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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 <b>Dr. Albert Wai-Kit CHAN</b> – Founder and Director of USCIP</li> <li>◆ Group Photo Taking</li> </ul>
<b>8:45 – 10:15</b>	<p style="text-align: center;"><u>Keynote Section</u></p> <p>Moderated by <b>Dr. Albert Wai-Kit CHAN</b> – Founder and Director of USCIP</p> <ul style="list-style-type: none"> <li>◆ <b>Prof. Dongmin CHEN</b> – Dean of School of Innovation and Entrepreneurship of Peking University “Impact of China's New “Bayh—Dole“ Act on Chinese University IP Operation”</li> <li>◆ <b>Dr. Keith CHAN</b> – President and CEO of GloboAsia LLC; Senior Advisor of Cornerstone IP Foundation of Taiwan and National Chengchi University “Critical Patenting Skills for Scientists: Infringement Determination and Design Around for Follow-On Innovation”</li> </ul>
<b>10:15 – 10:30</b>	<u>Coffee Break</u>
<b>10:30 – 12:00</b>	<p style="text-align: center;"><u>IP Law Updates</u></p> <p>Moderated by <b>Mr. David AI</b> – Director of Knowledge Transfer Office at City University of Hong Kong</p> <ul style="list-style-type: none"> <li>◆ <b>Robert D. KATZ, Esq.</b> – Attorney at Law; Partner of Eaton &amp; Van Winkle, LLP New York, US; Managing Director of Odyssey Consulting Limited New York, US “Enforcing Chinese Patents and Defending Infringement Suits in the US”</li> <li>◆ <b>Mr. Rong XIE</b> – US Patent Attorney and Partner of Law Offices of Albert Wai-Kit Chan, PLLC “Change in U.S. Patent Law for Computer Implemented Inventions”</li> <li>◆ <b>Mr. Barry FRANK</b> – European Patent Attorney, Swedish Patent Attorney and Board Member of BRANN AB Intellectual Property Law Firm “The Consequences of Brexit on IP Strategies in Europe”</li> </ul>
<b>12:00 – 12:45</b>	<u>Lunch Section</u>
<b>12:45 – 14:15</b>	<p style="text-align: center;"><u>IP Law Updates II</u></p> <p>Moderated by <b>Dr. Jacqueline LUI</b> – U.S. Patent Agent; President of Eagle IP Group; President of HIPP</p> <ul style="list-style-type: none"> <li>◆ <b>Prof. Jyh-An LEE</b> – Assistant Professor of Law at the Chinese University of Hong Kong “Implementing the FRAND Standard in China and its Relationship to Innovation”</li> <li>◆ <b>Mr. Wen LIN</b> – Partner of Beijing Jincheng Tongda (Shanghai) Law Firm “The Actualities and Puzzledom of the Anti-monopoly Execution in Mainland China”</li> <li>◆ <b>Dr. Kam Wah LAW</b> – US Patent Attorney and HK solicitor; Partner of Squire Patton Boggs; VP of HIPP and VP of HKIPA <b>Mr. Henry LUK</b> “Hong Kong Patents (Amendment) Bill 2015”</li> </ul>
<b>14:15 – 14:30</b>	<u>Coffee Break</u>
<b>14:30 – 15:50</b>	<p style="text-align: center;"><u>Patent Financing</u></p> <p>Moderated by <b>Dr. Yuanjia HU</b></p> <ul style="list-style-type: none"> <li>◆ <b>Mr. Jie Ji</b> – Director of Hengqin International Intellectual Property Rights Exchange Center “Explorations and Practices on the Financing of Intellectual Property”</li> <li>◆ <b>Dr. Zhongfa MA</b> – Professor of Fudan Univeristy Law School in China “Legal Issues on Patent pledge Financing in China”</li> </ul>

	<ul style="list-style-type: none"> <li>◆ <b>Dr. Defang OUYANG</b> – Assistant Professor of University of Macau “Big Data Analysis of Global Literature and Patents in Pharmaceuticals and Drug Delivery Area”</li> <li>◆ <b>Dr. Yongkang HUANG</b> – Senior Accountant and CPA of Tianjin Xingtai Certified Public Valuation Co., LTD “An Introduction of Intellectual Property Pledge in the Mainland of China”</li> <li>◆ <b>Dr. Yuanjia HU</b> – Assistant Professor of University of Macau “Patent Financing in China: An Empirical Study of Company X”</li> </ul>
<b>15:50 – 17:00</b>	<p style="text-align: center;"><u>Innovation</u></p> <p>Moderated by <b>Dr. Waishun LO</b></p> <ul style="list-style-type: none"> <li>◆ <b>Dr. Waishun LO</b> – General Partner of DL Capitals “IP in the Open Innovation Era”</li> <li>◆ <b>Mr. William LIN</b> – CEO and Executive Director of JUSWE Green Park Incubator</li> </ul>

<b>August 6, 2015 (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> <ul style="list-style-type: none"> <li>◆ Introduction of AIIPS Missions <b>Mr. Deng YAO</b> – Partner of Guangzhou office of Lifang &amp; Partners <b>Mr. William LAM</b> – Founder of Hui &amp; 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 <b>Mr. Deng YAO</b> – Partner of Guangzhou office of Lifang &amp; Partners</p> <ul style="list-style-type: none"> <li>◆ <b>Mr. Wellsey YU</b> – CEO of Wellsey International IP Consulting Co. Ltd. “The Prediction of Future Winning Patent Service Model”</li> <li>◆ <b>Dr. Jia WANG</b> – Lecturer, School of Accounting and Finance, Department of Law, The Hong Kong Polytechnic University “Business Models for the Creative Industry in China: Learning from the US and Singapore”</li> <li>◆ <b>Mr. Hu WANG</b> – Consultant of Guangzhou IP Exchange “A New Mathematical Model and Algorithm for Evaluating the Value of Patent Right”</li> <li>◆ <b>Mr. Binqiang LIU</b> – CEO of USinoIP “Challenge &amp; Advantages of NPE Practice”</li> <li>◆ <b>Panel Discussion</b> <b>Dr. Keith CHAN</b> – President and CEO of GloboAsia LLC; Senior Advisor of Cornerstone IP Foundation of Taiwan and National Chengchi University <b>Prof. Dongmin CHEN</b> – Dean of School of Innovation and Entrepreneurship of Peking University</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 <b>Dr. Jia WANG</b> – Lecturer, School of Accounting and Finance, Department of Law, The Hong Kong Polytechnic University</p>

	<ul style="list-style-type: none"> <li>◆ <b>Dr. Bo HU</b> – Associate Professor of Jinan University “Copyright of Unauthorized Derivative Works”</li> <li>◆ <b>Prof. Haochen SUN</b> – Associate Professor of Law at the University of Hong Kong “Copyright and the Public Interest: A Tale of Two Digital Library Litigations”</li> <li>◆ <b>Panel Discussion</b> <b>Ms. Sharon LIU</b> – Partner and Attorney at Law of Dentons <b>Ms. Zhiyun JIANG</b> – Director lawyer of AF law firm in 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 <b>Mr. Johnson LAM</b> – Director of Origin Business Consultancy Co. Ltd. in Hong Kong</p> <ul style="list-style-type: none"> <li>◆ <b>Mr. Jin Shan LIU</b> – Trademark Attorney and Senior Partner of Boss &amp; Young Patent and Trademark Law Office “Bad Faith Trademark Registrations and Counter Actions”</li> <li>◆ <b>Mr. Billy NG</b> – Chief Advisor of Madhead Limited, Hong Kong “Brand Protection - From Legal, Marketing, PR to Product”</li> <li>◆ <b>Ms. Weizhong (Rachael) YU</b> – Of Counsel of Law Offices of Albert Wai-Kit Chan, PLLC “How to Protect Brands in the US – Start with Trademark Registration”</li> <li>◆ <b>Dr. Peng CHAO</b> – Assistant Professor of City University of Macau; Director of Macao One Belt One Road Research Center “One Belt One Road – The Opportunities and Significance to Brand Macau”</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 <b>Mr. Deng YAO</b> – Partner of Guangzhou office of Lifang &amp; Partners</p> <ul style="list-style-type: none"> <li>◆ <b>Panel Discussion</b> <b>Mr. Johnson LAM</b> – Director of Origin Business Consultancy Co. Ltd. in Hong Kong <b>Ms. Ling HUANG</b> – Consultant of Chengdu International Copyright Trading Center in China <b>Mr. Ka Loi UN</b> – Lawyer of Escritório de Advogados MAK HENG IP in Macau <b>Mr. Jinsang JEONG</b> – Patent Attorney and Senior Partner of Jeong &amp; Park in Korea <b>Ms. Oi Man WONG</b> – Senior Partner of Guangdong Zheng Ao Law Firm; President of Macao</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>◆ Relationship of Asian Economy and Technology <b>Dr. Albert Wai-Kit CHAN</b> – Founder and Director of USCIP <b>Mr. William LAM</b> – Founder of Hui &amp; Lam Solicitors</li> </ul>