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产权Intellectual  
管理Property™

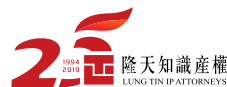
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企业法务顾问可免费参会

# GLOBAL IP & INNOVATION SUMMIT 全球知识产权及创新峰会

SHANGHAI MARRIOTT HOTEL CITY CENTRE, JUNE 26 2019  
上海雅居乐万豪酒店, 2019年6月26日



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## INTRODUCTION 简介

As IP activity in China grows, it is inevitable that there will be challenges and issues raised amongst the IP community. At MIP's Global IP & Innovation Summit delegates will hear from leading practitioners who will discuss innovative strategies for IP protection.

随着中国知识产权活动的不断增多, 这将不可避免的给知识产权领域带来一系列的挑战和问题。在本年度MIP全球知识产权及创新峰会上, 知识产权领域的顶尖从业者将探讨如何应用创新战略化解知识产权保护风险。

As one of the top jurisdictions for patent and trademark filings, China's IP landscape is rapidly developing to encourage innovation both domestically and globally. Attend the summit to:

中国作为专利和商标申请数量最多的司法管辖区之一, 其知识产权领域正在迅速的发展, 鼓励着国内外的创新。出席本次峰会, 您可以:

- Assess and analyse the developments of the legislations to prepare your IP portfolio for the upcoming years
- Find out how the amendments to the patent law in China will affect your portfolio and how you can take advantage
- Debate the China-US trade war implications and hear trade secret strategies
- Discuss blockchain's rise in the IP world and how you can protect your assets using it
- Hear how to navigate the online realm with the rapid increase of counterfeits using social media
- 评估和分析知识产权立法最新进展, 以便在未来几年准备好知识产权组合
- 了解中国专利法修正案将如何影响知识产权组合, 以及如何利用最新专利法
- 探讨中美贸易战的影响, 商业机密战略
- 讨论区块链在知识产权界的崛起, 以及如何利用区块链保护自己的资产
- 在仿冒品借助社交媒体快速增长的背景下, 您将如何在网络环境中前行

This one day bilingual event will provide a complete overview of IP issues and dives deep into ways to enhance your IP portfolio across multiple jurisdictions as well as delivering a variety of perspectives and valuable knowledge from leading legal experts.

本年度为期一天的双语峰会旨在提供一个全面的知识产权问题概述。同时聚集各资深法律专家各抒己见, 并提供相关的专业知识, 深入解析涵盖多个司法管辖区的知识产权组合的完善方法。

Stay one-step ahead and register your place today.

抢先席位, 请立即报名登记

## FOR MORE INFORMATION

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## WHO YOU WILL MEET 与会人员

- IP in-house counsel  
企业内部知识产权法务顾问
- Patent counsel 专利顾问
- General counsel 法律顾问
- Heads/Directors of IP  
知识产权部门经理
- Heads of legal 法律部门经理
- Trademark counsel 商标顾问
- Private practice lawyers  
私人执业律师

## A VARIETY OF INDUSTRIES, INCLUDING:

- 3M
- Adidas 阿迪达斯
- Honeywell 霍尼韦尔
- Applied Materials 应用材料
- Bayer 拜尔
- General Motors 通用汽车
- GenSci 金赛药业
- Huawei Technologies 华为
- JD.com 京东
- Mars Incorporated 玛氏公司
- Sanofi 赛诺菲
- Siemens 西门子
- Unilever 联合利华
- Valmet 维美德
- ZTE 中兴

## PROGRAMME

8:15 Registration

8:45 Opening remarks by Karry Lai, Asia reporter, Managing IP

8:50 **Keynote address:** The keynote speaker will discuss IP on a global setting and looks into the efforts IP offices around the world are doing to ensure collaboration and harmonisation

**Bingtao Li**, executive director, **QBPC**

9:10 Licensing: the view from China

- The domestic licensing marketing in China is experiencing/has the potential for growth
- Structuring successful licensing deals
- 5G patent portfolio and the implications for rights holder
- The future direction of patent monetisation
- Drawing comparisons from Europe for FRAND/SEPs

**Li Caihui**, senior IP director, **3SBio**

**Richard Jiang**, managing director of legal & IP, **Advanced Micro-fabrication Equipment**

10:00 Overcoming litigation and enforcement challenges

- Analysing litigation trends
- How to enforce actions in China and litigate in first instance
- Balancing enforcement and litigation costs
- Executing cross-country level litigation actions
- Difficulties of evidence collection and ways to meet the requirements

**Jamie Rowlands**, partner, **Gowling WLG** (moderator)

**Kai Peng**, senior IP counsel, **Philips**

**Miller Wang**, APAC brand protection director, **MCM**

**Jenny Guo**, IP head of Greater China and legal head of Danone Beverage and Water of China, **Danone**

10:50 Coffee and networking

11:20 The future/digitalisation of IP: AI, IoT and connected technology (4IR)

- Applicability of Blockchain technology and IP
- How to protect digitalised assets
- Understanding cyber protection and legal data transferring
- Challenges when seeking to protect AI inventions

**Ningling Wang**, managing partner, Shanghai Office, **Finnegan Henderson Farabow Garrett & Dunner** (moderator)

**Vincent Yu**, counsel (Asia IP), **General Motors**

**Sean Ke**, general manager IP center, **Visionox**

**Bowen Liang**, legal platform department, **Tencent (WeChat)**

**Lionel Lavenue**, partner, **Finnegan Henderson Farabow Garrett & Dunner**

12:10 Navigating counterfeiting in the online world

- Considerations for trademark infringement on online platforms
- Alibaba's strategies for online enforcement
- Taking advantage of China's new e-commerce law
- Protecting your IP on social networking platforms

**Evgeny Alexandrov**, partner, **Goroditsky & Partners**

**Victor Shao**, head of product security, **Sanofi**

**Inca Chen**, senior intellectual property counsel, **Freudenberg Management**

**Angela Chen**, brand protection manager, AP, **Ford Motors**

13:00 Lunch and networking

14:10 DEBATE: Deconstructing the implications of China's new patent law

This session will discuss the amendments to China's patent law. It highlights what you need to take into consideration and identify strategies to cope with the new changes.

- What are the implications for strengthening the enforcement of patents? Is it all good news?

**Jacob Zhang**, partner and assistant general manager, **Lung Tin Intellectual Property Agent**

**Chunbo Ran**, head of patents – China, **Unilever**

**Bruce Wang**, Asia Pacific IP counsel, **Kimberly-Clark**

14:50 Implementing an effective trade secret strategy

- A journey to a stricter IP control in China
- Navigating cross-border trade secrets protection
- Damages for trade secret misappropriation

**Bo Tian**, senior IP counsel for Asia Pacific, **Ingersoll Rand**

**Yide Ma**, president, **Zhongguancun Intellectual Property Strategy Research Institute**

**Sherry Zhang**, senior director, IP department, **Shanghai MicroPort Medical**

**Peter Yang**, IP attorney Asia Pacific, **Eaton**

15:40 Coffee and networking

16:00 Strategies to efficiently manage your patent portfolio

- Approving preliminary injunctions - case study: *Qualcomm v Apple*
- Looking at the changes in damage compensations
- Best practices for collecting evidence for patent litigation

**Guojun Zhou**, director of patents, Asia Pacific, **Intel**

**Wushuang Huang**, dean of IP school, **East China University of Political Science and Law**

16:50 Managing your trademark portfolio

- Trademark protection strategies
- Collaboration with cross border customs and government when it comes to exported products
- Trademark infringement against MNC and Chinese local companies - what we can learn from them
- Top tips to reduce trademark squatters
- Proposals for the amendment of the trademark law

17:30 End of conference

## PROGRAMME

8:15 签到

8:45 Managing IP 致开幕词 - 黎嘉瑜, 亚洲记者

8:50 演讲主题: 主讲嘉宾将以全球背景下讨论知识产权, 并深入探讨各国知识产权办公室为确保合作与协调所做出的相关努力

李炳涛, 中国外商投资企业协会优质品牌保护委员会, 品保委执行总监

9:10 知识产权许可: 中国视角

- 中国国内许可市场的潜在增长
- 构建成功的许可交易
- 5G 专利组合及其对权利人的影响
- 专利货币化的未来走向
- 与欧洲的FRAND/SEPS作比较

李彩辉, 知识产权高级总监, 三生制药集团

姜银鑫, 法务及知识产权执行总监, 中微半导体设备

10:00 克服诉讼和执法挑战

- 诉讼趋势分析
- 如何在中国执行并提起一审诉讼
- 平衡执法与诉讼费用
- 跨国诉讼程序的执行
- 集证难度及满足相关要求的途径

路兰德, 合伙人, 英国高林睿阁律师事务所驻广州代表处 (主持人)

彭凯, 高级知识产权顾问, 飞利浦

王森, 亚太区品牌保护总监, 恩思恩时尚

郭慧敏, 中华区知识产权法律负责人 及 中国达能水和饮料法律负责人, 达能

10:50 茶歇与交流

11:20 IP的未来/数字化: 人工智能、物联网和互联技术 (4IR)

- 区块链技术和知识产权的应用
- 如何保护数字资产
- 了解网络保护和法律数据传输
- 寻求保护人工智能发明所面临的挑战

王宁玲, 上海办公室管理合伙人, 美国飞翰律师事务所 (主持人)

俞涤清, 亚洲知识产权法律顾问, 通用汽车

柯晓鹏, 知识产权中心总经理, 维信诺

梁博文, 高级法律顾问, 腾讯微信

Lionel Lavenue, 合伙人, 美国飞翰律师事务所

12:10 互联网造假现象之导航

- 网络平台下对商标侵权的思考
- 阿里巴巴应对网络执法的战略
- 取利中国新《电子商务法》
- 在社交网络平台上保护您的知识产权

Evgeny Alexandrov, 合伙人, Gorodissky & Partners

邵克亮, 产品安全负责人, 赛诺菲

陈广吉, 高级知识产权顾问, 科德宝企业管理

陈丽琪, 亚太区品牌保护经理, 福特汽车

13:00 午餐与交流

14:00 讨论: 解构中国新专利法的含义

此环节将讨论中国专利法的相关修订内容, 并强调您需要考虑哪些内容和确定应对新变化的策略

- 加强专利实施的意义是什么? 全都是好消息吗?

张思悦, 合伙人、总经理助理, 隆天知识产权

冉纯博, 中国专利部负责人, 联合利华

王丹昕, 亚太区知识产权顾问, 美国金佰利

14:50 实施有效的商业秘密战略

- 中国更加严格的知识产权管理之旅
- 跨境商业机密保护导航
- 商业机密盗用的损害赔偿

田波, 亚太区知识产权资深顾问, 英格索兰

马一德, 院长, 中关村知识产权战略研究院

张丽红, 资深总监, 知识产权部, 上海微创医疗器械

杨涛, 亚太区知识产权律师, 伊顿

15:40 茶歇与交流

16:00 有效管理专利组合的战略

- 批准临时禁令-案例研究: 高通v苹果
- 透视损害赔偿的变化
- 专利诉讼集证的最佳实践

周国军, 亚太区专利总监, 英特尔

黄武双, 知识产权学院院长, 华东政法大学

16:50 管理您的商标组合

- 商标保护策略
- 在出口产品方面与跨境海关和政府的合作
- 针对跨国企业与中国本土企业的商标侵权---我们可从中学到什么?
- 减少商标抢注者的最佳技巧
- 《商标法》修正案的提议

17:30 会议结束

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