



GLOBAL INTELLECTUAL PROPERTY STRATEGY AND INVESTMENT

Intellectual Property (IP) now is more relevant and important than ever for a successful business. Before, IP seemed like such an intangible factor. However, in recent years, it has become clear that IP has a direct correlation to money – your investment - how much of it your business stands to gain or lose may very well depend on your IP protection and strategy. There are many models of IP strategy a business can follow. At the highest level, we have as sample the now infamous infringement litigation battles of Apple v. Samsung. At stake is a greater share of the \$293.9 billion smartphones market. These ongoing patent wars in the information and mobile device industry highlight the impact IP protection can have on companies, big and small. Litigation like Pfizer's and Novartis' cases indicates that the biomedical industry is also feeling the effects of IP and shows it is no longer focused just on the U.S. The IP landscape is changing globally and in large scale. The impact and precedence set by these cases – and its effect over countries like India, Brazil, Thailand, and even China– remains to be seen. You want to know how to best invest your precious resources: where to focus and how to build up your IP portfolio. IP experts from various countries will join our conference to discuss their current IP environment and potential strategies to avoid and overcome the challenges facing businesses today.

Friday, August 2, 2013

9:00 A.M. to 6:00 P.M.

and

Saturday, August 3, 2013

9:00 A.M. to 5:15 P.M.

Location:

Cliftons Hong Kong

Level 5, Hutchison House, 10 Harcourt Road, Central, Hong Kong

Please e-mail Vanessa Ching at admin@kitchanip.com or
call (+852) 2546 1331, should there be any questions.

Presenters and Moderators:

**Dr. Keith Chan, Dr. Albert Wai-Kit Chan, Dr. Dong Min Chen, Mr. Clive Chung,
Dr. Yuanjia Hu, Dr. Muhammed Hussain, Mr. Kenny Ko, Mr. William Lam,
Dr. Rocky Law, Dr. Jacqueline Lui, Dr. Wai Shun Lo, Dr. Anne-Cécile Trillat,
Ms. Xinsheng Wang, and other distinguished speakers**

SEMINAR PROGRAM

Friday, August 2 (Day1)

8:30 a.m. – 9:00 a.m. Sign-in

9:00 a.m. – 9:15 a.m. Welcome Remarks

9:15 am – 12:30pm

IP Monetization – Moderator: Dr. Wai Shun Lo

Dr. Keith Chan – GloboAsia – **Lesson Learned from a Taiwan New Drug Development Successful Story**
Dr. Dong Min Chen – Peking U – **Challenge and Opportunities working with university IP in China**
Dr. Muhammed Hussain – Managing Partner, IIPCS, and Former IBM VP, Corporate IP Licensing & Technology –
Assessing the Real Value of your IP Portfolio and successful Technology License.

Roundtable: Chan, Chen, Hussain and Lo

12:30 p.m. – 1:15 p.m. Lunch

1:15pm to 4:00pm

IP Updates

Europe – Unitary Patent and Unitary Patent Court – Dr. Anne-Cécile Trillat

US Patent Law: Updates and Strategies – Ms. Xinsheng Wang

China – Procurement and Enforcement – GIP Mr. Kenny Ko

4:15 pm to 6:00pm

Roundtable - Moderator: Dr. Rocky Law

How to increase Value of the Technology via IP & Where and what to invest?

Building a Sustainable Platform for Scientist Entrepreneurs – Mr. William Lam

Patent indicators: a window to pharmaceutical market success – Dr. Yuanjia Hu

The Game of IP Commercialization – Mr. Clive Chung, CPA

Saturday, August 3 (Day 2)

8:30 a.m. – 9:00 a.m. Sign-in

9:00 a.m. to 12:00 p.m.

Drafting and Procurement Strategy - Moderator: Dr. Jacqueline Lui

Tips for drafting an application for prosecution before the EPO – Dr. Anne-Cécile Trillat

The Chinese Utility Model and Invention Patent applications - the interplay – Dr. Jacqueline Lui

Characteristics or Key Performance Indicators of Early Stage High Value Patent – Dr. Keith Chan

12:00 p.m. – 12:45 p.m. Lunch

12:45 p.m. – 2:45 p.m.

Workshop – AIA (America Invents Act) – Ms. Xinsheng Wang

2:45pm to 3:00pm Break

3:00pm to 5:00pm

Workshop – Technology Licensing Deal: How to negotiate a technology deal? – Dr. Muhammed Hussain

5:00 p.m. – 5:15pm Closing Remarks