><u>Internet &amp; Copyright</u></p> <p>Moderated by Dr. Jia WANG – Teaching Fellow at the Department of Law, Faculty of Business, Hong Kong Polytechnic University</p> <ul style="list-style-type: none"> <li>◆ Dr. Bo HU – Lawyer, Associate Professor of Jinan University <b>Copyright of Unauthorized Derivative Works</b></li> <li>◆ Prof. Haochen SUN – Associate Professor of Law at the University of Hong Kong <b>Copyright and the Public Interest: A Tale of Two Digital Library Litigations</b></li> <li>◆ Panel Discussion Ms. Sharon LIU – Partner and Attorney at Law of Dentons Ms. Zhiyun JIANG – Director and Attorney at Law of AF Law Firm, Guangdong</li> </ul>
<b>12:35 – 13:30</b>	Lunch Section
<b>13:30 – 15:00</b>	<p style="text-align: center;"><u>Trademark Branding in BIP</u></p> <p>Moderated by Mr. Johnson LAM – Director of Origin Business Consultancy Co. Ltd. in Hong Kong</p> <ul style="list-style-type: none"> <li>◆ Mr. Jinshan LIU – Trademark Attorney and Senior Partner of Boss &amp; Young Patent and Trademark Law Office <b>Bad Faith Trademark Registrations and Counter Actions</b></li> <li>◆ Mr. Billy NG – Chief Advisor of Madhead Limited, Hong Kong <b>Brand Protection - From Legal, Marketing, PR to Product</b></li> <li>◆ Ms. Weizhong (Rachael) YU – Of Counsel of Law Offices of Albert Wai-Kit Chan, PLLC <b>How to Protect Brands in the US – Start with Trademark Registration</b></li> <li>◆ Dr. Peng CHAO – Assistant Professor of City University of Macau; Director of Macao One Belt One Road Research Center <b>One Belt One Road – The Opportunities and Significance to Brand Macau</b></li> </ul>
<b>15:00 – 16:30</b>  (Coffee will be served at reception)	<p style="text-align: center;"><u>Panel Discussion on IP in Asian Countries</u></p> <p>Moderated by Mr. Yao DENG – Partner of Guangzhou Office of Lifang &amp; Partners Dr. Jia WANG – Teaching Fellow at the Department of Law, Faculty of Business, Hong Kong Polytechnic University</p> <ul style="list-style-type: none"> <li>◆ Panel Discussion Mr. Johnson LAM – Director of Origin Business Consultancy Co. Ltd. in Hong Kong Ms. Ling HUANG – Consultant of Chengdu International Copyright Trading Center Mr. Ka loi UN – Lawyer of Escritório de Advogados MAK HENG IP in Macau Mr. Jinsang JEONG – Patent Attorney and Senior Partner of Jeong &amp; Park in Korea Ms. Oi Man WONG – Senior Partner of Guangdong Zheng Ao Law Firm; President of Macao Trademark Association</li> </ul>
<b>16:30 – 17:00</b>	<p style="text-align: center;"><u>Round Table &amp; Closing Remarks</u></p> <ul style="list-style-type: none"> <li>◆ <b>Relationship of Asian Economy and Technology</b> Dr. Albert Wai-Kit CHAN – Founder and Director of USCIP Mr. William LAM – Founder of Hui and Lam Solicitors</li> </ul>